

In accordance with Connecticut General Statutes the sale of any town property shall first be sent to the Planning & Zoning Commission for a report with final approval then going to Town Meeting for approval by the taxpayers.

Request for Qualifications
Site Marketing & Sale of Town Owned property
Town of Stafford, Connecticut

PROJECT DESCRIPTION:

The Town of Stafford is seeking proposals from real estate brokers/firms to sell real property located within the town limits.

This RFQ seeks to find a firm/individual to assist in the process of marketing and selling town properties. The town is seeking a firm with a creative marketing plan who can develop a broad approach to the sale of these properties.

Together with Town Staff, the chosen firm will lead the processes of 1) assessing the target customers for this property, 2) creating a marketing plan, 3) develop a sales price and executing the marketing plan.

SCOPE OF SERVICES:

The successful firm shall agree to contract with the Town to provide the following:

- a) Develop strategies for sale of the designated property
- b) Develop marketing materials to advertise the site for sale.
- c) Participate in site tours with potential buyers
- d) Analyze offers from potential buyers and advise the Town with respect to negotiations.
- e) Represent the Town in negotiations with a prospective buyer from the time of offer until closing.
- f) Coordinate real estate transaction closing
- g) Handle all other customary activities and services associated with real estate transactions.
- h) Presentations at public meetings may be required.

CONTENTS OF REQUEST FOR QUALIFICATIONS:

All firms should submit a written response to this RFQ to include information directly related to each of the selection criteria outlined in Selection Process/Criteria herein.

Provide a cover letter indicating your interest in serving as the Town's real estate agent/firm to sell these properties. Back-up information should be provided including:

- 1) List years in business with a description of you or your firm. Size of firm if applicable;, location, number and nature of the professional staff to be assigned if applicable.
- 2) Describe experience you or your firm has in pertinent real estate sales.
- 3) Comprehensive Market Evaluation-floor plans, map and Assessor card attached.
- 4) Fee schedule:
 - State your fee structure for listing and selling of the subject property.
 - State any other costs the Town may anticipate relating to the real estate transaction.

REFERENCES:

Provide a list of three (3) references including the Name, Title and Contact information as well as a brief description of the specific service.

SELECTION PROCESS/CRITERIA

The RFQ's will be reviewed based on the following selection criteria:

- Experience and qualifications of assigned personnel
- Familiarity with the town of Stafford
- performance on similar projects
- cost

The individual or firm, which best meets the criteria, will be contacted for an interview and negotiation of terms and conditions. Fees to the real estate firm will be based on the agreed upon terms contained within the listing agreement. The Town of Stafford is not liable for any costs incurred by the real estate firm outside the scope of a listing agreement between the firm and the Town of Stafford.

SUBMISSION:

Three (3) copies of the RFQ shall be submitted on or before 4:00PM Monday September 18, 2017. RFQ's should be addressed to Town of Stafford, Tony Frassinelli, First Selectman "Site Marketing & Sale", 1 Main Street, Stafford Springs, CT 06076.

Questions may be directed to Tony Frassinelli, First Selectman at 860-684-1777.

The Town reserves the right to reject any or all proposals, to waive any technicalities in RFQ's received, to negotiate and to accept the proposal that shall be in its best interest.

The Town of Stafford is an Equal Opportunity Employer.