



# **REQUEST FOR PROPOSALS**

## **BROKERAGE SERVICES FOR MARKETING AND LEASING OF ROBERT C. WILLIAMS BUSINESS CENTER**

**PWC2223019**

**OCTOBER 2022  
FAYETTEVILLE PUBLIC WORKS COMMISSION  
955 OLD WILMINGTON ROAD  
FAYETTEVILLE, NC 28301**

**DUE DATE: JANUARY 6, 2023**

---

# Table of Contents

- 1. PROJECT DESCRIPTION ..... 2
- 2. PROPOSAL REQUIREMENTS ..... 3
- 3. RFP SCHEDULE AND SUBMISSION REQUIREMENTS..... 5
- 4. SELECTION/AWARDING OF CONTRACT ..... 6

## **I. PROJECT DESCRIPTION**

### **A. Introduction**

The Fayetteville Public Works Commission (PWC) is seeking an experienced real estate brokerage firm and/or building management firm to conduct marketing and lease administration services for the Robert C. Williams Business Center (RCWBC) located at 215 Hay Street, Fayetteville, NC.

### **B. Background**

The PWC is responsible for providing electric, water, and sanitary sewer utilities in Fayetteville and surrounding areas in Cumberland County. As the largest municipal utility provider in North Carolina, the PWC serves more than 119,000 customers each day.

In 2000, the PWC built the RCWBC to house administrative and customer service operations. Staff members were relocated to the permanent PWC complex in 2009, leaving no physical presence in the RCWBC. The PWC continues to own, lease and manage this building.

### **C. Qualifications**

The ideal respondent must demonstrate substantial experience in the business of marketing and leasing commercial properties. In addition, the following minimum criteria must be met and documented:

1. Respondent must be a licensed real estate broker in good standing with the ability to conduct business in North Carolina.
2. Respondent must have a minimum of five (5) years experience in listing and leasing commercial properties.
3. Respondent must have shown a consistent pattern of successful lease negotiations and building management services within the last five (5) years.

### **D. Scope of Work**

The following is a general outline of the work required and should not be considered an all-inclusive list of necessary tasks. A detailed description of the work requirements will be developed during negotiation with the successful respondent.

#### **1. Marketing**

- a) Research and acquire documents, plans, regulations, agreements and other reports relative to local zoning requirements and market issues. The PWC will provide documents related to building specifications and current tenants as needed.
- b) Conduct a comparative market analysis and recommend the most appropriate selling price for the RCWBC.

- c) Develop comprehensive marketing plans to promote the sale of the RCWBC throughout the state, region and nation.
- d) Develop unique materials related to the promotion and sale of the property.
- e) Develop and implement an action plan that includes specific strategies and timelines for accomplishing activities relating to the promotion and sale of the RCWBC.
- f) Coordinate site tours of the RCWBC for each potential buyer.
- g) Review offers from potential buyers and advise PWC with respect to terms and conditions. The sales process will be subject to public property disposal laws of North Carolina.
- h) Serve as a representative for PWC in negotiations with potential buyers from the time of offer until closing. The PWC will designate a representative for the RCWBC to coordinate efforts with the selected broker and potential buyers, to include contract negotiations and meeting buyer requirements (repairs, upgrades, etc.).
- i) In the event PWC is successful in obtaining a buyer through their sole efforts, they will be free to close on such sale without any obligation to pay a commission to the listing broker.

## **2. Leasing and Administration**

- a) Market vacant space to secure new tenants.
- b) Negotiate new lease agreements and tenant up fits.
- c) Administer existing leases to include monitoring lease status, negotiating lease extensions and resolving tenant complaints and requests.

## **II. PROPOSAL REQUIREMENTS**

### **A. Company Background**

1. Identify the legal entity that would enter into a contract with the PWC, and include:
  - a) Name of company
  - b) Location of company headquarters
  - c) Local office location
  - d) Type of business (sole proprietorship, partnership or corporation)
  - e) Year established
  - f) State of incorporation, organization and/or registration
  - g) DUNS number and Federal Employer Identification Number
  - h) Name and title of the person authorized to enter into an agreement
  - i) Primary contact information (name, title, phone, address, e-mail, fax)
2. Provide an organizational chart identifying members of the team who would be assigned to this contract. The chart should clearly delineate roles and responsibilities of the various team members.

3. Indicate the number of professional staff available and qualified to perform services. Include detailed background information for each key member of the team including:
  - a) Job classification
  - b) Roles and responsibilities
  - c) Professional registrations and certifications listing applicable states(s)
  - d) Office location
  - e) Present/anticipated workload and ability to manage additional leases
4. Provide a description of your firm's background and experience in marketing and leasing commercial real estate.
  - a) Knowledge of the Fayetteville real estate market, to include military impact, growth of medical markets, downtown trends, knowledge of prospective tenants, etc.
  - b) Ability to represent and show available space within two hours of requested viewing.
  - c) Ability to find prospective tenants in the Fayetteville area and to make recommendations to PWC to increase opportunities for leasing the space.
  - d) Ability to negotiate new leases and renegotiate existing leases.
5. State any possible conflicts of interest your company or team members may have with the proposed contract. Explain any connection or relationship with the PWC and/or the City of Fayetteville.
6. List current buildings and/or leases being managed by the company, including level of management services, in the Fayetteville area by address and sub market location.
7. Provide overall references for your team, including contact names and phone numbers. References from recent clients, partners, or other stakeholders familiar with similar projects are required.
8. Discuss any resolved, pending, or threatened investigations or litigation transpiring over the last five (5) years by any private or public entity.
9. Identify the use of any company with an office in Fayetteville, NC.
10. Identify if your company is certified as a DBE or if any DBE partners would be utilized on the project.
11. Provide a sample Right to Sell Listing Agreement and a Right to Lease Listing Agreement.

**B. Terms and Conditions**

1. PWC requires that the selected Proposer enter into a Service Agreement for the services provided as a part of this RFP. A sample Service Agreement is attached to this Request for Proposal.
2. Exceptions to the sample Service Agreement should be included within the Proposer's response by submitting a list of Exceptions and Variations with your proposal.
3. PLEASE NOTE: Terms and exceptions are negotiable based on the services to be provided and will be reviewed on a case-by-case basis.

**C. Approach**

1. The proposal should address tasks to meet Scope of Work requirements as outlined in this RFP, to include the information outlined below:
  - a) Description of the firm's overall approach to marketing and lease managing commercial properties.
  - b) Description of how the firm will market the building for prospective new tenants.
  - c) Description of company's current workload and availability to commit to the proposed contract.
2. If a significant portion of this contract will be performed in any office other than in Fayetteville, list each task and the associated office from which work will be performed.
3. Provide a summary on why your firm should be selected.

**D. Cost of Services**

Describe cost of services to be provided, to include:

- a) Commission rate for the sale of the RCWBC
- b) Commission rate for leases at the RCWBC
- c) Any other fees to be considered

**III. RFP SCHEDULE AND SUBMISSION REQUIREMENTS**

**A. Submission Requirements**

1. RFP packages shall consist of an introductory cover letter and proposal addressing items detailed above, and shall not be longer than 20 standard typewritten pages (8 ½" x 11", Times New Roman font size 11 point or larger). Promotional literature, brochures, etc., will be considered as part of the page limit. Packages consisting of more than 20 pages may be rejected.

2. Firms wishing to be considered for this opportunity must submit **four (4) bound copies** of the RFP package through one of the following methods:

**By mail:**

Fayetteville Public Works Commission  
Attention: Shelby Lesane, Procurement Advisor  
P.O. Box 1089  
Fayetteville, NC 28302-1089

**In person or by express delivery:**

Fayetteville Public Works Commission  
Attention: Shelby Lesane, Procurement Advisor  
PWC Operations Center  
955 Old Wilmington Road  
Fayetteville, NC 28301

3. Packages must be received no later than **January 6, 2023 @ 5:00pm.** Each firm is solely responsible for the timely delivery of the RFP Package.
4. **Late proposals will not be considered.**

#### **IV. SELECTION/AWARDING OF CONTRACT**

##### **A. Selection Committee**

1. A Contract Review Team composed of representatives from PWC will evaluate the submitted proposals. Shortlisted firms will be required to give a brief (not longer than 20 minutes) presentation to the Commission and select staff as to why their firm should be chosen for this project. In the event insufficient or inadequate proposals are received, additional firms may be invited to respond.
2. One contract will be awarded to the selected respondent by the PWC to market and lease the RCWBC Building.

##### **B. Evaluation Criteria**

1. Submissions shall be evaluated on the firms' ability to meet the requirements of this RFP. Specific evaluation criteria, among other factors, will include:
  - a) Demonstrated success in providing similar services including leasing and sales
  - b) Qualifications and abilities of key individuals identified in the RFP package
  - c) Contract approach and understanding
  - d) Proposed cost of services
  - e) References

f) Current workload/availability

2. Evaluation criteria will be weighted based on importance as determined by the Contract Review Team.

**C. Questions/Addendum**

1. Questions regarding this RFP must be submitted:

**By e-mail:** shelby.lesane@faypwc.com  
Subject: Brokerage/Marketing Services

2. Questions must be received no later than 5:00 p.m. on **December 23, 2022 @ 5:00pm.** Responses will be distributed in writing to the primary point of contact for each RFP package.
3. **Potential applicants are strictly prohibited from contacting any PWC official or employee regarding this RFP, except in the manner noted above. Violation of this provision constitutes grounds for immediate disqualification of the applicant.**
4. Clarifications or modifications to this RFP shall be made in writing in the form of an addendum. Addenda will be distributed to the primary point of contact for each RFP package as needed. No verbal clarifications shall be binding upon the PWC.

**D. Attachment**

Sample Service Agreement





