



**REQUEST FOR PROPOSALS  
RFP No. 23-05**

**CITY OF EL SEGUNDO  
Real Estate Agent Services  
Date of Issuance: August 7, 2023**

Dear Sir/Madam,

The City of El Segundo invites qualified firms to submit a sealed proposal to provide Real Estate Brokerage Services for the City of El Segundo.

One (1) hard copy and one (1) electronic copy of the sealed proposal must be received by the City Clerk by:

**2:00 P.M. PST, August 21, 2023**

City of El Segundo  
City Clerk's Office  
350 Main Street  
El Segundo, CA 90245

**Late proposals will not be accepted.**

Interested parties may obtain a copy of this RFP by accessing the City of El Segundo website:

<https://www.elsegundo.org/government/departments/city-clerk/bid-rfp>

Any and all updates, addenda, questions and answers and changes to this RFP will be distributed through the Bid/RFP webpage. The City will not be held responsible or liable if interested bidders or proposals miss any information relevant to this RFP.

***THE CITY OF EL SEGUNDO ENCOURAGES THE PARTICIPATION OF MINORITY- AND WOMEN-OWNED BUSINESSES***

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## **SECTION 1. GENERAL:**

The City of El Segundo ("City") is requesting proposals from qualified real estate brokerage professionals or firms ("Consultant"). The City seeks the services of a California licensed real estate broker to represent and assist the City in the sale of surplus property for the City. The sale of City owned property must comply with California Government Code Sections 25520-25539.10 and 54220-54232.

Agreements with the selected professional or firm will be for one-year term.

A list of the scope of services is provided herein. Consultants responding to this proposal must indicate the skills, ability, and/or services which distinguish the consulting professionals or firms from other consulting professionals or firms to make the proposal the best choice for the city.

## **SECTION 2. SUMMARY**

This Request for Proposals (RFP) solicits proposals from qualified consultants, firms, and/or a team comprised of different companies for real estate brokerage services as described herein. The City retains the right to accept or reject any and all of the proposals; or any item or part thereof at its discretion; make an award for a portion of the scope of work/services; or award contracts to one or more proposers for any portion of the described services.

To respond to this RFP, an interested party must submit **one (1) hard copy and one (1) electronic copy to the City Clerk's office** by the due date and time specified on the cover of the solicitation, 2:00 pm PST on Monday, August 21, 2023. Questions regarding this RFP are due by 4:00 p.m. on August 14, 2023 and are to be submitted to Michael Allen, Community Development Director, by email to: [mallen@elsegundo.org](mailto:mallen@elsegundo.org). Answers will be posted to the website by August 17, 2023.

Proposals must be submitted plainly identifying the RFP and consultant's name and address. Proposals must address all information requested in this RFP. A proposal may add information not requested in this RFP, but the information should be in addition to, not instead of, the requested information and format. Proposals must be received (i.e., uploaded) by 2:00 pm PST on Monday, August 21, 2023, in order to be considered timely for the purpose of selecting a consultant to provide the requested services.

The City will, based on qualified proposals presented in the response to this RFP, select the Consultant to provide real estate brokerage services for the City through a lottery draw system. The successful Consultant will be asked to sign a Professional Services Agreement with the City prior to being given notice to proceed. A sample Professional Services Agreement is attached as part of the RFP documents. The form of this agreement will not be subject to negotiations; therefore, if you are not able to sign this agreement do not submit a Statement of Qualifications.

## **SECTION 3. BACKGROUND:**

As required by Government Code Section 54220 of the State of California, the City of El Segundo intends to sell the surplus property at 910 Hillcrest Street, El Segundo, CA 90245.

The City purchased the property in 1990 with grant funds from the Federal Aviation Administration (FAA) for the purposes of providing a demonstration house for the City's Residential Sound Insulation (RSI)

Program to mitigate sound from nearby Los Angeles International Airport (LAX). The property measures approximately 0.15 acre and is improved with an approximately 1,056 square-foot, one-unit house (unoccupied). The sale of the property is subject to FAA rules, including a requirement to sell the property for fair market value. FAA has accepted the appraisal(s) and requires the property to be sold for the appraised value (\$1,300,000 - \$1,500,000) or more, paid at closing.

In accordance with Government Code Section 54222, the City is making the property available for direct negotiation and purchase by non-profit and affordable housing providers. If no agreement is reached on sales price and terms with any interested parties, the City will market the property to the general public.

#### **SECTION 4. SCOPE OF WORK AND FEES:**

The successful proposer shall agree to contract with the City to provide those real estate brokerage services that are standard and expected in representation for the sale of 910 Hillcrest Street, El Segundo, CA 90245.

Commission percentage to represent the City in the sale of surplus property includes a 5% brokerage fee, with a 2.5/2.5 split if there is the buyer is represented by his/her/its own agent.

#### **SECTION 5. STATEMENT OF QUALIFICATIONS:**

The proposal must include the following items in the order listed:

- 1) **Experience** – Provide specific information concerning the Proposer’s experience with the services specified in this RFP. The Consultant must be either (i) a licensed Real Estate Broker in good standing with the California Department of Real Estate (DRE), or (ii) a licensed Real Estate Salesperson in good standing with the California DRE that is sponsored by a licensed real estate broker in good standing with the California DRE. Consultant must have a minimum of five years of experience and must have represented buyers and/or sellers in at least ten transactions involving properties in the City of El Segundo. Provide a list of completed purchase/sale transactions in the City of El Segundo over the past five years, together with a list of all purchase/sale transactions completed in the past 24 months. The list should indicate the party (buyer or seller) that Consultant represented in the transaction.

Provide a copy of the proposer’s real estate license, and any other relevant certificates or licenses.

- 2) **Project Team** – Provide the names and qualifications of the key individuals that will be responsible for the coordination and production of these services, their respective roles and the organizational structure of the team.
- 3) **Marketing Plan** – Provide a proposed marketing plan that you believe is appropriate for subject property.
- 4) **Conflict of Interest**– No person performing services for the City in connection with the establishment of any agreements or any projects resulting from this solicitation may have a financial or other personal interest other than employment or retention by the City in any contract or subcontract in connection with this solicitation or any resulting project. No officer or employee of

such person retained by the City may have any financial or other personal interest in the resulting project, unless such interest is openly disclosed upon the public records of the City and such officer, employee, or person has not participated in the acquisition of such property for or on behalf of the City.

- 5) **Prohibited Contracts** – The City will not contract with and will reject any Statement of Qualifications submitted by the persons or entities specified below, unless the City Council finds that special circumstances exist which justify the approval of such a contract.
- Persons employed by the city, or by any public agency for which the City Council is the governing body, and any city official.
  - Former city employees or officials that participated in the decision-making process leading up to this RFP.
  - For-profit entities in which persons employed by the city (or by any public agency for which the City Council is the governing body) or former city officials serve as officers, principals, partners, or major shareholders.
  - For profit entities in which persons formerly employed by the city (or by any public agency for which the City Council is the governing body) or former city officials serve as officers, principals, partners, or major shareholders if the former employee or city official participated in the decision-making process leading up to this RFP.
- 6) **Fee Schedule** - 5% brokerage fee, with a 2.5/2.5 split if there is the buyer is represented by his/her/its own agent..

The submitter certifies that the consultant firm has complied with the above provisions, and that any ensuing contract will be valid.

#### **SECTION 6. SUBMITTAL RECEIPT PROCESS**

The successful consultant will be selected via a lottery draw among all qualifying firms. The City is under no obligation to contract with any consultant.

To be considered, proposers must submit:

- One (1) electronic copy of their proposal, in a PDF file, to [allcityclerks@elsegundo.org](mailto:allcityclerks@elsegundo.org). The subject title needs to read “RFP#23-05 Real Estate Agent Services”. The person submitting the proposal must include in their email, person’s full name, title, company name and phone number. Once the City Clerk’s office receives the electronic copy of the proposal, staff will reply to the email acknowledging receipt of the electronic proposal. If you do not receive confirmation, it is the proposer’s responsibility to contact the City Clerk’s office to make sure that the electronic copy of the proposal has been received.

**AND**

- One (1) hard copy in a sealed envelope with the name and address of the company submitting the proposal and it should be clearly marked with the words “Request for Proposal (RFP#23-05)” and the title “RFP#23-05 Real Estate Agent Services”.

**NO LATER THAN:**

**2:00P.M. PST on August 21, 2023**

**To**

**City of El Segundo  
City Clerk’s Office  
350 Main Street  
El Segundo, CA 90245-3813**

- **PROPOSALS MUST BE SUBMITTED BY DUE DATE AND TIME.** Once the deadline is reached, no further submissions are accepted. Once the due date and time has passed, City staff will then begin reviewing the submissions for responsiveness, compliance, and other issues.
- **PROPOSALS MAY BE WITHDRAWN by the submitter before, but not after, the due date and time.**
  - **Important Note:** It is the sole responsibility of the consultants to ensure their proposals are received on time by the City. The City of El Segundo is not responsible for proposals that do not arrive by the due date and time.

**ELECTRONIC SUBMISSIONS CARRY FULL FORCE AND EFFECT:** The Consultant, by submitting its electronic proposal, agrees to and certifies under penalty of perjury under the laws of the State of California, that the certification, forms, and affidavits submitted as part of its proposal are true and correct.

**PROPOSALS ARE PUBLIC RECORDS:** Upon receipt by the City, proposals and qualifications will become public records subject to public disclosure. It is the responsibility of the submitter to clearly identify any confidential, proprietary, trade secret or otherwise legally privileged information contained within the proposal together with the section of the California Public Records Act (CPRA) that allows the identified information to be redacted in the event of a CPRA request. General references to the CPRA will not suffice. If the Consultant does not reference a specific code section and/or provide applicable case law that clearly establishes that the requested information is exempt from the disclosure requirements of the CPRA, the City will release information when required in accordance with the CPRA, pursuant to any other applicable law, or by order of any court or government agency, and the submitter agrees to hold the City harmless for any such release of this information. By submitting a proposal, Consultant agrees to reimburse the City for, and to indemnify, defend, and hold harmless the City, its officers, employees, and agents, from and against any and all claims, damages, losses, liabilities, suits, judgments, fines, penalties, costs, and expenses, including without limitation, attorneys’ fees, expenses, and court costs of any nature whatsoever, arising from or relating to the City’s non-disclosure of any such designated portions of a proposal.

## **SECTION 7. RESOURCES**

City of El Segundo Website: <https://www.elsegundo.org/>

California Surplus Land Act FAQ:

<https://www.hcd.ca.gov/docs/planning-and-community-development/slafaq.pdf>

Standard CAR form:

[https://www.car.org/-/media/CAR/Documents/Transaction-Center/PDF/Standard-Forms/December-2018/December-2018---Legal-Forms/RLA\\_12-18\\_LegalChange\\_Draft7.pdf?la=en&hash=FA41913F5A647A6FAE683A63DD6F92E1C6A7AB8E](https://www.car.org/-/media/CAR/Documents/Transaction-Center/PDF/Standard-Forms/December-2018/December-2018---Legal-Forms/RLA_12-18_LegalChange_Draft7.pdf?la=en&hash=FA41913F5A647A6FAE683A63DD6F92E1C6A7AB8E)

## **SECTION 8. GENERAL PROPOSAL INFORMATION**

- 1) All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the requirements may be grounds for rejection of this proposal. (Please refer to Section 9 of this RFP for submittal requirements.) All information should be complete, specific, and as concise as possible. Respondents are liable for all errors or omissions contained in their submittals. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
- 2) The City may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to the due date.
- 3) Proposals will constitute firm offers valid for 90 days from the due date. Proposals may not be modified after the due date. All proposals should be signed by an authorized representative of the bidder. Once submitted, proposals may be withdrawn, modified, and resubmitted up until the due date. Any correction or re-submission of proposals will not extend the submittal due date.
- 4) The City's expectation of any consultant the City contracts with is that the consultant's values align with the City's values of highly ethical conduct, fiscal responsibility, respect for the City and others, and excellent customer service delivery.
- 5) The cost for developing the proposal is the responsibility of the Consultant and will not be chargeable to the City.
- 6) Proposals and Statements of Qualifications will be reviewed for compliance with the minimum qualifications. Consultants meeting the minimum qualifications will be entered into a lottery draw system.

- 7) One or more Consultants may be selected to negotiate an agreement. If necessary, and at the sole discretion of the City, more than one firm may be interviewed and selected.
- 8) The City will be using a listing agreement, using the standard CAR form, link above provided for your review. The form of this agreement will not be subject to negotiations; therefore, if you are not able to sign this agreement do not submit a Statement of Qualifications.
- 9) This RFP does not commit the city to award, nor does it commit the city to pay any cost incurred in the preparation of the submittal, or in making necessary studies or designs for the preparation thereof, nor procure or contract for services or supplies. The City reserves the right to negotiate all terms and conditions of any agreements entered into. The City also reserves the right to not enter into any agreement, cancel or amend the process at any time. The City reserves the right to accept or reject any or all submittals, or any part of a submittal received as a result of this request, to waive minor irregularities, defects or technicalities in a submittal, to request clarifications or additional information from respondents, to award multiple contracts, or to solicit new submittals for the same scope of work or a modified scope of work, to negotiate individually with one or more consultants, and to select one or more consultants if determined to be in the best interest of the City.
- 10) Neither your organization, nor any of your representatives may have any claims whatsoever against the city, or any of its respective officials, agents, or employees arising out of or relating to this RFP or these RFP procedures, except as set forth in the terms of a definitive agreement between the city and your organization.

#### **SECTION 9. SUBMITTAL CHECKLIST**

Firms must submit required materials no later than **2:00 PM on August 21, 2023,** to City Clerk's Office. Submittals received after the specified time will not be considered.

Submitted proposals must follow the format outlined below and include all requested information. Failure to submit proposals in the required format can result in the proposal being eliminated from evaluation and consideration.

- 1) Cover Letter (1-page maximum) – Must include the name, address, and telephone number of the company, and must be signed by the person(s) authorized to represent the Consultant.
- 2) Statement of Qualifications (4-page maximum) - Must provide a summary of the Consultant's Statement of Qualifications (provided in Section 5). Provide specific information concerning the Proposer's experience with the services specified in this RFP. Examples of completed projects, as current as possible, should be submitted as appropriate. Provide a copy of the proposer's real estate license, and any other relevant certificates or licenses. State overall approach to the Scope of Work (provided in Section 4)
- 3) Cost of Services (1-page maximum) – Provide statement of agreement to commission structure, and listing agreement using standard CAR form.

- 4) References (1-page maximum) – Provide at least three (3) references, including name, address, telephone number, and Email, for whom similar services have been provided.

**SECTION 10. EVALUATION FOR RFP**

All proposals will be evaluated for completeness and meeting the minimum qualifications as “pass/fail”, as follows:

- Responsiveness and completeness of the RFP as outlined in Section 2 - 9
- Consultant team qualifications and overall experience
- Agreement with commission structure
- Reference checks

**Proposals which meet all minimum qualifications outlined above will be entered into a lottery draw. Lottery draw will occur publicly on August 28, 2023, at 3:00 p.m. in the City Hall Council Chambers, at 350 Main Street, El Segundo, CA 90245. Consultant must also be present to enter the lottery draw.**

**SECTION 11. RFP SCHEDULE**

Firms must submit required materials no later than **2:00 PM on August 21, 2023**, to the City Clerk’s Office. Submittals received after the specified time will not be considered. The City reserves the right to make changes to the below schedule but plans to adhere to the implementation of this proposal process as follows:

August 7, 2023	Request for Proposals Release Date
August 14, 2023, by 4 p.m. PST	Deadline to Submit Questions
August 17, 2023, by 5 p.m. PST	Answer to Questions
August 21, 2023, by 2 p.m. PST	Proposal Due Date
August 21, 2023, August 25, 2023	City Review of proposals, select qualifying firms for lottery draw*
August 28, 2023, at 3:00 p.m.	In person (mandatory) lottery draw of selected firm(s)* City Hall Council Chambers 350 Main Street El Segundo, CA 90245

\* Tentative schedule