

REQUEST FOR PROPOSALS FOR REAL ESTATE BROKERAGE SERVICES

PREPARED BY:

THE ATLANTA DEVELOPMENT AUTHORITY

January 10, 2012

RESPONSES DUE: February 3, 2012

INTRODUCTION

The Atlanta Development Authority (“ADA”), the economic development arm of the City of Atlanta, is inviting all interested and qualified respondents to submit their proposals to serve as real estate broker to the ADA in connection with the sale of land at Southside Industrial Park (“SIP”) owned by the Atlanta Economic Renaissance Corporation (“AERC”), an entity for which ADA serves as agent.

Your complete response to this request for proposals (“RFP”) must be received at the offices of ADA at 86 Pryor Street, Suite 300, Atlanta, GA 30303, no later than 5:00 p.m. on Friday, February 3, 2012.

Detailed submission guidelines and requirements are outlined in the RFP, available as of Tuesday, January 10th at <http://www.atlantada.com>. For more information, call E. Steven Thompson at (404) 588-5471.

BACKGROUND AND PURPOSE

The ADA is a public authority created by the City of Atlanta (the “City”) to promote the revitalization and growth of the City. It represents a consolidation of the City’s economic and community development efforts in real estate, finance, marketing and employment, for the purpose of providing a focal point for improving Atlanta’s neighborhoods, business environment and the quality of life for all of its citizens. ADA is the cornerstone of an overall effort to provide economic and redevelopment services in a more effective and efficient manner.

ADA is seeking the services of an industrial/commercial real estate broker to assist AERC and ADA to market and sell the land that AERC owns at SIP in an effort to draw new businesses to the City. There are nine (9) parcels of land totaling approximately ninety-two (92) acres to be sold at SIP. The industrial park was developed roughly 25 years ago and is located west of Jonesboro Road, north of the Clayton County border with the City and east of I-75. The SIP property is located in the vicinity of the Hartsfield-Jackson Atlanta International Airport (the “Airport”). With the opening of the new International Terminal and the increase in the air cargo business at the Airport, the SIP property would be a prime location for many businesses.

QUALIFICATIONS AND SCOPE OF SERVICE

The Respondent should be qualified to render the following services as the real estate broker with respect to the sale of the SIP property including:

1. Develop a marketing strategy to promote the sale of the SIP property and advise ADA regarding said strategies;
2. Develop materials related to the promotion and sell of the SIP property, provide said materials to ADA, market said materials and report results to ADA;
3. Provide at least one (1) site tour of the SIP property for each potential buyer;
4. Analyze offers from potential buyers and advise ADA with respect to negotiations; and
5. Represent ADA in negotiations with potential buyers from the time of offer until closing.

INSTRUCTIONS

From the time of release of this RFP through the conclusion of the selection process, there shall be no communication between any Respondents and/or their lobbyist or authorized/unauthorized agent(s) with any staff of the ADA, any elected or appointed official of the City, except as provided for in this RFP, unless such communication is initiated by ADA and is unrelated to this RFP process. Any violation of this provision by any Respondent and/or its lobbyist or authorized/unauthorized agent(s) shall be immediate grounds for disqualification for award of a contract in connection with this RFP.

Style and Page Limitations: Responses shall be limited to a maximum of 20 pages of text on 8½" X 11" paper, single-sided, one-inch margins, using a minimum 11-point font. Efforts should be made to provide concise responses.

Delivery of Proposals: Please submit one (1) original, and one (1) electronic copy on a CD ROM in PDF format. Deliver proposals in a sealed package to ADA, as indicated below, in such form as is set forth in this RFP **by 5:00 p.m. on Friday, February 3, 2012.**

ADA reserves the right to award the scope of work in its entirety or some portion(s) thereof. Furthermore, ADA reserves the right to reject any and all proposals and to waive irregularities. **Joint venturing is not acceptable and joint proposals from multiple firms will not be considered except in the context of pending mergers or acquisitions.**

ADA maintains a policy of encouraging firms to present innovative ideas and we appreciate ideas that result in a tangible benefit to the City and ADA. **Proposals are encouraged from minority-owned and women-owned businesses. In addition, ADA encourages proposals from Atlanta-based businesses and small businesses.**

Proponents will not be reimbursed for any costs incurred to prepare proposals or for any work performed in connection therewith or during any negotiations on proposed appointments. All materials submitted in response to the RFP will become the property of ADA.

SUBMISSION GUIDELINES

A. TRANSMITTAL LETTER

Provide a cover letter which summarizes the key points of your response and is signed by an officer or employee of the firm who is authorized to commit the firm's resources to ADA's proposed transaction. Please limit your transmittal letter to two (2) pages.

B. BASIC INFORMATION

1. Describe your firm's background in serving as a commercial/industrial real estate broker.
2. Given the recent challenges in the real estate markets, describe your overall approach to marketing commercial/industrial property.
3. Provide a list of similar properties which you firm has marketed and successfully sold.
4. Provide the names and relevant experience of the team members of your firm who will be providing services in connection with the marketing and sale of the SIP property. Be specific regarding the person(s) who would have primary and/or day-to-day responsibility for directing your firm's efforts. Provide a resume for each individual assigned to ADA's service including their title and contact information.
5. Discuss any pending or threatened investigations or litigation by any private or public entity which may impact your firm's ability to serve as a commercial/industrial real estate broker.
6. Discuss any conflicts of interest your firm may have if selected as ADA's commercial/industrial real estate broker. How will you insulate ADA from these conflicts?
7. Provide the commission structure for the marketing and sale of the SIP property.

All submissions are due by 5:00 p.m. on Friday, February 3, 2012. Please submit to ADA via mail or courier to:

E. Steven Thompson
The Atlanta Development Authority
86 Pryor Street, Suite 300
Atlanta, GA 30303

Any questions concerning this request should be directed by e-mail to Steve Thompson at sthompson@atlantada.com.

TIMELINE

JANUARY 10, 2012 – RFQ DISTRIBUTION
JANUARY 26, 2012 – SUBMISSION OF QUESTIONS
JANUARY 31, 2012- RESPONSES TO QUESTIONS POSTED ON WEBSITE
FEBRUARY 3, 2012, 5:00 PM – SUBMITTALS DUE
FEBRUARY 13 – FEBRUARY 15 – FINALIST INTERVIEWS

SELECTION CRITERIA

Selection of a real estate broker shall be based upon the following considerations:

Scoring Criteria	Weighted Value
Experience and Qualifications <ul style="list-style-type: none">• Demonstrated prior experience with transaction(s) of similar scope and complexity	40%
Key Personnel and Resources <ul style="list-style-type: none">• Demonstrated competence and experience of firm personnel responsible for performing work and providing services	40%
Marketing <ul style="list-style-type: none">• Competitiveness of pricing proposal	20%

CONTRACTUAL TERMS

The respondent must be prepared to perform the required services beginning Friday, February 17, 2012. The term of the contract shall be for one (1) year. ADA may terminate the contract without cause by giving not less than thirty (30) days prior written notice to the other party. ADA may terminate the contract with the provider immediately for cause. Cause will include, but is not limited to, concern for financial integrity, irregularities, fraud or failure to perform service.