

Jefferson County Development Authority (JCDA)
Request for Proposals
Real Estate Broker Services to Sell Real Property
Owned by JCDA in Burr Business Park

OVERVIEW

The Jefferson County Development Authority is seeking proposals from real estate brokers/firms to sell real property located in the Burr Business Park in Jefferson County, W.Va. It is the intent of this Request for Proposal (RFP) to have the successful broker/firm(s), enter into a Professional Services Contract with the JCDA to supply real estate services as outlined herein.

BACKGROUND

Burr Business Park is home to approximately 65 companies and more than 1,500 employees, including recent additions of Speedway Motors, Sheetz, and Devil's Due Distillery. It began in the 1980s as Bardane Industrial Park with a focus of attracting manufacturers and featuring larger tracts of land. As the park moved forward to accommodate the changing needs of the county, the next phase of development focused on smaller lots and attracted more service-related firms. The final phase of development was designed for a mix of uses and features 44 lots ranging in size from 1 to 5 acres. Lots can be combined administratively through the Jefferson County Engineering, Planning, and Zoning Department to accommodate larger needs. Located conveniently off of WV Route 9, the park's easy access to Interstate 81, US Route 340, and Dulles International Airport help to market the location. Lots are shovel ready with all utilities to the property line and fiber runs throughout the park. The county has a growing population of nearly 60,000 residents and a large influx of seasonal tourists. (The Burr Business Park map is available at <https://jcda.net/for-site-selectors/map-room> or by request.)

PROPOSAL OVERVIEW

The following information must accompany your proposal:

Provide a cover letter indicating your interest in serving as the Jefferson County Development Authority's real estate real estate broker/firm(s) to sell land in Burr Business Park. Back-up information should be provided including:

1. List years in business with a description of your firm including size of firm, location, number, and nature of the professional staff to be assigned to the project, with a brief resume for each key person listed.
2. Describe experience (minimum three years previous experience with proven effectiveness) your firm or organization has with commercial real estate transactions.
3. Describe the methods of identifying target user groups and a description of the marketing materials and the strategy for presenting the site to a national and global marketplace.
4. Please submit a lot pricing detail and any additional services offered through your firm.

5. Fee schedule:
 - a. State your commission rate for listing and selling of properties.
 - b. State your proposed method of compensation for representing the JCDA in negotiations for purchasing properties.
 - c. State any other costs the JCDA may anticipate relating to the real estate services to be provided.
 - d. The quoted fees shall be valid for a minimum of 60 days.

6. References: Provide a list of three applicable references. Include name, title, and contact information for each reference as well as a brief description of the specific services provided.

GENERAL INSTRUCTIONS

1. The proposal should be mailed to the JCDA at 1948 Wiltshire Road, Suite #4, Kearneysville, WV 25430 or delivered to 1948 Wiltshire Road, Suite 4, Kearneysville, WV 25430 on or before 5:00 p.m. on April 9, 2021. Proposals will then be reviewed by the JCDA Business Development and Marketing Committee. The Committee will develop a list of finalists to interview. *The Applicants are responsible for ensuring that their proposal, however submitted, is received on time and at the location specified. Proposals received after 5:00 p.m. on April 9, 2021 will not be considered.*
2. To be considered, firms must submit a complete response to the RFP in the form requested. Firms not responding to items requested in the RFP or indicating exceptions to such items may have their submittals rejected.
3. The JCDA reserves the right to reject any and all proposals, or any parts thereof, or to waive any informality or defect in any bid if it is in the best interest of the JCDA. All proposals, plans, and other documents submitted shall become the property of the JCDA. Responses to this RFP are considered public information and are subject to discovery under the Freedom of Information Act.
4. Respondents are responsible for their own expense in preparing, delivering, or presenting a proposal, and for subsequent negotiations with the JCDA, if any.
5. All questions may be directed to the following contact person: Dennis Jarvis II, Executive Director, by email at djarvis@jcda.net or by phone at 304-728-3255.

SCOPE OF SERVICES

The successful real estate broker/firm(s) shall agree to contract with the JCDA to provide the following:

- Develop strategies for sale of designated JCDA-owned properties (such as conducting a study of comparable properties);
- Develop marketing materials (electronic and/or hard copy) to advertise sites for sale, distribute the materials to potential buyers via the appropriate form(s) of media, and report results to the JCDA on an agreed upon frequency;
- Advise the JCDA on strategies to promote and sell sites in the Business Park;
- Include the JCDA in all site tours and negotiations of said property with potential buyers;
- Analyze offers from potential buyers and advise the JCDA with respect to negotiations;

- Represent the JCDA in negotiations with a prospective buyer from the time of offer until closing, understanding the timelines and requirement of the JCDA Board of Directors;
- Coordinate real estate transaction closings; and
- Handle all other customary activities and services associated with real estate transactions.

REQUIREMENTS

Respondents to the RFP shall have the following qualifications:

1. Must be licensed and in good standing with the State of West Virginia to sell real estate.
2. Must have an excellent reputation in the real estate community.
3. Must be knowledgeable in the regional real estate market and should have experience with similar properties.

TERM OF CONTRACT

The contract period for the successful real estate broker/firm(s) will be one year from date of award. The contract may be renewed for additional terms upon satisfactory performance by the real estate broker/firm(s) and at a negotiated rate agreed to in writing by both the agent/firm and the JCDA. Alternate contract periods may be considered.

EVALUATION AND AWARD PROCESS

Issuance of this RFP and receipt of proposals does not commit the JCDA to award a contract. The JCDA reserves the right to postpone receipt date, accepting or rejecting any or all proposals received in response to this RFP, or to negotiate with any of the real estate broker/firm(s) submitting an RFP, or to cancel all or part of this RFP.

SELECTION CRITERIA

Selection of a real estate broker/firm(s) will be made based on the following criteria:

1. Ability of the real estate broker/firm(s) to meet or exceed the requirements defined in the RFP;
2. Experience, qualifications, and references;
3. Knowledge of regional real estate market and ability to market to prospects beyond the region;
4. Regional reputation;
5. Fee schedule; and
6. Marketing strategy

ORAL PRESENTATION/INTERVIEWS

Real estate broker/firm(s) submitting a proposal in response to this RFP may be requested to give an oral presentation of their proposal. Additional technical and/or cost information may be requested for clarification purposes, but in no way change the original proposal submitted. Interviews are optional and may or may not be conducted.

If an interview is conducted, it is essential that the real estate broker/firm(s) team assigned to the work, as well as key representatives, be present at and participate in the interview. A recommendation of the real estate broker/firm(s) will be made to the JCDA Board of Directors. The selected real estate broker/firm(s) and JCDA representatives will negotiate a mutually acceptable contract. The negotiated contract shall be approved by the JCDA Board of Directors.