



Community Development Authority

City of Racine

AGENDA BRIEFING MEMORANDUM

AGENDA DATE: May 15, 2023

PREPARED BY: Jeff Hintz, CNU-A, Planning Manager, City Development Department

SUBJECT: Consideration of Resolution 23-04 authorizing the acceptance of bids and the approval of a contract with Friedrich Realty for real estate agent services.

SUMMARY AND BACKGROUND: The Community Development Authority of the City of Racine (CDA) will have a need for real estate services as a result of the Lincoln King Redevelopment Plan (plan). Implementation of the plan will require real estate transactions to occur within the plan area involving the CDA.

A request for proposals was published on March 23 and 24 of 2023 with questions due on March 30, any addendums to the RFP on April 3, and the due date of the proposals on April 10 of 2023, by 10:00 AM. The responses were reviewed and evaluated (scored) based on the following criteria:

Description	Points
Qualifications and Experience	30
Compliance to Scope of Services	20
Marketing Strategy	15
Quality of Agency Support to Agent	10
Community Involvement	10
Knowledge of the City of Racine	10
Pricing	5
Total	100

Three proposals for services were received. The review panel scored the proposal from Berkshire Hathaway with a score of 100, the proposal from Friedrich Realty with 68, and the proposal from Only Real Estate with 45. All three proposals were reviewed by the same review panel and against the evaluation criteria as shown above.

RECOMMENDED ACTION: That the CDA accept the bids received for real estate agent services to market CDA-owned properties; and that the Interim Executive Director and/or Chairman, or their designee(s), be authorized to act on behalf of the CDA to: sign all forms and documents and take any other necessary action to execute a contract with Friedrich Realty.

BUDGETARY IMPACT: Fees will be incurred on a per-sale and purchase basis. The term of the agreement will be for a six-month period with the option to renew for two (2) additional six-month periods.