

## **REQUEST FOR REAL ESTATE SALES SERVICES**

**City of Berea, Ohio**

**Real Estate Sales Services**

**Posting Date: January 27, 2017**

**Response Due Date: March 1, 2017**

The City of Berea is requesting responses from licensed realtors with extensive sales and marketing experience in the Southwest Cuyahoga County Suburbs for the sale of two vacant residential parcels located in Berea. Interested realtors should submit a Letter of Interest pursuant to the requirements contained in this Request for Real Estate Sales Services.

### **Project Description**

Within the last few years, the City has acquired the vacant residential parcels located at 156 Prospect Road and 584 Prospect Road in Berea, Ohio 44017. The City now wishes to sell both of these vacant parcels through a realtor licensed in the State of Ohio. Both vacant parcels are zoned for residential uses and any potential buyer will need to comply with Berea's residential zoning restrictions.

### **Letter of Interest Content**

Realtors interested in submitting a Letter of Interest shall submit the information specified below.

- Resume of experience as a realtor;
- Proposed commission fee structure; and
- Sample Marketing Plan.

### **Scope of Services**

The successful realtor will be expected to provide services and materials for the items listed below:

- Assist the City in determining asking prices for each vacant parcel;
- Develop a Market Plan for each vacant parcel;
- Enter both vacant parcels into the Multiple Listing Service;
- Schedule showings of the vacant parcels to perspective buyers;
- Act as the exclusive point of contact with perspective buyers and realtors;
- Write a Sales Contract; and
- Any other related services determined necessary by the City.

### **Selection Procedure**

Responding realtors will be evaluated and ranked in order of their qualifications when considering the following criteria:

- Sales experience in the Southwest Cuyahoga County Suburbs;
- Commission fee structure; and
- Strength of sample Marketing Plan.

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The order of the criteria in the preceding list is not indicative of order of importance. The City may hold discussions with responding realtors to further explore each realtor's expertise and qualifications. Upon negotiation of terms, a Listing Agreement shall be entered into between the City and the realtor. The City reserves the right to reject any and all Letters of Interest and shall have no liability whatsoever to any party whose Letter of Interest is not accepted and does not confer any right of appeal. The contract is limited to the sale of the vacant parcels listed above.

Any inquiries regarding this Request for Real Estate Sales Services may be submitted via email to: [mmadzy@cityofberea.org](mailto:mmadzy@cityofberea.org) and must be received no later than 4:00 p.m. on February 24, 2017. Telephone calls will not be accepted.

Realtors interested in being considered for selection should respond by submitting a Letter of Interest with required supplemental documentation via email **by 4:00 p.m. on March 1, 2017 to:**

**Matthew J. Madzy**  
**[mmadzy@cityofberea.org](mailto:mmadzy@cityofberea.org)**

Responses received after 4:00 p.m. on March 1, 2017 will not be considered.