



**REQUEST FOR QUALIFICATIONS  
RESIDENTIAL, COMMERCIAL, AND RETAIL BROKERAGE SERVICES**

**INTRODUCTION**

The Housing Authority of the County of Santa Cruz (**HACSC**) and its affiliate, New Horizons Affordable Housing and Development Inc. (**New Horizons**), a California nonprofit public benefit corporation, is requesting qualification for residential, commercial, and retail brokerage services.

HACSC was established in 1969 by a resolution of the Santa Cruz County Board of Supervisors to locally administer federal rent subsidy programs authorized under the United States Housing Act of 1937. HACSC provides rental subsidies, manages, and operates affordable housing units, and develops affordable housing to assist low-income families, seniors, and persons with disabilities living in Santa Cruz County and the unincorporated areas of Hollister and San Juan Bautista.

The mission of HACSC is to promote access to quality affordable housing, utilize housing as a platform for improving quality of life, and support inclusive, health and sustainable communities free from discrimination.

New Horizons’ purpose includes but is not limited to supporting HACSC with acquiring, providing, developing, financing, rehabilitating, owning, and operating affordable housing for low-income individuals. New Horizons actively manages approximately 240 affordable housing units in Santa Cruz County. New Horizons is committed to enhancing and preserving its existing affordable portfolio as well as expanding opportunities for high quality affordable housing for low-income residents of Santa Cruz County.

HACSC and New Horizons are hereinafter collectively referred to as HACSC.

**PURPOSE**

HACSC is requesting qualifications from licensed brokers to provide residential, commercial, and retail brokerage service as described below in the Scope of Services. The selected broker(s) shall assist HACSC with analyzing, negotiating, and closing residential, commercial, and retail transactions. Through this process, HACSC may select more than one broker to provide the requested services and enter into one or more contracts with those brokers. The estimated timeline for this process is as follows (all dates are subject to change):

Issue request for quotes	Tuesday, November 28, 2023
Deadline for questions	Wednesday, December 6, 2023
Submission due date	Wednesday, December 20, 2023
Interviews with evaluation panel (if necessary)	Monday, January 8, 2024
Notice to selected broker(s)	Thursday, January 11, 2024
Contract start date	Monday, January 15, 2024

## SCOPE OF SERVICES

Broker(s) shall provide HACSC with residential, commercial, and retail brokerage services, representing HACSC's interest in the sale, and/or purchase of properties, providing associated services such as conducting due diligence, soliciting term sheets, performing financial analysis and site analysis, negotiating terms of transactions and guiding HACSC through transactions.

Service may include, but are not limited to the following:

1. Manage and coordinate all real estate transaction functions.
  - a. Prepare offers to acquire property
  - b. Lead and/or assist HACSC staff with sale and/or purchase negotiations
  - c. Identify potential candidate sites and properties maintaining discretion and client confidentiality
  - d. Analyze initial term sheets received (depending on transaction type, may include terms, tenant build-out costs, and timeframe implications)
  - e. Coordinate all transaction documents
  - f. Consult with HACSC staff, General Counsel, real estate attorneys, and third-party consultants on the structure of the transaction, title, and Covenant, Conditions, and Restrictions (CC&Rs), and associated matters
  - g. Work with HACSC to resolve problems and recommend solutions related to transactions, analysis, or brokerage services
  - h. Handle all other customary activities and services associated with real estate transactions
2. Project Management
  - a. Contract management, budget monitoring, and control related to transaction
  - b. Participate in meetings and presentations as requested by HACSC
  - c. Provide timely communication and progress updates, including making reasonable effort to meet HACSC's schedule
  - d. Strategic planning for real estate that may be related to property leasing or sale marketing strategy
3. Real estate analysis
  - a. Locate and identify properties for sale or lease based on HACSC's requirement
  - b. Conduct due diligence investigation of potential sites, including visual inspection and specific suitability of property based on HACSC's requirements which may include environmental studies (Phase 1 & 2), soil testing and zoning changes.
  - c. Prepare presentations and reports on potential transactions and property alternative comparisons
  - d. Analyze and compare various courses of action (including cost benefit for HACSC) and make recommendations for HACSC's consideration
  - e. Advise HACSC regarding property and market value which include appraisal / valuation, and provide guidance on informal assessed valuations
4. Other services
  - a. Other brokerage services as may be requested by HACSC
  - b. Provide reports to valuations, marketing, and planning, as requested

## QUALIFICATIONS

Required Minimum Qualifications – Broker must possess a valid real estate brokers license and be authorized to conduct real estate transactions in California pursuant to Business and Professions Code §10130 et seq. and be in good standing in the State of California as of December 20, 2023, and throughout the term of the contract. Only one submission will be accepted from each firm, organization, or company. Broker must be knowledgeable in the local real estate market of Santa Cruz County.

## NON-PRICE FACTORS FOR SELECTION

Experience will be evaluated based on the type, value, and volume of real estate transactions completed within the past 5 years. Experience with representing the acquisition of vacant property for the development of multi-family housing is highly desirable. Brokers with experience conducting real estate transactions related to affordable housing and/or working with government and non-profit organizations are preferred.

## SUBMISSION REQUIREMENTS

NO.	EXHIBIT NAME
A	Letter of Interest (Cover letter)
B	Statement of Experience and Qualifications (Limit to two pages)
C	References
D	Proposed Cost / Fee

### Exhibit A. Letter of Interest:

This letter shall include the following:

- a. The legal name of the company which can enter into a contract with the County and any alternate names for which the company is known (D.B.A.)
- b. Name of broker that will be assigned to represent HACSC and the number of years as a licensed broker in California.
- c. Mailing, and physical address(es)
- d. Organization type
- e. List of owners
- f. List of corporate officers with titles (if applicable)
- g. Name (first and last), title, mailing address, phone number, fax and email of the person to receive notices and who is authorized to make decisions or represent the company with respect to this RFP
- h. Confirmation statement that there are no regulatory proceedings, licensing actions, lawsuits, arbitrations, formal protests or other legal actions related to real estate services in which the broker has been involved within the last three (3) years. If unable to provide a confirmation statement, provide a list and description of each open, pending and settled action within the last three (3) years.

## **Exhibit B. Statement of Experience and Qualifications:**

A description of the qualifications and experience of the firm, and of the techniques, approaches and methods vendor will use in providing services as outlined in the Scope of Services.

Statement should describe the following:

- a. Demonstrated ability to successfully buy residential, commercial and retail properties
- b. Experience with representing the acquisition of vacant property for the purpose of multi-family housing development
- c. Experience with providing real estate brokerage services to affordable housing providers, government entities and non-profit organizations
- d. Details on the type, value, and volume of real estate transactions completed within the past 5 years
- e. Knowledge of affordable housing programs
- f. Knowledge and experience with use of public real estate records
- g. Experience with conducting due diligence investigation of potential sites, including visual inspection and specific suitability of property based on HACSC's requirements which may include environmental studies (Phase 1 & 2), soil testing and zoning changes.
- h. Experience with small to large commercial properties (for lease, for purchase, for sale)
- i. Knowledge and experience in the local Santa Cruz County real estate market
- j. Knowledge of Fair Housing and other applicable laws

## **Exhibit C. References:**

A list of at least three (3) client references for deals completed by the lead broker, with an emphasis on affordable housing transactions for government entities and non-profit clients, if possible. Include all relevant transaction details and the primary client contact's title, email address and phone number.

## **Exhibit D. Proposed Cost Form:**

Cost Proposals shall detail the proposed compensation structure including fee and payment schedule. To the extent possible, fees will be paid in the manner conventional in the real estate industry – a percentage of the sales price or net lease. Clearly indicate the source of the fee for each type of transaction anticipated e.g. buyer or seller, lessor or lessee. Please specify any additional fees which may be anticipated in these transactions as a result of the services of the agency or its affiliates (it is not necessary to project title and other closing costs). Please propose an hourly fee for consulting services where the task is otherwise unlikely to result in a standard real estate fee e.g. Finally, describe any administrative costs for which you intend to seek reimbursement. All compensation is contingent upon the successful closing of the real estate sale or lease transaction.

The **Proposed Cost Form** must be completed and signed. See page 6 of this document.

**Submission Process:**

Submissions are due on **Wednesday, December 20, 2023, by 5:00 pm PST**, by email to Tom Graham, Deputy Executive Director, at [tomg@hacosantacruz.org](mailto:tomg@hacosantacruz.org). Submissions should use the email subject **Real Estate Brokerage Services**.

Questions should be in writing by email to [tomg@hacosantacruz.org](mailto:tomg@hacosantacruz.org).

HACSC reserves the right to reject any or all submissions, to waive any informality in this process, or to terminate the request for qualifications at any time. HACSC reserves the right not to award a contract pursuant to this request for qualifications.

**EXHIBIT D**  
**PROPOSED COST FORM**

Type of Real Estate Transaction / Cost	Fee Source and Broker Fee Percentage or Cost Per Sq. Ft.
Purchase of Single Family Home: Percent of Sale Price	Source: Percentage:
Purchase of Apartment Building (3 to 20 units): Percentage of Sales Price	Source: Percentage:
Purchase of Apartment Building (21 or more units): Percentage of Sales Price	Source: Percentage:
Purchase of Commercial Property: Percentage of Sales Price	Source: Percentage:
Purchase of Vacant Land: Percentage of Sales Price	Source: Percentage:
Lessor: Cost Per Sq. Ft. per year of lease to procuring agent	Source: Cost Per Sq Ft:
Lessee: Cost Per Sq. Ft. per year of lease to listing agent	Source: Cost Per Sq. Ft:
Hourly Consulting Rates – hourly fee for consulting services where the task is otherwise unlikely to result in standard real estate fee	
Administrative Costs: Reimbursement (if applicable) – Describe any cost and the estimated amount for any administrative cost for which you intend to seek reimbursement.	

Commercial Broker Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_