

## **SEDONA - OAK CREEK UNIFIED SCHOOL DISTRICT**

**Solicitation/RFP Number: 25SOCUSD0725**

### **REQUEST FOR PROPOSALS REAL ESTATE BROKER SERVICES:**

**Sale of real property owned by Sedona - Oak Creek Unified School District**

#### **OVERVIEW**

Sedona - Oak Creek Unified School District (the "District") is seeking proposals from real estate brokers/firms to market and sell the property commonly known as Big Park Community School, located at 25 West Saddle Horn Road, Sedona, Arizona 86351. It is the intent of this Request for Proposal (RFP) to have the successful broker/firm, enter into a Professional Services Contract with the District to supply real estate services as outlined herein.

#### **LAND DESCRIPTION**

The following property is proposed to be sold:

1. Tax ID Number: 405-27-006C, Yavapai County, 20.8 acres Zoned R1-18 (Residential)

Unique characteristics: Property has multiple school and office buildings and several open areas.

#### **PROPOSAL OVERVIEW**

The following information is required and must accompany your proposal:

1. **COVER LETTER:** Provide a cover letter indicating your interest in serving as the District's real estate agent/firm to sell land in the Yavapai County, Arizona.
2. **BACKGROUND INFORMATION:** For example, 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 this contract, with a brief resume for each key person listed.
3. **EXPERIENCE SUMMARY:** Describe your firm's pertinent real estate experience (minimum five years previous experience with proven effectiveness).
4. **MARKETING METHODS:** Describe the methods of identifying target user groups and a description of the marketing materials and the strategy for presenting the site to a regional and national marketplace.

5. **ADDITIONAL SERVICES:** Describe additional relevant/unique services offered through your firm.
6. **FEE SCHEDULE:**
  - a. State your commission/rate for listing and selling of property.
  - b. State your proposed method of compensation for representing the District in negotiations for purchasing property.
  - c. State any other costs the District should anticipate relating to the real estate services to be provided.
  - d. State any required 'carry-over compensation' for your firm-meaning, compensation after real estate service agreement expires. **NOTE:** Quoted fees shall be valid for a minimum of 90 days upon receipt.
7. **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.
8. **CONFLICT OF INTEREST:** In order to avoid a conflict of interest, or the appearance of a conflict of interest, your firm should not engage in any outside activities that are inconsistent, incompatible, or appear to conflict with your ability to exercise independent/objective judgment in the best interest of the District. Please outline all conflicts of interest that may exist for your firm in relation to providing real estate services for the District.
9. **GOOD STANDING:** Your firm must comply with Federal, State, County and local units of government, which specifically includes good tax payment status and good corporate registration status. Additionally, please provide your firm's legal corporate name and Tax ID number, as reflected by State of Arizona records.

## **GENERAL INSTRUCTIONS**

1. The proposal must be submitted in a sealed envelope marked "Real Estate Broker Services" to the Finance/Human Resource Director, Attention: Stacy Saravo, 995 Upper Red Rock Loop Rd., Sedona, AZ 86336 on or before 9:00 am August 25, 2025 at which time they will be publicly opened and read. The Selection Committee will review the proposals and 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. Late proposals will be returned unopened.
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 District 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 District. All proposals, plans, and other documents submitted shall become the property of the District. 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 District, if any.
5. All questions may be directed to the following contact person: Stacy Saravo, Finance/Human Resource Director, phone (928) 204-6802, email [sarvao@sedonak12.org](mailto:sarvao@sedonak12.org).

## **SCOPE OF SERVICES**

1. The successful firm shall agree to contract with the District to provide the following:
2. Develop strategies for sale of identified property if deemed appropriate;
3. Develop marketing materials, electronic and/or hard copy, to advertise property for sale, distribute the materials to potential buyers via the appropriate form(s) of media and report results to the District representative on an agreed upon frequency;
4. Advise the District representative related to strategies to promote and sell identified property;
5. Participate in site tours of District owned property that is for sale for potential buyers;
6. Analyze offers from potential buyers and advise the District representative with respect to negotiations;
7. Represent the District in negotiations with a prospective buyer from the time of offer to and including closing;
8. Coordinate real estate transaction closings, and,
9. Handle all other customary activities and services associated with real estate transactions.

## **TERM OF CONTRACT**

The contract period for the successful agent/firm will be one-year from date of award. The contract may be renewed for additional terms upon satisfactory performance by the

broker/firm and at a negotiated rate agreed to in writing by both the agent/firm and the District. Alternative contract periods may be considered.

## **EVALUATION AND AWARD PROCESS**

Issuance of this RFP and receipt of proposals does not commit the District to award a contract. The District 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 brokers/firms submitting an RFP, or to cancel all or part of this RFP.

## **SELECTION CRITERIA**

1. Selection of a broker/firm will be made based on the following criteria:
2. Ability of the contractor(s) to meet or exceed the requirements defined in the RFP;
3. Experience, qualifications, references;
4. Knowledge of regional real estate market and ability to market to prospects beyond the region;
5. Regional reputation and local presence/experience;
6. Fee schedule.
7. Provide a copy of the professional services agreement you would propose to be entered into with the District.

## **ORAL PRESENTATION/INTERVIEWS**

Firms submitting a proposal in response to this RFP may be required 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 consultant's personnel to be assigned to the work, as well as key representatives, be present at and participate in the interview.