

Request for Proposals (RFP) for Real Estate Brokerage Services

Issued by: City of Laingsburg, Michigan

Issued Date: 11/10/2025

Proposal Due Date: 12/10/2025

1. Introduction

The City of Laingsburg ("City") is seeking proposals from qualified and experienced real estate brokerage firms or individual realtors to assist in the marketing, sale, or lease of City-owned property. The selected realtor will represent the City's interests in accordance with all applicable federal, state, and local laws.

2. Scope of Services

- • Conduct a market analysis of the property or properties.
- • Develop a marketing plan (including MLS listing, signage, digital listings, and outreach to developers/investors).
- • Advise the City on pricing, negotiation strategies, and offers.
- • Coordinate property showings, inspections, and appraisals.
- • Assist in the preparation and review of purchase agreements and closing documents.
- • Comply with all public sector ethics and disclosure requirements.
- • Attend meetings with the City Council, City Manager, or Clerk as needed.

3. Property Information

The City anticipates listing the following properties: Parcel #022-60-077-000-00, vacant 2.11-acre lot zoned RO (Residential open space)

4. Proposal Requirements

Proposals must include the following:

1. Cover Letter – Summary of firm's interest and relevant experience.
2. Firm Qualifications – Description of firm and key personnel. Include Michigan licenses and certifications, and relevant municipal experience.
3. Proposed Services and Approach – Outline marketing strategy, community engagement plan (if applicable), and timeline.
4. Fee Structure – Detail commission rate and any additional costs or retainers; indicate if commission is contingent on sale/lease.

5. References – Provide at least three (3) references, preferably municipal or public-sector clients.

5. Evaluation Criteria

- • Experience and qualifications (30%)
- • Understanding of municipal processes (20%)
- • Marketing plan and approach (25%)
- • Fee structure (15%)
- • References and reputation (10%)

6. Submission Instructions

Submit proposals by 12/10/2025 to:

City of Laingsburg
Attn: Kim Hamilton, City Clerk
114 N. Grand Avenue
Laingsburg, MI 48848
Email: clerk@laingsburg.us

7. Terms and Conditions

- • The City reserves the right to reject any or all proposals.
- • The City is not obligated to award a contract or pay any costs incurred in the preparation of a proposal.
- • The selected realtor must comply with all local, state, and federal nondiscrimination and ethical standards.