

ISSUED BY

City of Moorhead – Economic Development
Dan Mahli, City Manager
City Hall | 403 Center Ave – Ste 122 | PO Box 779 | Moorhead, MN 56560



QUESTIONS & SUBMISSIONS

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SCHEDULE

Issuance of RFP: January 29, 2025
Questions Due: February 18, 2025
Proposals Due: February 27, 2025, by 4:00 pm
City Council Selection: April 28, 2025

**Request for Proposals
LICENSED REAL ESTATE BROKER SERVICES**

The City of Moorhead, Minnesota (the “City”), is seeking proposals from a licensed real estate broker/firm to market and sell real property owned by the City. Initial properties available to market are grouped into two general categories: 1) industrial lots located in the MCCARA Industrial Park; 2) city-side commercial, residential, or mixed-use properties within Moorhead.

BACKGROUND ON PROPERTIES

MCCARA Industrial Park. The City owns developed lots in the MCCARA Industrial Park for the purpose of economic development with the goal of diversifying the economy, creating job opportunities for its citizens, and increasing the tax base.

Shovel-Ready Lots - The following parcels are currently platted, fully serviced with utilities, and are certified Shovel-Ready by the State of Minnesota:

- Rail Lots – (2) two-acre parcels located on the rail spur *close proximity to Shovel-Ready site
- Larger Lots – (2) six- to twenty-acre parcel – may be reconfigured to suit
- Smaller Lots – (8) two-acre parcels, platted fully-serviced
(9) two-acre parcels platted, may be combined with serviced lots

Partially Serviced Land - There are approximately 140-acres of certified Shovel-Ready land near utilities, ready to plat, and configure to suit the project.

Unserviced Land - And finally, there are 554-acres of land to the east zoned for one or more large, heavy industrial projects.

A selection of existing businesses operating in the MCCARA Industrial Park include RDO Equipment Company, D & M Industries, Pactiv Corporation, Rigel's corporate headquarters/warehouse, Sprenger Midwest, and Drywall Supply Inc.

Other City Properties. The City acquires and owns property within the community in order to provide a variety of public services and to meet specific public policy goals. As such, most City-owned property is not for sale. However, the City sometimes acquires and then disposes of property that is no longer needed for a public purpose.

SPECIFIC PROPOSAL PREPARATION INSTRUCTIONS

Proposals should provide the City with the information needed to assess, evaluate, and select a broker/firm who will best represent the City in selling these properties. The broker/firm shall submit one (1) electronic copy (PDF) to economicdevelopment@moorheadmn.gov. Proposals may not exceed 15 pages.

The following information is required and must accompany your proposal:

1. Cover Letter – Provide a cover letter indicating your interest in serving as the City's real estate broker/firm to sell the property as noted above.
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, and a brief resume for each key person listed.
3. Experience Summary – Describe your firm's real estate experience including a list showing relevant sales and knowledge of Moorhead market specifically, and the FM Region generally, including experience in industrial business placement.
4. Marketing Methods – Describe the methods of identifying target user groups, a description of the marketing materials, and the strategy for presenting the property to a regional and/or national marketplace, if appropriate.
5. Additional Services – Describe additional relevant or unique services offered through your firm.
6. Commission Fee – Indicate the commission fee requested for real estate services rendered.
7. References – Provide at least three applicable references. Include name, title, and contract information for each reference as well as a brief description of the specific services provided.
8. Conflicts of Interest – In order to avoid conflict of interest, or the appearance of a conflict of interest, your firm should not engage in outside activities that are inconsistent, incompatible, or appear to conflict with our ability to exercise independent/objective judgment in the best interest of the City of Moorhead. Please outline all conflicts of interest that may exist for your firm in relation to providing real estate services for the City.

SCOPE OF SERVICES

The following is a general description of the tasks and services to be required of the broker/firm. A final scope of services will be negotiated and finalized once a candidate is selected. In preparing a proposal, the candidate is free to modify, revise, or otherwise amend the list of tasks to best satisfy the requirements.

- Analyze the market for sale of the property (including conducting a study of comparable properties)
- Develop strategies for the sale of the property which meets the City's goals and objectives

- Develop marketing materials (electronic and/or print copy) to advertise the property for sale
- Distribute materials to potential buyers via the appropriate form(s) of media and report results to the City on an agreed upon frequency
- List properties on the area real estate Multiple Listing Service (MLS)
- Participate in site tours of available property with potential buyers
- Analyze offers and represent the City in negotiations with prospective buyer
- Present a Purchase Offer to City staff which includes all relevant information for the City Attorney to draft a Purchase Agreement.
- Coordinate real estate transaction documents with the appropriate City staff
- Handle all customary activities and services associated in the normal course of business with real estate transactions
- Participate in presentations at public meetings, if requested

CONTRACT TERM

The contract period for the successful broker/firm will be for 24 months beginning on or after July 1, 2025. 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 broker/firm and the City. Alternative contract periods may be considered.

EVALUATION CRITERIA

The selection of a broker/firm will be made based on the following criteria:

- Commission fee requested
- Ability of the broker/firm to meet or exceed the requirements defined in the RFP
- Experience, qualifications, and references
- Knowledge of regional real estate market and ability to market to prospective buyers
- Regional reputation and local presence/experience
- Experience with the nuance of municipal sales and working with public boards/commissions

PUBLIC RECORD

Proposals received will become the property of the City. All responses are subject to public disclosure under Minnesota's Government Data Practices Act. Any information provided to the City will be disclosed to the public in accordance with Minnesota's Government Data Practices Act.

RESERVATION OF RIGHTS

The City reserves the right to reject any and all proposals to supplement, add to, delete from, or otherwise change this RFP as determined in the sole and absolute discretion of the City. The City may seek clarification from a respondent regarding their proposal at any time and failure to respond promptly may be cause for rejection. The City also reserves the right to interview only those respondents it determines shall provide the most advantageous services and to negotiate with one or more respondents to contract terms acceptable to the City.

File No: 24-D-015