

## **NOTICE TO REAL ESTATE BROKERS**

Listing Broker Services

Date Posted: June 25, 2010

Closing Date: July 12, 2010

Closing Time 5:00 PM Eastern Standard Time

**Late Proposals will not be considered**

Cityside Management Corp. and HUD Home Network LLC (Cityside/HHN) are prime contractors to the Department of Housing and Urban Development (HUD) providing Asset Management services of Single Family Housing Programs in New York, New Jersey, Michigan, Vermont, New Hampshire, Massachusetts, Maine, Rhode Island, and Connecticut.

This "Notice to Real Estate Brokers" (the "Notice") is being provided to parties who may have an interest in submitting proposals to act as a Local Listing Broker to perform the services of a Listing Broker (LB). The LB will be required to provide wide market exposure for HUD-Owned properties via the appropriate Multiple Listing Services (MLS) and perform other related services for (Cityside /HHN) on behalf of HUD.

Listing Brokers must have a primary place of business within reasonable proximity to the properties that will be listed for sale. The following areas are open for response:

### Geographic Region

New York  
New Jersey  
Connecticut  
Michigan  
New Hampshire  
Rhode Island  
Vermont  
Maine  
Massachusetts

Each respondent is required to submit a written proposal for the areas for which they could successfully perform the required services.

Cityside/HHN encourages small disadvantaged minority owned, and woman-owned business to respond to the Notice.

**I. Background:**

HUD has articulated specific goals for the M&M contract, which are to (1) promote affordable housing; (2) preserve communities; (3) minimize holding times; and (4) achieve the highest possible yield. Cityside/HHN is committed to assisting HUD in meeting its goals and believes that it can be achieved by valuating the properties accurately and exposing them to the greatest pool of potential purchasers. The Listing Broker must also demonstrate a commitment to HUD's long-term objectives.

**II. Description:**

The Listing Broker shall provide all facilities, material, supplies, equipment, labor, and services required to successfully place single family (1-4 units) properties owned by the U.S. Department of Housing and Urban Development (HUD) on a local multiple listing service (MLS), answer inquires regarding the property, provide at least 3 property inspections; initial, ready to list, and ready to close inspections. [Inspection Form](#). Provide advertising and marketing for the homes to give great exposure. (Craigslist, Twitter, Facebook, ect.)

**III. Offices, Equipment and Staffing:**

Listing Broker shall provide and maintain:

- A minimum of one (1) office located within a reasonable proximity of listed properties ,
- A toll free telephone number
- An E-mail address and a web-site that provides additional information related to properties
- The standard fair Housing non-discrimination signs prominently displayed in the offices;
- All necessary supplies, furniture equipment, signs and technology to provide the required services including at least a personal computer system with Internet access to transmit and receive information electronically;
- At all times, seven days a week from 8:00 a.m. to 5:00 p.m., a designated administrative person to take assignments of properties, track the progress of listings, contract and closings.

**IV. Disclosures and Representations:**

The Listing Broker shall:

- Not make any warranties or representations concerning the condition of any property;

- Make all disclosures concerning dual representation as may be required by state or local law.

**V. Specific Tasks:**

The tasks outlined below are applicable to each assigned property. The listing broker shall perform each of the following tasks, which is applicable to each specific property. The listing broker must determine the additional needed resources to complete their field responsibilities (those conducted outside the Office).

**A. MLS Listing:**

The Listing broker will be given a Listing Input Sheet prepared by Cityside/HHN, with the basic listing information (address, price, terms, etc.) for each newly assigned property. The Listing broker will, at its own expense:

- Determine the appropriate MLS board for each listing;
- Provide all human resources, MLS memberships, data retrieval services for state/country records, licenses, materials and technical equipment.

Provide that all MLS listings shall:

- Contain a statement that the property is offered “as is”;
- Provide that cooperating brokers will receive 50% of the stated commission. Commission may fluctuate on a listing by listing basis between 5% & 6%.
- Contain the standard Fair Housing non discrimination clause;

Refer potential purchasers to appropriate website for additional information on:

- Lead-Based paint notification;
- Instructions to Selling Brokers and potential purchasers concerning electronic bidding and earnest money procedures;
- Information concerning any defects known to Cityside/HHN or the Listing Broker;
- Notice that the potential purchaser may view the Property Condition Report on Cityside/HHN website.
- Notice whether the property is offered with or without FHA insurance.

**B. Initial Assignment:**

Cityside/HHN shall furnish Listing broker an initial list of properties within 48 hours from receipt of the Initial List. MLS print-outs confirming entry must be delivered to Cityside/HHN on a daily basis. There will be no guarantee of number of listings assigned.

**C. Subsequent Assignments:**

Additional property listings shall be assigned to Listing broker on a daily basis Within 24 hours from receipt of the Initial List. MLS print-outs confirming entry must be delivered to Cityside/HHN on a daily basis.

- Enter property listing information into the appropriate MLS. Only required fields and miscellaneous information in the notes section will be provided;

Place and maintain an approved “For Sale” sign at each listed property.

- Listing Broker will notify potential purchasers that any broker can assist in the purchase of HUD properties.
- Maintain house keys for the property in the lockbox at all times,
- Deliver proof of MLS listing in the form of a MLS page for each property within 2 hours of MLS input.
- The property must be accessible at all times to HUD, Cityside/HHN, its employees, subcontractors and agents, and Real Estate Agents (regardless of their affiliation to membership in MLS);
- If property is not accessible to all listed parties for any reason, notify Cityside/HHN immediately;
- Increase the exposure of HUD properties by listing the properties on a consumer website that are accessible by the general public or agents who do not belong to the local MLS, such as Craigslist.com, youtube.com, realtors.com etc... The Websites will include the same information as the MLS site, i.e., maps, directions, and pictures of the properties;
- Provide a monthly report to Cityside/HHN on the additional website listing, excluding the MLS where the HUD properties are listed;
- Within 24 hours assignment complete a casual inspection and complete a Listing Inspection report on each property to obtain the necessary information necessary to complete the MLS data entry and ensure the property is in “ready to show” condition.
- Meet a utility service provider at the property when requested;
- Place information on the MLS regarding Cityside/HHN Industry Training;
- Submit all printed materials such as advertising, sales materials , flyers, etc. to Cityside/HHN for review and approval prior to distribution;
- Mandate compliance with the Fair Housing Act
- Provide “Broker Price Opinion” and “Competitive Market Analysis’s” within 48 hours of request;
- Provide exceptional service to prospective purchasers, brokers and agents. Provide information regarding the electronic bidding procedure, how to obtain access to the property and information about the property availability and status
- Promote HUD Direct Sales programs to non-profit and community organizations that support affordable housing programs;
- Promote HUD home sales to individual families to increase homeownership for first time buyers and to increase sales to owner-occupants;
- Listing Broker will provide interior and exterior photos that shall emphasize aspects of the property that would be appealing to prospective buyers and be points of interest for marketing purposes;
- Provide ready to show and ready to close inspections.

**D. On-Going Tasks:**

Receive “change in status” notices and enter such changes within 4hours into the MLS when:

- A property is pulled from the market;
- An offer is accepted
- A property closes escrow;
- An escrow fails and the property is put back on the market;
- There is a new listing amount
- Any other status changes deemed necessary
- There are new escrow repair conditions;
- Date and time stamp all information provided by Cityside/HHN to the Listing Broker at receipt;
- Attend training programs and meetings to remain updated on current policies;

All proposals submitted in response to this Notice to Real Estate Brokers must contain information to adequately demonstrate the respondent’s ability to successfully perform the requirements of the Scope of Work. This includes but is not limited to the respondent’s experience, adequacy of personnel and facilities. Demonstrate how you would market the homes to give it the greatest exposure. Responses that fail to include such information will be deemed non-acceptable and rejected.

The primary function of the Listing Broker is to provide wide-market exposure of the HUD properties. Listing Broker will need to identify how they plan to positively promote and market HUD and its properties to the public. Your plan can be as extensive as you see fit for the capabilities of your office. However, it must at least include plans for marketing the listings and marketing/promoting sales to Owner-Occupant buyers. If selected to serve as a HUD Listing Broker the submitted Sales and Marketing Plan will become a part of your listing agreement. Please make sure that you and/or your team are capable of performing to the extent of which you have outlined in your plan. Tell us which of these ideas, or other unique ideas you plan to use to market your HUD Listings.

Click on link below to view potential marketing strategies.

[Marketing Proposed](#)

### **Instructions to Respondents**

1. Brokers to explain their plans to give homes the greatest exposure in marketing strategies.
2. Submit two (2) copies of the proposal in one envelope or package. Please staple the pages of each copy. Do not use binders of any kind. Deliver by a service that provides a tracking system so that the receipt of package will be provided to respondent with delivery date and time noted. The delivery address is as follows:

HUD HOME NETWORK LLC  
616 RED LANE ROAD SUITE C-4  
BIRMINGHAM AL.35215

3. Faxed or electronic submittals are NOT allowed and will not be accepted. Please do not telephone with inquiries.
4. Provide a cover page that contains ONLY the following information:
  - a. Geographic area for which respondent is submitting a proposal (List by County)
  - b. Name of the person authorized to represent the respondent
  - c. Company name, address, telephone number, fax number and e-mail address
  - d. Company Tax ID Number
  - e. HUD Name and Address Identifier (NAID)
  - f. Real Estate Broker's License Number and state where issued
4. Limit proposal to a maximum of five (5) typed and numbered pages .
5. Responses must contain the following exhibits:
  - a. A copy of the current Broker's License
  - b. Proof of membership in realtor (MLS) Multiple Listing Services
  - c. Certificate of Business Insurance that reflects at least \$1,000,000 for Comprehensive General Liability and \$500,000 for combined Motor Vehicle Liability and Property Coverage. In accordance with state and local laws, the Listing Broker must also have Worker's Compensation insurance. Minimum of \$500,000 of professional E&O Insurance is required .

A COPY OF THIS PAGE MUST BE THE LAST PAGE IN YOUR PROPOSAL.

**Indicate the Area here:**

County of \_\_\_\_\_

County of \_\_\_\_\_

County of \_\_\_\_\_

County of \_\_\_\_\_

County of \_\_\_\_\_

**Business Ownership Profile**

**Check all that are applicable:**

- Small Business
- Veteran Owned Small Business
- Service-Disabled Veteran Owned Small Business
- HUBZ one Small Business
- Small Disadvantaged Business Concern
- Women Owned Small Business
- Minority Owned
- Large Business

**Type of Organization:**

Individual/Sole Proprietor

\_\_\_\_ Corporation  
\_\_\_\_ LLC  
\_\_\_\_ Limited Liability Partnership  
\_\_\_\_ Limited Partnership

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name: (Authorized Signatory)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title