

City of Oakland, Iowa

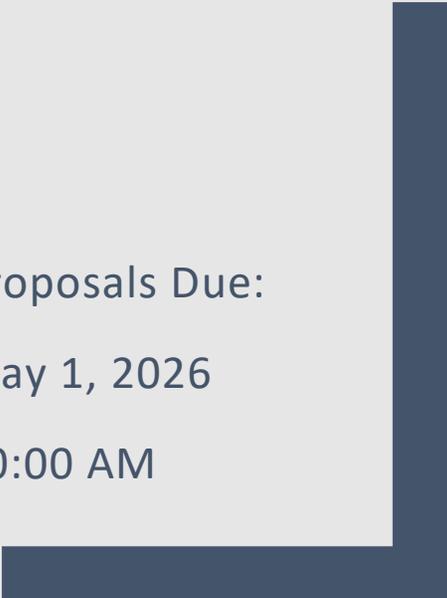
# REQUEST FOR PROPOSALS

REAL ESTATE BROKERAGE SERVICES FOR  
SALE OF CITY-OWNED PROPERTY

Proposals Due:

May 1, 2026

10:00 AM



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## SECTION 1

### GENERAL INFORMATION

#### A. OBJECTIVE

The City of Oakland is seeking a firm/broker specializing in residential real estate sales for the sale of City-owned property located along Hurricane Lane and Idlewood Rd. The development of this property will occur in phases. Phase I, includes residential building lots along Hurricane Lane and light commercial lots along Idlewood Rd. Lots 1-5 abut the beautiful Oakland Riverside Golf Course. Phase II is identified on the site map labeled "Attachment A", and will be developed in the future as funding becomes available. It is the intent of this RFP to have the successful firm/broker enter into a professional services contract with the City. Knowledge of the area real estate market is essential as well as experience in purchase/sale of properties in Oakland and the region.

#### B. QUESTIONS OR CLARIFICATIONS OF RFP REQUIREMENTS

All questions regarding this RFP shall be submitted via email. Emailed questions and inquiries will be accepted from any and all prospective Respondents in accordance with the terms and conditions of this RFP.

All questions shall be submitted on, or before, April 22, 2026 by 4:30 P.M. and should be addressed as follows:

**City of Oakland  
Attn: Real Estate RFP  
614 Dr. Van Zee Rd.  
PO Box 396  
Oakland, IA 51560**

**-OR-**

Scope of Work/Proposal Content and RFP process questions shall be emailed to Marissa Lockwood, City Administrator at [marissa.lockwood@cityofoaklandiowa.com](mailto:marissa.lockwood@cityofoaklandiowa.com)

Should any prospective Respondent be in doubt as to the true meaning of any portion of this Request for Proposal, or should a prospective Respondent find any ambiguity, inconsistency or omission, the Respondent shall make a written request for an official interpretation or correction. Such requests must be submitted via email to [marissa.lockwood@cityofoaklandiowa.com](mailto:marissa.lockwood@cityofoaklandiowa.com). All requests for clarification are due on or before April 22, 2026 by 4:30 P.M.

#### C. PROPOSAL REQUIREMENTS

To be considered, each respondent must submit a response to this RFP using the format provided in Section III. No other distribution of proposals is to be made by the respondent. The proposal must be signed in ink by an official authorized to bind the respondent to its provisions. Each proposal must remain valid for at least ninety (90) days from the due date of this RFP.

Proposals should be prepared simply and economically providing a straightforward, concise description of the Respondent's ability to meet the requirements of the RFP. No erasures are permitted. Mistakes may be crossed out and corrected and must be initialed in ink by the person signing the proposal.

Each person signing the Proposal certifies that he/she is the person in the Contractor's firm/organization responsible for the decision as to the fees being offered in the Proposal and has not and will not participate in any action contrary to the terms of this provision

**Respondents must submit four (4) copies of the Proposal including the fee proposal in the manner specified in Section D below.**

#### **A. ADDENDA**

All interpretation or correction, as well as any additional RFP provisions that the City may decide to include, will be made only as an official addendum that will be posted to the city website at [www.cityofoaklandiowa.com](http://www.cityofoaklandiowa.com)

It shall be the Respondent's responsibility to ensure they have received all addendums before submitting a proposal. Any addendum issued by the City shall become part of the RFP and will be incorporated in the proposal.

Each Respondent must in its proposal, to avoid any miscommunications, acknowledge all addenda which it has received, but the failure of a Respondent to receive, or acknowledge receipt of any addenda shall not relieve the Respondent of the responsibility for complying with the terms thereof.

The City will not be bound by oral responses to inquiries or written responses other than written addenda.

#### **B. PROPOSAL SUBMISSION**

All Proposals are due and must be delivered to the City on or before Wednesday, May 1, 2026 10:00 a.m. (local time). Proposals submitted late or via oral, telephonic, telegraphic, electronic mail or facsimile will not be considered or accepted.

Each Respondent must submit one (1) original Proposal, and (3) three additional Proposal copies in a sealed envelope and two (2) copies of the Fee Proposal in a separate sealed envelope marked fee proposal contained within the Respondent's sealed proposal.

Proposal submitted must be clearly marked: RFP Real Estate Brokerage Services for City-owned Real Property and then list Respondents name and address. Proposals must be addressed and delivered to:

**City of Oakland  
Attn: Real Estate RFP  
614 Dr. Van Zee Rd.  
PO Box 396  
Oakland, IA 51560**

All Proposals received on or before the Due Date will be publicly opened and recorded immediately. No immediate decisions are rendered.

Hand delivered Proposals will be date/time stamped/signed by the City Clerk or their designee at the address above in order to be considered. Normal business hours are 08:00 a.m. to 12:00 p.m. and 12:30 p.m. to 4:30 p.m. Monday through Friday, excluding Holidays.

The City will not be liable to any Respondent for any unforeseen circumstances, delivery or postal delays. Postmarking on the Due Date will not substitute for receipt of the Proposal. Each Respondent is responsible for submission of their Proposal.

Additional time will not be granted to a single Respondent; however, additional time may be granted to all Respondents when the City determines that circumstances warrant it.

**A Proposal will be disqualified if the Fee Proposal is not contained within a separate sealed envelope.**

### **C. SELECTION CRITERIA**

Responses to this RFP will be evaluated using a point system, as shown in Section III. The evaluation will be completed by a selection committee of staff from the City of Oakland

At the initial evaluation, the fee proposals will not be reviewed. After initial evaluation the City will determine top applicants, and open only those fee proposals.

The City may request interviews with selected Respondents. If the City elects to interview Respondents, the selected firm/broker will be given the opportunity to discuss their proposal, qualifications, past experience, and their fee proposal in more detail. If an interview is conducted, it is essential that the firm/broker's personnel to be assigned to the work, as well as key representatives, be present at and participate in the interview. Presentations at public meetings may be required.

If the City chooses to interview any Respondents, the interviews will be held the week of May 4, 2026. Respondents are expected to be available for interviews if requested.

All Proposals submitted may be subject to clarifications and further negotiation. All agreements resulting from negotiations that differ from what is represented within the RFP or in the Respondent's response shall be documented and included as part of the final contract.

### **D. AWARD**

The contract period for the successful agent/firm will be six months from date of award. The contract may be renewed for additional terms upon satisfactory performance by the firm/broker and at a negotiated rate agreed to in writing by both the agent/firm and the City of Oakland. Alternate contract periods may be considered.

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

**E. TYPE OF CONTRACT**

The City intends to enter into a professional services contract with the selected firm/broker. A sample of the standard Professional Services Agreement (PSA) is attached. Those who wish to submit a proposal to the City are required to carefully review the Professional Services Agreement. The City will not entertain changes to the general terms of the standard Professional Services Agreement.

Respondents should specifically note that the Insurance requirements under a City contract are listed in Exhibit C of the sample Professional Services Agreement.

**F. COST LIABILITY**

The City of Oakland assumes no responsibility or liability for costs incurred by the consultant prior to the execution of a Professional Services Agreement. The liability of the City is limited to the terms and conditions outlined in the Agreement. By submitting a Proposal, Respondent agrees to bear all costs incurred or related to the preparation, submission and selection process for the proposal.

**8. SCHEDULE**

**The City has defined the following schedule in regards to this procurement.**

Activity/Event	Anticipated Date	
Questions/Clarifications Deadline	April 22, 2026	4:30 PM
Proposal Due Date	May 1, 2026	10:00 AM
Tentative Award	May 11, 2026	Council Meeting at 7:00 PM
Contract Execution	May 12, 2026 or as soon as possible	

**K. DISCLOSURES**

All information in a submitter’s Proposal is subjected to disclosure under the provisions of Public Act No. 442 of 1976 known as the “Freedom of Information Act”. This act also provides for the complete disclosure of contracts and attachments thereto except where specifically exempted under the Freedom of Information Act.

**L. IRS FORM W9**

The selected Respondent will be required to provide the City of Oakland an IRS form W-9.

## **M. RESERVATION OF RIGHTS**

The City of Oakland reserves the right to accept any Proposal or alternative Proposal proposed in whole or in part, to reject any or all Proposals or alternatives Proposals in whole or in part and to waive irregularity and/or informalities in any Proposal and to make the award in any manner deemed in the best interest of the City.

The City reserves the right not to consider any Proposal which it determines to be unresponsive and deficient in any of the information requested within the RFP.

The City reserves the right to determine whether the scope of the project will be entirely as described in the RFP, a portion of the scope, or that a revised scope be implemented.

## SECTION II

### BACKGROUND AND SCOPE OF SERVICES

#### BACKGROUND

The property was purchased by the City in late 2022. At the time of purchase the property was to be developed to provide a combination of light industrial sites and buildable lots for single family residential housing. The property's current use is open land. Lots 1-5 abut the Oakland Riverside Golf Course. All but one industrial lot have been sold as of the date of this RFP. The lots are managed by the City of Oakland. The City's purchase was financed through a loan from the Oakland Industrial Foundation and a loan from the Iowa West Foundation. City Council is seeking all available options for sale of the residential lots in as-is condition for evaluation against the City's financial obligation. Hurricane Lane that borders the property on the west, and Idlewood Rd that borders the property on the north are currently gravel surfaced. The city has committed to making these streets solid surface by chip sealing. The contract for this project was awarded on March 9, 2026 and the work will be completed in the spring/summer of 2026.

Oakland City Code allows for disposal of real property through established ordinance and in accordance with applicable state law. In October 2025, City Council approved the final plat for the subdivision and made the lots available for purchase. City Council directed the mayor to release a request for proposals for brokerage services for the sale of and enter into a contract with the successful responder on or around May 12, 2026.

The engagement of a broker for the sale of the property does not require City Council to accept any offer to purchase received through the broker.

#### PROPERTY

Lots 1-9, Dobbs Addition, City of Oakland

[754001277001](#)  
[754001277002](#)  
[754001277003](#)  
[754001277004](#)  
[754001277005](#)  
[754001277006](#)  
[754001277007](#)  
[754001277008](#)  
[754001277009](#)

All lots are approximately 2 acres M/L. All lots are served by city water. Mid-American Energy provides electric and natural gas services. Each lot will have a private septic system.

#### Links to information regarding the property and city:

[www.cityfoaklandiowa.com](http://www.cityfoaklandiowa.com)

[www.pottco.org](http://www.pottco.org)

## **SCOPE OF SERVICES**

The successful firm/broker shall agree to contract with the City to provide the following:

- Advise the City on strategies to promote and sell the site;
- Develop strategies for sale of designated City-owned properties;
- Develop marketing materials to advertise sites for sale, distribute the materials to potential buyers via the appropriate form(s) of media and report results to the City on a minimum of a monthly basis;
- Participate in site tours of City-owned property for potential buyers;
- Analyze offers from potential buyers and advise the City with respect to negotiations;
- Represent the City in negotiations with a prospective buyer from the time of offer until closing;
- Coordinate real estate transaction closings; and
- Handle all other customary activities and services associated with real estate transactions.

## SECTION III

### EVALUATION CRITERIA

Respondents should organize proposals into the following Sections:

- A. Professional Qualifications
- B. Proposed Marketing Plan
- C. Fee Proposal (include in a separate sealed envelope clearly marked "Fee Proposal")
- D. Authorized Negotiator
- E. Appendices

The following describes the elements that should be included in each of the proposal sections and the weighted point system that will be used for evaluation of the proposals.

#### **Professional Qualifications/References 40 points**

The broker must have a valid Iowa real estate license and a minimum of 5 years' experience in the business of purchase/sale of residential property in SW Iowa, and must have extensive knowledge of the current SW Iowa real estate market.

1. State the full name and address of your firm/broker and, if applicable, the branch office or other subordinate element that will perform, or assist in performing, the brokerage services for the property. Indicate whether the firm/broker operates as an individual, partnership, or corporation.
2. Include the name of executive/professional personnel by skill and qualification that will be employed in the work. Indicate which of these individuals you consider key to the successful marketing of the property. Identify only individuals who will do the work on this project by name and title. Resumes and qualifications are required for all proposed project personnel. Provide documentation of any applicable license with the State of Iowa for all project personnel.
3. State history of the firm/broker, in terms of length of existence, types of services provided, etc. Identify the technical expertise that makes the firm/broker and the individuals identified under #2 above uniquely qualified for this work, including transactions closed, sale awards, and peer recognition.
4. 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.
5. State history of the firm/broker experience working with a municipality that was selling public land.

#### **Proposed Marketing Plan 40 points**

A detailed marketing plan is to be presented which includes all the tasks necessary to accomplish the City's objective and include a timeline schedule depicting the sequence and duration of tasks showing how the work will be organized and executed.

1. 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 marketplace. Identify and describe any additional services offered by/through the firm/broker that would enhance the successfulness of the proposed strategy.
2. Define the resources needed for each task and the firm's staff person completing the task.
3. The Marketing Plan must identify information the Respondent will need from City staff in order to accomplish the City's objective.

### **Fee Proposal 20 points**

Fee quotations shall be submitted in a separate, sealed, envelope as part of the proposal. The City encourages fee proposals to be competitive with current market climate and regional practices.

Respondents are also requested to provide the City with the following for evaluation purposes:

1. State the broker/firm's commission rate for listing and selling residential properties.
2. State any alternate method of compensation for representing the City in negotiations for the sale of the property
3. State any additional charges for services offered and included in the detailed marketing plan over and above the commission rate. The fee quotation is to relate in detail to each item of the proposed work plan.

Respondents shall be capable of justifying the details of the fee proposal relative to personnel costs, overhead, how the overhead rate is derived, material and time.

**The quoted fees shall be valid for a minimum of one hundred twenty (120) days.**

### **Authorized Negotiator**

Include the name, phone number, and e-mail address of persons(s) in your organization authorized to negotiate the Scope of Services with the City.

### **Appendices**

Any appendices that the broker/agent feels relevant to their proposal must be completed and returned with the proposal. These elements should be included as attachments to the proposal submission.

### **Proposal Evaluation**

The Selection Committee will evaluate each proposal by the above-described criteria and point system (A through B) to select a short list of firms for further consideration. Fee proposals will be opened only for short-listed firms.

The City reserves the right to not consider any proposal which it determines to be unresponsive and/or deficient in any of the information requested for evaluation. A proposal with all the

requested information does not guarantee the respondent to be a candidate for an interview. The Selection Committee may contact references to verify material submitted by a respondent.

At its option, the Committee then will schedule the interviews with the selected firms. The selected firms will be given the opportunity to discuss in more detail their qualifications, past experience, proposed work plan and fee proposal. The interview must include the project team members expected to complete a majority of work.

The firms interviewed will then be re-evaluated by the above criteria (A through C), and adjustments to scoring will be made as appropriate. After evaluation of the proposals, further negotiation with the selected firm may be pursued leading to the award of a contract if suitable proposals are received.

The City also reserves the right to waive the interview process and evaluate the consultants based on their proposals and fee schedules alone.

The City will determine whether the final scope of the project to be negotiated will be entirely as described in this Request for Proposal, a portion of the scope, or a revised scope.

Attachment A

Site Map

