



REQUEST FOR QUALIFICATIONS (RFQ) 102126

Realty and Realtor Consulting Services

City of Crescent City, Florida

I. Introduction

The City of Crescent City, Florida (“City”), is seeking qualifications from experienced real estate professionals, brokerage firms, and consulting practitioners (“Consultant”) to assist the City in strategic real estate planning, marketing, and disposition of City-owned properties. The City owns multiple parcels, some of which may be made available for sale or partnership opportunities.

The City’s objective is **not merely to sell properties**, but to **attract qualified investors and developers** whose projects align with the City’s adopted **Master Plan** and advance community goals such as economic revitalization, housing diversity, placemaking, and long-term tax base growth.

This RFQ is intended to establish one or more qualified firms who can provide ongoing, as-needed consulting and brokerage services to support the City’s strategic real estate initiatives.

II. Scope of Services

The selected Consultant(s) may be asked to provide, but not be limited to, the following services:

1. Strategic Real Estate Advisory

- Evaluate City-owned properties for highest and best use in relation to the City’s Master Plan.
- Recommend disposition strategies, including sale, lease, public-private partnerships, RFPs, or phased development.

2. Market Analysis & Valuation Guidance

- Provide market assessments, comparable property analysis, and valuation recommendations.
- Identify market conditions, investor trends, and project feasibility indicators.



3. Realtor/Broker Services

- Prepare listing strategies and marketing materials for selected parcels.
- Actively market properties to targeted investors, developers, and strategic buyers.
- Manage inquiries, conduct showings, and coordinate investor outreach.

4. Developer & Investor Engagement

- Assist the City in attracting qualified partners aligned with master-plan goals.
- Provide due diligence support on interested parties and proposed developments.
- Facilitate meetings, negotiations, and presentations.

5. Transaction Support

- Provide assistance through negotiation, contract preparation (in coordination with the City Attorney), and closing processes.

6. Community & Public Meeting Support (as needed)

- Assist in presenting property opportunities or development concepts to stakeholders, committees, and the public.

7. Additional Services

- Other related realty, strategic planning, or advisory services as required.

III. Qualification Requirements

Respondents should demonstrate:

- Proven experience providing real estate consulting and brokerage services to municipalities or public agencies.
- Experience with **strategic property disposition**, redevelopment projects, or public-private partnerships.
- Familiarity with master plans, redevelopment frameworks, or community vision plans.



- Knowledge of Florida real estate markets, particularly small-city and redevelopment contexts.
- Valid Florida real estate licenses held by relevant team members.
- Ability to work collaboratively with City staff, elected officials, and legal counsel.
- Demonstrated success connecting municipalities with capable, mission-aligned investors or developers.

IV. Submission Requirements

Firms must submit the following:

1. **Letter of Interest** including firm background and summary of relevant experience.
2. **Qualifications of Key Personnel**, including licenses and certifications.
3. **Project Approach** summarizing how the firm would support strategic disposition aligned with the Master Plan.
4. **Relevant Project Experience** with examples of similar municipal or redevelopment engagements.
5. **References** (minimum three).
6. **Fee Structure** including brokerage commissions, consulting hourly rates, and any retainer or hybrid compensation models.
7. **Proof of Insurance** meeting City minimum requirements.

V. Evaluation Criteria

Submissions will be evaluated based on the following criteria:

- Experience with municipal or public-sector real estate services.
- Demonstrated ability to attract qualified developers aligned with master-plan goals.
- Quality and clarity of approach.
- Qualifications of proposed personnel.
- Past performance and references.



- Competitive and transparent fee structure.

The City may conduct interviews with shortlisted firms.

VI. Contract Term

The City anticipates awarding a contract for an initial **one (1) year term**, with the option for annual extensions at the City's discretion.

VII. Schedule

RFQ Release Date: 10/21/2026

Deadline for Questions: 11/06/2026

Submissions Due: 11/30/2026

Interviews (if held): N/A

Selection & Award: 12/11/2026

Contract Start Date: 01/01/2027

VIII. Submission Instructions

Submissions must be received electronically or in hard copy at:

City of Crescent City

Attn: City Manager

3. N. Summit Street

Crescent City, Florida 32112

citymanager@crescentcity-fl.com

386-227-2568

Late submissions will not be accepted.

IX. City Rights Reserved

The City reserves the right to:

- Reject any or all submissions.
- Request additional information.
- Modify the RFQ timeline or process.
- Negotiate terms with the selected Consultant(s).



Issuance of this RFQ does not obligate the City to award a contract.

X. Contact for Questions

All inquiries regarding this RFQ should be directed to:

Derek Martin-City Manager

City of Crescent City

citymanager@crescentcity-fl.com

386-227-2568