



# REQUEST FOR PROPOSAL

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## **Qualified State of Florida-Licensed Realtors**

The Housing Finance Authority of St. Johns County (HFA) is seeking proposals from qualified, State of Florida-licensed realtors with proven experience in residential real estate transactions in St. Johns County to market up to five (5) residential properties in St. Johns County.

## 2025-01

Prepared By :

**St Johns County Housing Finance Authority**

stjohnscountyhfa@gmail.com

Due October 30, 2025



On behalf of the Housing Finance Authority (HFA) of St. Johns County, I am pleased to share the attached **Request for Proposal (RFP) for Qualified State of Florida-Licensed Realtors**. We are seeking proposals from experienced and licensed real estate professionals to market and assist with the sale of up to five residential properties located near the urban core of St. Augustine, Florida.

We welcome you, your firm, and/or your members to review the RFP and submit a proposal. The deadline has been extended to **Thursday, October 30, 2025, at 4:00 PM (EST)**. Full details regarding the scope of services, submission instructions, and evaluation criteria are included in the attached RFP document.

We would greatly appreciate your help in sharing this opportunity with your members, network, or others in the industry who may be well suited for this work. Our goal is to reach a broad pool of qualified and interested professionals with relevant experience in St. Johns County.

Should you have any questions or require clarification, please don't hesitate to contact me in writing at [stjohnscountyhfa@gmail.com](mailto:stjohnscountyhfa@gmail.com) with the subject line: *RFP for Qualified State of Florida-Licensed Realtors*. All questions must be received by **Monday, October 10, 2025**, to ensure a timely response.

Thank you in advance for your time, consideration, and assistance in helping us identify the best partner for this important project.

**Priscilla Howard**

Executive Director

Housing Finance Authority of St. Johns County

[stjohnscountyhfa@gmail.com](mailto:stjohnscountyhfa@gmail.com)

# Request for Proposal: Qualified State of Florida-Licensed Realtors

## INTRODUCTION

The Housing Finance Authority of St. Johns County (HFA) is seeking proposals from qualified, State of Florida-licensed realtors with proven experience in residential real estate transactions in St. Johns County. The HFA intends to market up to five (5) residential properties and will review proposals to potentially select one respondent based on submitted qualifications. The HFA reserves the right to accept or reject any or all submittals and to waive technicalities or irregularities if such action is deemed to be in the best interest of the HFA.

## PROPERTY DESCRIPTIONS

The properties are vacant, wooded, and located in a residential area within three miles of the urban core of the City of St. Augustine, Florida. They are part of a 111-lot project developed primarily for affordable housing in conjunction with the St. Johns County Board of County Commissioners. St. Johns County provided the infrastructure for the area, including roads, drainage, and water and sewer connections. See Exhibit A.

## SCOPE OF SERVICES

The selected realtor or realty firm will provide the HFA with a range of services consistent with established state and local laws and regulations. All services shall be performed in accordance with the scope of work defined in a professional services agreement. If awarded, the contract will include a scope of work and an approved listing commission fee schedule negotiated between the HFA and the successful realtor or firm.

The selected individual or firm will provide the services outlined below, which include, but are not limited to:

1. Advertising, placing signage on the property, and marketing as deemed necessary
2. Listing the property in an MLS database
3. Physically showing the property to prospective buyers
4. Advising the HFA on negotiations and sale terms, as appropriate
5. Initiating contacts with brokers and potential buyers
6. Negotiating offers
7. Assisting with closing procedures
8. Providing regular updates on marketing efforts and offers

## PROPOSAL CONTENT

Each item in this section should be specifically addressed in the respondent's proposal; otherwise, indicate why no response is provided. Proposals must identify which person or persons in the firm will be providing the services, and the requested information should be provided for each of them.

- **Qualifications** – Briefly summarize your qualifications and experience related to the proposed work and list the staff that will be assigned to the project. Include documentation of licensing and authorization to conduct business in Florida and St. Johns County. Share relevant experience marketing residential properties in St. Johns County.
- **References** – Provide a list of at least three references from the past 36 months for each staff member who will work on this project.
- **Proposed Work Plan for Marketing the Property** – Describe the recommended signage, advertising, listing strategies, and any other planned efforts to market the properties.
- **Proposed Sales Price, Commission, and Fees** – Recommend a sales price for each property, including a clear explanation of the valuation method or rationale. Additionally, outline all anticipated costs and expenses associated with the sale, the proposed commission structure, and any additional fees. Include any scenarios in which payment or reimbursement is expected outside of the standard commission.

## INSTRUCTIONS AND SCHEDULE FOR SUBMISSIONS

The HFA shall not be liable for any costs or expenses incurred by any proposer in relation to the preparation or submission of proposals. Additionally, the HFA shall not be liable for expenses incurred due to the rejection of any proposals submitted in response to this RFP.

**Proposals are due date has been extended to 4:00 PM on Thursday October 30, 2025.** This deadline is final, and no extensions will be granted. The HFA will not accept postmarks as proof of timely submission. All proposals received after the deadline will be rejected, returned to the sender, and will not be considered. Electronic proposals will be accepted.

Electronic copies of the proposal should be sent to :

[stjohnscountyhfa@gmail.com](mailto:stjohnscountyhfa@gmail.com)

Attn: Priscilla Howard

Executive Director, St Johns County HFA

## INQUIRIES

All requests for clarification, site tours, exceptions, or deviations from the terms of this RFP must be submitted in writing via email to the Executive Director at [stjohnscountyhfa@gmail.com](mailto:stjohnscountyhfa@gmail.com). To ensure fairness and clarity, all communication must be submitted in writing. Verbal or telephone inquiries will not be accepted.

All questions must be received by **Friday October 10, 2025**, and responses, if necessary, will be provided via an addendum to the RFP.

## PUBLIC RECORDS

Request for Proposal - Issued July 1, 2025 – Due date extended to October 30, 2025

By submitting a proposal, the proposer acknowledges that the document will become a public record once a selection is made. The proposer further acknowledges that the proposal is subject to Florida's Government in the Sunshine Act and may be disclosed in its entirety. If any portion of the proposal contains trade secrets or proprietary information, that section must be clearly identified, separated and include the Florida Statute which is the basis for any disclosure exemption. Personal information should be marked as confidential and will be protected to the extent allowed under Florida law.

## **EVALUATION PROCESS & SELECTION CRITERIA**

The HFA will conduct the selection process and is the final decision-maker regarding award of the contract. The HFA reserves the right to reject any or all proposals or to terminate negotiations at any point. The HFA may request clarification, additional information, or interviews with respondents.

**Selection Criteria:** Proposals will be evaluated and scored using the following criteria:

- Work Plan (30%)
- Qualifications (25%)
- Cost of Services (30%)
- References (15%)

## Exhibit A

### Property Information – Request for Proposal: Qualified State of Florida-Licensed Realtors Housing Finance Authority of St. Johns County

The following properties are owned by the Housing Finance Authority of St. Johns County and are vacant, wooded lots located within approximately three miles of the urban core of St. Augustine, Florida. These parcels are part of a larger subdivision designated for affordable housing development.

Parcel ID	Address	Owner	Acres
1177900030	987 W Aiken St	Housing Finance Authority of St. Johns County	0.14
1178000250	W Aiken St	Housing Finance Authority of St. Johns County	0.15
1178100145	Four Mile Rd	Housing Finance Authority of St. Johns County	0.06
1178100150	Four Mile Rd	Housing Finance Authority of St. Johns County	0.13

#### Map & Location Information

For maps, legal descriptions, and precise parcel locations, potential respondents should visit the **St. Johns County Property Appraiser's Website**:

<https://www.sjcpa.us>

1. Click on **Property Search**
2. Use the **Parcel ID** or search by **Owner Name: Housing Finance Authority of St. Johns County**

This resource provides aerial views, lot dimensions, and surrounding property data to support your evaluation and proposal planning.