



**STRATEGIC REAL ESTATE SERVICES  
REQUEST FOR PROPOSALS**

**Proposal Due Date:  
Monday, March 2nd by 5 PM**

**Issued by:**

**City of Berkley  
3338 Coolidge Hwy  
Berkley, MI 48072**



**REQUEST FOR PROPOSALS (RFP) FOR  
Strategic Real Estate Services**

The City of Berkley (hereafter "City") is soliciting proposals from qualified firms/individuals for the provision of real estate consulting services for the City. The City intends for the selected firm to function as the City's consultant to perform the services described in the scope of work below.

## **INTENT**

The information contained in this Request for Proposals (RFP) is provided to give prospective responders background for completing their responses to this request. In reviewing qualifications, consideration will be given to qualifications, experience, breadth of services, responsiveness, and quality, in addition to fees.

The City of Berkley is seeking experienced individuals and firms to provide a wide range of strategic real estate consulting services. The selected firm(s) will be one(s) whose services are judged to best serve the interests of the City of Berkley when costs, depth of experience, breadth of services, responsiveness, quality and delivery are considered.

The City of Berkley provides equal employment opportunities to all individuals and does not discriminate in its employment or any other programs or activities based on race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, genetic information, height, weight, disability, veteran status, familial status, marital status or any other reason, that is unrelated to the person's ability to perform the duties of a particular job or position, in accordance with applicable federal and state laws . We provide reasonable accommodation for qualified individuals with a disability, if requested.

The City of Berkley reserves the right to accept or reject any or all proposals, waive irregularities, and to accept the proposals either on an entire or individual basis that is in the best interest of the City. The City of Berkley accepts no responsibility for any expense incurred by the respondent in the preparation and presentation of a proposal. Such expenses shall be borne exclusively by the respondent. The City of Berkley reserves the right to request additional data, discussion and/or a presentation of the proposal.

## **SCOPE OF WORK**

The Consultant's Real Estate Consulting Services will begin immediately upon execution of this Agreement. These services are centered on a strategic analysis of the future of City Hall, alongside a detailed evaluation of current and projected space requirements for the Berkley Community Center. The activities constituting the Consultant's Real Estate Consulting Services may be comprised from the following:

### **1. Building Inventory & Assessment:**

- Conduct a review of select city buildings.
- Document current locations, building conditions, and functional uses.

- Review and confirm occupancy, utilization rates, and physical condition of select city assets based upon necessary analysis, City's existing facility condition assessments, and existing space utilization study of City Hall.
- Identify underutilized or obsolete spaces.
- Gather data on departmental requirements, growth projections, and operational changes.

## **2. Operations Analysis & Strategic Planning:**

- Assess operational workflows and support functions
- Review how space allocation impacts service delivery and efficiency.
- Identify operational bottlenecks or inefficiencies related to select facilities.
- Evaluate how existing spaces align with current and future needs.
- Perform benchmarking against peer jurisdictions or industry best practices.

## **3. Scenario Planning & Feasibility Analysis:** Develop and evaluate future scenarios of City space and campus needs

- **Location Options:** Identify and assess potential sites for new or consolidated facilities based on space requirements, accessibility, and community impact.
- **High-Level Cost & Schedule Estimates:** Prepare preliminary budgets and timelines for each scenario, including construction, renovation, relocation, and transition costs.
- **Execution & Delivery Strategies:** Outline potential project delivery methods (e.g., design-bid-build, design-build, public-private partnership) and phasing approach.
- **Pros & Cons Analysis:** Summarize the advantages and disadvantages of each scenario, considering cost, schedule, risk, flexibility, and alignment with strategic objectives.

## **4. Highest and Best Use Analysis:** Evaluate underutilized assets for alternative uses or redevelopment

- Assess market potential for surplus or obsolete properties.
- Explore public-private partnership opportunities and other development models.
- Recommend strategies to maximize value and community benefit.

## **5. Project Management, Meetings & Deliverables**

- **Progress Deliverables:** Provide regular written updates summarizing progress, findings, and next steps.
- **Final Feasibility Report:** Deliver a comprehensive report with recommendations, scenario options, supporting analysis, and a clear roadmap for implementation.

- **Project Meetings:** Hold regular meetings to review progress, address issues, and ensure alignment with stakeholder expectations.

## **PROPOSAL FORMAT**

Proposals should be prepared simply and economically by providing a straightforward, concise description of the responder's ability to fulfill the needs of the City of Berkley. To be considered, each firm must submit a response to the RFP in the following format. Each response to the RFP must remain valid for at least ninety (90) days from the due date indicated on the cover page of this document.

When responding to this RFP, please include the following information:

### **1. Letter of Transmittal:**

- A. Briefly outline the Firm's understanding of the work and the specific needs of the City of Berkley.
- B. The name that is provided for the Firm's Liaison/Project Manager will be used as the primary contact person during the RFP evaluation process.
- C. The letter of transmittal shall be signed by the person empowered to commit the Firm to a contractual arrangement with the City.

**2. Company/Firm Overview:** Provide general information about the Firm, along with its area(s) of expertise and experience as it relates to this RFP.

- A. State the size of the Firm and the location of the office where the work on this project will be performed.
- B. State the professional licensure, certifications, credentials, expertise, and affiliations of the Firm and its employees in both the office location that would primarily be responsible for serving the City of Berkley and in other locations (if any).

**3. Management and Project Staff:** Include a flow chart showing the communication path between City of Berkley staff and your Firm.

- A. Name and describe the consultant(s) and/or team proposed. Clearly identify the lead Consultant and name the assisting staff.
- B. Provide a resume or similar description for each team member, with considerable detail in the experience and qualifications of the lead Consultant and any significant assisting staff.
- C. If specialty consultants or additional resources are available through your firm (in addition to the named team) to meet special or unusual needs, please briefly identify such individuals and specialties.
- D. Identify the Firm's proposed approach toward providing proactive consulting services to minimize project risks and costs.

**4. Previous Experience:** Describe the experience and success of the Firm in providing similar services in other communities in the State of Michigan and Oakland County.

- A. List the major real estate or similar planning projects your firm has been involved in representing a municipality.
- B. List specific work done for other municipalities (cities, townships, villages or authorities) during the last five years. Provide the name of a contact for each of these clients.
  - o Include experience and capabilities related to the service areas listed above in the SCOPE OF WORK section.
- C. Identify the individuals primarily intended to serve the City of Berkley who have worked on the referenced projects.

**5. Proposed Fee Structure:** Propose a compensation package, inclusive of all service costs. If hourly billing is included, please present the standard hourly billing rate schedule for all employees, as applicable to the proposal.

**7. Disclosure:** The City of Berkley expects each respondent to identify any potential conflicts of interest and the plan for handling these matters.

**8. Understanding of the Scope/Agreement Terms and Conditions:** Provide a statement that indicates you have read and understand the City's intent and agree to the terms and conditions provided below. Any exceptions must be clearly stated.

**9. Completion of required forms provided by the City of Berkley:**

- A. Non-Discrimination Affidavit
- B. Five (5) references, including name, address and phone number of the primary contact person
- C. Non-Collusive Affidavit
- D. Conflict of Interest Disclosure Form
- E. Hold Harmless and Indemnity Form
- F. Iran Business Relationship Affidavit

**REVIEW AND SELECTION**

The City of Berkley will review and discuss all responses and may select individuals or firms to be invited to interview. The selected individuals and firms may be asked to submit additional information for final consideration and selection. The City will evaluate the proposals based upon a firm's ability to provide the service required, qualifications of personnel assigned, location of the office which will serve the community, compatibility of submission with items requested, reference analysis from other communities, and past experience of the firm or individual with the City of Berkley and/or similar units of local government. Final selection will be made at the sole discretion of City Council.

All submissions or parts thereof become public records of the City of Berkley and are subject to the Michigan Freedom of Information Act. Responses to the RFP will be reviewed by the City staff with a final recommendation made to the City Council. The City reserves the right to request interviews with

respondents as needed. All proposals submitted may be subject to clarifications and further negotiation. All agreements resulting from negotiations shall be documented and included as part of the final Professional Services Agreement. All documents submitted in response to the RFP will become the property of the City of Berkley. The City reserves the right to reject any or all proposals, accept and/or waive any informalities or technicalities when deemed in the best interest of the City.

### **QUESTIONS PERTAINING TO REQUEST FOR QUALIFICATIONS**

All questions regarding this RFP shall be submitted via email on or before February 23, 2026 and should be addressed to [cvanvleck@berkleymi.gov](mailto:cvanvleck@berkleymi.gov). Should any respondent be in doubt as to the true meaning of any portion of this RFP, or should the respondent find any ambiguity, inconsistency or omission therein, the respondent shall make an emailed request for an official interpretation or correction.

### **SUBMISSION**

All responses to this RFP are due and must be delivered to the City Manager on or before March 2, 2026 at 5 PM. Responses must be clearly marked: "RFP for Real Estate Consulting Services" and show the respondent's name and address. Proposals must be provided electronically in a PDF format. They may also be mailed, hand delivered or emailed to the attention of:

Crystal VanVleck  
City Manager  
[Cvanvleck@berkleymi.gov](mailto:cvanvleck@berkleymi.gov)  
3338 Coolidge Hwy  
Berkley MI 48070

*Please note City Hall is closed from 1-2 p.m. for lunch.*