



Procurement Services

P.O. Box 1860, State University AR 72467 | o: 870-972-2028 | e: procurement@astate.edu

REQUEST FOR QUALIFICATIONS ASU SYSTEM 26-34

Real Estate Residential Brokerage and Marketing Services

Arkansas State University System, located in Little Rock, Arkansas ("SYSTEM") is seeking bid proposals from qualified and reputable respondents to provide real estate advisory services to maximize opportunities for strategic real estate transactions and management of real estate resources pursuant to the specifications, terms and conditions stated in this RFQ. This RFQ will be awarded to multiple qualified bidders to establish a pool of qualified vendors (the "Qualified Vendor List" or "QVL") for the services stated herein. The QVL will allow SYSTEM to obtain the services on an "as needed" basis.

Services will include, but are not limited to, advising on real estate transactions to include sales and purchases, coordinate third-party appraisals, marketing of transactions to potential partners, contracting, property management advisory, property condition assessments, negotiating, advising, and collaborating where needed for all real estate transactions, and assisting to establish third party partnerships related to SYSTEM real property (the "Services").

MINIMUM QUALIFICATIONS

Must be licensed in Arkansas and in good standing with the Arkansas Real Estate Commission; Must have an excellent reputation in the real estate community; Must have extensive knowledge and experience in the central Arkansas area residential real estate market; Must have comprehensive knowledge of the residential real estate process; Must have a reputation for delivering quality customer service

PROFESSIONAL SERVICES REQUIRED

- Real Estate Listing and Sales
- Negotiations
- Coordinate appraisal
- Coordinate closings

REQUEST FOR QUALIFICATIONS FORMAT AND CONTENT

The RFQ document should be structured in the following order and content:

1. Firm Base Information
 - a. Provide a letter of interest on letterhead with name and address of firm
 - b. Provide current Arkansas real estate license number(s)
 - c. Primary contact telephone numbers and email addresses
 - d. Web page address and any social media addresses



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2. Firm
 - a. Describe your firm's access to the central Arkansas market place.
 - b. Provide three (3) references of current or past clients for which your firm provided similar services. Please provide names and contact numbers for each reference
3. Team
 - a. Primary team members
 - b. Provide a description and general history of the individual(s) who will be representing the SYSTEM.
4. Representative Projects/Project Experience – List a minimum of three (3) sales or listings completed by your firm that best represent a similar scope, program and complexity. For each project, include:
 - a. Name and Location
 - b. Project Description (include any unique aspects)
 - c. Describe lead generation and marketing activities which you would perform on behalf of the University.
5. List all current contracts with campuses and higher education institutions in Arkansas
6. Proof of Arkansas real estate license and good standing with the Arkansas Real Estate Commission.

LISTING FIRM'S FEE

If Listing Firm presents to Seller an offer in an amount equal to or greater than the Offering Price, or such lesser price or terms as Seller may accept, or if the Property is otherwise sold or disposed of by Listing Firm or any other person, including Seller, during the Listing Period, Seller agrees to pay Listing Firm a professional fee.

TERM OF QVL

Bidders on the QVL as a result of this RFQ shall be qualified for three (3) years ("Initial Term"). Upon mutual agreement, following the Initial Term, Bidders may be re-qualified for additional one (1) year periods until the termination of the QVL at the end of a seven (7) year period, which will begin on the date of the initial qualification from this RFQ.

CANCELLATION

In the event SYSTEM no longer needs the Services for any reason, SYSTEM may cancel the QVL by giving prior written notice thirty (30) days prior to the date of cancellation.



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SELECTION CRITERIA AND PROCESS

The selection committee will review Statement of Qualifications documents and grade upon the below point criteria. The five (5) highest scored firms will be notified for interview. Interview dates will be arranged at the time of selection notification. Interview format will be communicated prior to interview date.

Upon completion of the evaluation scores, the five (5) bidders with the highest proposal evaluation scores will be placed on the QVL. There will not be a primary or secondary vendor on the QVL, and SYSTEM will have sole discretion on which vendor on the QVL to engage for specific projects. Furthermore, this RFQ and resulting QVL shall not create an exclusive relationship with SYSTEM nor a right of first refusal for transactions related to SYSTEM, subject to subsequent contracts entered into between SYSTEM and a Bidder for specific projects.

Unsuccessful bidders will be notified same day via email and/or phone call.

Selection Criteria

Prior similar experience real estate	25 pts
Knowledge of marketing and sales	25 pts
Staff Resources, experience, and team qualifications	20 pts
Project experience	20 pts
Demonstration of planning and experience	10 pts

SUBMISSION

The deadline for responses is **4:30 p.m., Friday, March 6, 2026**. Respondents will provide 1 (one) paper copy and 1 (one) electronic copy-USB to:

Landen Crancer
Chief of Staff & AVP, Finance & Operations
Arkansas State University System
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Little Rock, AR 72201

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