



## CITY OF WILLOWS – REQUEST FOR PROPOSALS REAL ESTATE BROKER SERVICES

### OVERVIEW

The City of Willows is seeking proposals from real estate brokers/firms to sell real property owned by the City located within the incorporated limits of Willows.

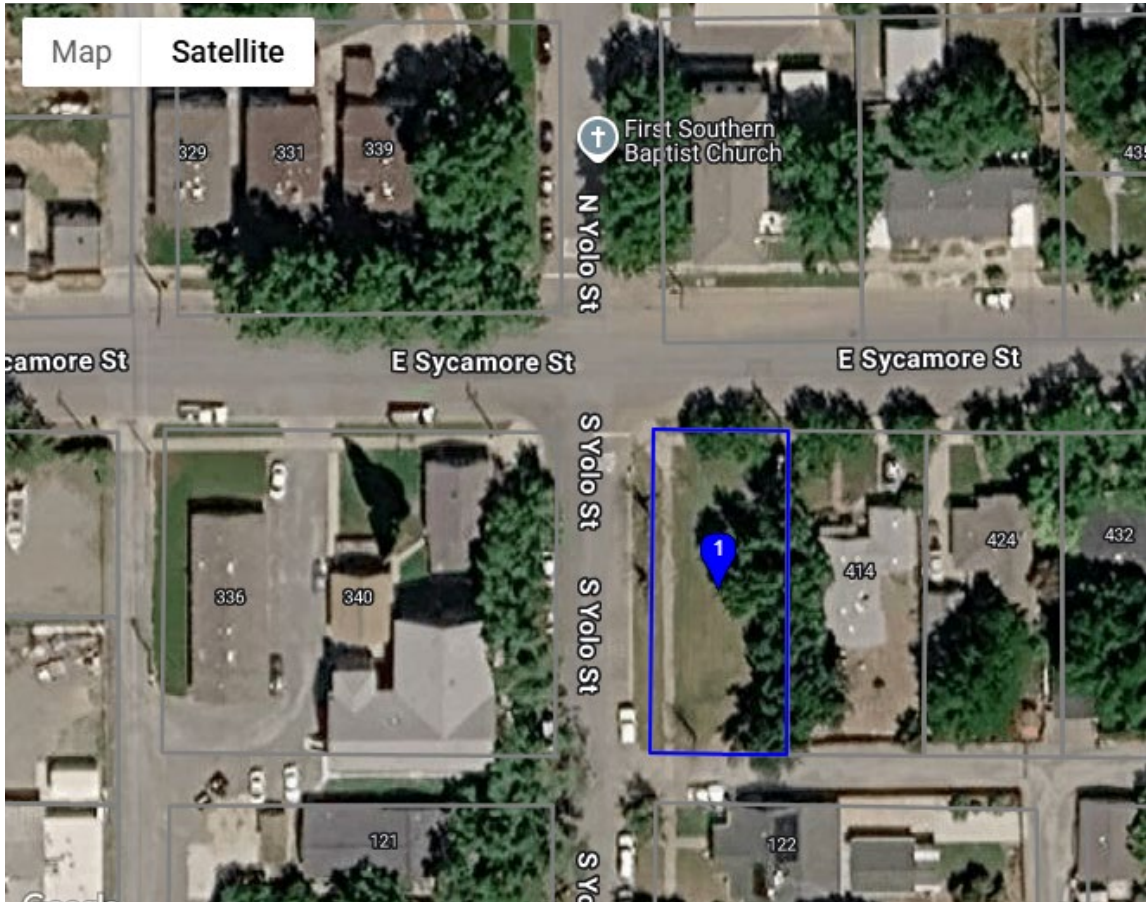
It is the intent of this Request for Proposal (RFP) to have the successful broker/firm enter into a Professional Services Contract with the City to supply real estate services as outlined herein.

### CURRENTLY AVAILABLE PROPERTIES

1. 139 N Lassen Street, 2 bed, 1 bath home with detached shop on a .15 acre parcel.  
APN# 002-101-009-000



2. .16 acre vacant residential lot on the SE corner of E Sycamore St and S Yolo St.  
APN# 003-113-006-000



### SCOPE OF SERVICES

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

- Develop strategies for sale of designated City-owned properties,
- Develop marketing materials (electronic and/or hard copy) to advertise available properties for sale.
- Distribute the materials to potential buyers via the appropriate form(s) of media and report results to the City on an agreed upon frequency.
- Participate in site tours of available property for potential buyers and/or host open house meetings.
- 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.
- Handle all other customary activities and services associated with real estate transactions.

- Present at public meetings as required.
- Present innovative ideas for marketing the specific available properties to a local, regional and/or national audience.

### **PROPOSAL:**

Provide a cover letter indicating your interest in serving as the City's real estate agent/firm to sell property described above. Information provided should include:

1. Years in business, along with a description of your firm (including size, locations, number and nature of the professional staff to be assigned to this project) and a brief resume for each key personnel.
2. Description of experience in the real estate field. A minimum of five years of experience with proven effectiveness is required.
3. Additional services offered.
4. Fee schedule (valid for a minimum of one (1) year), including:
  - a. Commission rate for listing and selling of properties.
  - b. Other costs the City may anticipate related to the services to be provided.
5. Reference list, including at least three applicable references. Include name, title and contact information for each reference, as well as a brief description of the specific services provided.

### **REQUIREMENTS**

Respondents to the RFP shall meet the following qualifications:

1. Must be a licensed Realtor and in good standing with the State of California.
2. Must have an excellent reputation in the local real estate community.
3. Must be knowledgeable of the regional residential real estate market.

### **GENERAL INSTRUCTIONS**

1. The proposal shall be submitted in a sealed envelope marked "Real Estate Broker Services" to the City of Willows, Attn: Marti Brown, City Manager, 201 N Lassen Street, Willows, CA 95988 on or before 5:00 p.m. on Friday, March 6, 2026. Within 5 working days, city staff will review the proposals and notify the selected firm. The Applicant is responsible for ensuring that their proposal, however submitted, is received on time and at the location specified.
2. To be considered, firms shall submit a complete response to the RFP in the form requested. Firms not responding to items requested in the RFP or indicating exceptions to such items may have their submittals rejected.
3. The City of Willows reserves the right to reject any and all proposals, or any parts thereof, or to waive any informality or defect in any bid if it is in the best interest of the City of Willows. All proposals, plans, and other documents submitted shall become the property of the City of Willows. Responses to this RFP are considered public information and are subject to discovery under the California Records Act.

4. All questions may be directed to the following contact person:

Marti Brown, City Manager  
(530) 934-7041  
Email: [mbrown@cityofwillows.org](mailto:mbrown@cityofwillows.org)

#### **SELECTION CRITERIA**

Selection of a broker/firm shall be made based on the following criteria:

1. Ability of the applicant to meet or exceed the requirements defined in the RFP (30 Points);
2. Experience, qualifications and references (30 Points);
3. Knowledge of local and regional real estate market (20 Points);
4. Fee schedule (5 Points); and
5. Completeness of response to RFP as outlined in this solicitation (15 Points).

Additional technical and/or cost information may be requested for clarification purposes, but in no way changes the original proposal submitted. Interviews are optional and may or may not be conducted. If an interview is conducted, it is essential that the applicant's personnel to be assigned to the work, as well as key representatives be present at, and participates in, the interview.

The selected applicant and City of Willows representatives will negotiate a mutually acceptable contract. 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 brokers/firms submitting an RFP, or to cancel all or part of this RFP.

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