IDEA Public Schools

Solicitation No.:	RFQ #39-REBS-0426
Solicitation Title:	Real Estate Brokerage Services
Evaluation Period:	May 1, 2026 - May 8, 2026
Final Version:	18-May-26

Purpose: To facilitate the documentation of the evaluation committee's scoring of responsive proposals from prospective vendors for the following solicitation.
Applicability: This record applies to the procurement of goods and services other than public works (construction services) and professional services or contracts.

NOTE: Final scores were calculated by averaging all evaluator scores per criterion and applying published weighting. All evaluators were weighted equally.

Evaluation Criteria	Evaluation Criteria (Refer to Scoring Guide)	Weight	Vendor 1 - BIC Realty (Total Average)	Vendor 2 - CBRE Group Inc. (Total Average)	Vendor 3 - Colliers (Total Average)	Vendor 4 - InSite EFS, LLC. (Total Average)	Vendor 5 - KW ATX Broker, LLc. (Total Average)	Vendor 6 - Southwest Realty (Total Average)
Evaluation Criteria 1 **Experience and Qualifications**	**Experience and Qualifications (MAX 20 POINTS)** **Criteria to Consider:** • Demonstrated experience in commercial real estate brokerage, including sales, leasing, and advisory services. • Experience working with public-sector clients (e.g., K–12, municipalities, government entities). • Proven success in transactions similar in size, scope, and complexity to those anticipated by the District. • Qualifications, certifications, and licensure of the firm and key personnel. • Demonstrated outcomes (e.g., successful closings, cost savings, favorable lease terms, or portfolio optimization). **Scoring Guide:** • **0–7 points:** Limited or no relevant experience; lacks public-sector or comparable transaction history. • **8–14 points:** Moderate experience with some comparable projects; limited public-sector experience or mixed outcomes. • **15–20 points:** Extensive, directly relevant experience with strong outcomes; significant public-sector experience and proven success in similar transactions.	20%	11.40	19.60	17.60	17.00	15.60	7.60
Evaluation Criteria 2 **Proposed Service Plan**	**Technical & Functional Suitability (MAX 15 POINTS)** **Criteria to Consider:** • Clarity and completeness of the proposed service delivery approach (sales, leasing, advisory, etc.). • Understanding of the District's real estate needs, goals, and constraints. • Feasibility and practicality of the proposed timeline, milestones, and execution strategy. • Approach to property valuation, market analysis, and positioning. • Inclusion of value-added services (e.g., strategic advisory, portfolio optimization, site analysis). • Coordination approach with District staff and stakeholders. **Scoring Guidance:** • **0–5 points:** Vague, incomplete, or unrealistic plan; lacks understanding of District needs. • **6–10 points:** Adequate plan with moderate detail; generally feasible but may lack depth or innovation. • **11–15 points:** Clear, detailed, and well-structured plan; demonstrates strong understanding, feasibility, and strategic value.	15%	5.80	14.40	13.40	12.80	12.60	1.00
Evaluation Criteria 3 **Marketing Approach**	**Marketing Approoach (MAX 15 POINTS)** **Criteria to Consider:** • Strength and effectiveness of the proposed marketing strategy for property sales and leasing. • Use of multi-channel marketing (digital platforms, broker networks, listings, outreach). • Approach to targeting qualified buyers/tenants and maximizing exposure. • Use of data, analytics, and market insights to inform strategy. • Quality of proposed marketing materials and branding approach. • Demonstrated ability to drive engagement and generate leads. **Scoring Guidance:** **0–5 points:** Limited or unclear marketing strategy with minimal reach or targeting. **6–10 points:** Standard marketing approach using typical channels with moderate effectiveness. **11–15 points:** Comprehensive, multi-channel, and data-driven strategy with strong outreach and targeting.	15%	6.80	14.00	12.20	13.00	12.60	0.80
Evaluation Criteria 4 **Assigned Team**	**Assigned Team (MAX 15 POINTS)** **Criteria to Consider:** • Qualifications and experience of key personnel assigned to the engagement. • Clearly defined roles and responsibilities within the team. • Team's capacity to manage multiple concurrent transactions. • Experience working with public-sector or institutional clients. • Depth of resources and availability of backup/support personnel. • Local and regional market expertise of assigned team members. **Scoring Guidance:** **0–5 points:** Team lacks relevant experience, defined roles, or sufficient capacity. **6–10 points:** Team is qualified with adequate experience and capacity to perform services. **11–15 points**: Highly experienced, well-structured team with strong capacity and clearly defined roles.	15%	7.40	14.00	14.20	11.60	11.20	5.80
Evaluation Criteria 5 **Commission Structure**	**Commission Structure (MAX 10 POINTS)** **Criteria to Consider:** • Competitiveness of proposed commission rates for sales, leasing, and related services. • Transparency and clarity of the commission structure and fee breakdown. • Alignment with market benchmarks and industry standards. • Flexibility of pricing and willingness to adjust based on transaction type or volume. • Overall value delivered relative to the proposed commission. **Scoring Guidance:** **0–3 points:** Unclear, incomplete, or above-market commission structure with limited justification. **4–7 points:** Reasonable and market-aligned structure with acceptable clarity and competitiveness. **8–10 points:** Highly competitive, transparent structure that maximizes value and demonstrates flexibility.	10%	6.00	9.20	7.00	7.40	8.60	1.20
Evaluation Criteria 6 **Reporting and Communication**	**Reporting and Communication (MAX 10 POINTS)** **Criteria to Consider:** • Ability to provide timely, accurate, and consistent reporting. • Clarity of communication plan with IDEA stakeholders. • Use of tools or systems to track activity, inquiries, and transaction progress. • Transparency in reporting marketing efforts, offers, and negotiation status. • Responsiveness and accessibility of the brokerage team. **Scoring Guidance:** **0–3 points:** Limited or unclear reporting and communication processes; lacks structure. **4–7 points:** Adequate reporting approach with basic structure and reasonable communication. **8–10 points:** Clear, consistent, and proactive reporting with strong communication and transparency.	10%	5.00	9.80	9.00	9.00	8.40	1.00
Evaluation Criteria 7 **Overall Value to the District**	**Overall Value to the District (MAX 15 POINTS)** **Criteria to Consider:** • Alignment with IDEA's strategic goals and long-term real estate needs. • Ability to provide strategic insight beyond transactional services. • Flexibility and willingness to adapt to evolving district needs. • Potential to deliver cost savings, revenue maximization, or operational efficiencies. • Demonstrated commitment to acting as a long-term partner to the District. **Scoring Guidance:** **0–5 points:** Limited value with minimal alignment to District goals. **6–10 points:** Moderate value with general alignment and some added benefit. **11–15 points:** Strong strategic value with clear alignment and partnership potential.	15%	6.80	14.20	13.00	12.60	11.60	2.40
Totals		**100%**	**49.20**	**95.20**	**86.40**	**83.40**	**80.60**	**19.80**
Grand Totals			**49.20**	**95.20**	**86.40**	**83.40**	**80.60**	**19.80**

IDEA Public Schools received six responsive Statements of Qualifications from qualified commercial real estate brokerage firms. Proposals were evaluated using the criteria published in RFQ #39-REBS-0426 and scored by an evaluation committee. CBRE Group, Inc. achieved the highest overall score and demonstrated the strongest combination of relevant experience, service approach, marketing strategy, team qualifications, reporting capabilities, and overall value to the District. The evaluation results supported award to CBRE Group, Inc. as the vendor providing the best overall value to IDEA Public Schools.