REQUEST FOR QUALIFICATIONS
for
On Call Real Estate Brokers
in Fiscal Year 2026-2027

Responses must be received by

Monday, November 30, 2026
5:00 p.m., PST

I. GENERAL INFORMATION

Purpose

The City of Pleasanton ("City") is seeking to pre-qualify a list of experienced and capable real estate brokerage firms to provide professional services on an as-needed basis. These services will support City real estate projects including, but not limited to, the sale, acquisition, leasing, and development of City-owned or City-interest real property.

II. ANTICIPATED RFQ SCHEDULE

Issuance of RFQ documents	November 6, 2026
Deadline for RFQ questions and comments, submitted by e-mail to City Clerks Office pleasantoncityclerk@cityofpleasantonca.gov	November 16, 2026, 5:00 p.m., PST
Deadline for Proposal Submission	November 30, 2026 5:00 p.m., PST
Finalist Interviews/Presentations, Demonstration of Capabilities (if needed)	Beginning December 7, 2026
Notification of selection	Beginning December 14, 2026

III. SUBMITTAL OF RESPONSE

Responses will be **submitted electronically** to pleasantoncityclerk@cityofpleasantonca.gov and received by **5:00 p.m. on November 30**. Subject Line: RFQ On Call Real Estate Brokers [Vendor's Name]

Responses shall be signed by an individual or individuals authorized to execute legal documents on behalf of the Vendor and shall contain a declaration that the proposed project team will remain in effect for a minimum of ninety (90) days after the submittal date.

IV. REQUIRED INFORMATION

Responses are to be provided with the following sections:

A. Vendor business information
- The physical address, phone number, email address
- Primary contact: name, title, email address, phone number
- Three (3) California references, highlighting any Municipalities or other Public Agencies and description of work performed for each. Include references' names, email addresses, and phone numbers.

B. Qualifications and Experience: Provide specific information on demonstrated ability to effectively provide real estate brokerage services. Include years of experience, size of firm, capabilities of firm, knowledge of local market, market coverage, if the firm provides commercial and, or residential services, including specific type of commercial or residential experience (retail, office, industrial, etc.), experience with government entities, and examples of specific transactions completed.

C. Debarment or Other Disqualification: Disclose any debarment or other disqualification as a broker, supplier or vendor for any federal, state or local entities. Proposer must describe the nature of the debarment/disqualification, including where and how to find such detailed information.

D. Cost: Please provide a per hour/per project-based cost sheet and/or a schedule of commission for commission-based transactions.

E. Additional Information: Include any other information you believe to be pertinent but not required.

V. PROJECT DESCRIPTION AND GOALS

1. Description of Services:

The City is seeking submittals from qualified Proposers interested in providing professional real estate brokerage services for the sale, purchase, and lease of real property and other real estate functions such as, but not limited to, appraisal, market analysis, marketing, economic and financial analysis, negotiation and advisory services.

Firms chosen through this RFQ process will be placed on an approved broker list under their firm name for a period of up to five (5) years. Real estate brokerage firms placed on the broker list may be offered opportunities to provide brokerage services to the City.

2. Desired Goals/Objectives/Outcomes Goals:

The goal of this solicitation is to identify and contract with real estate brokerage firms to provide services to facilitate City real estate transactions requiring such services.

A. Sample Tasks:

1) Assisting the City in real estate negotiations, letter(s) of intent and contract development.
2) Assisting the City as Seller, landlord, and licensor in the marketing, sale, lease, and licensing of City-owned real estate.
3) Assisting the City as Tenant or Licensee in the leasing or licensing of real estate.
4) Assist with marketing and disposition of surplus properties.
5) Advising the City on current market conditions, property values, rental rates, and opportunities.
6) Assisting with due diligence, including market/property tours, site inspection, research on comparable properties, and market studies.
7) Providing additional support as necessary for acquiring and disposing of real property.

VI. SELECTION PROCESS/ EVALUATION CRITERIA

The award will be made to the most qualified firm(s) as determined by the City. The City reserves the right to select or not select a vendor upon evaluation of responses, whichever is determined to best serve the needs of the City. The City reserves the right to seek clarifications on any responses.

A. Selection Criteria: Selection will be based upon, but not limited to, the following considerations and criteria (note that there is no value or ranking implied in the order of this list):

1) Demonstrated ability to perform the services described
2) Experience, qualifications and expertise
3) Quality of work as verified by references
4) A demonstrated history of providing similar services to comparable entities
5) Any other factors the evaluation committee deems relevant.
6) Willingness and ability to comply with all City contracting/Professional Service Agreement requirements, including applicable insurance requirements.

VII. MISCELLANEOUS

The City is not liable for any cost incurred by Vendors before the contract issuance. The City reserves the right to accept all or part of any response or to cancel, in part or its entirety, this RFQ. The City further reserves the right to accept the response that it considers to be in the City's best interests.

The City may, at its sole discretion, reject any or all responses or waive any irregularities without disqualifying the response. The issuance of this RFQ does not bind the City to award an Agreement for Services described herein.

Responses must be valid for 90 days from the submission deadline.

The City reserves the right to expand or diminish the scope of work subject to negotiation with the successful Vendor.

If it becomes necessary to revise any part of the RFQ before the Vendor's response, an addendum will be provided in writing to all receiving the RFQ from the City.

All responses received in response to this RFQ shall become the property of the City.

The City is subject to the requirements of the California Public Records Act and all responses shall be a matter of public record. If the City receives a Public Records Act request for such responses, it shall give Vendors notice of the request within 3 days of receipt. Vendors are solely responsible for taking whatever legal steps are necessary to protect information deemed by them to be confidential information and to prevent release of information to the requestor by the City. If a Vendor takes no such action, after receiving the foregoing notice from the City, the City will comply with the requestor's demand and is not required to defend against it.

The City may conduct any reasonable inquiries to determine the responsibility of the Vendor. The submission of a response constitutes permission by the Vendor for the City to verify all information

contained herein. If the City deems it necessary, additional information may be requested from any Vendor. Failure to comply with any such request may disqualify a Vendor from consideration.