

HRI/ECC, LLC
REQUEST FOR PROPOSALS
Exclusive Commercial Real Estate Broker Service

I. PURPOSE OF REQUEST.

HRI/ECC, LLC (“The Master Developer”) is requesting proposals for the purpose of selecting a Commercial Real Estate Broker to represent the Master Developer in marketing and negotiating leases for assigned real estate properties, and potentially provide other commercial real estate related services as requested. The Master Developer’s needs are outlined in the following Request for Proposals (“RFP”).

II. TIME SCHEDULE.

The Master Developer intends to follow the following general timetable, which should result in a selection of a firm by May 24, 2010.

Issue RFP	April 15, 2010
Deadline for Submittal of Proposals	May 7, 2010
Interview Finalists	May 12, 2010
Notify Firm Chosen	May 24, 2010

III. BACKGROUND.

The Master Developer will redevelop 144 acres of the Naval Support Activity, New Orleans (NSA NO) located between the Mississippi River and General Meyer Ave. into a mixed-use development. The development will consist of over 1 million square feet of office space, 400,000 square feet of retail, municipal buildings, and residential units. The amenities that will serve the Federal office tenants and the surrounding community are an integral part of the redevelopment of the base. The Master Developer anticipates that the Department of Defense and other federal agencies, as well as contractors and suppliers will share Federal City amenities including child-care services, retail, restaurants, grocery stores, athletic and recreational facilities and a variety of residential units.

IV. SUBJECT PROPERTY

The Master Developer will lease approximately 143,000 square feet of commercially zoned property. The Master Developer has interest in leasing this land in whole or in part for the development of retail.

V. SERVICES REQUESTED.

This is a request for exclusive commercial broker services.

- 1.** Represent the Master Developer's interest in leasing services of assigned properties.
- 2.** Develop and implement marketing strategies for assigned properties.
- 3.** Provide a monthly report to the assigned staff contact about current/new marketing efforts, contacts/leads, and other developments when there are active property listings.
- 4.** Provide general market information when requested while representing NOFA in active leases.
- 5.** Attend staff meetings to provide progress updates when requested.

VI. INSTRUCTIONS TO PROPOSERS.

- 1.** All proposals should be sent to:

HRI/ECC, LLC

Attn: Eddie Boettner

909 Poydras St. Suite 3100

New Orleans, LA 70113

(504) 566-3060

- 2.** All proposals must be in a sealed envelope and clearly marked in the lower left-hand corner: "RFP – Commercial RE Broker"
- 3.** All proposals must be received by 5:00 p.m. CST April 30, 2010. Three (3) copies of the RFP must be presented. No faxed, telephone, or e-mail proposals will be accepted.
- 4.** Proposals should be prepared simply and economically, providing a straightforward, concise description of provider capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content. Use of recycled paper for requests and any printed or photocopied material created pursuant to a contract with the Master Developer is desirable whenever practicable. Use of both sides of paper sheets for any submittals to the Master Developer is desirable whenever practicable.
- 6.** Proposal Contents: At a minimum the proposal shall provide the following information.
 - A.** The name, structure, specific local market experience of the company.
 - B.** The names, qualification, and specific local market experience of each principal individual (Principal") who will be working on the Master Developer's account, and their areas of responsibility in servicing the account, including administering and fulfilling the Federal City Master Plan, listing and marketing of properties, and maintaining primary contact with the Master Developer.
 - C.** An outline of a marketing plan, rationale, target price (including target lease-back rate), and proposed launch schedule for the Subject Property.
 - D.** Proposed compensation structure and method.
 - E.** Information on other optional commercial real estate consultant services available from the firm.
 - F.** Three references.

VII. SELECTION CRITERIA.

1. Experience: Demonstrated commercial real estate experience and history of achieving highest and best sales results among its peers. 50%
2. Cost: Commission structure for lease of commercial properties. 40%
3. Marketing resource: Demonstrated resources and ability to effectively market the Master Developer's properties to the widest and largest potential buyers. 10%

Total Criteria Weight 100%

VIII. TERMS AND CONDITIONS.

1. The Master Developer reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
2. The Master Developer reserves the right to request clarification of information submitted, and to request additional information from any proposer.
3. The Master Developer reserves the right to award any contract to the next most qualified proponent, if it cannot reach an agreement with the successful proponent within thirty (30) days after chosen.
4. Any proposal may be withdrawn up until the date and time set above for opening of the proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide the services described to the Master Developer or until one or more of the proposals have been approved by the Master Developer's administration, whichever occurs first.
5. The contract resulting from acceptance of a proposal by the Master Developer shall be in a form supplied or approved by the Master Developer, and shall reflect the specifications in this RFP. A copy of the standard contract is attached for review. The Master Developer reserves the right to reject any proposed agreement or contract that does not substantially conform to the specifications contained in this RFP, and which is not approved by the Master Developer.
6. The Master Developer shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.

IX. COMPENSATION.

Compensation will be determined by the final negotiated agreement. Payment by the Master Developer for consultant services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by the Master Developer and approved by the appropriate Master Developer representative, which shall specifically set forth the services performed, the name of the person performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.

X. PUBLICATION.

Name of Publication: Dates:

New Orleans Federal Alliance website: April 2 – 30, 2010 www.nolafederalcity.com

Historic Restoration, Inc. website: April 2- 30, 2010 www.hriproperties.com