



The Heights
Sales and Marketing Team

Request for Proposals

February 7, 2025

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About Twin Cities Habitat for Humanity

Twin Cities Habitat for Humanity (TCHFH or Twin Cities Habitat) is a St. Paul, Minnesota-based nonprofit housing affiliate of Habitat for Humanity International. Its mission is to bring people together to create, preserve, and promote affordable homeownership and advance racial equity in housing.

Since 1985, more than 1,700 families have partnered with [Twin Cities Habitat](#) to unlock the transformational power of homeownership. Thousands more have stabilized or improved their housing and finances through other programs. Twin Cities Habitat is one of the highest-regarded Habitat for Humanity affiliates nationwide. Through its current *Build Forward Together* strategic plan and comprehensive campaign, Twin Cities Habitat for Humanity is expanding homeownership opportunities, advancing racial equity, and engaging the community to strengthen our foundation.

Project Overview

Twin Cities Habitat for Humanity has partnered with the City of St. Paul, St. Paul Port Authority, Sherman Associates (lead housing developer) and JO Companies to develop and build 1,000+ high to mid density housing units at 'The Heights'. The largest modern-day investment in St. Paul's East Side, the project will redevelop 112-acres of what was formerly Hillcrest Golf Course at the intersection of [Larpenteur Avenue and McKnight Road](#).

As part of The Heights overall [redevelopment](#), Twin Cities Habitat will create up to [147 mid-density affordable housing units](#) on 12 acres. The development will include townhomes (triplexes and fourplexes), twin homes, and single-family homes. This will be the largest housing development project in Twin Cities Habitat's history.

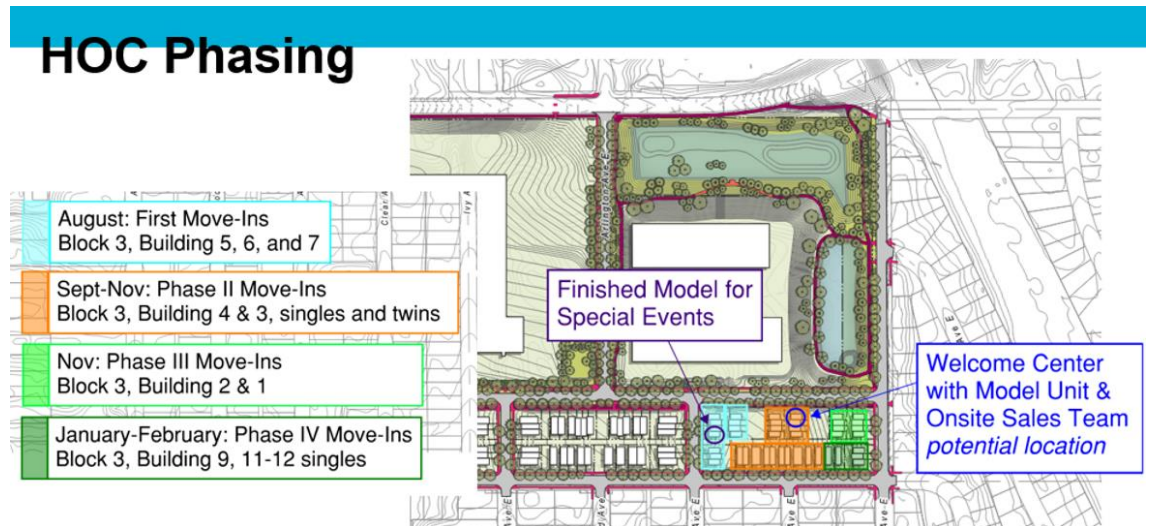
We are seeking an experienced and dynamic sales team to lead the marketing and sale of the Twin Cities Habitat units within the new development. The primary objective of this sales initiative is to drive excitement to the development, lead the successful sale of all available units within the specified time frame, and work with the Twin Cities Habitat team to ensure the project achieves its homeownership sales goals.

Information, Support, and Habitat Process

To support your understanding of the project scope, we have provided these insights for your learning and awareness.

- **Timeline and Completion of The Heights Homes.** We anticipate homes will be complete with construction and ready for sale in phases. Early availability of homes at The Heights will be ready to close with first homeowner move-ins starting in August 2025 (outlined in turquoise below). The scope of sales work

for this proposal includes the entire Phase I development of 74 homes, however the south block pictured below (42 units) are furthest along as construction is progressing from south to north. It is our goal is to have all 74 homes of Phase I sold by Fall 2026. A second Phase that includes an additional 73 homes is being planned, but not yet under construction. Sales of these homes are not included in this RFP.



- **Finished Model and Welcome Center.** We are completing a finished model within one of the 4-plex buildings, that will be fully staged in April. This finished model unit will be available for special events and scheduled tours. A more robust Welcome Center, with model unit, is planned for June. The Welcome Center will include attached office space for the sales team to set-up during office hours and a home base to meet with potential buyers.
- **Buy with Habitat Campaign.** Twin Cities Habitat has engaged a firm to complete a targeted demographic and audience analysis of our Buy with Habitat campaign, and how best to promote our unique value proposition. We anticipate this work wrapping up soon and will move into analysis of the findings and implementation of the recommendations. This work will support the sales team's efforts.
- **Twin Cities Habitat In-House Marketing Team.** The marketing and communications team operates as an in-house agency and service bureau, providing org-wide service to the organization. The selected sales team will be expected to work collaboratively with internal divisions, departments, and teams to execute the deliverables needed on a weekly and monthly basis.

Marketing and communication channels that are currently accessed by the internal team include HubSpot (website, landing pages, blogs, email marketing),

social media (YouTube, Facebook, Instagram, X, LinkedIn), print-based media (direct mail, postcards, flyers, door hangers, newsletters, posters, etc.). We seek a firm that can provide recommendations to utilize and build upon these tools to best promote the development and engage with prospective buyers.

- **Homeownership Program.** Traditionally, the way home owners access the homes developed and constructed by Twin Cities Habitat is through the Twin Cities Habitat for Humanity [Homeownership Program](#). Selling homes on the MLS has not been a longstanding tool our teams have employed at a large scale. We still anticipate that future homeowners at The Heights will find and shop available homes through application to our Homeownership Program. Twin Cities Habitat's internal Client Services team works with internal buyers who apply to our Homeownership Program, to ensure eligibility and work towards mortgage readiness. Once mortgage ready, our internal buyers will have the option of selecting and purchasing a home at The Heights. Internal buyers who select the Heights will be referred to the sales team to continue the viewing and buying process. Any external buyers who find the development through the MLS or other external sources, will work directly with the sale team. The sales team will be the main point of contact for all buyers despite the buying tract, the sales team will be expected to connect/reconnect the buyer with the Twin Cities Habitat Client Services and Lending teams as needed through the buying process.
- **Eligible Buyers:** buyer who will be eligible to purchase homes within the development must meet the minimum Twin Cities Habitat Homeownership Program guidelines of being a first-time home buyer (as defined by HUD), within an income bracket of 45 – 100% Area Median Income (AMI), and occupy the home as their primary residence.

Sales Team Qualifications

The ideal sales team will be able to effectively represent Twin Cities Habitat at The Heights value proposition, engage prospective buyers, and manage the sales process from initial inquiry through to the closing of the sale. The selected sales team will be expected to possess the following qualifications:

- The selected team should have demonstrable experience working on sales of a multi-unit project.
- Experience selling homes with affordable housing requirements.
- Experience selling homes in the St Paul East Metro area.
- Preference for experience with Twin Cities Habitat Homeownership program requirements and working on Twin Cities Habitat transactions.

- Consideration given to teams that are able to demonstrate the ability to communicate in multiple languages.
- Host property tours and attend open houses to showcase the features of the homes. We anticipate mobilizing an on-site Sales Center and model home. The Sales Team is expected to staff scheduled open houses between April - June and staff on-site sales center with regular weekly hours starting in June.

Scope of Work

The selected sales team will be responsible for delivering the following services:

Responsibilities & Deliverables:

- Develop a tailored sales strategy for The Heights, that aligns with the development's target market and project goals.
- Actively engage the Realtor community (on-site at the Heights, directly at Brokerages, through trade associations, etc.) to inform and attract agents to bring their qualified buyers to The Heights. This will require a partnership with Twin Cities Habitat staff and full understanding of the Homeownership program
- Assist with preparation of the on-site Sales Center to ensure all way-finding and all collateral materials are available to lead to successful sales
- Assist Twin Cities Habitat team, in partnership with internal marketing team, to create needed collateral materials by informing content needed (website, print, photos, 3-d models, etc.)
- Source and be the main point of contact for any third-party vendors required by the agreed upon marketing plan/budget after vetting with Twin Cities Habitat existing partnerships
- Work directly with Twin Cities Habitat Client Services to create a Buyer communication plan that clearly establishes roles and responsibilities for Buyer communication throughout the sales process
- Create and keep up to date a rolling 6-month marketing plan, inclusive of:
 - Sales projections
 - Marketing materials, ads, etc.
 - Recommended budget (with timeline)
 - Set and staff open house hours
- Schedule and lead weekly or bi-weekly sales team meetings with Twin Cities Habitat to review sales and discuss adjustments to market strategy.

- Assist in the facilitation of sales documentation, while ensuring compliance with relevant laws and regulations. Work with Twin Cities Habitat staff to create a standard Purchase Agreement and Closing Package for all buyers.
- Provide preliminary review of all Purchase Agreements before sending to Twin Cities Habitat for final review/acceptance, using Twin Cities Habitat's approved PA
- Be the main point of contact with all Buyer agents
- Create and keep up to date MLS listings, and keep up to date Project Web Page Listings, ensuring external messaging is consistent across all platforms.

Proposal Format

Proposals must contain the following information and be formatted in the order outlined below. Please limit responses to a total length of fifteen (15) single-sided pages.

1. **Proposed Project Team:** We are seeking a response that presents the most qualified, diverse, and innovative team capable of delivering results. We encourage you to form a team without constraints, and welcome dynamic team structures that bring together the talent, skills, and expertise required for the success of this project.

Describe the team structure and key personnel involved. Include a resume or biography for all key team members who will be involved in the project. Provide detail on the team's commitment to diversity and inclusion, and identify how that will be reflected in the staffing of the project.

2. **Demonstration of Experience:** Detail the sales team's experience in residential sales, specifically any experience with sales within large residential developments. Identify any partnership or sales work within the affordable housing market, include any examples of work.

Outline the sales and marketing tools, technologies, or platforms your team utilizes to manage leads, track sales, and engage with potential buyers. Include any CRM systems, data analysis tools, or digital marketing techniques your team employs.

3. **Example Marketing Plan:** Provide an example of a marketing plan either created for a previous project or a preliminary sample for this project based on the information provided in this RFP.
4. **Proposed Fee Structure:** Twin Cities Habitat acknowledges the unique nature of this project and sales opportunity. Sales at The Heights may come from

internal buyers navigating the Twin Cities Habitat Homeownership Program in addition to the work that the sales team initiates and leads. We acknowledge a compensation structure that may include either a lump sum fee for overall sales work or a %-based realtor fee, or a combination of both. We look to the sales team to propose the fee structure.

Please highlight any fees you'd anticipate for any reimbursable expenses, outside of the fee outlined above.

5. **Acknowledgement of Receipt and Understanding:** provide a completed copy of the below Acknowledgement Statement

Interested firms should submit their proposals electronically by 5:00pm CT on March 21, 2025, to jessica.coyle@tchabitat.org. The subject line of the email should be: "TCHFH_The Heights Sales RFP Response_[Your Business Name]"

Evaluation and Timeline

In reviewing proposals for the selection of the Sales Team, the following evaluation criteria will be used to ensure that the most qualified, experienced, and capable team is selected. While proposed fee structure is a consideration, it's important to focus on factors that will deliver value beyond just the price. The evaluation process will be conducted by The Heights project team and will focus on the sales team's ability to meet the outlined project objectives, their expertise, and their approach to the sales and marketing strategy.

- Alignment with Twin Cities Habitat's mission and values (social impact, focus).
 - Sales Strategy and Approach: The proposed sales approach, including methods for lead generation, customer engagement, and closing sales.
 - Experience and Expertise: ability to demonstrate knowledge of the local real estate market, east side community, and affordable housing market. Inclusion of case studies or examples of similar projects, including creative examples/portfolio capabilities.
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- **RFP Issuance Date:** March 10th, 2025
 - **RFP Information Session:** March 18th, 2025
 - **RFP Response Submission Deadline:** March 21st, 2025
 - **RFP Review & Evaluation:** The week of March 24th, 2025
 - **RFP Interviews:** The week of March 31st, 2025
 - **RFP Selection:** April 4th, 2025

We are hosting a required information session, virtually on March 18th, 2025. If you are planning on submitting a proposal, please make all efforts to have a representative attend this session. If you are unable to attend and need alternate accommodations, please let us know. [RSVP here](#).

We appreciate your interest in collaborating with Twin Cities Habitat for Humanity to bring our vision to life through The Heights marketing and sales campaign. We look forward to reviewing your proposal.

Questions

Please direct questions regarding this RFP to:

Twin Cities Habitat for Humanity

Jessica Coyle, Land Acquisition Project Manager

Email: jessica.coyle@tchabitat.org

Acknowledgement Statement

By signing below, the undersigned hereby acknowledges receipt of this Request for Proposal (RFP) document and confirms understanding of the terms and conditions set forth within it. The responder further affirms that they have had the opportunity to ask questions and seek clarifications related to the RFP and its contents, and all necessary information has been provided to ensure a comprehensive response.

The undersigned also acknowledges the responsibility to comply with all the requirements and deadlines outlined in this RFP, and that any proposal submitted will be in full accordance with the instructions provided.

Responder Name:

Authorized Signatory Name (if applicable):

Title:

Company Name:

Signature:

Date: