



Park Hill School District

Building Successful Futures • Each Student • Every Day

Request for Proposals

School Entity Real Estate Brokerage Services

RFP NO. OP2601

Notice

The Park Hill School District (District) will accept proposals real estate brokerage services as described herein.

Qualified Firms (Respondent) are invited to submit four (4) bound copies marked “Copy”, one (1) unbound original marked “Original”, and one (1) flash drive in PDF format which contain the Firm’s entire response. Please limit these materials to a maximum of 20 – 8 ½" x 11" pages.

Proposal Shall Be Labeled

“Proposal – School Entity Real Estate Brokerage Services”

and Addressed to

Dr. Marcus Fryatt - Chief Operations Officer
Park Hill School District – Support Services Center
9501 N Seymour Ave., Kansas City, MO 64153

Proposal Must be Received by

12:00 PM CDT, Tuesday, November 25, 2025

Written Questions Regarding this RFP may be Directed to

Dr. Marcus Fryatt – Chief Operations Officer
Email: fryattm@parkhill.k12.mo.us

General District Information

www.parkhill.k12.mo.us

TABLE OF CONTENTS

Part I – Introduction	3
Information about the District	3
Timeline for RFP Process	4
Part II – Scope of Services	5
Part III – Instructions to Respondents	7
Part IV – Review and Selection Process	8
Proposal Organization & Selection Criteria	8
Review Process	10
Proposal Evaluation	10
Interviews	10
V. Terms and Conditions	11
VI. Signature Page	14

PART I – INTRODUCTION

The Park Hill School District (District) is seeking to retain the services of a qualified and licensed, commercial real estate brokerage firm to assist the District in identifying, evaluating, and acquiring or selling property that aligns with the District's Long Term Facilities Plan and strategic goals.

The purpose of this Request for Proposal (RFP) is to gather qualifications from commercial real estate brokerage firms interested in working with the District. The District will select the most qualified Firm(s) from the responsive submissions, and may request to interview Firm(s) prior to a recommendation to the Board of Education.

INFORMATION ABOUT THE DISTRICT

The Park Hill School District (District) is in the southern third of Platte County, Missouri located just north of downtown Kansas City, Missouri. Park Hill is a public school district, serving students in prekindergarten through grade 12. The district includes 12 elementary schools, four middle schools, three high schools (including two traditional high schools and an innovative, personalized high school program), a day school, and an early childhood education center. Park Hill School District has approximately 11,700 students enrolled in grades PK-12. The district employs more than 2,000 staff members.

The Park Hill School District is a place where students, parents, teachers, administrators, staff, and community members are Building Successful Futures • Each Student • Every Day! Park Hill is an award-winning school district with the highest recognition provided by Missouri for academic achievement.

The District utilizes a strategic plan, known in Missouri as the Comprehensive School Improvement Plan (CSIP) to guide programming and improvement efforts inside and outside of the classroom.

Firms interested in working with the District are encouraged to familiarize themselves with the following documents and incorporate relevant district data into their response to the RFP:

- Strategic Plan/Comprehensive School Improvement Plan (CSIP) – <https://www.parkhill.k12.mo.us/about/strategic-plan-2023-2028>
- 2025 Student Demographic Profile and Enrollment Projections - <https://boepublic.parkhill.k12.mo.us/attachments/51dedc25-5664-44dd-8c2c-d6be2ae9bfe7.pdf>
- District Bond Project Detail- <https://www.parkhill.k12.mo.us/about/go-park-hill>

- 2025-2026 District Budget (includes annual Capital Improvement Plan and complete list of Bond Projects by School) -
<https://resources.finalsite.net/images/v1756216963/parkhillk12mous/neiq95tycwkd2ekqhtsu/2025-2026PHSDBudget.pdf>

TIMELINE FOR RFP PROCESS

The timeline listed below is the District's estimation to complete the RFP process. All efforts shall be made to abide by this schedule, but it may change due to different circumstances.

Activity	Date	Time
RFP Issue Date	Thursday, October 23, 2025	
Question Cut-off date	Friday, November 7, 2025	10:00 AM CDT
Addendum Issue Date (Posted to District Website) https://www.parkhill.k12.mo.us/requests-for-proposals	Tuesday , November 11, 2025	2:00 PM CDT
Proposal Due Date	Tuesday, November 25, 2025	12:00 PM CDT
Interview of Selected Firms by Committee	Tuesday, December 16, 2025	TBD
Committee Recommendation to Board of Education – Public Meeting	Thursday, January 22, 2026	6:30 PM CDT
Vote for Approval – Board of Education – Public Meeting	Thursday, February 5, 2026	6:30 PM CDT
Projects Start – Kickoff Meetings with Building Design Teams (Project Bundle 1 and 2)	Mid-February 2026	TBD

PART II – SCOPE OF SERVICES

On April 8, 2025, Park Hill School District voters approved Proposition O, authorizing a 30-cent increase to the debt service levy to issue \$128 million in general obligation bonds. These funds will support multiple capital improvement projects including:

- Phase 1 replacement of Park Hill High School
- Stadium and field improvements at Park Hill High School and Park Hill South High School
- Additions to various elementary schools
- District-wide safety upgrades
- Land acquisition for future facilities

Since voter approval, the district has strategically organized these projects into distinct "bundles" to maximize resource efficiency and minimize disruption to student learning environments. Land acquisition for Future Facility needs is in Bundle 1. The scope of this work is to assist the District in identifying, evaluating, and acquiring suitable property that aligns with the organization's needs and strategic goals to include possible sell of district property.

Scope of work (Property Acquisition):

A. Market Analysis and Property Search:

- a. Conduct a comprehensive market analysis to identify potential properties that meet the criteria set by the District.
- b. Develop a list of properties based on location, size, zoning, accessibility, and proximity to the target population.
- c. Provide insights into market trends, property values, and potential investment returns.

B. Site Evaluation and Due Diligence:

- a. Evaluate the suitability of listed properties, including review of zoning laws, environmental factors, and infrastructure.
- b. Coordinate and oversee property inspections, surveys, and assessments to determine the conditions and potential challenges of each site.
- c. Assess the potential for any necessary renovations or construction modifications to meet the District's specifications.

C. Negotiation and Acquisition Support:

- a. Represent the District in negotiations with property owners, developers, and relevant stakeholders to secure favorable terms.
- b. Assist in the preparation and submission of offers, letters of intent, and other necessary documentation.
- c. Provide advice on financial considerations, including pricing, financing options, and budget management.

D. Transaction Management:

- a. Manage the transaction process from initial negotiations through to closing, ensuring all legal, financial, and administrative requirements are met.
- b. Coordinate with legal and financial advisors to ensure compliance with local, state, and federal regulations.
- c. Facilitate communication between all parties to ensure a smooth and timely acquisition process.

E. Deliverables:

- a. Comprehensive market analysis report and property shortlist.
- b. Detailed evaluation reports for each shortlisted property.
- c. Documentation and support for negotiation and acquisition process.
- d. Final transaction report, including legal and financial documentation.

Scope of Work (Property evaluation and Potential Sale Services):

A. Preliminary Assessment and Feasibility

- a. Conduct a thorough review of the property, including current zoning, land use restrictions, easements, and encumbrances.
- b. Evaluate the property's condition, access, utilities, and surrounding infrastructure.
- c. Provide a market analysis and feasibility study to determine the highest and best use of the property.
- d. Identify any legal, environmental, or regulatory issues that may impact the sale or development potential.

B. Parceling and Subdivision Planning

- a. Develop conceptual plans for parceling or subdividing the property, if applicable, to maximize value and align with district goals.
- b. Coordinate with local planning and zoning authorities to ensure compliance with subdivision regulations.
- c. Prepare and submit necessary documentation for preliminary plat or parcel map approval.

C. Appraisal and Valuation

- a. Coordinate with a licensed appraiser to obtain a certified appraisal of the property or subdivided parcels.
- b. Provide comparative market analysis and valuation scenarios based on different sale strategies (e.g., single buyer vs. multiple parcels).

D. Community and Stakeholder Engagement

- a. Assist in preparing materials and presentations for school board meetings, community forums, or public hearings.
- b. Support the district in gathering and responding to stakeholder input, as required by policy or law.

E. Marketing and Sale Strategy

- a. Develop a comprehensive marketing plan, including listing strategy, promotional materials, and outreach to potential buyers or developers.
- b. Advise on the most appropriate method of sale (e.g., public auction, sealed bid, brokered sale, RFP for development).
- c. Assist in drafting and issuing any necessary sale-related RFPs or solicitations.

F. Transaction Support

- a. Provide support during negotiations, due diligence, and closing processes.
- b. Coordinate with legal counsel, title companies, and other parties to ensure a smooth transaction.
- c. Ensure all documentation complies with applicable laws, board policies, and public sector procurement requirements.

G. Deliverables:

- a. Comprehensive analysis report of district property assets and areas to consider for sale of property.
- b. Detailed evaluation reports for each property considered.
- c. Documentation and support for negotiation and sale process.
- d. Final transaction report, including legal and financial documentation.

PART III – INSTRUCTIONS TO RESPONDENTS

1. Respondents are to submit four (4) bound copies of their proposal marked “Copy”, one (1) unbound original marked “Original”, and one (1) flash drive in PDF format which contains the Respondent’s entire response. The print and electronic versions should be identical.
2. Responses are to be limited to a maximum of 20 – 8 ½" x 11" pages. If additional pages are submitted, the District review committee will base evaluation on the first 20 pages. Front and back sides of pages may be used (for a total of 40 pages of content). The cover page and table of contents are included within the page limit.
3. Information provided by the Firm must be responsive to the RFP and relevant to criteria.
4. Firms must address all information specified by this RFP, organized in the order listed below, to be deemed responsive.
5. **Questions.** It is the responsibility of each Firm before submitting a response to examine the proposal documents thoroughly and request an interpretation or clarifications via email soon after discovering any conflicts, ambiguities, errors, or omissions in the proposal documents. **Requests for question clarification must be received no later than 10:00 AM on Friday, November 7, 2025.** The email must contain this RFP number, name, date, and numbered questions. Park Hill School District will not answer questions transmitted through facsimile or methods other than set forth in this paragraph. All questions will be answered in an addendum. The addendum will be posted to the district website on or before 2:00 PM CDT Tuesday, November 11, 2025. The District is not responsible for questions received after the due date, or questions in email lost due to spam filters or technical issues.
 - a. All questions shall be submitted to fryattm@parkhill.k12.mo.us and will be addressed by the District.
 - b. All addendums(s) must be signed and included with the submitted proposal. Any submissions without this signed acknowledgement may be considered non-responsive.
6. **Proposals are due on Tuesday, November 25, 2025 at 12:00 PM CDT.** Complete proposals should include the following
 - a. Title Page
 - b. Letter of Introduction
 - c. Table of Contents with page numbers to the following sections
 - i) Corporate Information
 - ii) Relevant Experience with Similar Projects
 - iii) Firm Personnel
 - iv) Firm Workload and Resource Capacity
 - v) Firm’s Alignment with District Strategic Goals and Core Values
 - vi) Explanation of Firm’s Interest
 - vii) Project Budget
 - viii) Litigation History
 - d. Signed copy of RFP Addendum to acknowledge receipt (Addendum available on the district website on or before 2:00 PM CDT Tuesday, November 11, 2025)

PART IV – REVIEW AND SELECTION PROCESS

The District will utilize a committee and scoring rubric to evaluate the responses to this RFP and to narrow the list of firms to interview. The committee may include representatives from the following groups: staff members, Board of Education members, community members, students and architects. The committee will use a scoring rubric comprised of criteria detailed below by section.

PROPOSAL ORGANIZATION & SELECTION CRITERIA

To facilitate the evaluation process and ensure that all proposals are reviewed equitably, respondents are required to structure their submissions in the format outlined below. The District reserves the right to request additional information or clarification during the evaluation process.

I. Corporate Information

Provide a comprehensive profile of the firm, highlighting core areas of expertise and demonstrated experience in providing real estate brokerage services for publicly funded entities within the State of Missouri. Include an organizational chart showing the internal structure of the firm and any affiliations with other business entities.

Please include the following details:

- a. Legal name and business address of the firm
- b. Names of owners and principals
- c. Date of establishment, state of incorporation, and business entity type
- d. Primary contact person (name, title, email, and phone number)
- e. Overview of core business services (e.g., Property acquisition, sale of property)

II. Relevant Experience with Similar Projects

Submit detailed information regarding the firm's experience with public school, or similar entities' projects. Organize each example using the following format:

- a. Project name and brief description
- b. School district or owner name, address, and contact information
- c. Relevant information for our scope of work

III. Firm Personnel

Demonstrate the firm's capacity to support the District's program with qualified staff. List the key personnel who will be assigned to the project(s), along with their roles and responsibilities. Include the following for each individual:

- a. Name and title
- b. Educational background and relevant experience
- c. References from similar projects

- d. Certifications, licenses, and professional affiliations
- e. List of similar projects managed by the individual, with scope and duration
- f. Description of any prior collaboration between proposed team members
- g. Disclosure of prior employment on relevant projects with other firms

IV. Firm Workload and Resource Capacity

Provide a description of your firm's current and anticipated workload and its capacity to manage the District's scope of work

- a. Describe your ability to staff and manage the District's scope of work
- b. Confirm your firm's capacity to meet project schedules and ability to stay within a given budget
- c. Detail experience managing procurement and selling of land.

V. Alignment with District Strategic Goals and Core Values

Demonstrate your firm's understanding of and alignment with the Park Hill School District's strategic vision and core values.

- a. Describe how your firm's approach supports the District's commitment to excellence, fiscal responsibility, equity, and community engagement
- b. Provide strategies your firm employs to ensure cost control, financial transparency, and sustainable long-term planning

VI. Firm's Interest and Value Proposition

Explain your firm's motivation and commitment to partnering with the Park Hill School District.

- a. Describe why your firm is particularly interested in this opportunity
- b. Highlight your firm's unique qualifications, innovative practices, or added value for the District, students, staff, and community
- c. Provide any additional information that reinforces your qualifications or distinguishes your team

VII. Project Budget

- a. Total cost of brokerage services including but not limited to the commission rate that the firm will require on purchase, sale or lease of property.
 - o Please provide this in the RFP and in an excel file email to fryattm@parkhill.k12.mo.us prior to the final submission deadline.

VII. Litigation History

- a. List all litigation in the last five (5) years, filed against the respondent firm or firm's employees. With respect to each matter please state whether the action is pending or finalized.
 - o Regarding actions which have finalized through final judgment or settlement, provide the terms of said judgement or settlement.

REVIEW PROCESS

PROPOSAL EVALUATION

The period of evaluation is expected to occur between November 25 – December 5, 2025 but may be extended if necessary. The committee will create a short list of firms that will be invited to the interview in-person.

INTERVIEWS

The District's selection committee will conduct interviews with selected Firms and the Park Hill School District on **Tuesday, December 16, 2025** between 8:00 AM and 4:00 PM. Specific location and times will be discussed with the selected Firms.

It is anticipated that in-person interviews with each Firm will be approximately 75 minutes. During the interview, Firms will be asked to present information on topics the committee will select after the evaluation of proposals. This list of topics will be provided when the Firm is notified of the interview.

During the interview, Firms will be asked to have employees who will work most closely with the District (if selected) lead the presentation. Time will be allotted to each Firm to ask questions of committee members.

The order of the interviews will be determined by alphabetical order of firm's legal name.

V. TERMS AND CONDITIONS

In submitting a response to this Request for Proposal vendors hereby understand the following:

A. Park Hill School District reserves the right to reject any and/or all submittals and responses to these and/or related documents, to accept any item(s) in the submittal, to waive any irregularity in the submittals, and further if determined to be non-responsive in any form, or if determined to be in the best interest of Park Hill School District.

B. Park Hill School District interprets the term "Lowest Responsible and Best Bidder" as requiring Park Hill School District to: (a) choose between the kinds of materials, goods, wares, or services subject to the proposal, and (b) determine which proposal is most suitable for its intended use or purpose. Park Hill School District can consider, among other factors, such things as references, past performance, the availability of service(s), part(s) material(s) and/or supply(s), warranty, maintenance, freight costs, performance of product and labor cost of items upon which proposals are received. Responses may be rejected if all proposal specifications are not met.

C. That Respondent, if an individual, is of lawful age and competent to enter into and perform the Work contemplated and, if a corporation, is duly incorporated and authorized to do business in this state.

D. That this Proposal is made without any understanding or agreement with any other person, firm or corporation submitting a proposal for the same purpose. That this Proposal is made without any understanding or agreement with any other person, firm, or corporation that such person, firm, or corporation refrain from responding and this Proposal is in all respects fair and without collusion or fraud.

E. That no member of the Board of Education of this District, nor any officer, employee or person whose salary is paid by said District, in whole or in part, is directly or indirectly interested in this Proposal or any labor or material to be supplied under any Contract or any portion of the profits.

F. That the prices stated herein are net, exclusive of all federal, state, and municipal sales and excise taxes.

G. Alternate proposals (two or more proposals submitted) will be considered for an award. Park Hill School District reserves the right to make the final determination of actual equivalency or suitability of such proposals with respect to requirements outlined herein. The proposals submitted, and any further information acquired through interviews, will become and is to be considered a part of the final completed contract. If there is any variance or conflict, the proposal specifications will control.

H. Respondents MUST mail the requested fully completed documentation to the Park Hill School District Operations Department at 9501 N Seymour Ave., Kansas City, MO 64153 or before the date and time specified. Proposals received after that time will not be accepted nor considered.

I. All requested information must be supplied. If respondents cannot respond to any part of this request, respondents should state the reason they cannot respond and note an exception. Respondents may provide supplemental information to assist Park Hill School District in analyzing its proposal.

J. If the respondent refuses or fails to make deliveries of the materials within the times specified on the face of the Request for Proposal or purchase order, Park Hill School District may, by written notice, terminate the contract or purchase order.

K. The respondent will certify and warrant that goods, personal property, chattels, and equipment sold and delivered are free and clear of any and all liens or claims of liens.

L. The successful respondent will hold and save Park Hill School District, and its officers, agents, servants/employees harmless from liability of any patented, or unpatented invention, process, article, or appliance manufactured, or used in the performance of the contract, including its use by Park Hill School District. Vendors working on Park Hill School District property or on behalf of Park Hill School District will be required to carry minimum insurance listed in RFP document.

M. All items furnished, if applicable, must be the best of their respective kinds, and will be free from defects in material and workmanship. Items will be subject to Park Hill School District inspection and approval at any time within 30 days after delivery. If a substitution is made, it will be the decision of a Park Hill School District representative to determine if it is of equal quality. Items furnished must be manufactured in compliance with all existing legal or governmental directives.

N. All proposals shall be valid and constitute an irrevocable offer to contract on the terms and conditions contained in this Request for Proposals for ninety (90) days after opening. Contracts entered into based on submitted proposals are revocable if contrary to law.

O. All project participants, consultants, engineers, contractors, and subcontractors, must comply with all applicable Federal, State and Local laws pertaining to contracts entered into by governmental agencies. All participants must comply with the Americans with Disabilities Accessibility Guidelines (ADAAG).

P. The respondent responding to this proposal solicitation proposes to furnish all materials, labor, supplies, equipment and incidentals necessary to provide the equipment/materials/services described herein in accordance with the Notification of Solicitation (if applicable), Request for Information (if applicable), Request for Proposal, Addenda, Contract, Bonds, Insurance, Plans, Specifications, any Instructions, Mandatory Requirements and Conditions.

Q. Unless specified elsewhere in the document, all prices quoted must be F.O.B. specified destination and will include all delivery, handling, and any other charges related to delivery including surcharges.

R. The respondent hereby certifies that he or she has carefully examined all of the documents for the project, has carefully and thoroughly reviewed this Request for Proposal, has inspected the location of the project (if applicable), and understands the nature and scope of the work to be done; and that this proposal is based upon the terms, specifications, requirements, and conditions of the Request for Proposal documents. The respondent further agrees that the performance time specified is a reasonable time, having carefully considered the nature and scope of the project as previously mentioned.

S. It will be understood that any submittal and any and/or all referencing information submitted in response to this Request for Proposal will become the property of Park Hill School District and will not be returned. As an educational entity, Park Hill School District is subject to making records available for disclosure after Board of Education approval of the recommendation.

T. Park Hill School District will not be responsible for any expenses incurred by any vendor in the development of a response to this Request for Proposal including any onsite (or otherwise) interviews and/or presentations, and/or supplemental information provided, submitted, or given to Park Hill School District and/or its representatives. Further, Park Hill School District will reserve the right to cancel the work described herein prior to issuance and acceptance of any contractual agreement/purchase order by the recommended vendor even if the Board of Education has formally accepted a recommendation.

U. By submission of a response, the respondent agrees that at the time of submittal, he or she: (1) has no interest (including financial benefit, commission, finder's fee, or any other remuneration) and will not acquire any interest, either direct or indirect, that would conflict in any manner or degree with the performance of the respondent's services, or (2) benefit from an award resulting in a "Conflict of Interest". A "Conflict of Interest" will include holding or retaining membership, or employment, on a board, elected office, department, or committee sanctioned by and/or governed by the Park Hill School District Board of Education. Respondents will identify any interests, and the individuals involved, on separate paper with the response and will understand that Park Hill School District may reject their proposal/quotation. The respondent certifies that this proposal is submitted without collusion, fraud, or misrepresentation as to other respondents, so that all proposals for the project will result from free, open, and competitive bidding among all vendors.

V. Park Hill School District will issue a purchase order/contract for the acquisition of products/services specified as a result of an award made in reference to this document. Contract documents will be subject to any regulations governed by the laws of the State of Missouri and any local resolutions specifically applicable to the purchase.

W. Any dispute arising out of the contract documents, or their interpretation will be litigated only within the courts of the State of Missouri. No prepayment of any kind will be made prior to shipment. Payment will be made upon verification of delivery, compliance with specifications, assurance that the product/service performs as specified and warranted, and receipt of correct invoicing.

X. Park Hill School District requests a just in time order process to alleviate storage issues and to ensure factory warranty stays engaged until products are installed.

Y. If a current update to a product is available, please provide the current solution and note the change.

Z. All associated costs required to complete project as specified should be included in your final proposal.

AA. Empty fields in a Respondent's pricing sheet(s) will be assumed to indicate that there is no bid on that particular item.

BB. Park Hill School District reserves the right to request a written extension of their bid price through a specific date.

VI. SIGNATURE PAGE

The undersigned, on behalf of the Respondent, certifies that: (1) this offer is made without previous understanding, agreement or connection with any person, firm, or corporation making a bid on the same project; (2) is in all respects fair and without collusion or fraud; (3) the person whose signature appears below is legally empowered to bind the firm in whose name the proposal is entered; (4) they have read the complete Request for Proposal and understand all provisions; (5) if accepted by Park Hill School District, this Proposal is guaranteed as written and amended and will be implemented as stated; and (6) mistakes in writing of the submitted Proposal will be respondent responsibility.

Name of Respondent: _____

Primary Contact: _____

Email Address: _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Phone Number: _____

Fax: _____

Signature: _____