NEWARK UNIFIED SCHOOL DISTRICT

Alameda County, California

REQUEST FOR PROPOSALS

for commercial real estate brokerage services related to the Snow school site and other district-owned surplus and underutilized properties

Issued: September 2, 2026

Overview

Context

The Newark Unified School District (NUSD), in Alameda County, is a K-12 public school district serving approximately 4,500 students across 10 schools. Like many Bay Area districts, NUSD holds a portfolio of school sites and other real property whose highest and best use no longer always aligns with current enrollment and facilities needs.

NUSD is beginning the process of evaluating its real estate options. We are primarily interested in identifying a developer to lease or, potentially buy, a closed school site (Snow Elementary) a 10 acre site located at 6580 Mirabeau Drive in Newark, CA. This engagement will begin with the Snow site, but the scope of work could expand over time to include other properties, potentially including the Musick campus (10 acres) and the McGregor campus (19 acres), should the district determine that all or part of those sites are similarly appropriate for third-party development, lease, or disposition.

The district is likely to be most interested in structuring a long-term ground lease for these properties, rather than an outright sale, in order to preserve long-term optionality and a revenue stream for the district. That said, NUSD is conceptually open to a sale where a broker can demonstrate that a sale transaction would better serve the district's interests.

Any transaction will need to account for various California laws around the use of school district property. The District anticipates that they will manage those aspects of this directly; the District is looking for a real estate expert who can liaise with commercial real estate developers.

Desired Goals of the Engagement

NUSD has two goals in retaining a broker for this work. First, the district is seeking an experienced partner to help evaluate the highest and best use of the Snow site, and to structure and run a competitive process — whether a ground lease or a sale — that maximizes value and minimizes risk to the district. This is important both because of the financial magnitude of any resulting transaction and because the district will ultimately need to bring any agreement to the NUSD Board of Education for approval in a manner that withstands public scrutiny.

Second, the district is looking for a long-term real estate partner — not simply a transaction broker for a single deal. As the district continues to evaluate its broader facilities portfolio, we are interested in working with a broker who can grow with us, and who can advise on future opportunities at sites such as Musick and McGregor as those conversations develop.

Proposed Approach

NUSD is open to multiple approaches to this engagement, and expects to work collaboratively with the selected broker to refine the scope of work over time. At a minimum, the district expects the engagement to include:

- Market and highest-and-best-use analysis for the Snow site;
- Advice on ground lease versus sale structures, including comparable transactions with other Bay Area public agencies and school districts;
- Support in running a competitive marketing and solicitation process;
- Negotiation support through to a final agreement, in coordination with district counsel, for consideration by the NUSD Board of Education;

- Project entitlements and other aspects of public approvals through the site breaking ground.

The district recognizes that this is likely to be a multi-year relationship with no single, clearly defined end point, beginning with the Snow site and potentially extending to other properties. We are curious how proposers think about structuring a long-term brokerage relationship of this kind, and are open to discussing this further with finalists.

Broker Qualifications

NUSD is looking for a broker or brokerage team that has:

- Substantial experience with large commercial real estate transactions, including ground leases, and a significant, established presence across the Bay Area;
- A fee structure based on successful completion of a transaction (e.g., a percentage of transaction or lease value), rather than hourly billing;
- Direct experience working with public agencies — preferably school districts, and preferably within the San Francisco Bay Area — including familiarity with the public approval processes, transparency requirements, and statutory constraints (such as the Surplus Land Act) that apply to public-agency real estate transactions.

Proposals

Rather than a lengthy technical and financial proposal, NUSD is asking interested brokers to submit a short introductory letter, of **two pages or less**, that addresses the following two items:

1. Team and Qualifications

Please introduce your team, and specifically identify who at your firm we would be working with closely on a day-to-day basis. Please describe that individual's (and, as relevant, your firm's) qualifications, including relevant experience with large commercial transactions, ground leases, and public agency or school district clients in the Bay Area.

2. Proposed Fee Structure

Please outline your proposed fee structure for this engagement, consistent with the district's preference for success-based (rather than hourly) compensation, and note whether your proposed structure would vary depending on whether the district ultimately pursues a ground lease or a sale.

We are treating this letter as a starting point for a conversation, not a final, binding proposal, and expect the scope and terms of any resulting engagement to be refined together with the selected broker.

Submission

The deadline to submit an introductory letter, as outlined above, is **Friday, September 25, 2026, at 5:00pm PT**. Letters received after this deadline may be rejected as untimely.

Letters should be addressed and submitted electronically to:

Victoria Knutson, with a copy (CC) to Toya Lemus

Chief Business Officer
Newark Unified School District
vknutson@newarkunified.org

Toya Lemus
Administrative Assistant
Newark Unified School District
DLemus@newarkunified.org

Timeline and Criteria

The district will review submitted letters and invite selected brokers to participate in an interview process. From there, NUSD may select a broker with which to negotiate final engagement terms, before bringing an agreement to the NUSD Board of Education for approval.

The district will evaluate all submissions, applying the following criteria, to determine which offer provides the best value to the district:

- Does the firm have substantial experience with large commercial real estate transactions and a significant Bay Area presence?
- Is the proposed fee structure cost effective for the district?
- Does the team have direct experience working with public agencies — ideally school districts, and ideally in the Bay Area — including the public process and statutory requirements that come with that work?
- Is the individual we would be working with day-to-day clearly identified, qualified, and well-suited to a multi-year public-agency relationship?

The district retains the right to consider additional factors, to select any proposer or no proposer, and to waive any minor irregularities in submissions.

Target Selection Schedule:

- Submission deadline: September 25, 2026
- Review: September 28 - October 2, 2026
- Response: October 5-9, 2026
- Board approval: October 20, 2026

The district will review all submitted letters and invite selected brokers to participate in the process. From there, the district may select a broker with which to negotiate a contract scope of work and term, before bringing the agreement to a Board of Education meeting on October 20, 2026.

Inquiries

All inquiries related to this Request for Proposals should be directed to:

Victoria Knutson
Chief Business Officer
Newark Unified School District
vknutson@newarkunified.org