

Originally posted on 6/18/2025

Revised and reposted on June 24, 2025

Correction: Bid submission date under Instructions section of RFP from on or about July 23 to July 7<sup>th</sup>.



## City of Cambridge

1025 Washington Street, Cambridge, MD – P.O. Box 255

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E-Mail: [HousingProgram@choosecambridge.com](mailto:HousingProgram@choosecambridge.com)

### **Request for Proposals (RFP): Qualified Licensed Agents and Brokers for Multiple Listing Services, Marketing and Sale of (4) Pinewood Glen Homes.**

City of Cambridge  
Housing Department  
[HousingProgram@choosecambridge.com](mailto:HousingProgram@choosecambridge.com)

**Release Date:** June 18, 2025

**Submission Deadline:** July 7, 2025

**Selection Announcement:** July 14, 2025

The City of Cambridge is currently seeking qualified licensed Agents and Brokers for Multiple Listing Services and Sale of (4) newly constructed homes in the Pinewood Glen community of the City of Cambridge Maryland, located on Douglas Street.

#### **Background**

DHCD has developed Home Ownership Works. The goals of this pilot program are to revitalize older, historic neighborhoods with aging and deteriorated housing stock, low property values, and overall decline. Specifically, Home Ownership Works or HOW will result in the production of affordable home ownership units, rehabilitation of owner-occupied units, renovation and resale of housing units, facade improvements and other revitalization activities. Significant investment of public funds will create a stable environment which will attract future private investment by existing residents and others. The program focuses on the following activities: New housing construction; Infrastructure improvements; Rehabilitation of owner-occupied housing; Renovation and resale of housing; Façade improvements; Mortgage and downpayment assistance; Housing counseling; Blight removal; and Pro-bono legal services.

To initiate the pilot program, DHCD has selected two neighborhoods with identified conditions, one in the City of Baltimore and one in the **City of Cambridge**. State CDBG funds will only be used in the non-entitlement city of Cambridge for eligible activities which meet the CDBG national objective of benefit to low- and moderate-income persons through housing activities.

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## **Proposals Requirements**

### ***Executive Summary (1 page)***

An Executive Summary to include an understanding of the Homeownership Works Pilot Program, requirements, and assessment of the city's affordable housing needs. Describe your local market expertise. Include your client reviews and references. Include a statement of your agency buyer and seller fee structure. Please include proof of licensure in the state of Maryland and documentation showing good standing with the Mid-Shore Board of Realtors. In order to receive consideration, applicants must also not be on a debarment list and be in good business standing with the City of Cambridge and the State of Maryland.

### ***Marketing Plan with Samples (1-3 pages) no page count for samples***

The Marketing plan must be an Actionable 30-day plan and must contain the following: Metric Driven Marketing Goals; Pre-listing Marketing Campaign; Marketing Campaign; Post Closing Homebuyer Analysis of factors that will influence affordability, and strategies for attracting interested buyers who meet 80% of Area Medium Income and HUD Part 5 Income Requirements for Dorchester County with a detailed step by step process description of how you would walk the prospective homebuyer from the prequalification process through contract of sale, closing, and post-sale support services. Be sure to include your strategy for incorporating HOW program terms, conditions, covenants, gap fund and down payment assistance liens. Assume that any lien documents or contract of sale documents would have to be prepared by your agency. (see attached).

### ***Market Presence and Sales Data Analysis. (1 page)***

Agency Name_Corporate Address_of Agents in Office	# of SOLD's in Cambridge	# of SOLD's in Cambridge Pre 12 months	Average Price of SOLD's in Cambridge	Average Days on Market	Current Actives in Cambridge	Average Sales Price of Actives

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## **Evaluation Criteria**

1. *Experience and qualifications (40 pts.)*
  - Local Market Expertise –Demonstrated understanding of the Pine Street Neighborhood to include pricing trends, buyer preferences, and experience with selling homes in distressed neighborhoods or communities.
  - Proven Track Record –Must possess a history of successful home sales in the past year, especially in challenging market conditions.
  - Strong Marketing Skills –Proven methods and measures to generate buyer interest, using professional photography, digital marketing, and staging techniques with quantifiable results.
  - Community Presence and Engagement- Ensure their communication style aligns with your expectations, whether you prefer frequent updates or a more hands-off approach.
  - Client Reviews & References – Minimum of three required.
  - Availability & Commitment – Agent can handle dual agency. The Agent/Agency has dedicated staff to support the marketing effort, field inquiries and can assist with open house shows. The Agent/Agency has a plan for managing existing listings and the ability to scale up to list and market up to (16) possible newly constructed homes for sale.
  - Years of experience
  - Proof of Maryland real estate licensure.
  - Status as an active member of the Mid-Shore Board of Realtors.
  - “Good” Business Standing with the City of Cambridge and State of Maryland and possessing an active status.
  - Not on any Debarment list.
  
2. *Marketing Plan with Samples (30 pts.)*
  - Clear and realistic actionable 30-day plan with contingency strategies for reducing the days on market time to sold.
  - Samples of contract for sale, lien down payment assistance, and gap funding lien document included.
  
3. *Market Presence and Sales Data Analysis (30 pts.)*
  - Size of each real estate broker's shop and whether small organizations could accommodate dual agency.
  - Sales prices aligned with active and sold groupings.

## **Deliverables**

*Marketing Plan; Sales Data Analysis; Pre and Post Sales Support Services Plan*

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## **Instructions**

Please submit your proposal electronically to the Housing Department at [HousingProgram@chooscambridge.com](mailto:HousingProgram@chooscambridge.com) by July 7th, 2025. Proposals should be submitted in PDF form. For any questions regarding this Request for Proposals, please contact the City of Cambridge Housing Department.

We look forward to receiving your proposal and appreciate your interest in supporting the city's affordable housing effort in the marketing, qualifying, and selling of the Pinewood Glen homes which we believe will enhance the value of neighboring homes in the Pine Street Historic and surrounding areas.

Submissions will be reviewed by a committee of staff and community members on a date to be determined after submissions have been received. Submission pre-meetings can be scheduled with the Housing Division if more information is needed. The City of Cambridge may change the proposed timeline at any time, and all applicants will be notified if that is necessary.

The City of Cambridge reserves the right to reject any and all proposals, waive technicalities, and make any award deemed to be in the City's best interest. All proposals received shall become the property of the City and shall not be returned. The City is not responsible for costs incurred by the proposer in the preparation of a proposal or for any work performed prior to the execution of any agreement. It is the proposer's sole responsibility to ensure that their proposal is complete and timely received by the City. The City assumes no responsibility to notify proposers of an incomplete proposal.

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**Attachment**

*Program Terms and Conditions*

Agency	Condition	Goal	Document	Duration
DHCD-HOW	Repayment of "Appraisal Gap" funds if house is sold prior to year 5. (Incremental forgiveness over the five years at 20% per year)	Prevent "flipping" or sale of home prior to five years	Promissory Note- Not filed	5 years
	Financing must be a 30-year fixed rate mortgage, and no subprime mortgages are allowed	Ensure favorable loan options for homebuyers	Contract of Sale	At mortgage origination
	Gross household income must be below 80% of the Area Median Income for Dorchester County at the time of sale. Area Median Income is determined by the HUD Part 5 Definition	Provide homeownership opportunities for low-to-moderate income households.	Contract of Sale	Prior to sale
	Participate in an 8-hour HUD approved Pre-purchase Homebuyer Class	Equip homebuyers	Contract of Sale	Prior to sale
City of Cambridge	First right to purchase the property back to give the City the right, but not obligation, to repurchase the property	Maintain option to keep unit as an affordable housing opportunity	Deed restriction and should it be recorded with the Deed of Sale	10 Years
	Maintaining property as owner-occupied primary residence	Protect investment in owner-occupied housing	Deed restriction and should it be recorded with the Deed of Sale	30 years
Downpayment Assistance Option Considerations				
Source	Amount	Eligibility	Forgivable	Repayment Terms
Maryland Mortgage Program (MMP) Homestart	<a href="https://mmp.maryland.gov/Pages/Programs.aspx">https://mmp.maryland.gov/Pages/Programs.aspx</a>			
CDBG Funds	\$10,000	<80% AMI	Yes	Forgiven after 5 years (lien)
	>\$10,100	<80% AMI	Yes	Forgiven after 10 years (lien)

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