



Prospective Vendors:

The Arizona Association of REALTORS® (also “Arizona Realtors” or “Arizona REALTORS®”) is seeking Public Relations (PR) representation to enhance our consumer outreach efforts, increase awareness of AAR among media and to promote the use of REALTORS® throughout the state.

AAR is the largest trade association in Arizona, representing more than more than 43,000 Arizona REALTORS® subscribing to the strict Code of Ethics outlined by the NATIONAL ASSOCIATION OF REALTORS® (NAR). For more than 60 years AAR has provided professional development, risk management, business and technology services and legislative support for members throughout the state. In addition to providing a number benefits and services, AAR is dedicated to the protection of private property rights and best-interests of Arizona REALTORS® in legislation and strives to provide the best – most current – legal information and education available.

Members are active real estate licensees that include professionals from all areas of real estate – residential, commercial, property management, land, appraisal, relocation and more. AAR membership is made up of licensees from Arizona’s 20 local associations that are also members of NAR.

The contract period for the Scope of Work contained within this RFP will be from June 1, 2015 – December 31, 2015. AAR will initially fund the contract for the first year up to \$3,000 a month. AAR anticipates an ongoing partnership that could lead to renewal in subsequent years.

Attached is a RFP for those capable of meeting minimum requirements and carrying out the scope-of-work, all responses will be carefully reviewed and evaluated based in the criteria noted in the attached document.

If you have any questions regarding the RFP, please contact AAR by April 22<sup>nd</sup>. All proposals are due by April 24, 2015.

Sincerely,

Lauren Streiff

Communications Manager

Arizona Association of REALTORS®

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## INTRODUCTION

The Arizona Association of REALTORS® (AAR) is staffed by 30 full time employees and directed by a Board of Directors, Executive Committee and four primary committees. Those primary committees are:

- **Legislative & Political Affairs**, which advocates for REALTOR® issues and mobilizes members to legislative and political action. This can apply to the local, state and national level.
- **Risk Management**, which develops standardized real estate forms, oversees Professional Standards hearings and assists with dispute resolution.
- **Professional & Business Development**, which provides education and training to assist member to be the best prepared and perform to the highest standards.
- **Business Services & Technology**, which provides business tools to help members succeed.

There are 20 local associations throughout the state of Arizona arranged along geographic boundaries from Santa Cruz County to Flagstaff to Lake Havasu. Local associations are independent organizations which are closely allied with the state and national REALTOR® associations. When a real estate agent joins their local association they become a REALTOR® and also become a member of the state and national association as well. This membership grants members access to benefits and programs offered by all three levels of the association: local, state and national. Together with the local associations, AAR strives to protect private property rights and best-interests of Arizona REALTORS®.

The primary Communications team at AAR consists of CEO Michelle Lind, Senior Vice President of Research & Communications Ron LaMee and Communications Manager Lauren Streiff.

## PURPOSE

The purpose for this request is to seek and retain a qualified agency to act as the AAR Public Relations (PR) representative in the Arizona market, promoting the Arizona Association of REALTORS® as the “Voice For Real Estate in Arizona.” AAR is looking for a company to help us develop and execute a comprehensive, targeted, creative and brand-aligned PR program using a variety of channels. AAR sees itself as a leader and a trusted source for content relating to real estate and property transactions and regulations in Arizona and anticipates its growing content assets will be important in establishing and maintain relationships with traditional media outlets.

We understand the value of PR and earned media in establishing AAR as the “Voice For Real Estate in Arizona”— PR-generated editorial enables AAR to dive deeply into storytelling around the benefits of using a REALTOR® and the issues facing Arizona homeowners. Your company is being asked to craft a PR strategy that will focus on securing placements across broadcast, digital and print media channels and engaging all digital influencers to reinforce AAR as the authority on real estate in Arizona. From time to time, the Agency may also be asked for professional advice on media relations, paid promotion and issue crisis management.

## CONTRACT TERM

The duration of the initial contract between AAR and the agency submitting the successful proposal is expected to begin upon the date of contract approval (approximately June 1, 2015) and terminate December 31, 2015. AAR reserves the right to renew its agreement.

## EVALUATION PROCESS & CRITERIA

AAR's communication team will evaluate all written proposals. During the evaluation process the communications team may seek clarification from Proposers regarding any information contained within their proposal.

The finalists chosen by the communications team will be asked to provide oral presentations to the team at AAR's office in Phoenix. After the oral presentations, there will be a question and answer period.

## AGENCY OBJECTIVES

The selected vendor will develop work that fits within AAR's overall marketing strategy. The AAR earned media program must achieve the following:

- Help improve consumer awareness of AAR;
- Improve consumer impression of the benefits of utilizing a REALTOR®
- Create and execute creative, attention-getting PR campaigns, as stand-alone PR campaigns and as part of fully integrated marketing campaigns;
- Build relationships with local media, especially broadcast.

## TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of AAR.

<b>April 6<sup>th</sup></b>	RFP dissemination
<b>April 7<sup>th</sup> – 22<sup>nd</sup></b>	Questions and clarification from bidders
<b>April 24<sup>th</sup></b>	Proposals due
<b>April 27<sup>th</sup> – 30<sup>th</sup></b>	Finalists chosen
<b>May 1<sup>st</sup> – 8<sup>th</sup></b>	Oral presentations by finalists
<b>May 22<sup>nd</sup></b>	Selected proposer announced & contract negotiations begin
<b>June 1<sup>st</sup></b>	Contract begins

## PROPOSAL REQUIREMENTS

Proposals must address each item listed within the following sections, giving specific details of techniques to be used in meeting these requirements.

The proposal should describe how the Proposer intends to perform the scope of work during a 6-month period and shall be subject to negotiation between AAR and the agency submitting the successful proposal (Proposer).

## MINIMUM REQUIREMENTS

### A. Experience: A minimum of three years of real estate PR experience is required.

Location: An Arizona based firm.

Questions: All Proposers wishing clarification of this RFP must submit questions via email to [editor@aaronline.com](mailto:editor@aaronline.com) by the date referenced in the Tentative Schedule. Such clarifications may be shared in turn with other potential vendors to ensure proper understanding of all parties.

All proposals submitted shall become the property of AAR and will not be returned to the Proposer. AAR also reserves the right to:

- Reject any and all bids;
- Waive any or all mandatory requirements;
- Cancel this RFP;
- Revise the amounts of funds available under this RFP;
- Amend this RFP as needed; and
- Not select a vendor and award a contract from the RFP.

### B. Description of Proposer

- Services & Activities:
  - Provide a letter of interest and an executive summary of your proposal.
  - Provide a description of the nature of the Proposer's services and activities. Provide a brief history of your company, including when it was formed and your experience with the real estate industry. List the address from which the primary work on the contract would be performed and the size of the company by headcount.
- Conflicts of Interest:
  - List all real estate-related clients for whom you have acted in the United States during the past 12 months.
  - You must clarify that there are no conflicts of interest between any existing contracts. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the Proposer will resolved the potential conflict of interest.

- Personnel / Management:
  - Identify those individuals on the Proposer's account team who will manage the contract work. Identify specific individuals who will be conducting day to day activities. Identify all personnel assigned to this account by position title. Include a description of the duties for each position title.
  - Note who will be the contract manager and primary contact.
  - Include an organizational chart for the management and personnel that will be assigned to this account, if applicable.

## SCOPE OF WORK

Proposals must address each item listed below:

- Arizona market analysis and marketplace conditions that would impact real estate and potential PR initiatives.
- Competitive Analysis.
- PR objectives.
- PR strategy and plan overview. Suggested plan for demonstrating and maximizing ROI should be included.
- Agency should note any strategic alliances which might augment PR program by providing possible cooperative funding for promotions.
- Agency should include any large scale, non-traditional ideas that would support AAR's brand and publicity efforts.

AAR is seeking for an agency to partner with and complete the following duties:

- Proactively develops pitches, press releases and story ideas for media and assists journalists with story development;
- Assists with finalizing and distributing internally-generated press releases;
- Maintains and audits a targeted media list;
- Assists with reactive media requests and inquiries;
- Proposes ideas for ways to integrate PR activity into other AAR communications channels;
- Arranges and manages media appointments for AAR staff and leadership;
- Provides monthly documentation and reporting, as well as additional reports as requested; analyzes and transfers relevant data to AAR;
- Advises on using paid media when needed;
- Provides crisis communications support when needed.

## BUDGET / BID

AAR has a budget of \$3,000 per month for the remainder of 2015 for this contract. This budget can be applied as either a retainer or on an hourly basis depending on the bidder's proposal.

## DELIVERY OF PROPOSAL

Each bidder is required to deliver three hard copies of the proposal, in addition to an electronic version of the proposal. Electronic versions of the proposal must be in PDF format and delivered on a digital storage device or emailed to [editor@aaronline.com](mailto:editor@aaronline.com). Proposals may not be faxed.

Proposals may be delivered by hand or sent by courier such as FedEx or UPS to:

Arizona Association of REALTORS®

Attn: Communications Team

255 E. Osborn Road, Suite 200

Phoenix, AZ 85254

Proposals must be received by the date referenced in the Tentative Schedule. Late submissions will not be accepted.