



City of Port St. Lucie  
Procurement Management Division  
Nathaniel Rubel, Assistant Director  
121 SW Port St. Lucie Blvd., Port St. Lucie, FL 34984

## EVALUATION TABULATION

RFP No. 20250017

Real Estate Broker Services

RESPONSE DEADLINE: March 26, 2025 at 10:00 am

Report Generated: Thursday, July 3, 2025

### SELECTED VENDOR

#### VENDOR RECOMMENDED BY THE EVALUATION PROCESS

Vendor	Location	Score (Points)
Cushman & Wakefield	Palm Beach Gardens, FL	93

### CONSENSUS SCORECARD SUMMARY

Vendor	Qualifications of Proposer(s) and Implementation Plans/Experience and Qualifications Points Based 50 Points (50%)	Marketing, Sales and Operations Plan Points Based 25 Points (25%)	Value Added Service Points Based 5 Points (5%)	References Points Based 10 Points (10%)	Commission rate and other applicable fees Points Based 5 Points (5%)	Local Preference Points Based 5 Points (5%)	Total Score (Max Score 100)
CBRE, Inc	49.2	23.8	4	8.8	5	0	90.8
Colliers International Florida LLC	49.6	23.6	3.6	9.8	4	0	90.6
Cushman & Wakefield	49.2	24	4.8	10	5	0	93
Jones Lang LaSalle Americas, Inc.	42.8	20.6	2.8	8.4	5	0	79.6

### CONSENSUS SCORECARD DETAILS

## CBRE, Inc

### Qualifications of Proposer(s) and Implementation Plans/Experience and Qualifications | Points Based | 50 Points (50%)

49.2

#### Description:

At least five (5) years of general real estate experience, three (3) of which should include the sale of commercial properties. • Experience level and number of Proposer(s)' employees; and, • Shall be in good standing with the Florida Board of Realtors with Multiple Listing Services privileges. Knowledge of the local real estate market and in the use of all public real estate records. Past experience of the firm with projects of similar scope.

#### Comments:

Russ Blackburn: A leading commercial and industrial real estate firm Margaret Carland: Met all requirements Frank Knott: public sector experience Alessandra Tasca: All questions addressed, information about qualifications, business licensing and team credentials available and meets or exceeds minimal expectations. Elijah Wooten: CBRE is well established brokerage with extensive experience in St. Lucie County and South Florida.

### Marketing, Sales and Operations Plan | Points Based | 25 Points (25%)

23.8

#### Description:

The Selection Committee will consider Proposer(s)' proposed plan for marketing and selling the City owned properties including: • The staff assigned as the key contact or point person for the account; • Marketing approach and campaign for advertising the properties and driving interest for the sale of the real estate; technical expertise, size and structure of the brokerage firm.

#### Comments:

Russ Blackburn: CBRE has in-house marketing capability. The lead contact is as knowledgeable about PSL. Margaret Carland: Investment in research platform Frank Knott: org chart Alessandra Tasca: Marketing plan outlined efficiently and thorough detail provided. Sufficient mention of local, regional and global reach included. Inclusion of leasing/tenant plans as well. Elijah Wooten: CBRE

marketing, sales and operations plan have already proved valuable and secured the majority of the large corporate distribution facilities at Legacy Park at Tradition. In addition, the company has worked with several municipalities in South Florida.

Value Added Service | Points Based | 5 Points (5%)

4

Description:

Value-added services (optional – to be contracted at the discretion of the City) Services beyond the scope of work. These shall be line listed with values appropriated

Comments:

Russ Blackburn: Robert Smith's sale/lease of several Sansone parcels is a very good connection for the firm. Margaret Carland: Experience in Legacy Park. Frank Knott: Retail Services Alessandra Tasca: Extensive value-added services addressed in Section 6. Other Material. Recent experience and impact of these elements outlined. Limited mention of recommendation of value-added services for PSL specifically. Elijah Wooten: Value added services referenced in the RFP includes leasing, broker opinion of value, public-private partnerships, valuation and advisory services.

References | Points Based | 10 Points (10%)

8.8

Description:

References for similar projects from governmental agencies / public entities performed within the last two (2) years. **(Note: The City of Port St. Lucie “may not” be used as a reference).**

Comments:

Russ Blackburn: Experience is consistent with a top national firm. Margaret Carland: Has worked with several other municipalities. Frank Knott: references provided Alessandra Tasca: Reference and case studies outlined sufficiently. Local and similar examples provided. Elijah Wooten: References included the State of Florida, City of Pompano Beach and the City of Hollywood. In addition the RFP included case studies of real estate services provided to municipal clients in Florida.

Commission rate and other applicable fees | Points Based | 5 Points (5%)

5

Description:

Outline commission rate which will only be paid upon successful sale and closing of properties. All other applicable fees must be itemized and approved. **Note: The City does not pay for travel expenses, meals**

Comments:

4% Commission

Local Preference | Points Based | 5 Points (5%)

0

Description:

In accordance with Ordinance 35.14

Comments:

Not Claiming Local Preference

Total Score: 90.8

Colliers International Florida LLC

Qualifications of Proposer(s) and Implementation Plans/Experience and Qualifications | Points Based | 50 Points (50%)

49.6

Description:

At least five (5) years of general real estate experience, three (3) of which should include the sale of commercial properties. • Experience level and number of Proposer(s)' employees; and, • Shall be in good standing with the Florida Board of Realtors with Multiple Listing Services privileges. Knowledge of the local real estate market and in the use of all public real estate records. Past experience of the firm with projects of similar scope.

Comments:

Russ Blackburn: Collier's has served as real estate advisor in the past. In addition, several team members are very familiar with Southern Grove. Margaret Carland: Met requirements Frank Knott: public sector references, Alessandra Tasca: All questions addressed, information about qualifications, business licensing and team credentials available and meets or exceeds minimal expectations. Elijah Wooten: Colliers International is well established commercial real estate brokerage with approximately 23,000 employees across 70 countries. Locally Colliers International employs 306 employees across 11 offices in Florida. Locally the public institution team consists of the Project Manager, five brokers specializing in industrial services, retail services and investment services. Likewise the City will have access to 75 brokers throughout South Florida to support the City's real estate needs. The brokerage is in good standings with the Florida Board of Realtors, Multiple Listing Services, Crexi, Costar, Loopnet and other real estate marketing platforms. Since 2020 Colliers International provided real estate broker to the City of Port St. Lucie and has facilitated the sale of six commercial properties and leased six commercial properties in Port St. Lucie. The brokerage also provides real estate services locally to four cities, one County and a DDA.

---

Marketing, Sales and Operations Plan | Points Based | 25 Points (25%)

23.6

Description:

The Selection Committee will consider Proposer(s)' proposed plan for marketing and selling the City owned properties including: • The staff assigned as the key contact or point person for the account; • Marketing approach and campaign for advertising the properties and driving interest for the sale of the real estate; technical expertise, size and structure of the brokerage firm.

Comments:

Russ Blackburn: Collier's has in-house marketing team. National connections to growing companies. Margaret Carland: Familiar Frank Knott: org chart, in-house marketing, best use of property Alessandra Tasca: Marketing plan outlined efficiently and thorough detail provided. Limited mention of local, regional and global reach. Operations plan includes many customizations for PSL. Elijah Wooten: Colliers International will assign its Vice President of Public Institutions for Florida as the project manager and primary point of contact. The brokerage team consists of experienced brokers in industrial, retail and investment sales. The brokerage team will be supported a team of six professionals providing research, marketing and administrative support. The company's approach to

marketing includes the establishment of a national and local marketing strategy that includes multiple forms of advertising. The brokerage will also verify current zoning and support the City staff in rezoning parcels to maximize market value based on the highest and best uses. In addition, the company will make presentations at public meetings, participate in site tours and trade shows to market the City's properties. Colliers International's marketing secured the purchase of six commercial properties and the leasing of six commercial properties in Port St. Lucie.

#### Value Added Service | Points Based | 5 Points (5%)

3.6

Description:

Value-added services (optional – to be contracted at the discretion of the City) Services beyond the scope of work. These shall be line listed with values appropriated

Comments:

Russ Blackburn: Team members familiarity with PSL is useful. Margaret Carland: Nothing really added Frank Knott: Engineering & Design Alessandra Tasca: Limited mention of value-added services in Section 6. Other Material. Recent experience and impact of these elements not outlined. Limited mention of recommendation of value-added services for PSL specifically. Elijah Wooten: Additional real estate services available upon request includes real estate management services, project management services, transaction management, disposition services, valuation services, project leaders, engineering and design.

#### References | Points Based | 10 Points (10%)

9.8

Description:

References for similar projects from governmental agencies / public entities performed within the last two (2) years. **(Note: The City of Port St. Lucie “may not” be used as a reference).**

Comments:

Russ Blackburn: Colliers serves as real estate advisor to several other local governments. Margaret Carland: Local government experience Frank Knott: provided Alessandra Tasca: Reference and case studies outlined sufficiently. Local and similar examples

provided. Elijah Wooten: Colliers International lists a number of current agreements with the public sector, which includes St. Lucie Public Schools, Hillsboro County Public Schools, Fort Lauderdale DDA, City of Fort Lauderdale, City of Wilton Manors, City of Oakland Park, City of Fort Pierce, City of Tamarac, Pinellas County, City of Miami Beach, Sarasota County, Broward Sheriff's Office, City of Dania Beach, City of Margate and Indian River County.

Commission rate and other applicable fees | Points Based | 5 Points (5%)

4

Description:

Outline commission rate which will only be paid upon successful sale and closing of properties. All other applicable fees must be itemized and approved. **Note: The City does not pay for travel expenses, meals**

Comments:

5% Commission

Local Preference | Points Based | 5 Points (5%)

0

Description:

In accordance with Ordinance 35.14

Comments:

Not Claiming Local Preference

Total Score: 90.6

Cushman & Wakefield

Qualifications of Proposer(s) and Implementation Plans/Experience and Qualifications | Points Based | 50 Points (50%)

49.2

Description:

At least five (5) years of general real estate experience, three (3) of which should include the sale of commercial properties. • Experience level and number of Proposer(s)' employees; and, • Shall be in good standing with the Florida Board of Realtors with Multiple Listing Services privileges. Knowledge of the local real estate market and in the use of all public real estate records. Past experience of the firm with projects of similar scope.

Comments:

Russ Blackburn: Established national firm Margaret Carland: Met requirements. Frank Knott: Public sector experience in FL., listed City's strategic goals, Alessandra Tasca: All questions addressed, information about qualifications, business licensing and team credentials available and meets or exceeds minimal expectations. Extensive knowledge of local market, above and beyond. Elijah Wooten: Cushman & Wakefield is a well established brokerage nationally and locally. The RFP provided local market data and transactions for Port St. Lucie and St. Lucie County. Likewise the RFP referenced a number of municipal clients.

Marketing, Sales and Operations Plan | Points Based | 25 Points (25%)

24

Description:

The Selection Committee will consider Proposer(s)' proposed plan for marketing and selling the City owned properties including: • The staff assigned as the key contact or point person for the account; • Marketing approach and campaign for advertising the properties and driving interest for the sale of the real estate; technical expertise, size and structure of the brokerage firm.

Comments:

Russ Blackburn: In-house national marketing team. Ken Krasnow is a demonstrated hard worker and has very good client relationship skills. Margaret Carland: Experience with key contact Frank Knott: organizational chart provided. marketing plan specific to each parcel. Alessandra Tasca: Marketing plan outlined efficiently and thorough detail provided. Sufficient mention of local impact and reach included. Insufficient mention of methodology for regional and global reach. Mention of establishing PSL office presence with potential award. Elijah Wooten: The point of contact was previously with Colliers International and very familiar with industrial real estate in St. Lucie County. The marketing and operations plan provided an overview of the strategy to sale and lease the City owned parcels in Southern Grove and Walton and One.



Value Added Service | Points Based | 5 Points (5%)

4.8

Description:

Value-added services (optional – to be contracted at the discretion of the City) Services beyond the scope of work. These shall be line listed with values appropriated

Comments:

Russ Blackburn: Ken Krasnow's presence as lead contact makes for a smooth transition if selected. Kushman Wakefield managed the VGTI Building during the transition to City control. Margaret Carland: Advisory groups Frank Knott: sports & entertainment advisory group. Alessandra Tasca: Extensive value-added services addressed in Section 6. Other Material. Recent experience and impact of these elements outlined. Limited mention of recommendation of value-added services for PSL specifically. Sample document links provided - not working/inaccessible. Elijah Wooten: The other services referenced in the RFP includes sports & entertainment advisory group, diligence advisory group, valuation and advisory.

References | Points Based | 10 Points (10%)

10

Description:

References for similar projects from governmental agencies / public entities performed within the last two (2) years. **(Note: The City of Port St. Lucie “may not” be used as a reference).**

Comments:

Russ Blackburn: good references on similar real estate advisor services. Margaret Carland: Local references Frank Knott: local experience and references provided Alessandra Tasca: Reference and case studies outlined sufficiently. Strong, local and similar examples provided. Elijah Wooten: A number of local references included the St. Lucie EDC, IRSC, Realtors of Broward, Palm Beach & St. Lucie, FIU and the St. Lucie County Chamber of Commerce.

Commission rate and other applicable fees | Points Based | 5 Points (5%)

5

Description:

Outline commission rate which will only be paid upon successful sale and closing of properties. All other applicable fees must be itemized and approved. **Note: The City does not pay for travel expenses, meals**

Comments:

4% Commission

Local Preference | Points Based | 5 Points (5%)

0

Description:

In accordance with Ordinance 35.14

Comments:

Not Claiming Local Preference

Total Score: 93

Jones Lang LaSalle Americas, Inc.

Qualifications of Proposer(s) and Implementation Plans/Experience and Qualifications | Points Based | 50 Points (50%)

42.8

Description:

At least five (5) years of general real estate experience, three (3) of which should include the sale of commercial properties. • Experience level and number of Proposer(s)' employees; and, • Shall be in good standing with the Florida Board of Realtors with Multiple Listing Services privileges. Knowledge of the local real estate market and in the use of all public real estate records. Past experience of the firm with projects of similar scope.

Comments:

Russ Blackburn: Meets all qualifications, firm does not have national reach as the other respondents. Margaret Carland: Met requirements Frank Knott: Public sector references mostly outside of FL. Alessandra Tasca: All questions addressed, information about qualifications, business licensing and team credentials available and meets or exceeds minimal expectations. Limited public sector experience in PSL region provided. Elijah Wooten: Jones Lang LaSalle is a well established commercial brokerage firm in South Florida. The company has represented tenants and buyers for industrial projects in Port St. Lucie and St. Lucie County. The company has extensive public sector experience, but limited public sector experience in St. Lucie County and the Treasure Coast.

**Marketing, Sales and Operations Plan | Points Based | 25 Points (25%)**

20.6

Description:

The Selection Committee will consider Proposer(s)' proposed plan for marketing and selling the City owned properties including: • The staff assigned as the key contact or point person for the account; • Marketing approach and campaign for advertising the properties and driving interest for the sale of the real estate; technical expertise, size and structure of the brokerage firm.

Comments:

Russ Blackburn: Proposal contained a easy to understand to how the firm will gain knowledge of PSL assets and needs. Principles do not have extensive knowledge of PSL market. Margaret Carland: Not as thorough as the rest. Frank Knott: Pg 30 - Meet Atlanta's goals? P3 advisors, Alessandra Tasca: Marketing plan outlined efficiently and thorough detail provided. Sufficient mention of local impact and reach included. Insufficient mention of methodology for regional and global reach. Elijah Wooten: The marketing, sales and operations plan provided a general overview of the firms marketing and advertising process. However, the RFP did not specifically discuss the marketing of the ten-acre parcel in the Southern Grove CRA.

**Value Added Service | Points Based | 5 Points (5%)**

2.8

Description:

Value-added services (optional – to be contracted at the discretion of the City) Services beyond the scope of work. These shall be line listed with values appropriated

Comments:

Russ Blackburn: Difficult to determine value added. Margaret Carland: Didn't really see anything that stood out Frank Knott: GIS, Blackbird, 3d visualization Alessandra Tasca: Extensive value-added services addressed in Section 6. Other Material. Recent experience and impact of these elements outlined. Limited mention of recommendation of value-added services for PSL specifically. Elijah Wooten: The value added services included market research, capital markets, valuation and risk advisory, workplace strategy and various technology platforms.

---

References | Points Based | 10 Points (10%)

8.4

Description:

References for similar projects from governmental agencies / public entities performed within the last two (2) years. **(Note: The City of Port St. Lucie “may not” be used as a reference).**

Comments:

Russ Blackburn: Good references, but not as many real estate advisor experiences. Margaret Carland: Not as extensive as the rest Frank Knott: Local & area references provided Alessandra Tasca: References provided. Insufficient information about specific case studies correlated to the references. Local and similar examples not provided. Information about type of reference not provided. Elijah Wooten: The references provided were from the public and private sectors.

---

Commission rate and other applicable fees | Points Based | 5 Points (5%)

5

Description:

Outline commission rate which will only be paid upon successful sale and closing of properties. All other applicable fees must be itemized and approved. **Note: The City does not pay for travel expenses, meals**

Comments:  
4% Commission

Local Preference | Points Based | 5 Points (5%)

0

Description:  
In accordance with Ordinance 35.14

Comments:  
Not Claiming Local Preference

Total Score: 79.6

## PHASE 1

### EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Qualifications of Proposer(s) and Implementation Plans/Experience and Qualifications	Points Based	50 (50% of Total)

Description:  
At least five (5) years of general real estate experience, three (3) of which should include the sale of commercial properties. • Experience level and number of Proposer(s)' employees; and, • Shall be in good standing with the Florida Board of Realtors with Multiple Listing Services privileges. Knowledge of the local real estate market and in the use of all public real estate records. Past experience of the firm with projects of similar scope.

EVALUATION TABULATION  
RFP No. 20250017  
Real Estate Broker Services

---

Criteria	Scoring Method	Weight (Points)
Marketing, Sales and Operations Plan	Points Based	25 (25% of Total)

Description:

The Selection Committee will consider Proposer(s)' proposed plan for marketing and selling the City owned properties including: • The staff assigned as the key contact or point person for the account; • Marketing approach and campaign for advertising the properties and driving interest for the sale of the real estate; technical expertise, size and structure of the brokerage firm.

Criteria	Scoring Method	Weight (Points)
Value Added Service	Points Based	5 (5% of Total)

Description:

Value-added services (optional – to be contracted at the discretion of the City) Services beyond the scope of work. These shall be line listed with values appropriated

Criteria	Scoring Method	Weight (Points)
References	Points Based	10 (10% of Total)

Description:

References for similar projects from governmental agencies / public entities performed within the last two (2) years. **(Note: The City of Port St. Lucie “may not” be used as a reference).**

Criteria	Scoring Method	Weight (Points)
Commission rate and other applicable fees	Points Based	5 (5% of Total)

Description:

Outline commission rate which will only be paid upon successful sale and closing of properties. All other applicable fees must be itemized and approved. **Note: The City does not pay for travel expenses, meals**

Criteria	Scoring Method	Weight (Points)
Local Preference	Points Based	5 (5% of Total)

Description:

In accordance with Ordinance 35.14

### AGGREGATE SCORES SUMMARY

Vendor	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4	Evaluator 5	Total Score (Max Score 100)
Cushman & Wakefield	90	95	92	93	95	93
CBRE, Inc	91	87	92	89	95	90.8
Colliers International Florida LLC	87	91	91	90	94	90.6
Jones Lang LaSalle Americas, Inc.	81	78	85	74	80	79.6

### VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Qualifications of Proposer(s) and Implementation Plans/Experience and Qualifications Points Based 50 Points (50%)	Marketing, Sales and Operations Plan Points Based 25 Points (25%)	Value Added Service Points Based 5 Points (5%)	References Points Based 10 Points (10%)	Commission rate and other applicable fees Points Based 5 Points (5%)	Local Preference Points Based 5 Points (5%)	Total Score (Max Score 100)
Cushman & Wakefield	49.2	24	4.8	10	5	0	93
CBRE, Inc	49.2	23.8	4	8.8	5	0	90.8
Colliers International Florida LLC	49.6	23.6	3.6	9.8	4	0	90.6
Jones Lang LaSalle Americas, Inc.	42.8	20.6	2.8	8.4	5	0	79.6

## INDIVIDUAL PROPOSAL SCORES

CBRE, Inc	
Qualifications of Proposer(s) and Implementation Plans/Experience and Qualifications   Points Based   50 Points (50%)	
Evaluator 1: 50	
A leading commercial and industrial real estate firm	
Evaluator 2: 50	
Met all requirements	
Evaluator 3: 48	
public sector experience	
Evaluator 4: 48	



All questions addressed, information about qualifications, business licensing and team credentials available and meets or exceeds minimal expectations.

Evaluator 5: 50

CBRE is well established brokerage with extensive experience in St. Lucie County and South Florida.

#### Marketing, Sales and Operations Plan | Points Based | 25 Points (25%)

Evaluator 1: 22

CBRE has in-house marketing capability. The lead contact is as knowledgeable about PSL.

Evaluator 2: 25

Investment in research platform

Evaluator 3: 24

org chart

Evaluator 4: 23

Marketing plan outlined efficiently and thorough detail provided. Sufficient mention of local, regional and global reach included. Inclusion of leasing/tenant plans as well.

Evaluator 5: 25

CBRE marketing, sales and operations plan have already proved valuable and secured the majority of the large corporate distribution facilities at Legacy Park at Tradition. In addition, the company has worked with several municipalities in South Florida.

#### Value Added Service | Points Based | 5 Points (5%)

Evaluator 1: 5

Robert Smith's sale/lease of several Sansone parcels is a very good connection for the firm.

Evaluator 2: 2

Experience in Legacy Park.

Evaluator 3: 5

Retail Services

Evaluator 4: 3

Extensive value-added services addressed in Section 6. Other Material. Recent experience and impact of these elements outlined. Limited mention of recommendation of value-added services for PSL specifically.

Evaluator 5: 5

Value added services referenced in the RFP includes leasing, broker opinion of value, public-private partnerships, valuation and advisory services.

**References | Points Based | 10 Points (10%)**

Evaluator 1: 9

Experience is consistent with a top national firm.

Evaluator 2: 5

Has worked with several other municipalities.

Evaluator 3: 10

references provided

Evaluator 4: 10

Reference and case studies outlined sufficiently. Local and similar examples provided.

Evaluator 5: 10

References included the State of Florida, City of Pompano Beach and the City of Hollywood. In addition the RFP included case studies of real estate services provided to municipal clients in Florida.

**Commission rate and other applicable fees | Points Based | 5 Points (5%)**

Evaluator 1: 5

4% Commission

Evaluator 2: 5

4% Commission

Evaluator 3: 5

4% Commission

Evaluator 4: 5

4% Commission

Evaluator 5: 5

4% Commission

**Local Preference | Points Based | 5 Points (5%)**

Evaluator 1: 0

Not Claiming Local Preference

Evaluator 2: 0

Not Claiming Local Preference

Evaluator 3: 0

Not Claiming Local Preference

Evaluator 4: 0

Not Claiming Local Preference

Evaluator 5: 0

Not Claiming Local Preference

**Colliers International Florida LLC**

**Qualifications of Proposer(s) and Implementation Plans/Experience and Qualifications | Points Based | 50 Points (50%)**

Evaluator 1: 50

Collier's has served as real estate advisor in the past. In addition, several team members are very familiar with Southern Grove.

Evaluator 2: 50

Met requirements

Evaluator 3: 48

public sector references,

Evaluator 4: 50

All questions addressed, information about qualifications, business licensing and team credentials available and meets or exceeds minimal expectations.

Evaluator 5: 50

Colliers International is well established commercial real estate brokerage with approximately 23,000 employees across 70 countries. Locally Colliers International employs 306 employees across 11 offices in Florida. Locally the public institution team consists of the Project Manager, five brokers specializing in industrial services, retail services and investment services. Likewise the City will have access to 75 brokers throughout South Florida to support the City's real estate needs. The brokerage is in good standings with the Florida Board of Realtors, Multiple Listing Services, Crexi, Costar, Loopnet and other real estate marketing platforms. Since 2020 Colliers International provided real estate broker to the City of Port St. Lucie and has facilitated the sale of six commercial properties and leased six commercial properties in Port St. Luce. The brokerage also provides real estate services locally to four cities, one County and a DDA.

#### Marketing, Sales and Operations Plan | Points Based | 25 Points (25%)

Evaluator 1: 22

Collier's has in-house marketing team. National connections to growing companies.

Evaluator 2: 25

Familiar

Evaluator 3: 24

org chart, in-house marketing, best use of property

Evaluator 4: 22

Marketing plan outlined efficiently and thorough detail provided. Limited mention of local, regional and global reach. Operations plan includes many customizations for PSL.

Evaluator 5: 25

Colliers International will assign its Vice President of Public Institutions for Florida as the project manager and primary point of contact. The brokerage team consists of experienced brokers in industrial, retail and investment sales. The brokerage team will be supported a team of six professionals providing research, marketing and administrative support. The company's approach to marketing includes the establishment of a national and local marketing strategy that includes multiple forms of advertising. The brokerage will also verify current zoning and support the City staff in rezoning parcels to maximize market value based on the highest and best uses. In addition, the company will make presentations at public meetings, participate in site tours and trade shows to market the City's properties. Colliers International's marketing secured the purchase of six commercial properties and the leasing of six commercial properties in Port St. Lucie.

Value Added Service | Points Based | 5 Points (5%)

Evaluator 1: 2

Team members familiarity with PSL is useful.

Evaluator 2: 2

Nothing really added

Evaluator 3: 5

Engineering & Design

Evaluator 4: 4

Limited mention of value-added services in Section 6. Other Material. Recent experience and impact of these elements not outlined. Limited mention of recommendation of value-added services for PSL specifically.

Evaluator 5: 5

Additional real estate services available upon request includes real estate management services, project management services, transaction management, disposition services, valuation services, project leaders, engineering and design.

References | Points Based | 10 Points (10%)

Evaluator 1: 9

Colliers serves as real estate advisor to several other local governments.

	Evaluator 2: 10
Local government experience	
	Evaluator 3: 10
provided	
	Evaluator 4: 10
Reference and case studies outlined sufficiently. Local and similar examples provided.	
	Evaluator 5: 10
Colliers International lists a number of current agreements with the public sector, which includes St. Lucie Public Schools, Hillsboro County Public Schools, Fort Lauderdale DDA, City of Fort Lauderdale, City of Wilton Manors, City of Oakland Park, City of Fort Pierce, City of Tamarac, Pinellas County, City of Miami Beach, Sarasota County, Broward Sheriff's Office, City of Dania Beach, City of Margate and Indian River County.	

Commission rate and other applicable fees   Points Based   5 Points (5%)	
	Evaluator 1: 4
5% Commission	
	Evaluator 2: 4
5% Commission	
	Evaluator 3: 4
5% Commission	
	Evaluator 4: 4
5% Commission	
	Evaluator 5: 4
5% Commission	

Local Preference   Points Based   5 Points (5%)	
	Evaluator 1: 0

Not Claiming Local Preference

Evaluator 2: 0

Not Claiming Local Preference

Evaluator 3: 0

Not Claiming Local Preference

Evaluator 4: 0

Not Claiming Local Preference

Evaluator 5: 0

Not Claiming Local Preference

### Cushman & Wakefield

#### Qualifications of Proposer(s) and Implementation Plans/Experience and Qualifications | Points Based | 50 Points (50%)

Evaluator 1: 48

Established national firm

Evaluator 2: 50

Met requirements.

Evaluator 3: 48

Public sector experience in FL., listed City's strategic goals,

Evaluator 4: 50

All questions addressed, information about qualifications, business licensing and team credentials available and meets or exceeds minimal expectations. Extensive knowledge of local market, above and beyond.

Evaluator 5: 50

Cushman & Wakefield is a well established brokerage nationally and locally. The RFP provided local market data and transactions for Port St. Lucie and St. Lucie County. Likewise the RFP referenced a number of municipal clients.

**Marketing, Sales and Operations Plan | Points Based | 25 Points (25%)**

Evaluator 1: 23

In-house national marketing team. Ken Krasnow is a demonstrated hard worker and has very good client relationship skills.

Evaluator 2: 25

Experience with key contact

Evaluator 3: 24

organizational chart provided. marketing plan specific to each parcel.

Evaluator 4: 23

Marketing plan outlined efficiently and thorough detail provided. Sufficient mention of local impact and reach included. Insufficient mention of methodology for regional and global reach. Mention of establishing PSL office presence with potential award.

Evaluator 5: 25

The point of contact was previously with Colliers International and very familiar with industrial real estate in St. Lucie County. The marketing and operations plan provided an overview of the strategy to sale and lease the City owned parcels in Southern Grove and Walton and One.

**Value Added Service | Points Based | 5 Points (5%)**

Evaluator 1: 4

Ken Krasnow's presence as lead contact makes for a smooth transition if selected. Kushman Wakefield managed the VGTI Building during the transition to City control.

Evaluator 2: 5

Advisory groups

Evaluator 3: 5

sports & entertainment advisory group.

Evaluator 4: 5



Extensive value-added services addressed in Section 6. Other Material. Recent experience and impact of these elements outlined. Limited mention of recommendation of value-added services for PSL specifically. Sample document links provided - not working/inaccessible.

Evaluator 5: 5

The other services referenced in the RFP includes sports & entertainment advisory group, diligence advisory group, valuation and advisory.

#### References | Points Based | 10 Points (10%)

Evaluator 1: 10

good references on similar real estate advisor services.

Evaluator 2: 10

Local references

Evaluator 3: 10

local experience and references provided

Evaluator 4: 10

Reference and case studies outlined sufficiently. Strong, local and similar examples provided.

Evaluator 5: 10

A number of local references included the St. Lucie EDC, IRSC, Realtors of Broward, Palm Beach & St. Lucie, FIU and the St. Lucie County Chamber of Commerce.

#### Commission rate and other applicable fees | Points Based | 5 Points (5%)

Evaluator 1: 5

4% Commission

Evaluator 2: 5

4% Commission

Evaluator 3: 5

4% Commission

Evaluator 4: 5

4% Commission

Evaluator 5: 5

4% Commission

#### Local Preference | Points Based | 5 Points (5%)

Evaluator 1: 0

Not Claiming Local Preference

Evaluator 2: 0

Not Claiming Local Preference

Evaluator 3: 0

Not Claiming Local Preference

Evaluator 4: 0

Not Claiming Local Preference

Evaluator 5: 0

Not Claiming Local Preference

#### Jones Lang LaSalle Americas, Inc.

#### Qualifications of Proposer(s) and Implementation Plans/Experience and Qualifications | Points Based | 50 Points (50%)

Evaluator 1: 47

Meets all qualifications, firm does not have national reach as the other respondents.

Evaluator 2: 45

Met requirements

Evaluator 3: 42

Public sector references mostly outside of FL.

Evaluator 4: 40

All questions addressed, information about qualifications, business licensing and team credentials available and meets or exceeds minimal expectations. Limited public sector experience in PSL region provided.

Evaluator 5: 40

Jones Lang LaSalle is a well established commercial brokerage firm in South Florida. The company has represented tenants and buyers for industrial projects in Port St. Lucie and St. Lucie County. The company has extensive public sector experience, but limited public sector experience in St. Lucie County and the Treasure Coast.

#### Marketing, Sales and Operations Plan | Points Based | 25 Points (25%)

Evaluator 1: 22

Proposal contained a easy to understand to how the firm will gain knowledge of PSL assets and needs. Principles do not have extensive knowledge of PSL market.

Evaluator 2: 20

Not as thorough as the rest.

Evaluator 3: 23

Pg 30 - Meet Atlanta's goals? P3 advisors,

Evaluator 4: 18

Marketing plan outlined efficiently and thorough detail provided. Sufficient mention of local impact and reach included. Insufficient mention of methodology for regional and global reach.

Evaluator 5: 20

The marketing, sales and operations plan provided a general overview of the firms marketing and advertising process. However, the RFP did not specifically discuss the marketing of the ten-acre parcel in the Southern Grove CRA.

#### Value Added Service | Points Based | 5 Points (5%)

Evaluator 1: 0

Difficult to determine value added.

Evaluator 2: 0

Didn't really see anything that stood out

Evaluator 3: 5

GIS, Blackbird, 3d visualization

Evaluator 4: 4

Extensive value-added services addressed in Section 6. Other Material. Recent experience and impact of these elements outlined. Limited mention of recommendation of value-added services for PSL specifically.

Evaluator 5: 5

The value added services included market research, capital markets, valuation and risk advisory, workplace strategy and various technology platforms.

#### References | Points Based | 10 Points (10%)

Evaluator 1: 7

Good references, but not as many real estate advisor experiences.

Evaluator 2: 8

Not as extensive as the rest

Evaluator 3: 10

Local & area references provided

Evaluator 4: 7

References provided. Insufficient information about specific case studies correlated to the references. Local and similar examples not provided. Information about type of reference not provided.

Evaluator 5: 10

The references provided were from the public and private sectors.

Commission rate and other applicable fees | Points Based | 5 Points (5%)

Evaluator 1: 5

4% Commission

Evaluator 2: 5

4% Commission

Evaluator 3: 5

4% Commission

Evaluator 4: 5

4% Commission

Evaluator 5: 5

4% Commission

Local Preference | Points Based | 5 Points (5%)

Evaluator 1: 0

Not Claiming Local Preference

Evaluator 2: 0

Not Claiming Local Preference

Evaluator 3: 0

Not Claiming Local Preference

Evaluator 4: 0

Not Claiming Local Preference

Evaluator 5: 0

Not Claiming Local Preference