



**REQUEST FOR PROPOSAL**

**PUBLIC RELATIONS**

**NOVEMBER 4, 2013**

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## SUMMARY

This is a request for a public relations proposal for the Denver Metro Association of REALTORS®.

The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The proposal should incorporate the development of a public relations plan and the following activities: media relations, relationship building with appropriate centers of influence, and community relations activities that support overall marketing messages for the Denver Metro Association of REALTORS®.

We anticipate these activities would include the following:

- ⤴ Arranging local media coverage including interviews and appearances
- ⤴ Identifying possibilities for speaking engagements and appearances
- ⤴ Identifying additional public relations opportunities within the designated budget

Currently, the Denver Metro Association of REALTORS® uses in-house resources for public relations efforts. The entity chosen will work with in-house staff and will report to the Association board of directors.

This is an open and competitive process.

Proposals received after 5:00 p.m. MST, Friday, December 6, 2013, will not be considered and will be returned unopened.

All proposals should include:

- ⤴ Recommended key messages, primary program elements and evaluation criteria
- ⤴ Estimate to develop a public relations plan
- ⤴ Detailed budget and timeline
- ⤴ List of proposed team members, including biographies, billing rates and level of participation in the account
- ⤴ List of current and former clients in [name area/s] or related fields for whom you have worked in a similar vein, including independent contractors
- ⤴ Explanation of PR firm's billing procedures including rates, mark-ups, etc.

If you wish to submit alternate solutions, please do so.

The Denver Metro Association of REALTORS® will negotiate contract terms upon selection. All contracts are subject to review by the Association's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

All proposals will be evaluated on:

- ⤴ Demonstrated expertise in and understanding of the real estate industry and REALTOR® Associations.
- ⤴ Understanding of and ability to meet our goals and objectives.

- ⤴ Firm and personnel qualifications and experience with weight given to experience of account team.
- ⤴ Ability of proposal to be executed within budget.

## **ABOUT US**

The Denver Metro Association of REALTORS® is a local professional Association that guides real estate professionals. The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

The Denver Metro Association of REALTORS® is the largest local REALTOR® Association in Colorado and has 10 staff members and 3 locations. The Association currently has over 5000 REALTOR® Members and 250 Affiliate Members.

## **OUR AUDIENCES**

### **INTERNAL PUBLICS**

- ⤴ Primary REALTOR® Members
- ⤴ Secondary REALTOR® Members
- ⤴ Affiliate Members
- ⤴ Board of Director Members
- ⤴ Instructors

### **EXTERNAL PUBLICS**

- ⤴ Reporters
- ⤴ Non-members
- ⤴ Potential Primary Members
- ⤴ Potential Secondary Members
- ⤴ Potential Affiliate Members
- ⤴ Former Primary Members
- ⤴ Former Secondary Members
- ⤴ Former Affiliate Members
- ⤴ home owners
- ⤴ home buyers
- ⤴ Other REALTOR® associations
- ⤴ Denver Metro residents

### **PRIMARY COMPETITORS**

- ⤴ South Metro Denver REALTOR® Association
- ⤴ Aurora Association of REALTORS®

### **SECONDARY COMPETITORS**

- ⤴ Douglas Elbert County REALTOR® Association
- ⤴ Mountain Metro Association of REALTORS®

## PRIOR MEDIA EXPOSURE

| DATE       | OUTLET                       | CONTACT                        |
|------------|------------------------------|--------------------------------|
| 2/05/2013  | CNBC                         | Stephanie Dhue – Producer      |
| 2/05/2013  | FOX 31                       | n/a                            |
| 3/01/2013  | DBJ                          | David Huspeni – Real Estate    |
| 3/01/2013  | 9News                        | Cheryl Preheim – Anchor        |
| 3/04/2013  | CBS 4                        | Duncan Shaw – 6:00 pm producer |
| 3/13/2013  | Inside Real Estate News      | John Rebchhook                 |
| 3/13/2013  | DBJ                          | David Huspeni – Real Estate    |
| 3/14/2013  | Denver Post                  | n/a                            |
| 3/14/2013  | CBS 4                        | Duncan Shaw – 6:00 pm producer |
| 3/20/2013  | Denver Post                  | John Mossman                   |
| 3/20/2013  | Colorado Public Radio        | Pat Mack                       |
| 4/3/2013   | Inside Real Estate News      | Melissa Olson                  |
| 4/4/2013   | inside Real Estate News      | John Rebchhook/Melissa Olson   |
|            | Real Estate Broker's Insider | Jeff Ostroski                  |
| 4/12/2013  | Inside Real Estate News      | John Rebchhook                 |
|            | DBJ                          | Dennis Huspeni                 |
| 4/15/2013  | Your HUB                     |                                |
| 4/16/2013  | Your HUB                     |                                |
| 4/16/2013  | Denver Post Advertising      | Janice Craig                   |
| 4/20/2013  | Telemundo                    | Carlos Rausseo                 |
| 6/5/2013   | Clear Channel Radio          | Colleen Sparks                 |
| 6/11/2013  | Bloomberg Radio              | Dan Levy                       |
| 6/13/2013  | Northglenn-Thornton Sentinel | Tammy Kranz                    |
| 9/12/2013  | Business Wire                | N/A                            |
| 9/24/2013  | Inside Real Estate News      | John Rebchhook                 |
|            | DBJ                          | Dennis Huspeni                 |
|            | Denver Post                  | John Mossman                   |
| 10/28/2013 | Clear Channel Radio          | Colleen Sparks                 |

## KEY MESSAGES

THEME TO MEMBERSHIP – The Denver Metro Association of REALTORS®– a community of professionals committed to nurturing the success of its members and protecting and promoting home ownership.

## OBJECTIVES

The Denver Metro Association of REALTORS® has five communication objectives.

- ✧ Increase amount of information to members about the programs, classes, tools and resources available to assist them in meeting their professional objective by 10 percent in the next year.
- ✧ Increase information available to Denver Metro residents about home buying and selling process and the value of using a REALTOR® by 15 percent in the next year.
- ✧ Increase participation by members in the Denver Metro Association of REALTORS® activities by 15 percent within one year.
- ✧ Increase amount of earned media for the Denver Metro Association of REALTORS® by 15 percent in the next year.
- ✧ Increase the number of people attending classes through the Denver Metro Association of REALTORS® by 15 percent in the next year.

The Denver Metro Association of REALTORS® has two additional areas of focus.

- ✧ Position our Association and members as experts in the real estate field. The voice for real estate in the metro Denver area
- ✧ Promote a positive and professional public image of REALTORS®.

## **QUESTIONS**

Please call Darren Copeland at 303-300-8490 or email at [dcopeland@dmarealtors.com](mailto:dcopeland@dmarealtors.com) if you need additional information or have any questions no later than December 5, 2013.