



Request for Proposal For Real Estate Brokerage and Consulting Service

The Georgia Society of Certified Public Accountants is seeking proposals for real estate brokerage advisory services related to our real estate requirements in Metro Atlanta.

Founded in 1905 The Georgia Society of CPAs (GSCPA) is the premier professional organization for CPAs in the state of Georgia. With over 12,000 members, the Society offers discounted CPE, networking opportunities and legislative representation on issues that provide a positive impact to the profession. GSCPA has approximately 25 employees. Our lease at 3353 Peachtree Road NE, Suite 400, covers just shy of 20,000 square feet and expires on March 1, 2014.

We seek a partner that provides an approach that can marry data analytics, institutional and cultural needs, and market savvy in the process of making a decision. We anticipate requiring in the range of 13,000 to 20,000 square feet in our next lease term. We prefer a Buckhead location, but are interested in exploring any number of other possibilities. Due to the fact we're a membership based organization with significant member (customer) traffic from all over the state, ease of finding the location and parking will be paramount.

If interested, please provide a detailed response to the questions below, execute where indicated, and e-mail (and/or snail mail) to my attention at bsearch@gscpa.org no later than April 13, 2012.

Upon receipt of written proposals, the finalists will be invited to make a presentation before the GSCPA Building Lease Task Force at a date to be determined. The task force will then make a decision on representation.

Proposal Requirements

Executive Summary

Include an Executive Summary of no more than two pages that outlines the key components of your proposal and solution. Please try and limit your complete response to less than 10 pages.

Firm Overview

1. Provide background information on your firm (both its history and current status) that you deem relevant or noteworthy. In particular:
 - a) Describe your firm's financial strength and ownership structure.
 - b) Provide some background on your firm's presence in the Metro Atlanta market.

Proposed Services

Define the process that you would follow to meet GSCPAs space requirement and the resources that your firm is committed to provide to GSCPA.

2. Provide a projected timeline, outlining the number of months and specific milestones/phases, from inception of the assignment to the move-in date, and your (and other applicable service personnel) role(s) in each phase.
3. In addition to providing information on your traditional brokerage services, please clarify whether your firm provides the following services and, if so, please elaborate on your capabilities and experience in each area:
 - a) Strategic planning
 - b) Financial evaluation and analysis (please provide relevant samples)
 - c) Market research and analytics
 - d) Project management—vendor management, schedule management, move management, etc.

Project Team

4. Provide the following information on the professionals dedicated to the assignment:
 - a) Provide an organization chart of your proposed team
 - b) Who will be GSCPAs primary point(s) of contact and how will that individual(s) manage the project team?
 - c) List roles and responsibilities of the team members.
 - d) Provide biographies for key project team members.
 - e) Provide three (3) references for similar requirements.

Market and Building

5. What's your perspective on Buckhead/Atlanta Financial Center with respect to GSCPAs lease expiration and potential options?
6. What's your experience with GSCPAs current Landlord and or current building?
7. How might market dynamics and or opportunities affect GSCPAs timeline?

Relevant Experience

8. Describe your firm's Buckhead/Metro Atlanta office tenant representation experience for similar requirements and the value you brought to those assignments.
9. Please include any relevant case studies.

Unique Qualifications

10. What strategy(s) will you employ for this requirement and what various services may need to be performed? Provide work product samples, if applicable.
11. In what ways do you differentiate your firm from other real estate providers and what are the advantages to GSCPA.
12. Please list any assignments for which you've been terminated for cause in the last two years, and the reason for such termination.

Conflicts

13. Please address the following:

- a) List any buildings your firm represents as leasing and/or management agent or as representative of sub lessors in the Metro Atlanta market.
- b) List any tenant assignments of a similar size as GSCPA by your team that may conflict with GSCPAs requirement.
- c) List any clients that your team or your firm represents in GSCPAs current building.
- d) List any of your firm's ownership interests in properties in the Metro Atlanta market.

Compensation

- 14. Describe your compensation structure for proposed services and what entity will compensate your firm for services rendered on GSCPAs behalf.
- 15. Please include your basic form agreement for brokerage services.

Confidentiality/Disclosure

By signing below, your firm agrees that it and its employees will treat any and all information, documents, data and other materials, in any form, whether oral or written, disclosed to, or accessed by, your firm in connection with, or related to, this request for proposal or the request for proposal process as "Confidential Information." Your firm agrees that it shall undertake all necessary and appropriate steps to ensure that the secrecy of the Confidential Information in its possession shall be maintained. Your firm and its employees will use Confidential Information solely for the purpose of evaluating and responding to this request for proposal. You agree that your firm and its employees will not disclose Confidential Information to any third party without the prior written consent of GSCPA.

This request for proposal does not constitute an offer and should not be considered a contract with GSCPA. GSCPA is not obligated to accept any proposal or to engage the services of any service provider. GSCPA reserves the right to accept or reject any and all proposals (or portions thereof) and to negotiate the terms set forth in any proposal. Your proposal is to be prepared at your sole cost and expense.

COMPANY NAME:

AUTHORIZED SIGNATORY:

PRINT NAME:

DATE:

Thank you for your time and consideration. Feel free to contact me with questions.

Sincerely,



Boyd E. Search, CAE
Chief Executive Officer