



Website Development Request for Proposal (RFP)

BACKGROUND

The Charlotte Regional Realtor® Association (CRRA) is a trade association for real estate professionals in the greater Charlotte metropolitan area. . It is a 501(c)6 Non Profit entity.

The term REALTOR® is a registered collective membership mark which can be used only by real estate professionals who are members of the National Association of REALTORS® and subscribe to its Code of Ethics.

CRRA offers the following key benefits to members and the consumer:

- **Objective, fact-based information** about private property in the Region.
- A community of **competent and ethical professionals** (ethical requirements across the association distinguish CRRA from the non-real estate practitioner).
- CRRA **advocates for businesses and for private property rights** across the region and is supported by state and national associations who do the same.
- CRRA creates and enhances relationships with the Charlotte community and the industry to build public **trust and respect for our members**.
- CRRA delivers **information and data to our members** and offers **learning opportunities** to establish them as market experts and to improve their ability to serve consumers.
- CRRA **delivers information and data** to the media in order to establish itself as a credible source of timely and accurate information about the real estate industry.
- CRRA promotes the **benefits of using a Realtor®** when considering a real estate transaction.
- Association with CRRA offers members the **opportunity to build cooperative relationships** that help them be more successful in their work.

MILESTONES

Milestones of CarolinaHome.com and CarolinaRealtors.com:

- 1996** – Association rolls out CarolinaHome.com with very limited content.
- 1999** – Association overhauls CarolinaHome.com to include searchable listing content.
- 2008** – 2009 – CarolinaHome.com redesigned and password protected
CarolinaRealtors.com created.
- 2011** – Real Estate Digital's (RED) Find-a-Home function implemented.

OUR GOALS FOR THE PROJECT

With the completion of this project, the CRRA online presence will:

1. Offer an exceptional experience (functionality, efficiency and aesthetics) to website users through any of the CRRA sites.
2. Improve CRRA's ability to represent and support the Realtor® member.
3. Establish the organization's knowledge base and expertise in our area in order to influence consumer and member behavior.
4. Result in positive user behavior patterns, such as bookmarking and returning to the site(s), because they recognize the ongoing benefits of the resources and the advantages of regular site visits.

BENCHMARKS

This project will be successful when CH.com and CR.com and MS.com websites are:

- Current
- Informative
- Interactive
- Visually compelling
- Easy to update through a content management system
- Mobile platform friendly
- Appealing to the consumer, Realtor® and student

SCOPE OF WORK

CRRA is looking for a custom website, including development of site architecture, user experience navigation, web design and layout. We will build three different websites with one overarching design. The current sites are:

www.CarolinaHome.com – a public facing real estate portal.

www.CarolinaRealtors.com – a members' only content website.

www.MingleSchool.com – a real estate school website.

The three interfaces should have similar graphic look and feel, but clear differentiation. The current MingleSchool design has proven successful.

We are requesting a proposal for design, production, and complete installation with the following features and services for the newly redesigned websites.

CRRA will provide:

1. Both repurposed and new content.
2. CRRA's logo, color specifications, fonts and image library, as well as any other conventions used by CRRA to establish corporate identity and branding.
3. Stock photography.
4. A marketing and technical contact.

Common Features, Functionality, and Specifications

The following features, functionality, and specifications will be applicable to each of the three sites.

Features

1. CRRA's existing brand identity to be reinforced by incorporating the existing logo, fonts and image library.

Functionality/Specifications

1. CRRA is looking for an open source content management system (CMS) based on ASP.NET that will provide user permission levels (for example Publisher, Author) and enable CRRA staff to update the content easily.
2. Database-driven web pages, downloadable materials, and video functionality.
3. Set up SEO services including meta-tags, and Google Analytics.
4. Site should be built to run on multiple load-balanced Microsoft Windows servers using IIS Version 7 or greater (as opposed to Linux/Apache).
5. No use of proprietary third-party software, Flash, or Active X controls.
6. Site must be HTML 5 compliant.
7. Vendor will design templates with Google AdSense advertisements in mind.
8. CRRA will host the sites, maintain the sites and own all of the code and content created.
9. No ongoing system maintenance will be required.
10. All code should be fully documented prior to turning over to CRRA. Vendor will allocate a week of post implementation training with CRRA development team.
11. All sites will need to allow incorporation of existing custom coded .NET user controls that will interface with other databases for event registration, class registration, member profile update, e-Commerce, etc. Vendor will work with CRRA development to help migrate user controls to new sites. Integration of Google Site Search into all sites.
12. Integration of Google Site Search into all sites.
13. Printer-friendly web pages.
14. Integration with all social media tools – at a minimum Twitter, Facebook, YouTube, LinkedIn, and Google+

Phase I — Public Website

- Improved visual aesthetic in line with accepted best practices, specifically for the home page, interior pages, and forms.
- Simple and clear navigational mechanisms that encourage existing and prospective visitors to explore sub-pages.
- Interactive capabilities to include: Home search, email listing agent, request showing, per listing counter/tracking, reporting mechanism for clicks (listing was view x times, emailed x times, etc.), mapping, map search, “around me” search, account creation, saved searches, password retrieval, and delete account. The site will need to be able to send emails to consumers and to the listing agents, but it will not need full email capability for users.
- Searchable fields will be pulled from the MLS server in real-time using RETS (XML based standard). Access to data will be transient; we will not need any retrieval/storage method created.
- Website vendor will be building site based on existing listings database. Our staff has intimate knowledge of the database and will help select fields and design displays. The field list is approximately 50-100 fields.

Phase II — Redesign of Member Website

1. The following types of media might be posted on these sites: .gif, .jpg, .ppt, .doc, .docx, .xls, .csv, .pdf, .mp4, .mp3, .mpg, .txt, .html, etc.
2. Member Login (for CR.com and MS.com sites) — Website search functionality that excludes protected content in the search results displayed to non-authenticated users.
3. Email-to-a-friend and social sharing features.
4. RSS feeds of relevant news, announcements, and/or events.

Phase III — Redesign of Mingle Website

1. The following types of media might be posted on these sites: .gif, .jpg, .ppt, .doc, .docx, .xls, .csv, .pdf, .mp4, .mp3, .mpg, .txt, .html, etc.
2. Member Login optional and member pricing functionality will be integrated through existing user controls.
3. Email-to-a-friend and social sharing features.

Award of Proposal Based On

- Completeness of the statement of work
- Vendor's experience
- The estimated fees and expenses
- The consultant's past record of performance
- Clarity and completeness of proposals

Other

- CRRA will allow the successful vendor to display its logo and branding at the bottom of the public and member sites. The size will be discussed in contractual negotiations.

Request from Interested Vendor

CRRA requests that all interested vendors submit a proposal in digital format and also hard copy outlining their proposed solution and services that meet the above requirements. Please use the cover page provided on page 9 of this document. The remainder of the proposal should follow this outline:

Part 1: Background and History (one page maximum)

Part 2: Your Approach to Web Development Projects

Part 3: Specific Solutions/Features Addressing Scope of Work (above)

Part 4: Organization of Project Team (including brief bios of team members' experience)

Part 5: Anticipated Timeline

Part 6: Cost Estimate/Pricing

Part 7: Relevant Representative Work and References (minimum two)

Part 8: Answers to Specific Questions (see below)

CRRA would like responses to the following questions:

1. How many people are employed by your company in total? 1 paragraph only
2. How many individuals are employed in the following roles:
 - client service
 - engineering
 - creative/design
3. What is the average number of accounts managed by a single account manager at your company at any given time?
4. Where do your clients typically host their websites?
5. What do you believe are your company's specific specialty areas (e.g., design, social media strategy, website development, e-commerce, etc.)?
6. What content management system does your company offer and support?
7. How do you approach support and training of the implemented content management system?

Project Timeline

CRRA plans to make a decision on a new web development partner by March 15, 2013. The following is a specific timeline of events (deadlines are assumed at end of business day):

Project Milestone	Timing
Proposal submission deadline	January 31, 2013
Evaluation period, during which CRRA may contact vendor if there are any questions	January 31 – March 15, 2013
Notification to the successful vendor	March 15, 2013
Phase I of project (consumer site) completed and delivered in working draft form	+ 12 weeks
Phase I of project (consumer site) complete	+ 4 weeks
Phase II of project (member site) completed and delivered in working draft form	+ 8 weeks
Phase II of project (member site) complete	+ 4 weeks
Phase III of project (Mingle site) completed and delivered in working draft form	+ 4 weeks
Phase III of project (Mingle site) complete	+ 4 weeks

Contact

Please submit proposals to:

Steve Byrd
Vice President and CTO
Charlotte Regional Realtor® Association
Carolina Multiple Listing Services, Inc.
steve.Byrd@carolinahome.com

704.940.3141

For questions, please email Steve at the email address above.

Firm or Individual

Request for Proposal

For

Website Development

For

Charlotte Regional Realtor® Association

RFP Closing Date: January 31, 2013
5:00pm

The respondent proposes to furnish the following items and/or services at the prices quoted and agrees to perform in accordance with all requirements and specifications contained within this proposal.

Company Name:	Date:
Authorized Signature:	
Printed Contact Name:	Title
Mailing Address:	
City, State, Zip:	
Phone Number:	Employer ID No.
Email Address:	