



ADDENDUM # 3

To: File 1908-915-03-4949
RFP for: Apartment Marketing Services for Beacon Communities

The following questions are asked:

Question 1: Can we get the current occupancy rate of each complex? And what are the occupancy goals for these properties from SAHA?

Answer 1: No. This information isn't necessary for the respondent. We are only seeking marketing/advertising services. Beacon manages the frequency and properties to market based on operational needs.

Question 2: What is the current funding for the existing contract to this RFP and can we get a copy?

Answer 2: No. We don't have an existing contract and there isn't a set budget for the services. Reasonableness and market coverage/reach will be factors in evaluating the responses.

Question 3: Is there a way to determine the initial per hour cost (video, photos, website development, and initial marketing setup plan) and then a follow on per hour cost after the initial product is created?

Answer 3: No. There shouldn't be a set-up fee as we provide the initial data. If they require these fees we cannot advise as to how to propose them.

Question 4: What is the frequency of reporting necessary for occupancy and availability?

Answer 4: The frequency of reporting is Monthly.

Question 5: Do we communicate with the property management or SAHA or both? Sounds like reports go to SAHA and we obtain information from property?

Answer 5: Property management and SAHA are the same. Beacon Communities is a division of SAHA. Communication will be with the Property Manager.

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Question 6: Do we update the property website or does SAHA?

Answer 6: The Property Manager will update the property site.

Question 7: Do we have direct contact with the property office?

Answer 7: Yes. The Property Manager is the point of contact.

Question 8: Are we in charge of software like Yardi or do we call each property to obtain information from Yardi?

Answer 8: No. The property will provide the availability report at the beginning of each month.

Question 9: The “Boots on the Ground” marketing for people who have no internet access; are we to provide applications? Do we take applications to process?

Answer 9: No. The only communication with prospects should be via the proposed marketing source and they would call the property directly to inquire. All sales communication comes from the Beacon staff.

By: Shayne Everett-Endres
Shayne Everett-Endres, Purchasing Agent

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