

New York State Commercial Association of REALTORS[®], Inc.



Request for Proposal

Website Redesign & Development

www.NYSCAR.org

October 30, 2024

Table of Contents	Page
1. Company Information	3
1.1 Corporate Overview	
1.2 Technology Environment	
2. Statement of Work	4
2.1 Project Purpose	
2.2 Project Scope	
2.3 Project Schedule	
3. Proposal Submission Procedure	4-6
3.1 Vendor RFP Reception	
3.2 Good Faith Statement	
3.3 Communication & Proposal Submission Guidelines	
3.4 Evaluation Criteria	
3.5 Short-list Selection	
4. Scope of Work & Business Requirements	6-9
4.1 Business Requirements Review Workshop	
4.2 Technical Requirements Analysis & System Design	
4.3 Back-end Integration Services	
4.4 Search Engine Optimization	
4.5 Content Management System Training	
4.6 Website Hosting & Maintenance	
5. Vendor Information	10
6. Estimated Budget & Resources Required	10

1. Company Information

1.1 Corporate Background

Chartered in 1995, as a commercial overlay board, the New York State Commercial Association of REALTORS® (NYSCAR) is a specialty board of REALTORS® with statewide jurisdiction.

NYSCAR was formed by commercial practitioners who had a vision of a board of REALTORS® dedicated specifically to commercial issues. In succeeding years, NYSCAR has implemented that vision by creating opportunities for members to enhance their professional education, to network with colleagues across the state, and to market commercial property in statewide forums. The association also gives members tools for successful sales through increased professional contacts, advanced continuing education courses, standard listing and contract forms, legislative advocacy, and more.

NYSCAR Chapters throughout the state include: Greater Capital; Hudson Valley; Long Island/NYC; Putnam Westchester; Rochester Area; Western New York; Southern Tier; and Syracuse.

One of the most visible and most successful of NYSCAR's endeavors has been the development of the annual commercial real estate conference at the Turning Stone Resort held in June, jointly sponsored by; the Upstate New York Chapter of CCIM, the Upstate Downstate Chapters of SIOR, and the Society of Exchange Counselors. This premier event has grown from a half day program to a 3-day program packed with topical continuing education courses, investment marketing session facilitated by the SEC, various networking events, and a timely keynote address.

It is with this in mind that our mission is to enhance, grow, and develop our professional online visibility and member community.

1.2 Technology Environment

Staff charged with working with the new website will primarily be working on Windows & Apple-based computers along with mobile devices with access to high-speed Internet connections. Staff and members who will utilize the vendor-selected CMS will have limited-to-no experience: with CMS operation, HTML code, and other programming languages typically associated with the operation of a website. NYSCAR utilizes RAMCO as its association management system (AMS), and the website will employ the functionality provided through its member portal in a number of ways, as noted later in this document.

2. Statement of Work

2.1 Purpose

The purpose of this Request for Proposal (RFP) process is to invite vendors to submit their proposal to provide website design consulting services. This document contains our business and technical requirements.

2.2 Scope

Administration of the website will be primarily by the NYSCAR staff with provisions for local chapter designees to update specific sections. NYSCAR’s minimum requirements and priorities for the website are outlined in Section 4. All these items will be considered to be the scope of the project. The additional a la carte features noted in that section may be implemented in a second phase of development. Decisions on those features will primarily be dictated by budgetary considerations and the creative deployment options offered by the selected vendor.

2.3 Project Schedule

This schedule is based on our current timelines but is subject to change.

Project Milestones	Deadline
RFP Delivered to Vendors	October 30, 2023
RFP Question Period Ends	November 6, 2023
RFP Close Date	December 4, 2023
Conduct Vendor Evaluations	December 11-29, 2023
Award Contract to Vendor	January 12, 2024
Desired Launch Date	August 1, 2024

3. Proposal Submission Procedure

3.1 Vendor RFP Reception

By responding to this RFP, the vendor agrees to be responsible for fully understanding the requirements or other details of the RFP and will ask any questions to ensure such understanding is gained. NYSCAR retains the right to disqualify vendors who do not demonstrate a clear understanding of our needs. Furthermore, the right to disqualify a vendor extends past the contract award period, and NYSCAR will be at no fault, cost, or liability.

3.2 Good Faith Statement

All information provided by NYSCAR is offered in good faith. Specific items are subject to change at any time based on business circumstances. NYSCAR does not guarantee that any particular item is without error. NYSCAR will not be held responsible or liable for use of this information or for any claims asserted therefrom.

3.3 Communication & Proposal Submission Guidelines

Communications shall not be effective unless a specified procurement executive who is responsible for managing the RFP process formally confirms these communications in writing. In no case shall verbal communication govern over written communication.

Please submit your proposal to NYSCAR by August 25, 2023. Please send questions related to this RFP, and vendor proposals to:

New York State Commercial Association of REALTORS®

Website RFP Response

130 Washington Ave., Albany, NY 12210

Attention:

Ali Mann, Association Executive

amann@nysar.com

Sean Dowling, IT Director

sdowling@nysar.com

3.4 Evaluation Criteria

All proposals will be evaluated systematically based on the following key criterion. The purpose of this section is to identify suppliers with the interest, capabilities, and financial stability to supply Website Design Consulting Services, as defined in the Scope of Work.

Following is a list of our key evaluation criteria:

1. Professional Quality
2. Exceptional Service
3. Competitive Price
4. Creative Design
5. Innovative Solutions to Defined Requirements
6. Type of CMS employed

7. Relevant experience on this type of project and links to any samples that would help demonstrate your organization's abilities
8. Hosting environment and documented server uptime
9. Prelaunch Training Services
10. Ongoing Support Services
11. References

3.5 Short-list Selection

Vendors who have demonstrated their capacity to meet our needs will be contacted via phone and/or mail to be notified of their selection to move forward in the RFP process. Vendors, who have not been selected, will not be contacted.

4. Scope of Work & Business Requirements

This section will provide a categorized list of business requirements, with an associated description for each requirement.

The successful vendor will meet these requirements while assisting NYSCAR in meeting the following goals:

- Update functionality for members by improving interactive capabilities including, but not limited to, promoting state and chapter events, accessing standard forms, and accessing information by chapter.
- Mobile-optimized.
- Provide professional presence for general public.

These requirements will provide the foundation for vendor presentations, discussions, and negotiations.

4.1 Business Requirements Workshop

- **Understand Business Goals & Objectives** – Discussions with senior management to identify business goals and objectives for the website program. Develop internal alignment on role of website/CMS and identify any key risks.
- **Analysis of Current Web Systems and Processes** – Identify areas for systems and process improvement.

4.2 Technical Requirements Analysis & System Design

- **Assess Viability of Business Requirements** – work with website project team to analyze business requirements and determine feasibility, priority, and fit with budget and timelines. Provide technical requirements document outlining which technologies will be used/procured, licensing or other costs, and timelines for delivery. Technical requirements must be reviewed & signed off by the project sponsor, before any work is to commence.
- **Business Process Mapping** – customize and configure new web/CMS system to match our current workflows and business processes.
- **System Design** – build the web/CMS system to include all business and technical requirements; ensure clear communication, brand consistency and aesthetic appeal; provide exceptional usability and easy navigation; conduct usability testing; optimize pages for search engine indexing; integrate with web analytics systems (or build into new system); and build and test all forms.
- **Documentation & User Manual** – build a system administration and user manual to document how the system works and provide reference material to internal system administrator.
- **Vendor Analysis & Recommendations** – provide advice on which web content management, rich media, or other vendors to consider, based on previous experience working with their systems. Make recommendations regarding which vendor has best “fitting” system(s) for our needs.
- **Contract Negotiation** – work with us to negotiate the best possible pricing.

4.3 Minimum Website Requirements

- Site created with a Content Management System (CMS) accessible for updating by NYSCAR staff and 1 responsible administrator per chapter (limited user rights).
- Site created using responsive design.
- Pages initially built out by website vendor.
- Ongoing technical support from vendor.
- Creation of secure members-only section with login.

4.3.1 Website Priorities

- The site must comply with all NYS DOS regulations.
- The site should be built using open standards as much as possible for greater flexibility moving forward.

- The site must be fully compliant with WCAG’s current standards for ADA compliance.
- Update the appearance, content, navigation, and functionality of the NYSCAR website.
- Scheduling of events/education
 - Ability for each chapter to maintain and add events directly to calendar (template format)
 - Fully interactive calendar for all chapter and state events/education with the ability for users to easily filter by chapter, continuing education availability, and type of event or other criteria as determined during development.
- Individualized chapter webpages (7 separate pages)
 - Administrator login for each chapter.
 - Create template for each chapter to enter and update chapter-specific information.
 - Link to individual chapter Payment processing accounts for registration and payment.
 - Access to individual chapter membership status reports.
- Member-only section
 - Create secure method for importing and updating member data from RAMCO.
 - This should be fully automated using RAMCO’s REST API
 - Interactive database of all members (member search by name, company, region, etc.).
 - Link to RAMCO Portal.
 - NYSCAR/chapter online dues payment via link to RAMCO Portal database.
 - Create standard forms section with ability to modify forms with name, company, etc.
 - Archived documents section.
- Dedicated page for Annual Conference
 - Ability to update content.
 - Online registration and payment option via link to RAMCO.
 - Online property package submission form/process; ability to submit property information that will auto populate "electronic marketing book".
- Sponsor section
 - List sponsors with links to their company webpages
 - Post sponsor logos and banners
- Implement Site Search Capability.

4.3.2 A la Carte Website items

- Advertising capabilities as an income stream with ad placement opportunities available on all pages within the site.
- Public access to search for members by region or specialty
- Option for downloadable vCard from member profile
- Ability to add and serve media (video, podcasts, etc.) to chapter and state pages

- Social Media - Facebook, LinkedIn & Twitter links to chapter and state pages
- Feed for commercial industry news
- News feeds from other organizations or news outlets

4.4 Search Engine Optimization

- **Search Engine Indexing** – submit our new website to Google, Yahoo!, Ask.com, and other popular search engines to ensure we are indexed.
- **Meta-Tags, Keywords, & Page Titles** – ensure that each web page has the appropriate page title, keywords, or any other meta-tags that are required.
- **Natural Search Optimization** – test content structure, linking strategies, and sitemap to ensure consistent natural search engine page rankings. Follow Google’s ‘PageRank’ methodology and Webmaster Guidelines to ensure best practices are followed. We expect to be found within the first 10 results.

4.5 Content Management System Training

- **User Navigation Training** – provide role specific scenario-based training to ensure staff are comfortable navigating through the new website with members.
- **System Administrator Training** – ensure internal system administrator is fully comfortable managing website/CMS system on a day-to-day basis.
- **Content Management Training** – provide training for staff and local chapter representatives who will be adding content to the website on a consistent basis. Provide simple mechanism for uploading/updating new content, including copy, images, forms, documents, or other materials.

4.6 Website Hosting & Maintenance

- **Hosting & System Maintenance** – provide detailed web-hosting services and service level agreements for system maintenance and support. A description of site and data backup methodologies should also be included.

5. Vendor Information

Vendors must submit the following information to be considered:

- **Corporate Overview** – legal name; year of incorporation; number of employees; income statement if available.
- **Products & Services** – description of all products & services supplied.
- **Markets Served** – description of geographic/industry markets and percentage of share.
- **Partners** – list of current business partners and roles in ecosystem.
- **Customer References** – provide 10 references of customers in our industry.

6. Estimated Budget & Resources Required

All vendors must provide a breakdown of costs related to their Website Design Consulting Services. Costs include, but are not limited to, fixed pricing & deliverables, billable hours (time & materials-based pricing), travel expenses, etc. Vendor must agree to keep the quoted pricing in their proposals for a minimum of 90 days after proposal submission.

Finally, all proposals must include project schedule & work breakdown structure, which identifies timelines, key milestones, project phases, or other project details.