

REQUEST FOR PROPOSAL/QUALIFICATIONS
Property Lease Up Services
PROJECT: Sunset Ridge Townhomes

I. SUMMARY:

The Kennewick Housing Authority is seeking proposals and qualifications from experienced property management firms to provide lease-up support and services for a new low-income housing tax credit project. The project, Sunset Ridge Townhomes (formerly known as Bubble on Gum), is a new 58-unit multi-family rental community located at 563 E 13th Avenue in Kennewick, Washington. The development process is well underway, with leasing activities starting this July (2026).

The project is primarily funded by Low Income Housing Tax Credits and HTF funding.

Scope of Work

Initial Lease-Up Services for New LIHTC Development

1. Purpose

The Housing Authority is seeking proposals from qualified firms to provide specialized initial lease-up services for a newly constructed affordable housing development financed through the Low-Income Housing Tax Credit (LIHTC) program.

The selected contractor will be responsible solely for activities related to the marketing, applicant intake, eligibility processing, leasing, and occupancy stabilization of the property during the initial lease-up period. Ongoing long-term property management services are not included under this scope.

2. Project Overview

The development consists of 58 affordable housing units located at 563 E 13th Avenue in Kennewick, Washington

The project is anticipated to begin processing applications on or about 7/1/2026, with phased occupancy expected to begin approximately 7/15/2026.

The Housing Authority's objective is to achieve qualified stabilized occupancy as efficiently as possible while ensuring full compliance with LIHTC and all applicable affordable housing requirements.

3. Scope of Initial Lease-Up Services

The selected contractor shall provide all staffing, systems, and services necessary to complete the initial lease-up of the development, including the following:

A. Lease-Up Planning and Coordination

The contractor shall:

- Develop a detailed lease-up implementation plan and schedule
- Coordinate lease-up activities with construction completion timelines
- Participate in coordination meetings with the Housing Authority and development team
- Assist with development of application procedures, tenant selection processes, and waitlist protocols
- Recommend strategies to achieve timely occupancy and stabilization goals
- Coordinate opening timelines for application intake and unit availability

B. Marketing and Outreach

The contractor shall develop and implement a comprehensive marketing and outreach strategy that complies with Fair Housing requirements and applicable funding regulations.

Services shall include:

- Preparation and implementation of an Affirmative Fair Housing Marketing Plan
- Creation of marketing materials and advertisements
- Online, print, and community-based outreach efforts
- Coordination with local service agencies, employers, and community organizations
- Responding to applicant inquiries and providing application assistance
- Conducting public information sessions, if requested

C. Waiting List and Application Management

The contractor shall:

- Receive and process rental applications
- Establish and maintain applicant waiting lists
- Track applicant status and unit availability
- Maintain accurate records of all applicant communications and documentation
- Ensure confidentiality and proper handling of applicant information

D. Applicant Eligibility and Compliance Processing

The contractor shall determine applicant eligibility in accordance with LIHTC and all applicable program requirements.

Responsibilities include:

- Income and asset verification
- Household composition verification
- Student status verification
- Third-party verifications and documentation collection
- Criminal background and landlord reference screening, if required by policy
- Preparation of complete tenant files
- Coordination of reasonable accommodation requests
- Ensuring all files are audit-ready prior to move-in

E. Leasing and Move-In Coordination

The contractor shall:

- Prepare lease agreements and required program documents
- Schedule and conduct lease signings
- Coordinate move-in dates and unit assignments
- Conduct resident orientation sessions
- Coordinate utility account setup requirements
- Maintain lease execution and occupancy tracking reports

F. Reporting and Communication

The contractor shall provide regular reporting to the Housing Authority throughout the lease-up process, including:

- Weekly or biweekly lease-up status reports
- Application pipeline reports
- Occupancy and vacancy tracking reports
- Marketing activity summaries
- Compliance status updates
- Anticipated move-in schedules
- Identification of lease-up challenges and recommended corrective actions

4. Compliance Requirements

The contractor shall ensure all lease-up activities comply with applicable requirements, including but not limited to:

- IRS Section 42 LIHTC regulations

- State Housing Finance Agency requirements
- Fair Housing Act
- Americans with Disabilities Act (ADA)
- Violence Against Women Act (VAWA), if applicable
- Local landlord-tenant laws
- Housing Authority policies and procedures

5. Deliverables

At a minimum, the contractor shall provide:

- Lease-up implementation plan
- Marketing and outreach plan
- Applicant tracking system
- Completed tenant eligibility files
- Occupancy progress reports
- Final lease-up and stabilization summary report

6. Performance Expectations

The contractor shall:

- Maintain timely communication with the Housing Authority
- Process applications accurately and efficiently
- Achieve occupancy targets within agreed timelines
- Maintain full compliance with all applicable regulations
- Demonstrate professional customer service and applicant relations

7. Term of Services

The anticipated lease-up services period is expected to begin approximately 6/22/2026 and continue through achievement of stabilized occupancy, estimated at approximately four months.

8. Minimum Qualifications

Interested firms should demonstrate:

- Experience conducting lease-up services for LIHTC developments
- Knowledge of affordable housing compliance requirements
- Experience with tenant eligibility certification and file preparation
- Familiarity with Fair Housing and accessibility requirements
- Adequate staffing and operational capacity to complete lease-up within required timelines

9. Proposal Requirements

Respondents shall provide:

- Company background and qualifications
- Relevant lease-up experience
- Proposed staffing plan
- Proposed lease-up strategy and timeline
- Sample reporting formats
- References from similar projects
- Proposed fee structure

10. Evaluation Criteria

Proposals may be evaluated based on:

- Relevant lease-up experience
- Knowledge of LIHTC compliance requirements
- Quality of proposed lease-up strategy
- Staffing qualifications
- Past performance and references
- Cost proposal

11. REQUESTED PROPOSAL INFORMATION

- Attached experience forms
- Resumes of key staff
- Fee proposal
- Narrative explaining experience with similar project
- Narrative explaining any non-compliance probation or negative ratings,
- Unique advantages or features of your firm

Please include a fee proposal. Please be as inclusive as is possible including on-site, off-site, training expenses, and any other fees which the project would be directly or indirectly to your firm, your employees, etc. If you anticipate an incentivized contract, please explain the desired terms of that as well.

Prospective applicants should include a short narrative in which they explain their experience with leasing up similar projects. Please be detailed explaining all areas that your firm has responsibility for and any areas that it does not.

Please state if your firm, or any of the properties it manages, has had any non-compliance issues, probations, or negative ratings in the last 6 years, what they were, how they were solved, and what steps were implemented to ensure that they do not occur again. This should be

inclusive of all public and private funders in all states and jurisdictions in which your firm operates.

Proposals and any request for information should be submitted to:

Matthew Hurd, Community Frameworks
matthewh@communityframeworks.org // 509-890-1214

Hermelinda Sierra, Kennewick Housing Authority
hsierra@kennewickha.org

Proposals will be **DUE on Wednesday, June 10, 2026, at 6:00 PM**. Proposals received after the due date may not be considered for this project. Packages received will be opened and evaluated based on qualifications and estimated fee basis. Interviews will be scheduled with the most competitive firms within five business days of receipt of the submissions and it is anticipated that a decision on the firm will be made within ten business days.

III. ACCEPTANCE OR REJECTION

The Kennewick Housing Authority reserves the right to reject any and/or all proposals when such rejection is in the interest of the Kennewick Housing Authority. Proposals most likely will be rejected if candidate has not met the prerequisites of the request, have previously failed to complete on time and on budget contracts of a similar nature and candidates who are not, in the opinion of the Kennewick Housing Authority, in a position to perform the Contract. The Kennewick Housing Authority also reserves the right to waive any information and technicalities. The Kennewick Housing Authority, at its sole discretion, will choose candidates whose qualifications best meet the requirements of this project based on the knowledge and experience presented in their response. The Kennewick Housing Authority reserves the right to award contract to whoever is in its best interest.

The Kennewick Housing Authority reserves *the right to waive irregularities and to reject any and all proposals.*