



REQUEST FOR PROPOSAL FOR A WEB BASED PROPERTY MANAGEMENT AND PROPERTY LISTING SOFTWARE.

1. Summary and Background

Cytonn Properties is an affiliate of Cytonn Real Estate that provides a wide range of differentiated real estate agency, properties and facilities management solutions to our clients.

With our unique dedication and passion in real estate agency service and property & facilities management, we aspire to provide the ultimate real estate experience for today's modern consumer. In our work, we strive to find new and innovative ways to satisfy our clients' needs and be at the forefront of the Kenyan property market.

Cytonn Properties an affiliate of Cytonn Real Estate is currently accepting proposals to develop, design, launch, and host a Web Based Property Management and Property Listing Software. We are looking for a Software that is integrated to provide property management and property listing services seamlessly.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction Cytonn Properties wishes to go.

2. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5pm East African Time **February 6th, 2017**. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by Cytonn Investments Legal Team and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. Project Purpose and Description

Cytonn Properties is seeking a provider to utilize the latest web-based technology to create a web based property management and property listing software that is user friendly, simple to use, provides detailed information about properties/estates that Cytonn is selling, leasing, letting and managing in terms of property, facilities, rent, landlord and tenant management and is easy to add or modify content.

The finished software must allow Cytonn Properties staff members to easily manipulate the layout and content in order to allow for frequent changes in the dynamic environment in which we work where things constantly change.

The web based software design and layout should be aesthetically pleasing, simple for users to navigate, provide descriptions of all Services offered by Cytonn Properties, Properties being sold, let or managed as well as contact information. The web based software must also be completely secure against intrusion.

The site should also allow users to submit their contact information in order to be added to our list of potential clients to receive regular updates and new developments

4. Project Scope

The scope of this project includes all design, development, coding, licensing, and hosting of Cytonn Properties Web Based Property Management and Property Listing Software. All text and copy will be provided to the selected bidder by Cytonn Properties for inclusion in the design of the new web site.

The selected bidder will be responsible for planning and conducting a thorough market research portfolio with assistance from Cytonn Properties. This portfolio will analyse all current contacts and determine target demographics for future and potential clients.

The following criteria must be met to achieve a successful project:

1. Visually and aesthetically pleasing web based software
2. User-friendly environment that is easy to navigate
3. Consistency of design across all pages/sections of the web based software in a design theme that fits targeted market segment(s)
4. Ability to migrate current web content to new web site
5. Site can be changed/modified easily by Cytonn Properties personnel with minimal effort
6. All software and licensing requirements should be included as part of this project
7. Site should be searchable with on key word searches based on site content
- <http://stage.cytonn.com/agency>
8. Prominent display of Cytonn Properties logo, mission, vision, and strategy throughout all pages of the web based software
9. Site should be compatible with all current web browsing technology and easily upgradeable
10. Ability to work closely with our IT team on coordination of project tasks and resources
11. Plan and perform a complete testing process on the web based software and database in order to ensure functionality
12. Hosting of both the web based software and database which collects and tracks site visitor information to include:
 - Pages visited
 - Length of page visit

- Visitor trends
- Visitor origin URLs
- Search tool analysis
- Visitor page maps
- Site referrals

5. Request for Proposal and Project Timeline

All proposals in response to this RFP are due no later than **5pm East African Time February 6th, 2017**.

Evaluation of proposals will be conducted from **February 7th, 2017 until February 14th, 2017**. If additional information or discussions are needed with any bidders during this one-week window, the bidder(s) will be notified.

Upon completion of evaluation, the contract negotiation with the winning bidder will begin immediately.

Notifications to bidders who were not selected will be completed not later than March 31st, 2017.

6. Budget

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-off or non-recurring costs (NRC) or monthly recurring costs (MRC). Pricing should be listed for each of the following items in accordance with the format below:

Project Initiation and Planning	NRC MRC
Market Research	NRC MRC
Site/Database Development	NRC MRC
Site/Database Testing	NRC MRC

Site/Database Deployment NRC MRC

Site/Database Hosting NRC MRC

**Other Maintenance Costs and
Licences (state clearly)**

NOTE: All costs and fees must be clearly described in each proposal.

7. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

1. Description of experience in planning, building, and hosting corporate web sites
2. List of how many full time, part time, and contractor staff in your organization
3. Examples of 3 or more corporate web based management and listing software and implemented by an organization
4. Testimonials from past clients on web based software building and hosting work
5. Anticipated resources you will assign to this project (total number, role, title, experience)
6. A full testing plan
7. Timeframe for completion of the project
8. Project management methodology

8. Proposal Evaluation Criteria

Cytonn Properties will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

1. Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
2. Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project

3. Previous work: Bidders will be evaluated on examples of their work pertaining to web based software design and hosting as well as client testimonials and references
 - a. Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
 - b. Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each bidder must submit 3 copies of their proposal to our offices at The chancery 6th floor on Valley Road, 5th Avenue by February 6th, 2017 at 5pm East African Time.