

**Wikimedia Foundation**  
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**Request for Proposal**  
**Real Estate Services**

**March 15, 2015**

## **Firm Background**

The [Wikimedia Foundation](#), Inc. is a [nonprofit](#) charitable organization [dedicated](#) to encouraging the growth, development and distribution of [free](#), multilingual, educational content, and to providing the full content of these [wiki](#)-based projects to the public free of charge and free of advertising. The Wikimedia Foundation operates some of the [largest collaboratively edited reference projects](#) in the world, including [Wikipedia](#), a top-ten internet property.

## **Current San Francisco Office Space**

The Wikimedia Foundation currently leases approximately 33,757 RSF of office space consisting of the 3rd, 5th and 6th floors at 149 New Montgomery Street, San Francisco, CA 94104. The Wikimedia Foundation would like to survey the San Francisco real estate market for the relocation of our office. The existing San Francisco office has a lease expiration date of September 30, 2017. We are looking for a tenant representative to identify and evaluate alternatives and to work with the Wikimedia Foundation to develop a strategy for approaching the market. This document describes The Wikimedia Foundation's requirements and requests a proposal to provide real estate services for this engagement.

## **The Assignment**

The Wikimedia Foundation requires tenant representation brokerage services to locate potential site alternatives containing approximately 45,000 to 55,000 RSF to house our existing 195 staff while also having enough space to handle the proximate, foreseeable growth requirements of the Wikimedia Foundation. The space should have excellent access to transportation hubs in San Francisco or in Oakland/East Bay.

The timeline below outlines the key dates established for the completion of the bidder selection process, as well as the key target dates for program implementation.

**April 30, 2015** - RFP responses due

**May 18 - 22, 2015** - Interviews - as needed

**June 1 - June 5, 2015** - Selection and contract negotiation

**July 1, 2015** - Project kick-off

## **Scope of Services Requested**

- **Process Management.** Draft a project schedule and conduct project meetings with the team to manage the real estate transaction process.
- **Establish criteria.** In consultation, and consistent with the Wikimedia Foundation's project objectives, Broker shall prepare criteria for alternative locations to be reviewed by the Wikimedia Foundation.
- **Identification of Alternatives.** Broker shall thoroughly identify alternative locations for the Wikimedia Foundation and will provide Wikimedia Foundation with periodic market surveys indicating new alternatives that are likely to meet the Wikimedia Foundation's criteria. Broker will coordinate site tours as necessary to view favorable sites. When appropriate, Broker will request proposals from prospective landlords.
- **Strategy Development.** Broker and the Wikimedia Foundation will work together to develop a strategy for negotiation likely to achieve the most cost effective alternative.
- **Analysis of Alternatives.** Broker shall provide analyses of viable alternatives that meet the Wikimedia Foundation's criteria. Broker shall provide comparative qualitative and quantitative analyses of the alternatives. Broker shall carry out the negotiations with the landlords and lead the strategy execution.
- **Negotiation of Letter of Intent.** Once the Wikimedia Foundation has approved the location, Broker shall assist in negotiating a letter of intent to lease with the input from the Wikimedia Foundation. The negotiation of favorable terms with supporting rent comps will be required.
- **Negotiation of Lease.** Once a letter of intent is executed, Broker shall assist the Wikimedia Foundation in negotiation of related agreements such as a lease and work letter for the Wikimedia Foundation's tenant improvements.

## **Evaluation**

The primary purpose of this RFP is to provide a basis for the evaluation and selection of a strategic tenant representative for Wikimedia Foundation's brokerage needs related

to the relocation of its San Francisco office. Total value approach will be stressed in the overall selection process and emphasis will be placed on all of the following selection criteria: current and relevant experience of your proposed team, proposed compensation terms, reputation in the market, and proposed strategy and financial analysis capabilities that assure a cost effective result. Participating bidders are encouraged to best communicate their strengths in these areas of interest through the diligent completion of this RFP, as well as through the interview process which should emphasize your project team member experience in the last 5 years in successfully identifying and securing comparably sized technology firm space requirements.

## **Firm Organization & Philosophy**

1. Please provide full company name, type of organization (i.e., general partnership, limited partnership, etc.), and local office address and contact information.
2. Provide an overview of your service offering.
3. Describe your firm's philosophy in working with clients.
4. What differentiates your firm from other firms offering similar integrated real estate services?
5. What percentage of your company's business in terms of Gross Revenue is in Landlord Representation?
6. What percentage of your company's business in terms of Gross Revenue is in Tenant Representation?
7. What percentage of your company's business in 2014 in terms of Gross Revenue represented properties in SF?
8. What percentage of your company's business in 2014 in terms of Gross Revenue represented properties in Oakland/East Bay?

Please provide a brief written proposal of your firm's capabilities with respect to this project. The proposal should be concise. We request that you address the following points:

1. Your firm's experience with tenant representation assignments comparable to The Wikimedia Foundation's in scope, size and location, including site selection and negotiation of LOIs, work letters and leases.
2. The team of individuals you would assign to this project with specific client references for the proposed main point of contact. Please describe the organization of the project team and the role of each individual during the course of the engagement. Please also

provide professional biographies of your team members, and highlight relevant experience regarding this engagement. Also, please briefly describe all other projects these individuals are currently working on.

3. Please outline your proposed compensation structure for this assignment and any incentives you are prepared to offer the Wikimedia Foundation.

4. Please provide a list of relevant properties in San Francisco where landlord leasing activities are being managed by your firm, including any relevant subleases, that may present a conflict of interest. In addition, please provide a list of relevant tenants currently being represented by your firm in San Francisco that may present a competing interest.

5. Provide a relevant sample financial analysis of leasing opportunities in the marketplace for reference of your capability.

6. Please briefly identify existing high residual value space available in the marketplace.

## **Interview**

Please be prepared to describe your team's approach to this assignment, current market availabilities and considerations, the financial analysis and the basis for your fee proposal. If you have any questions, please do not hesitate to contact me. I appreciate your time and effort throughout the upcoming RFP process. Thank you for your interest and participation.