



REQUEST FOR PROPOSALS (RFP)

Real Estate Brokerage Services Sale of Osceola Elementary School and Property

The School District of Osceola (the “District”) is requesting proposals from qualified real estate brokerage firms to provide brokerage and related services for the potential sale of the Osceola Elementary School building and property located in 250 10th Avenue, Osceola, Wisconsin (the “Property”).

The District is seeking a broker who can assist with marketing, valuation guidance, negotiations, and transaction coordination throughout the sale process.

Issuance of this RFP does not obligate the District to proceed with listing or selling the Property.

Background

The School District of Osceola is evaluating future facility needs and property usage as part of its long-term planning efforts. As part of this process, the District may proceed with the sale of the Osceola Elementary School building and property following official Board action.

The District’s goal is to work collaboratively with a broker who understands community considerations, public-sector processes, and redevelopment opportunities.

The District School Board has expressed a preference that the Property return to the local tax rolls if feasible and legally appropriate.

Property Information

Property Name: Osceola Elementary School

Property Address: 250 10th Avenue Osceola, WI 54020

Parcel ID(s): 16500320000 and 165003500000

Approximate Acreage: 9.67 acres and 5.2 acres

Building Square Footage: 72,560 sqft

Current Zoning: Currently a Public Institution, but would move to R-3 Multifamily Residential District (R-3), which specifies a limitation of 12 units or fewer per 12,000 square feet. Or a Planned Unit Development. Future planning would involve the Village of Osceola

Current Occupancy Status: Occupied as a public school.

Additional property information may be provided during the process.

District Priorities

The School District of Osceola values:

- Responsible stewardship of public assets
- Clear and transparent communication
- Positive community redevelopment opportunities
- Public-sector experience and understanding
- Maximizing long-term value for taxpayers
- Potential return of the Property to the local tax rolls, where feasible and legally appropriate

The District recognizes the significance of the Property within the community and values a thoughtful and collaborative process throughout the sale.

Scope of Services

The selected broker/firm may be expected to provide services including, but not limited to:

- Prepare and provide Property valuation guidance and market analysis
- Recommendations regarding listing price and strategy
- Marketing and advertising of the Property
- Coordination of Property showings
- Assistance reviewing offers and negotiations
- Coordination with title company and closing process
- Guidance regarding timelines, contingencies, and due diligence
- Communication and reporting to the District, including providing reports to the District School Board at in-person meetings
- Preparation of regular status updates
- Assistance preparing purchase agreements and transaction documents as appropriate
- Coordination with legal counsel and other consultants as needed
- Overall Deliverables – prepare and deliver the following:
 - A written market analysis and pricing recommendation.
 - A formal marketing plan, including schedule and outreach strategies.
 - Regular progress reports (monthly or as requested) on marketing activities, leads and negotiations.
 - Documentation of all letters of intent, offers, counteroffers, and final contracts.
 - Final report summarizing the marketing effort and transaction outcomes.

Proposal Requirements

Proposals should include:

Firm Information

- Company name and address
- Primary contact person
- Relevant experience with public-sector or school property sales
- Experience with redevelopment or large property transactions

- Wisconsin broker license information
- Proof of insurance availability

Proposed Services

- Description of services to be provided
- Proposed marketing approach
- Recommended sales strategy
- Estimated timeline/process recommendations
- Communication/reporting approach

Project Approach

- A description of the approach to be taken toward completion of the project
- Explanation of any variances to the proposed scope of work as outlined in the RFP, and any insights into the project gained as a result of developing the proposal, including a preliminary valuation report.

Compensation Structure

- Proposed commission structure and fees
- Any additional costs or expenses
- Proposed listing agreement terms

References

- At least three references from similar projects or clients.

Conflict of Interest Disclosure

- Respondents should disclose any known relationships with School District of Osceola Board members, employees, contractors, developers, or other parties that may present an actual or perceived conflict of interest.

Evaluation Criteria

Proposals may be evaluated based on:

- Relevant experience
- Understanding of public-sector processes
- Marketing strategy
- Proposed fees
- Communication and responsiveness
- Experience with redevelopment and community-centered projects
- Ability to support the District's goals and timeline

The District reserves the right to reject any or all proposals.

The District may request interviews or presentations from selected firms prior to final selection.

Timeline

Activity	Estimated Date
RFP Released	June 25, 2026
Responses Due	July 9, 2026
Review of Proposals	July 9-13, 2026
Possible Interviews	July 14-15
Board Consideration	August 12, 2026

The District reserves the right to modify the timeline as needed.

Submission Information

Proposals must be submitted electronically in PDF format no later than July 9, 2026, at 4:30 pm.

Proposals should be submitted electronically to:

Hunter Robinson robinsonh@osceolak12.org

Questions regarding this RFP may also be directed to the contact above.

All information developed as part of this RFP, including graphics and data, shall become the property of the District upon completion of the RFP process.

Legal and Administrative Requirements; Right to Reject Proposal

The selected firm must maintain all applicable Wisconsin licensing requirements and provide proof of insurance upon request.

The District shall not be liable for any costs incurred by the brokers and firms replying to this RFP or for any costs associated with discussions required for clarification or items relating to this RFP.

Submission of a proposal indicates acceptance by the firm of the conditions contained in this RFP unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the District and the firm selected. The District reserves the right without prejudice to reject any and all proposals.

The District reserves the right to accept or reject any or all proposals and to waive informalities or irregularities in the selection process. The District reserves the right to revise or amend the RFP in response to a need for further clarification, specification and/or requirement changes. Such revisions and amendments, if any, will be announced by an addendum or addenda to the RFP. Copies of any such addenda will be furnished to all known RFP holders. Failure to acknowledge an amendment may result in rejection of the proposal.

The District reserves the right to negotiate the terms of the listing contract, including the commission amount, with the selected proposer prior to entering into a listing contract. If contract negotiations cannot be concluded successfully with the selected proposer, the District may negotiate a contract with another proposer selected by the District.

The District is a unit of local government obligated to comply with Wisconsin's Public Records Law, Wisconsin Statutes secs. 19.31 through 19.39. The presumption under the law is that public records shall be open to the public unless (i) there is a clear statutory exception, (ii) there exists a limitation under the common law, or (iii) there is an overriding public interest in keeping the public record confidential. As such, any broker or firm submitting a proposal should assume that their proposals will be subject to disclosure under the Public Records Law.

The School District of Osceola is an equal opportunity institution and encourages proposals from all qualified firms.

Additional Information

The School District of Osceola reserves the right to:

- Reject any or all proposals
- Request additional information
- Negotiate terms with selected firms
- Modify or discontinue the process at any time

The selected broker will be expected to work collaboratively with District administration, legal counsel, and the School Board throughout the process.