



Request for Proposals (RFP): Real Estate Brokerage Services for School Forest Property

Issuing Agency: Whitehall School District, 19121 Hobson Street, Whitehall, WI 54773

RFP Title: Real Estate Brokerage & Marketing Services – School Forest Parcel

Issue Date: October 20, 2026

Submission Deadline: November 6, 2026 at 3:00 PM CDT

1. Purpose & Background

The Whitehall School District Board of Education is requesting proposals from qualified, licensed Wisconsin real estate brokers or firms to represent the District in marketing and selling its school forest property located in Jackson County, Wisconsin. The selected broker will work directly with District Leadership and the Board of Education to ensure maximum market exposure, fair market value, and full compliance with Wisconsin statutory procedures regarding school district property disposal.

- **Property Parcel IDs:** 040-0437.000 (40 Acres) and 040-0438.000 (24 Acres)
- **Acreage:** 64 Acres
- **Current Zoning:** X4 Other

2. Scope of Services

The designated broker/agency will provide end-to-end real estate brokerage services, including:

- **Market Analysis & Strategy:** Conduct a formal Comparative Market Analysis (CMA) evaluating land utility, timber value, and recent local rural sales to recommend a listing price.
- **Marketing & Public Exposure:** Execute a broad-reach marketing plan across land listing databases, regional advertising, digital media, and physical property signage.
- **Negotiation & Transaction Management:** Receive, review, and summarize offers for board consideration; negotiate on the district's behalf; and coordinate closing with the district's legal counsel.
- **Board Representation:** Attend scheduled Whitehall School Board meetings as required to present marketing updates and purchase offer terms.

3. Proposal Content & Submission Requirements

Submitting brokers must provide a concise document detailing:

1. **Brokerage Profile & Experience:** Overview of the firm, lead agent credentials, and demonstrated experience selling rural acreage, timberland, or public entity real estate in Trempealeau County and Western Wisconsin.
2. **Marketing Strategy:** A breakdown of listing platforms, buyer outreach tactics, and proposed promotional timelines.
3. **Commission & Fee Structure:** Proposed commission percentage upon successful closing, along with explicit disclosure of any auxiliary administrative or marketing fees.
4. **References:** Minimum of three professional references from recent land transactions or municipal/school clients.

4. Evaluation Criteria

Proposals will be reviewed by the Board and evaluated on the following weighted criteria:

Evaluation Factor	Key Considerations	Weight
Experience & Track Record	Demonstrated success with land/acreage and public/institutional sales in WI	30%
Marketing Plan & Reach	Strategy depth, platform visibility, and targeted buyer outreach	20%
Commission Structure	Competitive commission rates and overall cost effectiveness	30%
References & Local Knowledge	Expertise in Trempealeau County real estate market and client feedback	20%

5. Estimated Project Schedule

Milestone	Target Date
RFP Distribution Date	October 20, 2026
Deadline for Broker Questions	October 20, 2026
Proposal Submission Deadline	November 10, 2026, 3:00 PM CDT
Review & Broker Interviews	November 16, 2026
Board Action & Award of Contract	November 17, 2026

6. Submission Instructions

Deliver one digital copy (PDF) via email or sealed physical submissions to:

Whitehall School District

Attn: Mike Beighley, District Administrator
19121 Hobson Street, Whitehall, WI 54773
Email: beighelym@whitehallsd.k12.wi.us

The Whitehall School District Board of Education reserves the right to reject any or all proposals, waive informalities, and accept the proposal determined to be in the best interest of the district and local community.