



## I. OVERVIEW

The Atkins Group (“TAG LLC”) is a full service real estate solutions firm. We own and manage a diverse portfolio of holdings in residential, office/retail, industrial, and farm land investments. TAG is accepting proposals in response to this Request For Proposal (“RFP”) to select an experienced professional photographer or photography company (“Photographer”) to photograph a selection of our residential properties (“Services”) – for use in future promotion and advertisements. All photography is to occur as soon as weather permits and grass/grounds green up.

The objective of this RFP is to hire a Photographer that demonstrates a professional understanding of the TAG brand and can produce high-quality product to best maximize the image of our properties for sale/lease advertisements and promotion. TAG will select a Photographer that provides the best overall value to TAG; while price is a factor, other criteria will form the basis of the award decision as described below.

II. **SCOPE OF WORK.** It is expected that the Services will require the Photographer to perform the tasks listed in Section II and other related tasks. The general information of the tentative schedule and hard deadlines are set forth in Schedule 1. The general information of the properties to be photographed will be listed in Exhibit 1, which includes tentative windows of time for photography.

### I. GENERAL TASKS

- A. Establish regular ongoing communication with TAG and work closely with TAG to ensure all aspects of Services are handled.
- B. Ensure all authorized agents and/or staff of Photographer are qualified to perform Services in accordance with best industry standards (Photographer will not subcontract any tasks to third parties without the prior written consent by TAG).
- C. Exercise duty of loyalty and good faith in favor of TAG when performing the Services obtained in this RFP.
- D. Complete photography of all properties listed in Exhibit 1.
- E. Provide raw footage and completed/edited product in accordance to the deadlines listed in Schedule 1.
- F. Obtain photo permissions if needed at sites from individuals.

### II. SCHEDULE

Estimated dates needed for photography services and executions of photography are detailed in Schedule 1. This schedule is tentative with regards to ideal time of day, availability of TAG and entities, and weather-related conditions. Despite openness to variation of the Schedule, deliverable deadlines are to remain firm.

### III. PHOTOGRAPHY SHOTS TO INCLUDE:

- A. Interior and exterior images of houses
- B. Street angle shots of houses
- C. Focused vantage point shots of house interiors
- D. Interior and exterior images of apartment complexes
- E. Street angle shots of apartment complexes
- F. Environment/setting shots of apartment complexes (landscaping, amenities, etc)
- G. Interior shots of apartment units

#### IV. DELIVERABLES

- A. TAG will receive all raw image files and edited photos of each photograph.
- B. Full resolution digital images are to be uploaded to Dropbox with full usage rights and ownership by May 15, 2019.
- C. TAG retains all right to alter and use any final images.
- D. Photographer will not be allowed to add or embed photos with branding captions or watermark signatures on images provided to TAG.
- E. Provide all photographs organized by property name.
- F. TAG retains full ownership of all photography and media.

#### III. KEY REQUIREMENTS AND RESPONSIBILITIES

- G. Photographer will effectively and efficiently execute and perform services as outlined in **Section II. Scope of Work**.
- H. Photographer will be required to have their own photography equipment – including, but not limited to ladders, scaffold, umbrellas, lighting, etc. TAG does not provide any photography equipment required to complete this RFP.
- I. Photographer will not accrue additional expenses and remain on budget as provided by TAG once the contract is executed.
- J. Photographer is responsible for its own business expenses, except expenses that are pre-approved reasonable businesses expense related to the Services.
- K. Photographer agrees to furnish Certificates of Insurance for each insurance policy to the Financial Manager. TAG must be added as Additional Insured on the General Liability and Contractor Errors and Omissions Liability, and Worker’s Compensation policies with regard to the scope of the final contract. Any deductibles or self-insured retentions in the insurance policies must be paid by and are the sole responsibility of the Photographer. Coverage is to be primary and non-contributory with other coverage, if any, purchased by TAG. All required insurance policies must include a Waiver of Subrogation in favor of each TAG entity. A sample Certificate of Liability can be found in Exhibit 3.

#### V. REQUEST FOR PROPOSAL FORMAT & GUIDELINES

- A. **FORMAT.** Photographer must submit its proposal by emailing the proposal to [kate@atkinsgroup.com](mailto:kate@atkinsgroup.com) in a single electronic PDF or PowerPoint presentation.
- B. **CONTENT.** The proposal shall include the following sections:
  - 1. Executive Summary. One-page summary of the Photographer’s background, past experience similar to the Services expected, a basic understanding of the Services required, and reasons why the Photographer should be selected.
  - 2. Examples/Past Projects: Include a summary describing three (3) relevant projects with samples of images (or link to samples of images). Should the Photographer have an online portfolio, please provide the proper link to review.
  - 3. Photography Team (if applicable). Name and short biography of each individual who will be involved with the final contract and what role each individual will play.
  - 4. Cost Summary. A detailed cost for your services broken into product and service Costs per property listed in Exhibit 1. A bid sheet of photography cost per property can be found in Exhibit 2.
  - 5. References. Provide a minimum of three (3) references including the name of person(s) who may be contacted, title of the person, email address and phone number.
  - 6. Other Information. Any additional information that Photographer believes will be relevant to the RFP and the Photographer’s capability to provide the Services.
  - 7. Signature. The proposal must be signed by a representative of the Photographer that is authorized to commit on behalf of the Photographer.

## VI. PROPOSAL EVALUATION

TAG will evaluate proposals based on the several factors it deems in its sole discretion as important, including, without limitation: (1) responsiveness to requirements, (2) willingness to commit to TAG deadline and schedule, (3) adherence to the format and guidelines set forth in **SECTION V. REQUEST FOR PROPOSAL FORMAT & GUIDELINES**, (4) demonstrated capability and experience, (5) references and samples of work, and (6) fees. Proposals will be evaluated by TAG. TAG reserves the right to find any proposals qualified or unqualified to perform the duties outlined in **SECTION II. SCOPE OF WORK**.

### SCHEDULE 1: DATES

RFP open for submissions	March 22
<b>RFP submissions Due</b>	<b>April 5</b>
<b>Photographer Selected/Awarded</b>	<b>April 10</b>
Initial Planning Meeting @ TAG	April 15
Final Contract Secured/Enacted	April 19
Site Visits for prep	April 22-26
Photography	<b>May 1-7</b>
<b>Completed Final Product Uploaded</b>	<b>May 15</b>

**\*\* Bold denotes deadline dates**

### EXHIBIT 1: PROPERTIES

ID #	Name	Address	City	Exterior Photo needed	Interior Photo needed	Notes – desired angles, warnings
1	Pebble Point	2102 Pebble Point	Urbana	X	X	No landscaping – needs to be edited in
2	Pebble Point	2106 Pebble Point	Urbana	X		No landscaping – needs to be edited in
3	Pebble Point	2101 Pebble Point	Urbana	X	X	No landscaping – needs to be edited in
4	Clearview	2307 Lovie Lane	Urbana	X	X	
5	Clearview	2309 Lovie Lane	Urbana	X	X	
6	Clearview	2311 Lovie Land	Urbana	X	X	
7	Clearview	2313 Lovie Lane	Urbana	X	X	
8	Clearview	2310 Lovie Lane	Urbana	X	X	
9	Clearview	2314 Lovie Lane	Urbana	X	X	
10	Clearview	2306 Lovie Lane	Urbana	X	X	
11	Baytowne	1000 Baytowne Dr	Champaign	X	X	Landscaping, amenities, interior/exterior building features, and interior of 2 apartments

## EXHIBIT 2: BID SHEET OF PHOTOGRAPHY COST PER PROPERTY

Property ID	Property Name	Property Address	Cost of Photography for Property
1	Pebble Point	2102 Pebble Point Urbana, IL	\$ _____
2	Pebble Point	2106 Pebble Point Urbana, IL	\$ _____
3	Pebble Point	2101 Pebble Point Urbana, IL	\$ _____
4	Clearview	2307 Lovie Lane Urbana, IL	\$ _____
5	Clearview	2309 Lovie Lane Urbana, IL	\$ _____
6	Clearview	2311 Lovie Lane Urbana, IL	\$ _____
7	Clearview	2313 Lovie Lane Urbana, IL	\$ _____
8	Clearview	2310 Lovie Lane Urbana, IL	\$ _____
9	Clearview	2314 Lovie Lane Urbana, IL	\$ _____
10	Clearview	2306 Lovie Lane Urbana, IL	\$ _____
11	Baytowne	1000 Baytowne Dr Champaign, IL	\$ _____

EXHIBIT 3: SAMPLE COI

Insurance Exhibit

Client#: 11948

ATKINGRO1

<b>ACORD</b> ™ <b>CERTIFICATE OF LIABILITY INSURANCE</b>		DATE (MM/DD/YYYY) 05/08/08
<b>PRODUCER</b> My Insurance Company 123 Main St. Anytown, IL 60000		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.
<b>INSURED</b> ABC Co. 123 Main St. Anytown, IL 60000		
		<b>INSURERS AFFORDING COVERAGE :</b> INSURER A: <b>A-VI or Better Rated Co.</b> INSURER B: INSURER C: INSURER D: INSURER E:
		<b>NAIC #</b> <b>123456</b>

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSTR LTR	ADD'L HEREIN	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
A	Y	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	ABC123	01/01/10	01/01/11	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$100,000 MED EXP (Any one person) \$5,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/OP AGG \$2,000,000
A	Y	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS GARAGE LIABILITY <input type="checkbox"/> ANY AUTO EXCESS/UMBRELLA LIABILITY <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$	ABC123	01/01/10	01/01/11	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACC \$ AGG \$ EACH OCCURRENCE \$ AGGREGATE \$ \$ \$ \$
A		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below OTHER	ABC123	01/01/10	01/01/11	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$500,000 E.L. DISEASE - EA EMPLOYEE \$500,000 E.L. DISEASE - POLICY LIMIT \$500,000

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS**

Estate of Clinton C. Atkins and The Atkins Group are named as additional insureds under general liability per form CG 2010 07/04 and CG2037 07/04. All coverage afforded to the additional insureds under this policy shall be primary insurance. If additional insureds have other insurance, which is applicable to the loss, such insurance shall be on an excess basis. The amount of companies liability under the policy shall not be reduced by the existence of such other insurance. Waiver of subrogation in favor of the additional insureds applies to general liability, automobile liability and workers compensation.

CERTIFICATE HOLDER

Estate of Clinton C. Atkins  
 d/b/a The Atkins Group  
 2805 South Boulder Drive  
 Urbana, IL 61802

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE  
*Wally H H*