



To Whom It May Concern,

Please accept our following formal bid protest with regard to the solicitation for a real estate broker to represent the city and the Heartwood community. We were notified on April 29th, 2019 that Davonda Brown, Vice President with Bosshardt Realty Services, LLC., and Davin Woody were not awarded the contract to represent the Heartwood Community. On April 30th 2019 we asked for and were provided information that revealed discrepancies and bias in the scoring of the submitted proposals. We would ask that you reconsider the awarding of the project to another broker based on these discrepancies and potential bias we found in the scoring system.

Primarily, we believe that the scoring system was biased against us. In several instances competitive bidders received higher scores than us for identical responses. Additionally, the bidding requirements were changed on the last day so that the other bidders did not have to provide the same depth of research, knowledge of the product, our community and information that was asked and we provided. Finally, we know the winning proposal contained false information that did not meet the specific requirements asked for, that should disqualify that brokerage from being selected.

Davonda and Davin are both lifelong residents of Gainesville, Davonda continues to reside in East Gainesville and is a stakeholder in the community. She grew up in Lincoln Estates the community immediately adjacent to Heartwood. Her sister, friends and former classmates which she often visited once resided in Kennedy Homes and she is very familiar with the culture and community.

This protest is filed in compliance with section 41-582 effective January 1, 2007 and revised July 11, 2018.

We have attached our submitted proposal which was scored as a 232, which serves the fact that in the event our protest is successful we are the most qualified applicant to handle the marketing and sales of the Heartwood home community.

The initial proposal request had specific language that called for experience and examples of marketing and selling residential properties in the 32641 zip code; specifically new construction. Bosshardt Realty's proposal not only noted new construction, but included entire new home communities in East Gainesville and in the 32641 zip code.

The winning proposal referenced 16 homes marketed in the 32641 zip code, not one of those 16 homes was new construction as the proposal language specifically requested. In that category, the winning proposal was scored higher than Bosshardt's proposal by two of the evaluators.

The listing terms and commission rate included in Bosshardt's proposal were the same as the winning proposal's listing terms and commission rate, yet Bosshardt was scored lower in both of those categories by one of the evaluators. Additionally, Bosshardt Realty's proposal was scored lower in the category of experience working with a contractor or a team by two evaluators, though our team has far more experience serving the 32641 zip code and working with contractors in that community.

We would hope that the CRA recognizes and acknowledges that no other Brokerage remains as dedicated to providing professional services, community support, and representation to the residents of East Gainesville as Bosshardt Realty Services, LLC. For the last two decades both Davin and Davonda have a proven track record of dedication of supporting East Gainesville with not only their efforts but their dollars.

Sincerely,



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