

# FAQ for Marketing RFP, October 15, 2013

*This list will be updated frequently as questions come in.*

What is the estimated budget for this project? **We were kind of hoping that you could tell us what you would charge for a study which follows the guidelines set in the last exhibit.**

What is the term length for this project? **Our contracts run for one calendar year, but the individual studies generally take about five weeks to do. Other studies with scopes laid out in the market study guidelines have different work periods, but all due in a matter of weeks from the date of assignment.**

Will this be an ongoing study that will have option years? **This is a contract to do a number of market studies for affordable housing projects as they come into the Authority for financing or through the Low Income Housing Tax Credit competition. The contract covers a calendar year.**

Is this a new project? If not who is the incumbent who has taken on previous research projects of similar scope. **Over the last couple of years, we have contracted with eight firms to do our market studies. A listing of the current group can be found in the market study guidelines on our website. They are located in Tab C of our Combined Application, accessible at this link:**

[http://www.michigan.gov/documents/mshda/mshda\\_li\\_ca\\_12\\_tab\\_c\\_market\\_guide\\_183861\\_7.pdf](http://www.michigan.gov/documents/mshda/mshda_li_ca_12_tab_c_market_guide_183861_7.pdf)

Is there any preference or agency goals for contracting a DBE business? **I am not aware that there is one for this contract. It is not part of the scoring that we use.**

Under Required Qualifications, G.2, is it sufficient to provide proof of errors and omission insurance upon award of contract? **Yes, that is sufficient.**

Also I believe as “professional services,” analysts would not need the general liability insurance? **That is correct.**

In the past you had indicated that since *our firm* has worked with the Authority in the past year, we were not required to send hard copies of the previous studies we have completed. Instead, we were asked to highlight work we have done in the past for the Authority’s review. Is this still acceptable? **Yes.**