

Attachment A: Broker Listing Services Scoring Matrix

Vendor Scores by Evaluation Criteria

Vendor	Responsiveness of Proposal	Background and Relevant Experience	Proposed Solution - Marketing and Sales Strategy	Cost Proposal	Local Pasadena Business	Small or Micro-Business	Historic Property Experience	Total Score
Compass (Formerly Deasy Penner Podley)	9.28	19.33	24	12	5	0	10	79.61
Mutual Realty Consultants	9.67	17.33	21	10	5	5	10	78
Sotheby's International Realty	9.67	19.33	23.33	10	5	0	10	77.33
Homer USA, Inc.	9.89	19	22.17	10	5	0	10	76.06
Cynthia Cohn & Associates, Inc.	9.33	18.67	22.67	9	5	0	10	74.66
Dave Knight Real Estate Team	9.67	19.67	25	9	0	0	10	73.33
Coldwell Banker Realty	7.99	15.33	22.17	12	5	0	10	72.49
Berkshire Hathaway HomeServices Golden Properties	8.99	14.67	16.67	10	5	5	10	70.33
The Agency	9	19	16.67	10	5	0	10	69.67
Dilbeck Real Estate	9.17	16.33	17.5	10	5	0	10	68.01
Westlyn Realtors	6.78	10	15.17	14	5	5	10	65.94
Hythe Realty, Inc	7.99	19.33	23.33	10	5	0	0	65.65
Compass RE	9.33	16.33	18.67	10	0	0	10	64.33
Yess Investments Inc	9.89	17.33	12	10	5	0	10	64.23
RE/MAX Premier Properties	8.56	15	14.67	10	5	0	10	63.23
Dilbeck Real Estate	8.89	17	11.83	10	5	0	10	62.73
Russell Real Estate Group, Inc.	8.89	14.67	9.33	14	5	0	10	61.89
Vimvi California Corporation	9.33	19	19.17	12	0	0	0	59.5
LF Assoc Inc, d/b/a Keller Williams The Foothills	8.55	14.67	20	14	0	0	0	57.21
Realty Solutions	7.9	14	14.33	10	5	5	0	56.23
Berkshire Hathaway HomeServices California Properties	7.4	16	8.33	8	5	0	10	54.73
The Shelhamer Real Estate Group	7.67	15.33	20.17	10	0	0	0	53.17
EB +Partners - Keller Williams Realty	6.33	14.33	17.33	10	5	0	0	52.99
Pete Whan & Associates	8.23	12.67	9	8	5	0	10	52.99
House of Real Estate & Mortgage Inc.	8.44	11.67	9.5	16	0	0	0	45.61
NKhai Management Group, Inc.	7.44	11.33	12.33	9	0	5	0	45.11
Carthay Group	6.21	9.33	17.5	7	0	0	0	40.05
R & S Real Estate and Financial Services	6.21	9	11.83	8	0	0	0	35.05
M.R. & Associates	4.55	8.67	10	10	0	0	0	33.21
REALTY MASTERS & ASSOCIATES	5.01	6.33	7.33	14	0	0	0	32.68
Equity Smart Real Estate Services	6.33	11	3	10	0	0	0	30.33
Elite Class Realty	2	4.33	3.5	8	5	5	0	27.83
Gualberto Angel Tejada Rodeo Realty	2.67	1	1.67	9	0	0	0	14.33