Attachment A - Broker Listing Services

Broker Listing Services 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
Deasy Penner Podley	8.43	19.33	20.67	12.00	5.00	0.00	10.00	75.43
Dave Knight Real Estate Team	9.33	19.67	21.67	9.00	5.00	0.00	10.00	74.67
Sotheby's International Realty	9.67	19.00	20.33	10.00	5.00	0.00	10.00	74.00
Coldwell Banker Realty	6.99	15.33	19.00	12.00	5.00	0.00	10.00	68.33
The Agency	8.67	19.00	13.67	10.00	5.00	0.00	10.00	66.33
Berkshire Hathaway HomeServices Golden Properties	8.33	14.67	12.33	10.00	5.00	5.00	10.00	65.33
Mutual Realty Consultants	8.57	17.00	17.67	10.00	5.00	5.00	0.00	63.24
Dilbeck Real Estate	8.17	17.00	13.00	10.00	5.00	0.00	10.00	63.17
Homer USA, Inc.	9.89	18.67	19.33	10.00	5.00	0.00	0.00	62.89
Yess Investments Inc	9.56	17.33	10.33	10.00	5.00	0.00	10.00	62.23
Hythe Realty, Inc	7.65	19.33	20.00	10.00	5.00	0.00	0.00	61.99
Compass RE	8.99	16.33	15.33	10.00	0.00	0.00	10.00	60.66
Cynthia Cohn & Associates, Inc.	8.66	18.67	19.33	9.00	5.00	0.00	0.00	60.66
Russell Real Estate Group, Inc.	8.85	14.67	8.00	14.00	5.00	0.00	10.00	60.51
Dilbeck Real Estate	7.33	15.67	11.00	10.00	5.00	0.00	10.00	59.00
Vimvi California Corporation	9.33	19.00	16.00	12.00	0.00	0.00	0.00	56.33
LF Assoc Inc. d/b/a Keller Williams The Foothills	8.55	14.67	17.33	14.00	0.00	0.00	0.00	54.55
Pete Whan & Associates	8.23	12.67	7.67	8.00	5.00	0.00	10.00	51.56
Berkshire Hathaway HomeServices California Properties	7.07	16.00	5.33	8.00	5.00	0.00	10.00	51.40
Westlyn Realtors	5.33	9.33	12.33	14.00	5.00	5.00	0.00	51.00
RE/MAX Premier Properties	7.89	15.00	12.67	10.00	5.00	0.00	0.00	50.56
The Shelhamer Real Estate Group	7.67	15.33	17.00	10.00	0.00	0.00	0.00	50.00
Realty Solutions	7.33	14.00	12.00	10.00	5.00	0.00	0.00	48.33
EB +Partners - Keller Williams Realty	4.85	14.33	13.33	10.00	5.00	0.00	0.00	47.52
House of Real Estate & Mortgage Inc.	8.33	11.67	8.67	16.00	0.00	0.00	0.00	44.67
NkKai Management Group, Inc.	7.44	11.33	10.00	9.00	0.00	5.00	0.00	42.77
Carthay Group	4.67	9.33	14.67	7.00	0.00	0.00	0.00	35.67
R & S Real Estate and Financial Services	5.55	9.00	10.67	8.00	0.00	0.00	0.00	33.21
REALTY MASTERS & ASSOCIATES	4.77	6.33	6.33	14.00	0.00	0.00	0.00	31.44
M.R. & Associates	3.88	8.67	8.00	10.00	0.00	0.00	0.00	30.55
Equity Smart Real Estate Services	5.95	11.00	3.00	10.00	0.00	0.00	0.00	29.95
Elite Class Realty	1.67	4.33	2.33	8.00	5.00	5.00	0.00	26.33
Gualberto Angel Tejada Rodeo Realty	2.67	1.00	1.67	9.00	0.00	0.00	0.00	14.33
Compass	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mitch Halpern Realty	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00