

# RFP Decision Matrix

<b>PROPOSER: Real Estate Dynamics, Inc.</b>							
	<b>Points Possible</b>	Reviewer #1	Reviewer #2	Reviewer #3	Reviewer #4	Reviewer #5	<b>Average Score</b>
Developer Experience	10	10	10		10	10	10
Quality and Creativity of Response to the RFP	20	20	20		18	20	19.5
Management/Marketing Experience	10	10	10		10	10	10
Financial Capacity of Developer	20	20	20		18	20	19.5
Organizational/Management Approach	10	7	5		9	8	7.25
Qualifications of the Development Team Members	10	10	10		9	10	9.75
Planning/Design Experience	10	10	10		9	10	9.75
Economic Impact	10	10	9		10	10	9.75
<b>Total Score by Ranker</b>	<b>100</b>	97	94	0	93	98	
<b>Comments</b>						<b>Total Average Score</b>	<b>95.5</b>

<b>PROPOSER: Bonini Enterprises, LLC</b>							
	<b>Points Possible</b>	Reviewer #1	Reviewer #2	Reviewer #3	Reviewer #4	Reviewer #5	<b>Average Score</b>
Developer Experience	10	7	2		8	6	5.75
Quality and Creativity of Response to the RFP	20	18	10		17	12	14.25
Management/Marketing Experience	10	7	8		8	8	7.75
Financial Capacity of Developer	20	15	20		17	17	17.25
Organizational/Management Approach	10	7	2		9	5	5.75
Qualifications of the Development Team Members	10	8	8		7	6	7.25
Planning/Design Experience	10	10	2		8	7	6.75
Economic Impact	10	4	5		9	10	7
<b>Total Score by Ranker</b>	<b>100</b>	76	57	0	83	71	
<b>Comments</b>						<b>Total Average Score</b>	<b>71.75</b>

<b>PROPOSER: Asphalt Plus, Inc.</b>							
	<b>Points Possible</b>	Reviewer #1	Reviewer #2	Reviewer #3	Reviewer #4	Reviewer #5	<b>Average Score</b>
Developer Experience	10	2	1		7	2	3
Quality and Creativity of Response to the RFP	20	7	8		15	10	10
Management/Marketing Experience	10	2	4		6	3	3.75
Financial Capacity of Developer	20	15	5		15	10	11.25
Organizational/Management Approach	10	5	4		8	5	5.5
Qualifications of the Development Team Members	10	5	7		6	5	5.75
Planning/Design Experience	10	2	2		7	3	3.5
Economic Impact	10	5	3		7	8	5.75
<b>Total Score by Ranker</b>	<b>100</b>	43	34	0	71	46	
<b>Comments</b>						<b>Total Average Score</b>	<b>48.5</b>

<b>PROPOSER: Discovery Meadows Inc.</b>							
	Points Possible	Reviewer #1	Reviewer #2	Reviewer #3	Reviewer #4	Reviewer #5	Average Score
Developer Experience	10						#DIV/0!
Quality and Creativity of Response to the RFP	20						#DIV/0!
Management/Marketing Experience	10						#DIV/0!
Financial Capacity of Developer	2						#DIV/0!
Organizational/Management Approach	1						#DIV/0!
Qualifications of the Development Team Members	10						#DIV/0!
Planning/Design Experience	10						#DIV/0!
Economic Impact	10						#DIV/0!
<b>Total Score by Ranker</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Average Score</b>							<b>0</b>

Proposal Disallowed  
 Received after 5:00 pm 3/30/12 Deadline

Comments:

<b>SUMMARY RESULTS</b>	<b>Total Average Score</b>	<b>Ranking</b>
Real Estate Dynamics, Inc.	95.5	1
Bonini Enterprises, LLC	71.75	2
Asphalt Plus, Inc.	48.5	3
Discovery Meadows Inc.	0	N/A