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Request for Quotations (RFQ)
Housing Concierge Service
Issued by: Employ Milwaukee, Inc.
Release Date: 7/22/26
Proposal Deadline: 8/5/26 4 PM CST

1. Purpose

Employ Milwaukee, Inc. (EMI), in partnership with the Wisconsin Economic Development Corporation (WEDC), seeks qualified real estate firms to serve as a Local Real Estate Partner and housing concierge under the Employee Milwaukee WEDC Talent Recruitment Grant. This Request for Quotation (RFQ) outlines the scope of work, service requirements, and submission process for securing competitive pricing for this specialized housing concierge program.

2. Program Overview

Program Context

This housing concierge service supports workforce recruitment and retention efforts targeting four occupational focus areas: biotechnology and healthcare workers, engineering, IT professionals, public safety (aka Police) professionals.

Geographic Scope

Services will focus exclusively on neighborhoods within Milwaukee city limits. Services and recommendations will be limited to Milwaukee neighborhoods only and will not include adjacent communities such as Whitefish Bay, Brookfield, West Allis, or other surrounding municipalities.

Funding and Participation

The selected vendor will receive \$60,000 to serve a minimum of 25 households and a maximum of 50 households. The program grant period runs from September 2026 through December 2028, or until the maximum of 50 households has been served, whichever comes first.

3. Scope of Work

Selected provider will provide the following services to recruited households:

A. Intake and Assessment

Structured intake assessments will be conducted to understand factors critical to successful housing placement, including:

- Household composition and family structure
- Employment situations and workplace locations
- School preferences and educational priorities
- Commuting patterns and preferred transit options
- Budget ranges for housing

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1322 North 8th Street
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Wisconsin Relay: 7-1-1
employmilwaukee.org

- Accessibility needs and household accommodations
- Desired amenities and lifestyle priorities
- Relocation timeline and urgency
- Rental vs. ownership preferences

B. Neighborhood Matching and Analysis

Based on the structured intake assessment, the concierge will curate neighborhood and housing option profiles and provide personalized guidance:

- Multi-criteria neighborhood matching that considers household composition, occupation-specific priorities, education and childcare needs, commute preferences, lifestyle priorities, and community preferences
- Development of tiered neighborhood recommendations (primary, secondary, and stretch options) with clear trade-off analysis
- Analysis of local Milwaukee housing market conditions, vacancy rates, and construction pipeline
- Comparative guidance on Milwaukee Area public and private schools, school district quality indicators, and educational options
- Comparative guidance on childcare resources within Milwaukee
- Integration of commute analysis, transit options, and amenity mapping for Milwaukee neighborhoods
- Documentation of neighborhood profiles tailored to occupation-specific and household-specific needs, with focus on Milwaukee's unique neighborhood characteristics and communities

C. Housing Tours and Decision Support

- Coordination of virtual or in-person Milwaukee neighborhood and housing tours
- Comparative guidance on Milwaukee neighborhood and housing options as households narrow their choices
- Address household questions, concerns, and decision-support needs
- Documentation of household decision-making process and final selections

D. Transition Planning and Community Integration

- Support for logistical and informational aspects of relocation
- Coordination of referrals to local Milwaukee services (utilities, schools, childcare, accessibility supports)
- Development and delivery of neighborhood orientation resources
- Connection to Milwaukee community resources, cultural organizations, and local amenities

E. Social Media and Digital Storytelling

The housing concierge will establish and maintain a dedicated social media presence to promote the program, showcase Milwaukee neighborhoods, and document participant relocation journeys:

- Creation and management of social media account(s) (Instagram, Facebook, and/or other platforms as appropriate) dedicated to promoting the housing concierge program and showcasing Milwaukee neighborhoods
- Regular posting of content featuring Milwaukee neighborhood highlights, local amenities, community events, schools, parks, dining, and cultural venues

- With participant consent and permission, documentation of household relocation journeys, including neighborhood exploration, decision-making processes, and successful placement celebrations
- Participant testimonials and stories highlighting how the concierge service supported their successful move to Milwaukee
- Educational content about Milwaukee neighborhoods, housing market insights, school information, and relocation resources
- Cross-posting of program social media content to the real estate partner's own social media channels with appropriate attribution
- All participant content must include explicit prior written consent, with clear guidelines regarding privacy, image use, and storytelling
- Documentation of social media metrics, engagement, and reach in monthly and quarterly reports

F. Service Timeline

The housing concierge service follows a structured 12-week timeline per household, with flexibility to accommodate household readiness and employer onboarding schedules:

Weeks	Activities
1-2	Initial Consultation Structured intake and assessment; establish household priorities, relocation timing, occupation-specific needs, and housing preferences
2-4	Neighborhood Matching Develop neighborhood profiles with school information, commute analysis, amenities mapping, and budget-aligned options
4-8	Tours & Decision Support Coordinate virtual or in-person tours; provide comparative guidance; address questions and support narrowing of choices
6-12	Placement & Transition Coordinate community service referrals; provide neighborhood orientation; connect to resources; support early integration and stability

Timelines may be adjusted based on:

- *Household composition (families with school-age children, multi-generational households)*
- *Employment-specific factors (public safety, shift schedules, on-call requirements)*
- *Seasonal market conditions and inventory availability*
- *Household readiness and employer onboarding timelines*

G. Knowledge Documentation and Playbook Development

The RFQ will require the selected vendor to document their methodology and create a comprehensive housing playbook that captures institutional knowledge for future use. This documentation will include:

- Complete documentation of intake processes and assessment frameworks
- Occupation-specific housing considerations for each of the four occupational focus areas
- Identification of common friction points encountered with recruited households
- Documentation of effective solutions and lessons learned

- Knowledge transfer ensuring institutional learning for future use and potential program expansion, regardless of whether the contracted relationship continues
- Deliverable format to be determined in collaboration with Employ Milwaukee (e.g., written guide, training manual, case study collection)

4. Submission Requirements

All interested vendors should submit a proposal that includes the following:

1. Proposal Cover Sheet (Attached): Provide a brief description of your company, including years of experience with real estate relocation services to the Milwaukee area.
2. Service Plan: Summarize your approach to the requirements of the Housing Concierge, including expertise with Milwaukee neighborhoods, schools, and other factors to evaluate neighborhoods.
3. References: Include at least three references (professional and/or customers who you assisted with relocation services).
4. Licenses & Certifications: Include any applicable licenses and certifications.
5. Insurance: Provide proof of liability insurance.

5. Evaluation Criteria

Submissions will be evaluated based on:

- Qualifications: Meets all minimum requirements
- Proposed Approach: Quality and clarity of methodology for delivering scope of work
- Professional references confirming relevant experience

Employ Milwaukee reserves the right to request clarification on any proposal, conduct vendor interviews, or reject any or all proposals as deemed in the best interest of the program.

6. Submission Instructions

Submit your proposal electronically to procurement@employmilwaukee.org by August 5, 2026, 4:00 PM

Questions - All inquiries must be submitted to: Jill Capicchioni at procurement@employmilwaukee.org by 7/27/26 with responses to questions posted by 7/28/26.

ATTACHMENT A**Proposal Cover Sheet**

Vendor Name:	
Contact Name:	Phone:
Address:	FEIN/EIN:
	Email Address:
Website (If Applicable):	
Years in Business:	
Brief Description of Company:	
Licenses and Certifications (Provide with Quote):	

Checklist of Submission Documents

- ☐ **Proposal Cover Sheet Attachment A**
- ☐ **Service Plan** - Summarize your approach to the requirements of the Housing Concierge, including expertise with Milwaukee neighborhoods, schools, and other factors to evaluate neighborhoods.
- ☐ **References** - Include at least three references from professional or previous clients.
- ☐ **Licenses and Certification**- Provide copies
- ☐ **Insurance:** Proof of liability insurance.

Submitted by: _____**Date:** _____