APPLIED REAL ESTATE ANALYSIS, INC.
914 S. WABASH AVE.
CHICAGO, ILLINOIS 60605
TELEPHONE: (312) 461-9332 OR (800) 401-2732
FACSIMILE: (312) 461-0015
WWW.AREAINC.NET
MAINOFFICE@AREAINC.NET

CONTRACT NUMBER: GS-10F-0080P
CONTRACT PERIOD: NOVEMBER 21, 2003–NOVEMBER 20, 2023
BUSINESS SIZE: SMALL BUSINESS

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is http://www.gsa.gov.
ABOUT APPLIED REAL ESTATE ANALYSIS

APPLIED REAL ESTATE ANALYSIS (AREA), INC., is a multidisciplinary real estate consulting firm offering a wide range of professional consulting services and expertise to its clients. Among the services offered:

- Housing program research, planning, and design
- Site-specific market and financial feasibility analyses
- Fiscal and economic impact studies
- Community development and revitalization strategy design and evaluation
- Land management and real estate portfolio evaluation
- Real property valuation
- Subsidized housing rent determinations

AREA’s senior staff have conducted research, analysis, and program policy development for public and private sector clients throughout the United States.

Our clients include government agencies at all levels, including the Department of Housing and Urban Development, Federal Emergency Management Agency, Internal Revenue Service, United States Postal Service, Federal Highway Administration, Department of the Interior, General Services Administration, and U.S. Agency for International Development.

AREA also assists cities, counties, states, public housing authorities, economic development entities, real estate developers, commercial and service firms, and other profit and nonprofit organizations.

Rapid changes in the current turbulent real estate market require decision makers to have the relevant and up-to-date market research that the AREA team consistently provides. Recent economic trends and fluctuations in local markets have caused investors, property owners, residents, and public officials to reevaluate how they make decisions.

AREA offers public agencies, nonprofits, and private investors and developers the judgment of experienced professionals and the highest professional standards.

AREA’s assessments of market conditions and project feasibility for private sector clients keep us aware of private real estate investors’ changing needs and concerns, including financial risk and return factors. In turn, our sensitivity to these private sector requirements enables us to develop innovative but realistic public incentives and programs for achieving public sector development goals.

The excellent reputation that AREA enjoys is built on its tradition of rigorous high-quality research, close working relationships with clients, and innovative and flexible project management. AREA’s ability to undertake large, complex, and geographically diverse assignments and complete them expeditiously is of vital importance to its clients.

All assignments are conducted by specially chosen individuals or teams, who bring their personal resources and expertise to bear on each project. These qualities ensure communication among staff and responsiveness to changing project needs.
CORPORATE ORGANIZATION AND RESOURCES

AREA, Inc., maintains a full-service office in Chicago, Illinois, staffed by full-time professionals who are experienced real estate analysts, urban planners, demographers, and creative problem solvers.

For special projects, AREA draws upon the expertise of resource consultants whose skills in civil engineering, architecture, urban design, and site planning augment AREA’s broad range of practical and technical expertise in real estate and policy planning.

CONTACT INFORMATION

We will be pleased to discuss our specific experience and services and send you additional materials. Please feel free to contact AREA:

Maxine V. Mitchell, President
Robert E. Miller, Senior Vice President
Ann T. Moroney, Senior Vice President
Telephone: (800) 401-2732 or (312) 461-9332
Email: mainoffice@areainc.net

AREA’s website also includes more detailed information on the firm’s current and past work.

Website: www.areainc.net
REPRESENTATIVE CLIENT LIST

Selected Private Sector Clients

- Abt Associates, Inc., Cambridge, Massachusetts
- Airport Retail Management, Chicago, Illinois
- Apollo Housing Finance Corporation, Cleveland, Ohio
- Bank of America NT & SA, Chicago, Illinois
- Booz Allen & Hamilton Inc., Bethesda, Maryland
- Building Solutions, Chicago, Illinois
- Caesar’s World, Inc., Los Angeles, California
- Centrum Properties, Inc., Chicago, Illinois
- The Charles Shaw Company, Chicago, Illinois
- Circus Circus Enterprises, Inc., Las Vegas, Nevada
- Civiltech Engineering, Inc., Chicago, Illinois
- The Community Builders, Inc., Chicago, Illinois; Boston, Massachusetts
- CTE Engineers, Chicago, Illinois
- The Danforth Foundation, St. Louis, Missouri
- Dennison Associates, Inc., Washington, DC
- Developers Mortgage Corporation, Chicago, Illinois
- Duncan Associates, Austin, Texas
- Earth Tech, Chicago, Illinois
- Envirodyne Engineers, Chicago, Illinois
- Enviro-Technics Limited, Hoffman Estates, Illinois
- Episcopal Diocese of Chicago, Chicago, Illinois
- Fannie Mae Foundation, Washington, DC
- Forest City Enterprises, Cleveland, Ohio
- General American Life Insurance Company, Itasca, Illinois
- Georgia HAP Administrators, Atlanta, Georgia
- Granite Development, Chicago, Illinois
- Harlem/Irving Realty, Inc., Chicago, Illinois
- Harris Trust and Savings Bank, Chicago, Illinois
- Hilton Hotels Corporation, Beverly Hills, California
- Hispanic Housing Development Corporation, Chicago, Illinois
- HNTB Corporation, St. Louis, Missouri
- Holsten Development Corporation, Chicago, Illinois
- The Howard Group, San Destin, Florida
- ICF International, Fairfax, Virginia
- JJR, Ann Arbor, Michigan
- Jones, Lang, LaSalle, Chicago, Illinois
- Kane, McKenna & Associates, Chicago, Illinois
- Lakefront Supportive Housing, Chicago, Illinois
- Local Initiatives Support Group, Chicago, Illinois
- LR Development Company, Chicago, Illinois
- Links Mortgage Company, South Bend, Indiana
- Mesa Development, LLC, Chicago, Illinois
- McCormack Baron & Associates, St. Louis, Missouri
- McDonough Associates, Chicago, Illinois
- Milwaukee Redevelopment Corporation, Milwaukee, Wisconsin
- Metroplex, Inc. Chicago, Illinois
- National Equity Fund, Chicago, Illinois
- NERA, Cambridge, Massachusetts
- OPUS North Corporation, Chicago, Illinois
- Parsons Brinckerhoff, Quade & Douglas, Lenexa, Kansas
- Parsons Transportation Group, Washington, DC
- Prairie Mortgage Corporation, Chicago, Illinois
- Preservation of Affordable Housing, Inc., Boston, Massachusetts
- Providence St. Mel Development Corporation, Chicago, Illinois
- Prudential Realty Group, Chicago, Illinois
- Quadel Consulting, Inc., Washington, DC
- RDG Crose Gardner Shukert, Omaha, Nebraska
- RESCORP Development, Inc., Chicago, Illinois
- Research Triangle Institute, Research Triangle Park, North Carolina
- The Resurrection Project, Chicago, Illinois
- The RREEF Funds, San Francisco, California
- Rudnick & Wolfe, Chicago, Illinois
- Shorebank Development Corporation, Chicago, Illinois
- Skidmore Owings & Merrill, Chicago, Illinois
- Smart, Inc., New Orleans, Louisiana
- Southeastern Builders, Augusta, Georgia

**Selected Public Sector Clients**

- Alexandria (Virginia) Redevelopment and Housing Authority
- Anchorage, Alaska
- Atlanta Housing Authority
- Cambridge Housing Authority
- Chicago, Illinois
- Chicago Housing Authority
- Chicago Public Schools
- Chicago Transit Authority
- Cincinnati Metropolitan Housing Authority
- Cleveland, Ohio
- Cook County, Illinois
- Decatur, Illinois
- Des Moines, Iowa
- District of Columbia

- Steelcase, Inc., Grand Rapids, Michigan
- Stein & Company, Chicago, Illinois
- TAG Associates, Norwood, Massachusetts
- Teachers Insurance and Annuity Association, College Retirement Equities Fund, New York, New York
- Trammell Crow Company, Milwaukee, Wisconsin
- The Urban Institute, Washington, DC
- Unison/Maximus, Inc., Chicago, Illinois
- Urban America, L.P., New York, New York
- URS Corporation, Chicago, Illinois
- U.S. Equities Realty, Inc. Chicago, Illinois
- VMS Realty, Inc., Chicago, Illinois
- Waste Management, Inc., Oak Brook, Illinois
- Wells Fargo and Company, Chicago, Illinois
- Westat, Inc., Washington, DC
- Western Development Corporation, Washington, D.C.
- Wil-Freds Developments, Inc., Aurora, Illinois
- Wilbur Smith Associates, Columbia, South Carolina

- Door County, Wisconsin
- DuPage County, Illinois
- Economic Development Corporation of Kansas City, Missouri
- Erie, Pennsylvania
- Evanston, Illinois
- Federal Emergency Management Agency
- Federal Highway Administration
- Flagstaff, Arizona
- Harvey, Illinois
- Housing Authority of the County of San Bernardino
- Housing Authority of the City of Los Angeles
- Housing Authority of Kansas City, Missouri
- Housing Authority of New Orleans
- Illinois Housing Development Authority
- Kansas City, Missouri
- Kenosha, Wisconsin
- Las Vegas, Nevada
- Loudoun County, Virginia
- Milwaukee, Wisconsin
- Milwaukee County, Wisconsin
- Newport News, Virginia
- New Orleans, Louisiana
- Omaha, Nebraska
- Omaha Economic Development Corporation, Omaha, Nebraska
- Philadelphia Housing Authority
- Port Authority of Kansas City, Missouri
- Puget Sound Regional Transit Authority (Sound Transit), Seattle, Washington
- Regional Transportation Authority, Chicago, Illinois
- Resolution Trust Corporation, Washington, DC
- San Diego Housing Commission
- Savannah, Georgia
- School District of Philadelphia
- Seattle, Washington
- South Bend, Indiana
- U.S. Army
- U.S. Agency for International Development
- U.S. Coast Guard
- U.S. Department of Housing and Urban Development
- U.S. Department of the Interior
- U.S. General Services Administration
- U.S. Internal Revenue Service
- U.S. Postal Service
- Village of Richton Park, Illinois
- Washington Metropolitan Area Transit Authority, Washington, DC

Technical Assistance Contracts

- Cleveland, Ohio
- Huntington, New York
- Madison, Wisconsin
- Richmond, California
- Salt Lake City, Utah
- Seattle, Washington
- Trenton, New Jersey
**CUSTOMER INFORMATION**

1A. AWARDED SERVICES

Table of Awarded Special Item Numbers (SINs):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>874-1, 874-1RC</td>
<td>Integrated Consulting Services</td>
</tr>
<tr>
<td>874-6, 874-6RC</td>
<td>Acquisition Management Support</td>
</tr>
<tr>
<td>00CORP 500, 00CORP 500RC</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

SINs 874-1, 874-1RC Integrated Consulting Services

- Management or strategy consulting, including research, evaluations, studies, analyses, scenarios/simulations, reports, business policy and regulation development assistance, strategy formulation, and expert witness services
- Facilitation and related decision support services
- Survey services, using a variety of methodologies, including survey planning, design, and development; survey administration; data validation and analysis; reporting, and stakeholder briefings
- Advisory and assistance services in accordance with FAR 37.203

SINs 874-6, 874-6RC Acquisition Management Support

- Acquisition planning assistance, including market research
- Acquisition document development
- Expert assistance in supporting proposal evaluations
- Contract administration support services
- Contract close-out assistance
- Competitive sourcing support

As part of our work with public agencies, AREA examines all avenues for improving efficiency and productivity, as well as reducing costs and/or increasing revenues. For many projects, this involves exploring public-private partnerships and privatization options. We weigh the monetary and social costs and benefits of providing the services publicly versus contracting with a private sector provider to achieve both short- and long-term goals. For programs designed to work with the private sector, AREA has focused on improving service delivery and ensuring that the public sector program operates effectively in the marketplace.

AREA’s experience makes it especially well qualified to assist public agencies in improving the efficiency and outcomes of their daily operations as well as implementation of their programs. The firm has worked with both private and public sector clients in formulating strategic plans and identifying and attaining measurable performance goals.

Our work has also involved the evaluation of complicated housing, transportation, and emergency response programs implemented at a local and national level. The depth and breadth of experience our staff possesses ensures a deep understanding of complex issues, a clear focus on project goals and priorities, and ultimately, the provision of high-quality consulting services and a product that meets the client’s needs.
**1B. GSA Schedule Price List**

**SINs 874-1, 874-1RC, 874-6, and 874-6RC**

Effective October 10, 2013

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal</td>
<td>$182.54</td>
</tr>
<tr>
<td>Senior Consultant</td>
<td>$169.40</td>
</tr>
<tr>
<td>Vice President</td>
<td>$137.57</td>
</tr>
<tr>
<td>Asst. Vice President/Consultant</td>
<td>$109.51</td>
</tr>
<tr>
<td>Senior Analyst</td>
<td>$98.56</td>
</tr>
<tr>
<td>Analyst/Junior Consultant</td>
<td>$86.29</td>
</tr>
<tr>
<td>Junior Analyst</td>
<td>$79.36</td>
</tr>
<tr>
<td>Administrative Support*</td>
<td>$57.97</td>
</tr>
</tbody>
</table>

*The Service Contract Act (SCA) is applicable to this contract and it includes an SCA applicable labor category. The price for the indicated SCA labor category is based on the U.S. Department of Labor Wage Determination (WD) Number identified in the SCA matrix.

The price offered is based on the preponderance of where work is performed and should the contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order price will be discounted accordingly. The SCA Matrix for the labor category is presented below.

**1C. Labor Category Descriptions**

**Principal**

At AREA, an individual at the level of Principal must demonstrate ability to market and manage contracts, including subcontractors, consultants, and staff.

A Principal is recognized by professional organizations in the real estate industry and can provide quality assurance to other staff and projects. Key responsibilities include:

- Business promotion
- Day-to-day business administration
- Contract negotiation and approval
- Project scheduling, management, and supervision
- Project review and quality control
- Report writing and preparation

**Senior Consultant**

In addition to bringing a high level of expertise and research experience in specific subject matter, AREA Senior Consultants must demonstrate an ability to interface well with clients, subcontractors, and outside consultants.

A Senior Consultant is recognized by professional organizations in the real estate industry and/or academic organizations in his or her primary field. Key responsibilities include:

- Research and analysis design and oversight
- Project review and quality control
- Report writing and preparation

**Vice President**

An AREA Vice President must demonstrate administrative and managerial capabilities, including overseeing the work of AREA staff and subcontractors.

A Vice President represents the firm with clients and is involved in project design and implementation management. Key responsibilities include:
- Business promotion
- Day-to-day business administration
- Project scheduling, management, and supervision
- Project review and quality control
- Report writing and preparation

**Assistant Vice President/Consultant**

An individual at the Assistant Vice President or Consultant level must demonstrate abilities to manage analyst staff on a day-to-day basis, manage client contract and contract fulfillment, coordinate with subcontractors, and oversee research and report writing. Key responsibilities include:

- Project scheduling, management, and supervision
- Day-to-day business administration
- Project review and quality control
- Report writing and preparation

**Senior Analyst**

Senior Analysts have demonstrated an ability to market and manage contracts, including subcontractors, consultants, and other AREA staff.

A Senior Analyst has a demonstrated track record in quality performance and can effectively and efficiently direct contracts. Major responsibilities include:

- Project scheduling, management, and supervision
- Business promotion and proposal writing
- Report writing and preparation
- Collection and analysis of data using primary sources, such as the U.S. Census
- Collection and analysis of information using secondary data sources, such as field observations, telephone surveys, and in-person interviews
- Quantitative and qualitative analysis
- Preparation of maps and other tools used to present research findings and conclusions

**Junior Analyst**

Junior Analysts have demonstrated an ability to provide professional services in areas of competence and has the education and capacity to learn additional skills. A Junior Analyst has a demonstrated track record in quality performance and working with clients. Key responsibilities include:

- Collection and analysis of data using primary sources, such as the U.S. Census
- Collection and analysis of information using secondary data sources, such as field observations, telephone surveys, and in-person interviews
- Report writing and preparation
- Preparation of maps and other tools used to present research findings and conclusions

**Analyst/Junior Consultant**

The Analyst or Junior Consultant must have the ability to work productively with Senior Analysts on a variety of projects to gather and analyze both quantitative and qualitative information. Key responsibilities include:

- Collection and analysis of data using primary sources, such as the U.S. Census
- Collection and analysis of information using secondary data sources, such as field observations, telephone surveys, and in-person interviews
- Preparation of maps and other tools used to present research findings and conclusions
- Report writing and preparation

**Administrative Support**

Administrative support personnel carry out accounting and bookkeeping duties, prepare financial reports and documents, and assist in the physical preparation of reports to clients. Key responsibilities include:

- Day-to-day secretarial and clerking
- Office management
- Mail distribution
- Library and file maintenance
2. **MAXIMUM ORDER**
   $1,000,000.00.

3. **MINIMUM ORDER**
   $100.00.

4. **GEOGRAPHIC COVERAGE (DELIVERY AREA)**
   Domestic and overseas. Exact delivery time to be specified on Individual Delivery/Task Orders.

5. **POINT(S) OF PRODUCTION**
   Not applicable.

6. **DISCOUNT FROM LIST PRICES OR STATEMENT OF NET PRICE**
   Prices shown herein are net prices.

7. **QUANTITY DISCOUNTS**
   Not applicable.

8. **PROMPT PAYMENT TERMS**
   Net 30 days.

9A. **GOVERNMENT PURCHASE CARDS**
   Accepted at or below the micropurchase threshold.

9B. **GOVERNMENT PURCHASE CARDS**
   Not accepted above the micropurchase threshold.

10. **FOREIGN ITEMS**
    None.

11A. **TIME OF DELIVERY**
    The time of delivery will be negotiated on Individual Delivery/Task Orders.

11B. **EXPEDITED DELIVERY**
    Items available for expedited delivery will be negotiated on Individual Delivery/Task Orders.

11C. **OVERNIGHT AND 2-DAY DELIVERY**
    Overnight and 2-day delivery is available. Please contact AREA for rates for overnight and 2-day delivery.

12. **FOB POINTS**
    Destination.

13A. **ORDERING ADDRESS**
    Applied Real Estate Analysis, Inc.
    914 South Wabash Avenue
    Chicago, Illinois  60605
    Attention: Maxine V. Mitchell, President

13B. **ORDER PROCEDURES**
    For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. **PAYMENT ADDRESS**
    For checks:
    Applied Real Estate Analysis, Inc.
    914 South Wabash Avenue
    Chicago, Illinois  60605
    Attention: Maxine V. Mitchell, President

    For EFT: Please contact AREA.

15. **WARRANTY PROVISION**
    Not applicable.

16. **EXPORT PACKING CHARGES**
    Not applicable.

17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCES**
    Not applicable.

18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR**
    Not applicable.

19. **TERMS AND CONDITIONS OF INSTALLATION**
    Not applicable.

20. **TERMS AND CONDITIONS OF REPAIR PARTS**
    Not applicable.
20a. Terms and Conditions for Any Other Services
Not applicable.

21. List of Services and Distribution Points
Not applicable.

22. List of Participating Dealers
Not applicable.

23. Preventative Maintenance
Not applicable.

24a. Special Attributes Such as Environmental Attributes
Not applicable.

24b. Section 508 Compliance Information
Electronic and Information (EIT) supplies and services are based upon the contracting agency’s specific requirements. EIT standards can be found at: www.Section508.gov.

25. Data Universal Number System (DUNS) Number
786104265

26. Notification Regarding Registration in Central Contractor Registration (CCR) Database
AREA is registered in the Central Contractor Registration (System for Award Management) database.

27. Uncompensated Overtime
Not applicable.