
BUFFALO ERIE NIAGARA LAND IMPROVEMENT CORPORATION

MEMORANDUM

TO: Board of Directors, Buffalo Erie Niagara Land Improvement Corporation
FROM: Scott Bylewski, Chairperson
SUBJECT: **Resolution #2025-6** Approval of Homebuyer Education, Marketing, and Sales
DATE: Services September 18, 2025

DISCUSSION:

BENLIC is seeking a professional and qualified affordable housing firm to provide Homebuyer Education, Marketing, Lottery Administration, and Sales Services to administer buyer education and sales, and support for multiple residential properties throughout the City of Buffalo and Town of Cheektowaga. These services will assist BENLIC in buyer engagement, education, disposition of its ARPA single-family inventory. This engagement is part of BENLICs ARPA Infill Initiative.

The Request for Proposals was released on August 26, 2025, with a submission deadline of September 12, 2025.

ACTION:

WHEREAS, the Buffalo Erie Niagara Land Improvement Corporation wishes to accept a proposal and enter into contract for Homebuyer Education, Marketing, and Sales Services; and

WHEREAS, pursuant to the Corporation's Procurement Policy for Professional Services over \$10,000.00, a Request for Proposal was sought from housing service firms on August 26, 2025 with a deadline to submit proposals of September 12, 2025; and

WHEREAS, homebuyer education, marketing, lottery administration, and sales services require formal education, special and technical skill, licensing, training and expertise and the individual, company or firm to provide such services must be chosen based on accountability, reliability, responsibility, skill, conflict of interests, reputation, education, training, judgment, integrity and continuity of service; and

WHEREAS, the procurement of such Professional Services impacts the liability of BENLIC and its directors; and

WHEREAS, the qualifications to provide such Professional Services and to address the concerns of BENLIC referenced above are not necessarily found or addressed in the individual, company or firm that offers the lowest price; and

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WHEREAS, the one proposal received is presented in the table below:

Belmont Housing Services of WNY		
Category	Service	Cost
Base Proposal	All wrap-around services (marketing, outreach, buyer readiness, lottery administration, sales & closings, grant assistance, reporting)	Flat fee: \$110,000
Optional Add-On	MLS Listings	Proposed \$12,000
Optional Add-On	Realtor Referral Fees (if buyer has representation)	Proposed \$39,000
Optional Add-On	Newspaper Advertisements (Buffalo News, Challenger, etc.)	Proposed \$2,500
	Total Cost of Services	\$ 163,500

NOW, THEREFORE, BE IT RESOLVED that the BENLIC Board of Directors hereby determines that Belmont Housing Services of Western New York possesses the requisite education, skill, licensing, training, reputation, integrity, judgment, and expertise to provide the professional homebuyer education, marketing, and sales services needed for BENLIC's ARPA Infill Initiative, and approves the proposal from Belmont Housing Services of Western New York for an amount not to exceed \$110,000.00 for base services, and authorizes the execution of a contract for said amount; and be it further

RESOLVED, that the BENLIC Board of Directors also approves the optional add-on services proposed by Belmont Housing Services of Western New York (including MLS listings, and newspaper advertising), in an amount not to exceed \$10,000.00, to be determined at the time of final contract execution, in order to provide flexibility for changes in cost and scope; and be it further

RESOLVED, that the BENLIC Board of Directors hereby authorizes the sale of ARPA Infill Initiative homes by buyer lottery, with the lottery process to be developed and administered jointly by Belmont Housing Services of Western New York and BENLIC; and be it further

RESOLVED, that the BENLIC Board of Directors also authorizes that a buyer's realtor referral fee will be offered at 2% of total sales price with proof of a pre-existing exclusivity contract; and be it further

RESOLVED, that this Resolution, approving the contract for Belmont Housing Services of Western New York, shall take effect immediately.