



Seminole County
Resource Management - Purchasing & Contracts

Lorie Bailey Brown, Interim Purchasing and Contracts Manager
 1301 East Second St., Sanford, FL 32771

EVALUATION TABULATION

RFP No. RFP-604683-23/MHH

Foreclosure Registration and Short-Term Vacation Rental Compliance Services

RESPONSE DEADLINE: January 17, 2024, at 2:00 pm

Report Generated: Wednesday, February 28, 2024

Response 1	Response 2	Response 3	Response 4	Response 5
Allure Realty LLC DBA Allure Management Solutions 1315 E 7th Ave Suite 105 Tampa, FL 33605 Sharelle Rosado info@sharellosado.com	Avenu Insights & Analytics, LLC 5860 Trinity Pkwy, Suite 120 Centreville, VA 20120 Allen Atamer allen.atamer@avenuinsights.com	Deckard Technologies, Inc. 1620 Fifth Ave, Suite 400 San Diego, CA 92101 Stacey Kurtz stacey@deckard.com	*HZIP LLC 30 Birchshire Ln, Palm Coast, FL 32137	+Porfirio Mateus Sperandio 4083 Sunbeam Rd, Suite 1311 Jacksonville, FL 32257

*Non-responsive: Failed to comply with Section 4.7 "Proposal Content".

+Non-responsive: Failed to comply with Section 3.12 "Licenses".

Tabulated by Michael Hall, Senior Procurement Analyst on January 17, 2024, at 2:00 pm.

Recommendation to Award to Avenu Insights & Analytics, LLC

Tentative BCC Date: 04/09/2024

Committee Member	Title	Signature
Rebecca Hammock	Director of Development Services	<i>Rebecca Hammock</i>
Dale Hall	Planning & Development Manager	<i>Dale Hall</i>
Alexis Brignoni	Planning Specialist	<i>Alexis Brignoni</i>
Archana Virmani	Project Manager II – IT	<i>Archana Virmani</i>



Seminole County
Resource Management - Purchasing & Contracts
Diane Reed, Purchasing and Contracts Manager
1301 East Second St., Sanford, FL 32771

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Foreclosure Registration and Short-Term Vacation Rental Compliance Services

RESPONSE DEADLINE: January 17, 2024 at 2:00 pm
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PHASE 2

EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Project Understanding	Points Based	33 (33% of Total)

Description:

Presentation/Demo adequately exhibited an understanding necessary to provide STR Compliance Monitoring, enforcement, and outreach services in accordance with Seminole County Land Development Code, Chapter 30, Part 70, Sections 30.137 through 30.1376.

Criteria	Scoring Method	Weight (Points)
Qualifications and Related Experience	Points Based	34 (34% of Total)

Description:

Presentation/Demo exemplified the professional qualifications and related experience with similar projects in order to display their capacity to provide the services requested in the RFP.

Criteria	Scoring Method	Weight (Points)
Project Approach	Points Based	33 (33% of Total)

Description:

Presentation/Demo presented a competent plan to meet the needs of the County as outlined in the Scope of Services.

EVALUATION TABULATION

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AGGREGATE SCORES SUMMARY

Vendor	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4	Total Score (Max Score 100)
Avenu Insights & Analytics, LLC	100	97	94	100	97.75
Deckard Technologies	100	100	86	96	95.5
Allure Realty	94	78	69	73	78.5

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Project Understanding Points Based 33 Points (33%)	Qualifications and Related Experience Points Based 34 Points (34%)	Project Approach Points Based 33 Points (33%)	Total Score (Max Score 100)
Avenu Insights & Analytics, LLC	32.8	32.8	32.3	97.75
Deckard Technologies	32	31.3	32.3	95.5
Allure Realty	28.5	26	24	78.5

INDIVIDUAL PROPOSAL SCORES

Allure Realty	
Project Understanding Points Based 33 Points (33%)	
Evaluator 1: 30	
covered all aspects listed.	
Evaluator 2: 28	
-Presentation lacking -Team wasn't aware of updated slides	

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Evaluator 3: 23

Presentation demonstrated an adequate understanding of the needs of the County. Newer company. Process does not appear to be as flushed out other companies. Not as automated or established.

Evaluator 4: 33

same platform, multiple uses, depending on who is using it. They can do any kind of analytics and reporting.

Qualifications and Related Experience | Points Based | 34 Points (34%)

Evaluator 1: 34

made connections with previously being involved with our office prior and conducting business.

Evaluator 2: 25

-Limited experience for entire Staff

Evaluator 3: 25

Smaller staff with limited experience with new company. Have related experience with Prochamps.

Evaluator 4: 20

They are a new company and don't have too many customers.

Project Approach | Points Based | 33 Points (33%)

Evaluator 1: 30

all scopes covered.

Evaluator 2: 25

- Limited support staff - Interface undeveloped

Evaluator 3: 21

Presentation demonstrated an average plan to meet the needs of the County. Does not appear to be an improvement from the previous registries. Company offers more competitive pricing.

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Evaluator 4: 20

David and Mike were from ProChamps. David was an owner of ProChamp and founder of ProChamp. A lot of the team Worked with ProChamps before the company folded.

Avenu Insights & Analytics, LLC

Project Understanding | Points Based | 33 Points (33%)

Evaluator 1: 33

appears to have multiple services that parallel well with our office.

Evaluator 2: 33

+Smooth interface

Evaluator 3: 32

Presentation demonstrated a good understanding of what is necessary to implement the two registries. Appears to be a larger more established company. Have existing, established processes to provide STR compliance registration of foreclosures.

Evaluator 4: 33

Dashboard shows all the data analytics. 24/7 hotline that is manned by individuals in Texas. They can put a map overlay do you can see where short term rentals are not allowed.

Qualifications and Related Experience | Points Based | 34 Points (34%)

Evaluator 1: 34

experience with more doing business with more than one florida county.

Evaluator 2: 33

+Large Scale Resources -Contact based in Texas

Evaluator 3: 30

Yes, very qualified staff with a lot of history with short term vacation rental registries and foreclosure registries.

Evaluator 4: 34

Avenue has been around for 50+ years.

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Project Approach | Points Based | 33 Points (33%)

Evaluator 1: 33

answered all questions presented.

Evaluator 2: 31

+Quality of information gathered +Supporting evidence provided (PDF of snapshots)

Evaluator 3: 32

Yes, the presentation demonstrated a detailed outline of the process. Have a 24-hr. hotline. Has a dashboard and good analytics.

Evaluator 4: 33

well-rounded service provider, track over 150 websites for rental properties. roll-out happen automatically, through the web-browser. No additional IT resources are required.

Deckard Technologies

Project Understanding | Points Based | 33 Points (33%)

Evaluator 1: 33

information presented was clear and demonstrated comprehension of services needed.

Evaluator 2: 33

+Link to ordinances

Evaluator 3: 29

Yes, company had a very good understanding of what is needed to provide the services Seminole County is seeking. Provides outreach services to the County.

Evaluator 4: 33

The registration portal is super simple. they have real people to verify so that the compliance rate is high. Seminole County property appraiser is a customer of the vendor.

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Qualifications and Related Experience | Points Based | 34 Points (34%)

Evaluator 1: 34

the team was able to provide information on county procedure.

Evaluator 2: 34

+Large scale resources +Local contact

Evaluator 3: 27

Yes, the demo exemplified the necessary qualifications, however company seems to have less experience with short term vacation rental registries.

Evaluator 4: 30

Deckard Started 6 years ago. In Florida, HERA has 40 communities as customers. 24/7 call center, US based.

Project Approach | Points Based | 33 Points (33%)

Evaluator 1: 33

the culture of the company suggests a common goal is desired.

Evaluator 2: 33

+Quality of information gathered +Easy to use (interface) +Clear & simple user registration

Evaluator 3: 30

Yes. This would work well for the code enforcement officers. Very user-friendly portal to register.

Evaluator 4: 33

They pull data from multitude of data sources, analyze the data. their portal is ready for Seminole and is ready to go at a flip of the switch.

PHASE 1

EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Project Understanding	0-100 Points	25 <i>(25% of Total)</i>

Description:

The Proposal adequately exhibited an understanding necessary to provide STR Compliance Monitoring, enforcement, and outreach services in accordance with Seminole County Land Development Code, Chapter 30, Part 70, Sections 30.137 through 30.1376.

Criteria	Scoring Method	Weight (Points)
Qualifications and Related Experience	0-100 Points	30 <i>(30% of Total)</i>

Description:

Proposal included professional qualifications and related experience with similar projects in order to display their capacity to provide the services requested in this RFP.

Criteria	Scoring Method	Weight (Points)
Fee Structure	0-100 Points	20 <i>(20% of Total)</i>

Description: N/A

Criteria	Scoring Method	Weight (Points)
Project Approach	0-100 Points	25 <i>(25% of Total)</i>

Description:

Proposal presented a competent plan to meet the needs of the County as outlined in the Scope of Services.

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Vendor	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4	Total Score (Max Score 100)
Deckard Technologies	94.9	92.2	89.7	94.7	92.84
Allure Realty	95	81.3	85.3	100	90.38
Avenu Insights & Analytics, LLC	90.5	86.5	88	85.3	87.58

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Project Understanding 0-100 Points 25 Points (25%)	Qualifications and Related Experience 0-100 Points 30 Points (30%)	Fee Structure 0-100 Points 20 Points (20%)	Project Approach 0-100 Points 25 Points (25%)	Total Score (Max Score 100)
Deckard Technologies	96.3	93.8	88.3	92	92.84
Allure Realty	85	88.8	100	90	90.38
Avenu Insights & Analytics, LLC	93.3	95	66.4	90	87.58

INDIVIDUAL PROPOSAL SCORES

Allure Realty	
Project Understanding 0-100 Points 25 Points (25%)	
Evaluator 1: 85	
The pricing proposal would need to be clarified more.	
Evaluator 2: 75	
- Very General proposal - Incomplete contact information provided	

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Evaluator 3: 80

The proposal displays a basic understanding of the scope of work. No examples shown. Not as detailed as other proposals.

Evaluator 4: 100

The Allure team will provide customer support options, including phone, live chat, and a support ticketing system to facilitate the compliance of responsible parties and support Seminole County's operators' activities.

Qualifications and Related Experience | 0-100 Points | 30 Points (30%)

Evaluator 1: 100

The number of years with experience was listed as 30+ years, establishing credit.

Evaluator 2: 75

- New Management is from previous company PROCHAMPS - Clients listed are from former company (PROCHAMPS/duplicates on Deckard proposal) - Concerns about utilizing new untested program (PinPoint) - Personally did not contact references

Evaluator 3: 80

Company does have previous experience with both types of Registries.

Evaluator 4: 100

Similar work experience with City of Jacksonville, City of Cape Canaveral and Seminole County (as part of Pro Champs). David Mulberry(Manager & Project Lead), Mike Baldwin(Chief Architect), and Danielle Kieselhorst(Director Compliance) led the operation and delivery teams at PROCHAMPS for over ten years. They have since built an improved property registration platform called “PinPoint Compliance” and have joined the Allure team to deliver enhanced property registration programs.

Fee Structure | 0-100 Points | 20 Points (20%)

Evaluator 1: 100

Lowest Overall Revenue Share

Evaluator 2: 100

Lowest Overall Revenue Share

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Evaluator 3: 100

Lowest Overall Revenue Share

Evaluator 4: 100

Lowest Overall Revenue Share

Project Approach | 0-100 Points | 25 Points (25%)

Evaluator 1: 95

The plan was inclusive of Seminole County code enforcement and having open communication is a benefit.

Evaluator 2: 80

- Very General approach - Lack of details

Evaluator 3: 85

Plan does not seem to be entirely flushed out and appears additional work by staff would be needed. Not "Turn Key".

Evaluator 4: 100

PinPoint will collect all registration fees and remit as directed in this requirement or as specified by Seminole County. The Allure team and Pinpoint registration portal will be provided to Seminole County at zero out-of-pocket expense to the County.

Avenu Insights & Analytics, LLC

Project Understanding | 0-100 Points | 25 Points (25%)

Evaluator 1: 95

hit key points.

Evaluator 2: 95

+ Data is County owned + Detailed proposal + Web & mobile based

Evaluator 3: 95

Avenu has extensive experience in this field and demonstrated a very thorough understanding of the scope of work.

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Evaluator 4: 88

The scope of customer support is limited to technical support, and not ordinance interpretation. Any ordinance interpretation questions shall be directed to a designated County contact.

Qualifications and Related Experience | 0-100 Points | 30 Points (30%)

Evaluator 1: 95

years of experience.

Evaluator 2: 90

+ Large scale resources + Multiple offices - No local contact listed + Detailed data provided - Personally did not contact references

Evaluator 3: 95

Very professional company with detailed and thoughtful response to RFP. National company with many years of experience and a large clientele base.

Evaluator 4: 100

Florida customers used for reference - Manatee county, Avenu supports customers in all 50 states, at the state, county, city, and town level.

Fee Structure | 0-100 Points | 20 Points (20%)

Evaluator 1: 66.4

Highest Overall Revenue Share

Evaluator 2: 66.4

Highest Overall Revenue Share

Evaluator 3: 66.4

Highest Overall Revenue Share

Evaluator 4: 66.4

Highest Overall Revenue Share

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Project Approach | 0-100 Points | 25 Points (25%)

Evaluator 1: 100

very well laid out.

Evaluator 2: 90

- Approach Matrix outline differs from proposal (attention to details?) - Integrated graphics doesn't support written document

Evaluator 3: 90

Yes, a very competent plan was presented by Avenu. Avenu also has dashboarding capabilities and can even integrate with other software such as Accella through an API. Avenu also has an impressive 24/7 hotline process.

Evaluator 4: 80

Avenu's system can integrate with 3rd party software such as Accela through different methods manually and/or automated. Our automated integration process involves an API setup that establishes connection to your database to push and pull data at a set frequency. - security would be a concern here. An effective liaison with the County is required for the following: ► With IT to obtain access to the data sources mentioned in our proposal. ► With Licensing department to ensure permits have efficient approval or cycle times, ► With Finance department to provide fees and taxes on weekly, monthly or quarterly reconciliation schedule ► With Code Compliant to get updated field work and enforcement actions. Short term rental compliance 360 Bundle is an add on for tax collection and remittance and reporting at an extra cost. fixed subscription fee based upon volume of Short-Term Rentals in jurisdiction and Scope of Service.

Deckard Technologies

Project Understanding | 0-100 Points | 25 Points (25%)

Evaluator 1: 100

information laid out clearly.

Evaluator 2: 95

+ Detailed proposal - Mobile based is optional (Fee)

Evaluator 3: 90

Proposal demonstrates a strong understanding of the scope of work.

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Evaluator 4: 100

Rentalscape provides a complete solution to manage short-term rental activity. Using their proprietary software, HERA will provide a web-based electronic registry and fee payment system for property registration, collection of registration fees, tracking of properties with obligations to register, updating information and reporting tools.

Qualifications and Related Experience | 0-100 Points | 30 Points (30%)

Evaluator 1: 95

team collectively seems well versed in all scopes of technology.

Evaluator 2: 90

+ Local contact (Melbourne, FL) - Clients listed are new (former PROCHAMPS/duplicates on Allure proposal) - Personally did not contact references

Evaluator 3: 90

Stong team but does not appear to be as experienced as Avenu. Smaller company as compared to Avenu.

Evaluator 4: 100

HERA is a Florida based LLC. Their automated property identification systems are already running in Seminole County enabling them to have their system up and running quickly.

Fee Structure | 0-100 Points | 20 Points (20%)

Evaluator 1: 88.3

2nd Lowest Overall Revenue Share

Evaluator 2: 88.3

2nd Lowest Overall Revenue Share

Evaluator 3: 88.3

2nd Lowest Overall Revenue Share

Evaluator 4: 88.3

2nd Lowest Overall Revenue Share

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Project Approach | 0-100 Points | 25 Points (25%)

Evaluator 1: 95

work flow was presented in a manner that appears efficient.

Evaluator 2: 95

+ Very organized presentation +Thorough approach

Evaluator 3: 90

Proposal presented a very competent plan that meets the needs of the County. Has cloud based systems so no software needs to be purchased. Also has dashboarding capabilities.

Evaluator 4: 88

Although Rentalscape platform provides insight into lodging tax- amount due and paid, the Tax Collection Portal is an optional product which allows for actual collection of taxes. additional cost.