



**Raleigh Housing Authority**



**REQUEST FOR PROPOSAL  
MUNICIPAL ADVISORY AND FINANCIAL  
CONSULTING SERVICES  
RFP-2025-RED-002-MA**

Issued: November 13, 2025

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## **INTRODUCTION**

The Housing Authority of the City of Raleigh, North Carolina (“RHA” or the “Agency”) is seeking proposals from qualified firms to provide municipal advisory and financial consulting services. The selected firm will assist RHA in developing and implementing financing strategies to reposition and expand its real estate portfolio.

## **ABOUT RHA**

RHA was organized under State law in 1938 with the mission of providing safe, quality, affordable housing to families in the greater Raleigh community. Since its inception, RHA has become one of the largest providers of affordable housing in Wake County. Currently, RHA owns and manages nearly 2,000 affordable housing units and administers more than 4,000 Housing Choice Vouchers. As of October 2025, the occupancy rate for the portfolio is approximately 98% and the October YTD utilization rate for the voucher program is 97%.

Raleigh Housing Authority’s 2024 Strategic Plan outlines the organization’s strategy for improving employee and customer quality of life, increasing the supply of affordable housing, and developing healthy, vibrant, inclusive communities. The five strategic goals present a vision of what RHA hopes to accomplish, our objectives for realizing these goals, and the strategies for achieving success.

Two core components of the Agency’s Strategic Plan include developing thriving communities and cultivating effective partnerships to facilitate the development of at least 2,000 new housing units. In furtherance of the vision set forth in the plan, RHA is pleased to release this RFP for Municipal Advisory and Financial Consulting Services. The selected firm will be expected to provide strategic guidance, technical expertise, and hands-on support.

## **SCOPE OF SERVICES**

The successful proposer will provide independent advice and analysis, which may include:

1. Evaluating financial structures for RHA development and redevelopment projects.
2. Strategic and technical support including review and development of cash flow modeling and feasibility analysis
3. Advising on tax-exempt bond issues, credit ratings or credit enhancements
4. Assisting in the preparation and review of financing documents, including bond resolutions, official statements, tax and closing documents.
5. Advising on long-term financial planning, debt capacity, and investment strategies.
6. Participating in meetings with RHA staff, legal counsel, and development partners.
7. Providing other municipal advisory or financial consulting services as requested.

## MINIMUM QUALIFICATIONS

1. Registration as a Municipal Advisor with the U.S. Securities and Exchange Commission (SEC) and the Municipal Securities Rulemaking Board (MSRB);
2. Demonstrated experience with housing authorities or other public entities;
3. Experience with affordable housing finance, HUD programs (RAD, Section 18), Low-Income Housing Tax Credit (LIHTC), and various types of bond transactions (501(c)(3), essential function, and general revenue bond); and
4. Capacity to respond promptly and meet time-sensitive project deadlines.

## SUBMISSION REQUIREMENTS

Proposers must include all information outlined below in their responses. The maximum number of pages for the submission is limited to twelve (12) pages, excluding the Material Litigation/Regulatory Actions section. In no event shall the total submission exceed fifteen (15) pages. Any pages beyond this limit will not be considered as part of the evaluation process. For the purposes of this requirement, one (1) page is defined as a single side of standard letter-size paper (8.5" x 11").

<b>CONTENT:</b>	<b>MAXIMUM PAGES</b>
<b>1. Cover Letter</b>	1
<b>2. Table of Contents</b>	1
<b>3. Firm Profile:</b> Brief written narrative providing general background information including ownership structure, team overview, number of years in service, relevant specializations, technical expertise, and overall capacity.	2
<b>4. Team Qualifications and Experience:</b> <b>Names, roles, and résumés of key personnel specific to this assignment.</b> Please highlight up to three (3) public housing authority engagements on which key personnel of the proposal team have played a central or lead role that best highlights the team’s ability to achieve the Agency goals. Each project should include a professional reference from the public housing authority and should have been completed within the last five (5) years.  <b>Each project example should include, at a minimum:</b> <ul style="list-style-type: none"> <li>- Name and location of the project, project description</li> <li>- Respondent team members involved on the project and role,</li> <li>- Summary of the proposer’s scope of work</li> <li>- Details of the project financing. If bond financing, please include a CUSIP</li> </ul>	5

<p><b>5. Approach and Methodology:</b> Explanation of how services will be delivered to RHA. Description of how proposer plans to work with RHA during each phase from project inception to post-closing.</p> <p>RHA anticipates that transaction-specific work will be completed on a flat or percentage-based fee structure, while general advisory services and analysis will be conducted on an hourly basis, with a specified “not-to-exceed” amount.</p> <p>Please describe the fee structure your firm proposes for this engagement and please note the basis for all charges and any fee efficiencies or alternative pricing structures. Please provide hourly rates for each individual assigned to the project. Also include a list and cost for non-personnel-related expenditures.</p>	2
<p><b>6. Regulatory Certifications</b> – Proof of MSRB and SEC registrations, MSRB registration number, and other applicable compliance certifications.</p>	1
<p><b>7. Material Litigation/Regulatory Actions:</b> Identify any material litigation, administrative proceedings or investigations, to which your firm or any of its principals, partners, associates, subcontractors or support staff are currently involved or have concluded within the last three (3) years. Please provide details regarding the nature of each matter, the status or resolution, and any other relevant information necessary to fully describe the case. If none, please provide a statement to such effect.</p>	3
<b>TOTAL MAXIMUM PAGES</b>	
<b>15</b>	

**RESPONSE DUE DATE** - All proposals must be received no later than **4:00PM Eastern Time on December 1, 2025.**

**DELIVERY METHOD:** By email to AM\_RED@rhanc.gov, one (1) digital PDF file for each submission, as an e-mail attachment (compress file, if necessary) or via a link to a filesharing service. **All PDFs must be searchable. Late or incomplete submissions will not be considered.**

**EVALUATION**

<b>FACTOR</b>	<b>MAX POINTS</b>
Firm/Team Qualifications/Relevant Experience	75
Approach/Methodology/Budget/Value	15
References	10
<b>TOTAL</b>	<b>100</b>

RHA reserves the right to conduct interviews or request additional information before final selection.

## **CONTRACT TERM**

The initial contract term will be one (1) year, with an option to renew for up to four (4) additional one-year periods at RHA's sole discretion. RHA reserves the right to select multiple firms under this RFP.

## **QUESTIONS**

All questions regarding this RFP must be submitted in writing no later than **November 19, 2025**, to [AM\\_RED@rhanc.gov](mailto:AM_RED@rhanc.gov) and must include **RFP-2025-RED-002-MA** in the subject line.

**RESERVATION OF RIGHTS:** RHA reserves the right to:

- Reject any or all proposals;
- Waive informalities or irregularities;
- Request additional information from proposers;
- Obtain information concerning any or all Respondents from any source;
- Request an oral interview from any or all proposers; and
- Negotiate terms and conditions deemed to be in RHA's best interest.
- Cancel this RFP in part or in its entirety.

## **DEBARMENT**

By submission of its offer, the Proposer certifies and declares that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal, state, or local department or agency