

**ATTACHMENT B**  
**FORMAT AND CONTENT OF PROPOSAL**

In order for a proposal to be considered responsive and acceptable for evaluation by the AOC, the proposal must contain the following information and be submitted according to the following guidelines.

The proposal must provide the requested information **in exactly the sequential order set forth below and exactly as numbered below**. Responsive proposals should provide straightforward, concise information addressing the requirements. Expensive bindings and color displays, for example, are neither necessary, nor desired. Emphasis should be placed on providing responses and materials that conform to the AOC's instructions and are clear and complete responses.

**A. SERVICE PROVIDER INFORMATION**

1. General overview of your firm
2. Provide a list of any institutional or governmental agency clients with whom your firm has worked during the past 12 months and the scope/type of services provided.
3. Provide the names, addresses, and telephone numbers of five (5) client references for whom your firm has provided similar services (as described in RFP **Attachment A**) at some point in the last 12 months. The AOC may contact these references as part of the evaluation process. By virtue of submitting these client names as references, your firm releases the AOC and the client references from any liability for any and all claims of harm caused to your firm's reputation by virtue of any discussion between the AOC and the client reference.
4. Provide a list of counties in which your firm has provided similar services (as described in RFP **Attachment A**) over the last 12 months. Indicate for each county whether the services were provided by your company directly, or through an agent.

**B. TECHNICAL PROPOSAL**

1. Describe the team you propose to assemble to manage the AOC account, perform the title services/escrow work, and handle the daily order processing/tracking, invoicing and related contract administration.
2. Provide resumes describing the background and experience of the key staff you intend to assign for the performance of the work, describing each individual's ability and experience in conducting the proposed activities.
3. Indicate if your firm is able to provide the required services outlined in **Attachment A Scope of Services** for all 58 counties. If not, indicate which of the 58 counties your firm is **NOT** able to provide the required services for. If use of subcontractors would be required in order to provide services in any county, indicate which counties and include further details about the use of subcontractors.

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4. Review RFP **Attachment A “Required Services” section** and respond point-by-point to each of the requirements. Indicate if you can meet the requirement or not, or if you can meet the requirement only under certain conditions or circumstances. If you are not able to meet the requirement, please briefly explain why, noting any concerns or issues we should be aware of. If you are able to meet the requirement, please provide further details, as appropriate, on how you plan to do so, including use of subcontractors. **YOUR RESPONSES MUST BE NUMBERED EXACTLY AS WE HAVE NUMBERED OUR ATTACHMENT A “REQUIRED SERVICES” section.**
5. Provide order completion turnaround times for each type of service required under **Attachment A “Required Services” section**. Be sure to note any circumstances, exceptions, conditions, etc. that may affect turnaround times. Failure to meet agreed-upon delivery date will result in penalties that can include a reduction in payment of 25%, a cancellation of the order with no financial liability to the AOC and no financial obligation of the AOC to the service provider. **YOUR RESPONSES MUST BE NUMBERED EXACTLY AS WE HAVE NUMBERED OUR ATTACHMENT A “REQUIRED SERVICES” section**
6. Describe in detail your quality assurance process.
7. Describe in detail the process you will use to insure prompt and complete responses to AOC questions, including those that arise after preliminary reports or other evidence of title have been issued by your firm.
8. Provide the AOC with access to any website (a requirement under **Attachment A Scope of Services**) you intend to make available to the AOC as part of the services you expect to provide. Provide any passwords or codes needed for temporary access, for evaluation purposes. If a separate area must be established for AOC use, populate the area with some sample postings of preliminary reports and underlying documents.
9. Provide the A.M. Best financial strength rating for the title insurance company that you propose to use for title insurance along with any other applicable financial stability ratings from other rating institutions.
10. Provide any additional information you believe should be considered in the evaluation of your proposal.

**C. SCOPE OF SERVICES - PRICE PROPOSAL**

Please provide pricing for all title and escrow services described in detail in **Attachment A “Required Services” section**. Use the Price Proposal form (**Attachment E**), to fill in your proposed pricing, including premiums for title insurance policies. Note that the item number in **Attachment A “Required Services” section** corresponds to each item number in **Attachment E**.

**YOUR PRICE PROPOSAL MUST BE NUMBERED EXACTLY AS WE HAVE NUMBERED OUR ATTACHMENT E.**