



ULI Randall Lewis Center for Sustainability in Real Estate

Request for Qualifications for Writers/Researchers

ROLE:	Writer/Researcher (individual or firm)
CONTRACT ADMINISTRATOR:	Varies, Depending on Project
LOCATION:	Remote
PROJECT DURATION:	Varies, see below
PROJECT BUDGET:	Varies, see below

OVERVIEW

The Urban Land Institute's (ULI) Randall Lewis Center for Sustainability in Real Estate is seeking statements of qualifications from individuals or firms who are interested in serving as contracted researchers and writers for publications on various future research and thought leadership topics.

The Center has a regular need for skilled researchers and writers who can develop reports and articles at a variety of lengths, and on topics spanning a broad range of sustainability and real estate topic areas. The Center defines sustainability broadly, and as encompassing decarbonization, resilience, health, and social and racial equity.

To expand our list of researchers and writers who we can call upon to collaborate with us on our publications, we are issuing this RFQ. Individuals or firms may be asked to enter into a contract with ULI to provide research and/or writing services on an on-going or as-needed basis. Submissions of qualifications do not commit submitters or ULI to execution of future contracts.

At this time, in addition to future research and writing projects, with topics to be determined, we are seeking statements of interest and qualifications for a report focused on energy infrastructure, data centers, and artificial intelligence.

Please submit your Statement of Qualifications package to sustainability@uli.org on or before April 30. Early submissions are encouraged. See below for more details.

TYPICAL PROJECTS

Typically, contractors collaborate with the Center's program leads and managers to develop and finalize report/article scopes, including focus, length, and final format. Formats span stand alone reports, UrbanLand articles, or more.

Contractors collect insights for publications by interviewing or otherwise engaging with ULI members and other real estate leaders, and reviewing relevant documents and existing literature.

Finally, contractors write reports and articles in concise and compelling ways, which are then reviewed and published by ULI. ULI retains full control over report content. Contractors are acknowledged as report authors.

Editing and production, including report design and layout if relevant, is typically undertaken by ULI and is not part of the contractor's scope.

Funding for ULI publications is sometimes provided by corporate sponsors or philanthropic funders, and these funders sometimes play a role in reviewing or approving publications.

Writing topics may cover the following:

- **Decarbonization:** general whole-building decarbonization, embodied carbon, materials impact, operational efficiency, tenant engagement, adaptive reuse, nature positive development, refrigerants management, equitable electrification, etc.
- **Resilience:** real estate's assessment and management of physical climate risk, asset and market scale resilience strategies, the business case for resilience, adaptation finance, cloudburst infrastructure solutions, and more.
- **Healthy Places:** active transportation, food and real estate, equitable development, zoning, healthy housing, and more.

Working arrangements are flexible and are based on project needs. If the contract is a time and materials contract, consultants will typically be compensated based on regular invoices, which should reflect number of hours worked, tasks completed, and deliverables submitted, in addition to applicable and approved travel expenses. If on a published word basis, Consultants will be paid according to the contract and submitted reports/articles. Consultants will need to manage costs in accordance with the project budget.

On an hourly basis, the Center typically pays \$100-\$150 per hour for research and writing, depending on qualifications. On a per-word basis, typical compensation is usually \$1 per published word, although this can vary based on report length.

TYPICAL SCOPES OF WORK

In accordance with the to-be-agreed upon engagement terms outlined in individual project contract, qualified RFQ respondents may be contracted by ULI to provide writing services, to encompass:

- Coordinating project schedules

- Defining the scope for research task and associated research and deliverable (i.e. report, article, etc.).
- Working with the ULI lead to identify interviewees and other stakeholders
- Conducting interviews or focus groups with ULI members, partnering organizations, etc.
- Gathering and reviewing other relevant publications and sources, including prior ULI publications and those by other organizations
- Sharing recommendations for design, images, infographics, etc.
- Drafting 1-3 versions of deliverable and accept and respond to feedback from ULI and any partnering organizations

ULI will be responsible for editing and design for the report/article, including design of infographics, and promotion strategy and sharing with ULI member networks.

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SPECIFIC PROJECT (START DATE ASAP) – ENERGY INFRASTRUCTURE, DATA CENTERS, AND AI

The Center is currently seeking an individual or firm to research and author a new report focused on the topic of how energy infrastructure, data centers and AI compute are driving commercial real estate value, impacting communities, and influencing space utilization, tenant demand and the future of property markets. The report will be about 20 pages fully-designed, and will require interviews with approximately 15 ULI member and industry leader interviews and complementary desktop research.

EXPERIENCE REQUIRED

The Center is seeking Statements of Qualifications from experienced writers/consultants with the following qualifications:

- 5+ years of relevant work experience in research writing
- Multiple published reports and articles on relevant topics
- Knowledge and familiarity with commercial real estate, resilience, health, and/or decarbonization
- Rigorous attention to detail and ability to synthesize large amounts of information succinctly
- Commitment to integrating feedback and edits from program manager

SUBMIT YOUR STATEMENT OF QUALIFICATIONS

Interested writers – either individual or firm – are invited to submit statements of qualification.

Your submission package should include the following:

- Brief letter summarizing experience and background
- Specification of expertise (if you are interested in being considered for the current energy infrastructure/data centers/AI project, please indicate that)
- References with testimonials

- Up to five illustrative writing samples of up to 20 pages in length total. Writing samples can be excerpts of longer pieces. Sample should be included either in excerpt or full form, with links provided. Please include text that you would like us to read, and do not include links only.

The package should be PDFed together and be no more than 25 pages in length total.

Interested candidates should submit their Statement of Qualifications package to sustainability@uli.org by April 30, 2025. Early submissions are encouraged.