



Government of Vanuatu
Ministry of Lands and Natural Resources, (MoLNR)
Vanuatu Affordable and Resilient Settlements Project (VARs)
Request for Expressions of Interest (REOI)
(REAL ESTATE SERVICES – FIRM SELECTION)

Required Service:	Marketing and Sale of 130 Residential Lots – Elol Etas (Etas Gardens) Subdivision
Individual/Firm:	Firm
Date of Publication:	30 th April 2025
Deadline for submission:	21 st May 2025 at 14:00 hours
Reference Number:	TBC

1. Introduction

The Government, through the World Bank-funded Vanuatu Affordable and Resilient Settlements (VARs) Project, is undertaking the development and sale of the **Elol Etas (Etas Gardens) Subdivision, being a model** to address the **growing demand for affordable, resilient, and well-planned urban expansion** in the Greater Port Vila area.

This initiative directly responds to two core development objectives:

1. **To improve access to resilient infrastructure and services** in new and existing urban settlements; and
2. **To strengthen land planning and management systems** that support inclusive and sustainable human settlement growth.

The Etas Subdivision is designed as a **pilot model** for government-led urban development. It is an opportunity to work with the private sector **plan, build, and deliver affordable serviced lots** in a manner that is:

- **Economically viable**
- **Environmentally resilient**, and
- **Socially inclusive**

The subdivision includes approximately **130 serviced residential lots**, planned with culturally sensitive urban design principles including road and pedestrian access, drainage, green spaces, and access to public services. Refer to attached Subdivision Plan. It specifically targets **low- and lower-middle-income households**, enabling access to land and secure tenure for citizens who are otherwise excluded from the formal housing market due to rising land costs and informal settlement conditions.

In addition, the project:

- **Promotes equity and fairness** by using transparent eligibility criteria and selection processes.
- **Supports national housing policy goals** under the National Land Subdivision Policy.
- **Enables private sector participation** by encouraging partnerships with developers, builders, financial institutions, and NGOs.
- **Establishes a replicable model** for future subdivisions by private developers.

- **Addresses urbanization challenges** by providing planned residential opportunities that reduce pressure on unregulated and informal urban growth.

Ultimately, the Elol Etas Subdivision represents a strategic intervention by government to promote **resilient, inclusive, and sustainable urban development** that supports Vanuatu’s long-term socio-economic and environmental goals.

MoLNR is now seeking **Expressions of Interest (EOI)** from **qualified and experienced** Real Estate Agent to manage marketing, handle applications, assist with vetting, manage conveyancing paperwork and deposits, and execute settlement functions for the sale of 130 Etas lots, all under prescriptive oversight from the Project Management Unit (PMU) to ensure fairness, transparency, and public trust

2. Objectives of the Assignment

The selected Real Estate Agent will be **engaged on an exclusive (sole) basis** and will be required to:

- **Marketing Execution:** Deliver marketing via media and community outreach (which must be approved by PMU).
- Support potential buyers throughout the **application, qualification, and sales process**.
- **Application Handling:** Receive applications in person ready to be review by the purpose created committee and later uploaded on the online submissions (hosted and managed by PMU).
- **Lottery and Vetting:** PMU runs the lottery for fairness. Agent initial review of applicants with PMU oversight.
- **Conveyancing Support:** Prepare paperwork, collect and hold deposits in trust.
- **Settlement Coordination:** Work with conveyancing lawyer to complete transactions and register lease transfers.
- Ensure **transparency, accountability, and public confidence** in the process.

3. Scope of Services

The Real Estate Agent will manage marketing, handle in their office applications, as required assist with vetting, manage conveyancing paperwork and deposits, and execute settlement functions for the sale of 130 Etas lots, all under prescriptive oversight from the PMU to ensure fairness, transparency, and public trust

3.1 Marketing Activities

- Disseminate marketing materials via traditional and digital media, social media, SMS, and billboards. All marketing messages and public consultations must be PMU-led.
- Engage with commercial banks and other financial institutions.
- Manage a central project information hub in collaboration with MoLNR.

3.2 Application and Buyer Support

- A process of a government run lottery process and verification, and qualification process resides with PMU, led by a purpose created committee. The agent will not be a part of this process.

- A list of successful applicants will be provided to the Agent, and updated should any applicants pull out of the opportunity prior to finalised purchase.
- Facilitate online and in-person application processes. Compliment the online application platform being provided by MoLNR, the Agent to provide support to MoLNR staff for support for 3 half days in their offices
- Support buyers to understand eligibility criteria, application steps, and documentation requirements, prior to the applicant’s submission. This support is to occur whenever the agent’s office is open
- Maintain a database of all successful applicants and any ongoing inquiries raised.

3.3 Sales Facilitation

- Guide selected purchasers through qualification, financial preparation, and conveyancing processes.
- Liaise with MoLNR, Department of Lands, VFSC, and financial institutions.
- Support financial literacy in coordination with MoLNR partners).

3.4 Monitoring and Reporting

- Provide regular progress reports including:
 - Marketing impact and outreach.
 - Application and sales tracking.
 - Stakeholder engagement summaries.
 - Strategy effectiveness evaluation and recommendations.

3.5. Control Measure by PMU/MoLNR

- All marketing messages and public consultations must be PMU-led.
- Final decision-making, lottery management, and verification processes reside with PMU.
- PMU ensures legal and financial checks through a conveyancing lawyer.

3.5. Agent’s Compensation

- The Agent will be paid a percentage on the current fixed and uniform purchase price

4. Required Qualifications

Interested parties must:

- Be a **registered business in Vanuatu to provide real estate services.**
- Demonstrate **proven experience in real estate sales and marketing**, preferably in housing projects for low-income segments.
- Show capacity to deploy multi-channel marketing, community outreach, and manage buyer engagement.
- Have experience coordinating with government and community stakeholders.
- Demonstrate strong knowledge of local market conditions and target buyer demographics.
- Commit to high standards of **transparency, equity, and accountability.**

5. Duration

The services will be for a defined contract period (approx. 12 months). The Real Estate Agent will report to the Ministry of Lands and Natural Resources and coordinate with the PMU.

6. Submission Requirements

Interested Real Estate Agencies are invited to submit the following by **21st May 2025 at 14:00 hours**:

- A written proposal describing interest and outlining capacity to conduct multi-channel marketing, community outreach, and buyer engagement.
- Details of experience working with government and community stakeholders.
- Demonstrate strong knowledge of local market conditions and target buyer demographics.
- A statement or policy demonstrating commitment to transparency, equity, and accountability.

“Applicants must be legally registered and licensed to provide real estate services in Vanuatu. Proof of registration will be required as part of the submission.”

7. Evaluation and Selection Criteria’s

EOIs will be evaluated based on:

- Relevant experience in real estate sales and marketing, including work with low-income housing.
- Quality and practicality of the proposed marketing, outreach, and buyer engagement approach.
- Experience coordinating with government and community stakeholders.
- Demonstrate strong knowledge of local market conditions, project objectives, and target buyer demographics.
- Commitment to transparency, equity, and accountability.

Shortlisted agencies may be invited to submit detailed proposals.

Submissions must be delivered to:

Senior Procurement and Operations Officer
Vanuatu Affordable and Resilient Settlements (VARs) Project
Ministry of Lands and Natural Resources
Emai: spco@vars.vu

Please indicate: “*EOI: Real Estate Marketing – Elol Etas (Etas Gardens) Subdivision*” in the subject line.

For more information, refer to the **Marketing Strategy Report** and **Eligibility Criteria Report**, available upon request from the above contact.

William Nasak
Director General, (DG)
Ministry of Lands and Natural Resources, (MoLNR)

Attachment:

- Subdivision Plan – Elol-Etas Subdivision