



CATEGORY: Most Creative Repositioning Plan

Criteria: This category is open to examples of repositioning or financial engineering that were completed in 2011 and transform a poorly performing property (or portfolio) into a well-leased, financially successful asset(s). May or may not include a change in use.

Entries Due: March 30

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Entry Form Instructions

Submit materials in a 9-in. by 12-in. binder.

- Completed entry form (this sheet) with narrative attached
- Before and after images of the project (must include at least one exterior shot as well as lobby/common space and office/store/unit, as applicable). In addition to captioned prints, please include a CD with high resolution/300 dpi jpegs.
- Floor plans
- Payment

Now you can submit payment and/or materials online!

Simply log on to CPE's submission manager at <http://cpexecutive.submishmash.com/submit>

Entry Fees

☐ \$325 (first entry)

☐ \$265 (each subsequent entry)

Total number of entries # _____

Total payment \$ _____

(Make checks payable to Commercial Property Executive.)

Contact name: _____

Contact email: _____

Contact telephone: _____

Name of company(ies) to be considered for the award: _____

Name of building (or in the case of a portfolio, company) will be listed on the award. Please list the names and company affiliations of all team members to be included in award materials:

Mailing Instructions

Mailed materials must be postmarked by March 30. Send to:

Suzann Silverman, Editorial Director
Commercial Property Executive
370 Lexington Ave., Suite 2100
New York, NY 10017

If you have questions, email ssilverman@cpexecutive.com.

Property Facts

(complete in full, attaching extra pages as needed)

Name of property or portfolio: _____

Location: _____

Which best describes the property type(s)?

☐ Office

☐ Student housing

☐ Industrial

☐ Other

☐ Multi-family

☐ Retail

☐ Adaptive Reuse
(repurposed from
commercial or industrial
to multi-family, etc.)

☐ Hospitality

☐ Seniors housing

☐ Affordable (low income)
housing

(check one) Property is: ☐ rental ☐ for-sale

Date of original construction: _____

Type of repositioning effort:

☐ financial engineering

☐ renovations

☐ property change

☐ other: _____

Date repositioning efforts started: _____ completed: _____

Occupancy before repositioning: _____ after repositioning: _____

Rent range before repositioning: _____ after repositioning: _____

Total cost of any renovations made: _____

Where applicable, hard construction cost per square foot: _____

Return on investment: _____

Nature of financial engineering (types of financing applied, debts resolved, etc.): _____



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Marketing efforts/costs to retenant newly repositioned property or portfolio:

Square footage of building(s):

Describe range of spaces in building(s) (offices/stores/etc., common areas, etc.):

Primary tenants:

Amenities (describe noteworthy features):

Repositioning Project Team (names of companies only; individual team members are optional):

Owner/investor: _____

Developer: _____

Financier(s): _____

Broker(s): _____

Property manager: _____

Builder: _____

Architect(s): _____

Interior designer: _____

Landscaping: _____

Marketing: _____

Photographer: _____

Other team member(s): _____

Tell us about the project:

On a separate piece of paper, please provide between 250 and 500 words (or more if necessary) describing the property's or portfolio's history; the scope of renovation, financial engineering or other repositioning work; and the rationale for the change, as well as challenges/obstacles overcome and opportunities exploited. Also include information regarding how and why the repositioning is expected to improve financial performance and enhance appeal to the target market, how this is being measured and any results already achieved.