

CATEGORY: Most Effective Repositioning/Turnaround Plan

Criteria: This category is open to examples of repositioning, turnaround or financial engineering that were completed in 2013 and transform a poorly performing property or complex into a well-leased, financially successful asset(s). May or may not include a change in use.

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Entry Form Instructions

Please submit the following materials:

- 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). If entry is mailed, please include a CD or USB drive with high-resolution/300 dpi jpgs.
- Floor plans
- Payment

To submit payment and/or materials online:

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				
Mailing Instructions				
Mailed materials must be postmarked by March 29. 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.

Which best describes the property type(s)? Office Student housing Industrial Other Multi-family Adaptive Reuse (repurposed from commercial or indust to multi-family, etc.) Affordable (low income) housing (check one) Property is: rental for-sale Date of original construction: Type of repositioning/turnaround effort: financial engineering renovation property change other: Date repositioning efforts started: completed: Occupancy before repositioning: after repositioning: Total cost of any renovations made: Where applicable, hard construction cost per square foot: Return on investment: Total cost of any renovation cost per square foot: Return on investment:			ame of property or complex:
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Nature of financial engineering (types of financing applied resolved, etc.):	applied, del	pes of financing appl	



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Marketing efforts/costs to retenant newly repositioned property or portfolio:	Repositioning project team (requires names of companies only; individual team members are optional):
	Owner/investor(s):
	Developer(s):
	Financier(s):
Square footage of building(s):	Broker(s):
Describe range of spaces in building(s) (offices/stores/etc.,	Property manager(s):
common areas, etc.):	
	Builder(s):
	Architect(s):
	Interior designer(s):
	Landscaping:
	Marketing:
	Photographer:
	Other team member(s):
Primary tenants:	
Amenities (describe noteworthy features):	Tell us about the strategy:
	On a separate piece of paper, please provide 250-500 words (or more if necessary) describing the repositioning/turnaround strategy, including the property's history; the scope of renovation, financial engineering or other repositioning/turnaround work; and the rationale for the change, as well as challenges/obstacles overcome and opportunities exploited. Also include information regarding how and why the efforts are expected to improve financial
	performance and enhance appeal to the target market, how this is being measured and any results already achieved.