



# 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.

Entries Due: March 29

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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

**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](mailto:ssilverman@cpexecutive.com).

## Property Facts

(complete in full, attaching extra pages as needed)

Name of property or complex: \_\_\_\_\_

Location: \_\_\_\_\_

Which best describes the property type(s)?

- |  |   |
|--|---|
| <input type="checkbox"/> Office                          | <input type="checkbox"/> Student housing  |
| <input type="checkbox"/> Industrial                      | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> Multi-family                    | <input type="checkbox"/> Adaptive Reuse<br>(repurposed from commercial or industrial to multi-family, etc.) |
| <input type="checkbox"/> Retail                          |   |
| <input type="checkbox"/> Hospitality                     |   |
| <input type="checkbox"/> Seniors housing                 |   |
| <input type="checkbox"/> Affordable (low income) housing |   |

(check one) Property is:  rental  for-sale

Date of original construction: \_\_\_\_\_

Type of repositioning/turnaround effort:

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> financial engineering | <input type="checkbox"/> renovation   |
| <input type="checkbox"/> property change       | <input type="checkbox"/> 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:

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Square footage of building(s): \_\_\_\_\_

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

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Primary tenants:

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Amenities (describe noteworthy features):

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Repositioning project team (requires names of companies only; individual team members are optional):

Owner/investor(s): \_\_\_\_\_

Developer(s): \_\_\_\_\_

Financier(s): \_\_\_\_\_

Broker(s): \_\_\_\_\_

Property manager(s): \_\_\_\_\_

Builder(s): \_\_\_\_\_

Architect(s): \_\_\_\_\_

Interior designer(s): \_\_\_\_\_

Landscaping: \_\_\_\_\_

Marketing: \_\_\_\_\_

Photographer: \_\_\_\_\_

Other team member(s):

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## 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.