



CATEGORY: Most Effective Repositioning/Redevelopment Plan

Criteria: This category is open to examples of repositioning, redevelopment or turnaround that transform an outdated or poorly performing property or complex into a well-leased, financially successful asset(s). May or may not include a change in use. An important milestone must have been completed in 2014 (groundbreaking, major pre-lease, major financing component, phase completion, etc.).

Entries Due: April 6

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 April 6. 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 complex: _____

Location: _____

Which best describes the property type(s)? (Check all that apply.)

- | | |
|--|---|
| <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
(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: _____

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

Square footage of building(s): _____



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

Primary tenants:

Amenities (describe noteworthy features):

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): _____

Architect(s): _____

Builder(s): _____

Interior designer(s): _____

Landscaping: _____

Marketing: _____

Photographer: _____

Other team member(s):

Tell us about the strategy:

On a separate piece of paper, please provide 250-500 words (or more, if necessary) describing the repositioning/redevelopment strategy, including the property's history, the scope of renovation, 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.