



## CATEGORY: Most Innovative Corporate Strategy

Criteria: This category is open to M&A, portfolio reconfiguration, organic expansion, formation of new alliances/divisions, recruitment of critical teams/executives, corporate financing, and other corporate- or portfolio-level strategic efforts launched or completed (or an important component launched or completed—please specify component) in 2016 to improve strategic position or turn around the company.

Entries Due: April 3

### 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 3. Send to:**

Jessica Fiur, Managing Editor  
Commercial Property Executive  
370 Lexington Ave., Suite 2100  
New York, NY 10017

If you have questions, email [jessica.fiur@cpe-mhn.com](mailto:jessica.fiur@cpe-mhn.com).

### Tell Us About Your Efforts:

(complete in full, attaching extra pages as needed)

Nature of strategic change/effort:

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Date strategic effort started: \_\_\_\_\_ completed: \_\_\_\_\_

Total cost of effort: \_\_\_\_\_

Return on investment: \_\_\_\_\_

Individuals/other companies involved:

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Property type(s) involved:

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Location of properties/offices involved (if applicable):

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Square footage of properties involved (if applicable): \_\_\_\_\_

### Tell us about your accomplishment:

On a separate sheet of paper, please provide 250-500 words (bullet points are fine) describing the strategic effort and how it has benefited the company, shareholders and tenants/clients. Include specifics on the most important aspects of the strategy, reasons for the effort and decision making that led to pursuing it, as well as challenges entailed in achieving success and how the results have been measured. Please attach any supporting materials.