TAKE THE CHALLENGE!

Grand Prize: $20,000
All are invited!

Past schools included:

- Utah Valley University (UVU)
- Brigham Young University (BYU)
- Utah State University (USU)
- The University of Utah (U)
- Westminster College
- Salt Lake Community College
- Weber State University
• Overview
  – Student competition
  – Intercollegiate and Unbiased
  – Compete for grand prize of $20,000
  – Learn from industry professionals
• Awards
  – GRAND PRIZE:  $20,000!
  – Second Place:  $5,000
  – Third Place:  $3,000
  – Fourth Place:  $2,000
• Competition Timeline:
  – Team Registration Opens: Thurs., Oct. 18, 2012
  – Announcement of Four Finalists: Thurs., Feb. 28, 2013
  – Awards Banquet: Friday., Apr. 5, 2013
THE UTAH REAL ESTATE CHALLENGE

COMPETITION PROCESS AND RULES
• Team Eligibility
  – Two to five members per team
    • At least one matriculated student per team
    • Matriculated Student =
      – Enrolled in at least 9 credits in any Utah college or university
      – Still eligible if graduating in Fall semester
  – Team members may include professionals
  – You can be on more than one team
• Competition Process
  – Round One: Development Proposal
    • Executive Summary Submission
    • Development Proposal Judging Panel
  – Round Two: Development Business Plan (DBP)
    • Assignment of Mentors
    • Final Written DBP Submission
    • Oral Presentation Banquet
    • Awards Banquet
• Project Eligibility
  – Location: must be in Utah
  – Scope: minimum budget of $3,000,000 US
  – Property Type:
    • Any legal real estate development that maximizes the highest and best use of a site
  – Authenticity: Projects must be original ideas!
• Development Proposal (Round One)
  – Executive summary of project
  – No more than 10 pages, including exhibits
  – Exhibits may include site/floor plans, maps, etc.
  – Development Proposal minimum inclusions:
    • Summary of Salient Facts
    • Deal Economics
    • Property Description
    • Feasibility Study
• Judging (Round One)
  – Development Proposal judging panel
    • 10-20 judges consisting of academic and industry professionals
    • Judges will have experience working or teaching across a broad spectrum of real estate fields
    • Judges will review all Development Proposal and select four finalists and up to two honorable mentions
    • Maximization of highest and best use will be the primary judging criteria
• Mentors
  – Professionals assisting finalists
  – Mentor examples from previous years:
    • The Boyer Company
    • Ivory Homes
    • Zions Bank
    • Many others
Development Business Plan (Round Two)

- Hard copy, maximum size of 50 pages, including exhibits
- Required for the four finalists
- Describes, in detail, all aspects of project and Development Proposal
- DBP should include a comprehensive analysis of risks and economics associated with the development and operation of the project
• Oral Presentation (Round Two)
  – Luncheon at Rice-Eccles
  – PowerPoint presentation
  – Ten minute maximum per team
    • Presentation will be timed
  – Ten minute Q&A
  – All team members must be involved in the presentation
• Judging (Round Two)
  • Consists of 60 - 70 judges
  • Hard copy made available one week before orals
  • Judges submit secret ballot at luncheon
  • Judges include Development Proposal judging panel plus numerous industry professionals and generous sponsors of the challenge
  • Winners announced at the Awards Banquet
Past Winners
• 2012 – University Station
  – Representing University of Utah
  – Result: $20,000
• 2011 – SynerSite Partners
  – Representing University of Utah
  – Result: $20,000
• 2010 – Phantom Developers
  – Representing University of Utah
  – R&D Joint Venture with University of Utah
  – Result…..
    • JV with Boyer Company
• 2008: Aggie Developers
  – Representing Utah State University
  – Logan Retail Redevelopment
  – Result.....
    • Woodbury Corp used part of the concept