



UTAH REAL ESTATE CHALLENGE

Ivory-Boyer Real Estate Center

Competition
Packet

2018

2018 UREC Coordinator

McKell Dalton

mckelldalton@gmail.com

UREC on the web

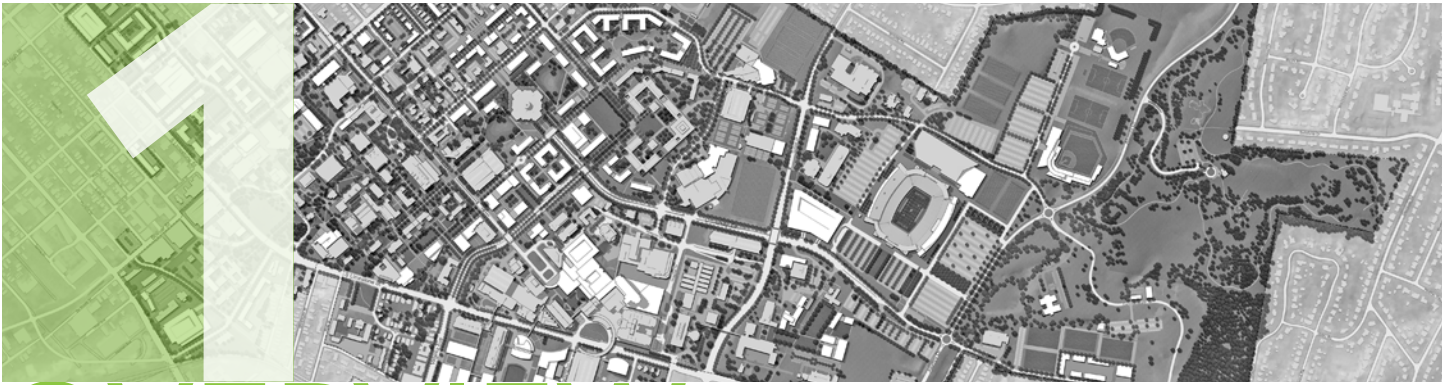
Official Website for information about UREC:

utahrealestatechallenge.com

CONTENTS

1 OVERVIEW	4
Competition Timeline	
Information Sessions	
Team Eligibility	
Project Eligibility	
2 THE COMPETITION PROCESS	6
Registration	
Round One: Development Proposal - 5 pages	
Round Two: Development Business Plan - 25 pages	
3 SUBMITTAL REQUIREMENTS	7
Minimum Standards for Development Proposal	
Summary of Salient Facts	
Deal Economics	
Property Description	
Feasibility Study	
Presentation	
Poster	
Minimum Standards for Development Business Plan	
The Package	
Final Presentation	
4 JUDGING	10
Judging Panel	
5 AWARDS	11
6 RESOURCES	12
The Challenge Website	
Mentors	
7 ABOUT THE UREC	13





OVERVIEW

OVERVIEW

The Utah Real Estate Challenge (UREC) is an intercollegiate real estate development competition for undergraduate and graduate students throughout the state of Utah. The competition fosters understanding of real estate development by giving students the opportunity to prepare and present a real estate development plan to a panel of expert judges. A grand prize of \$20,000 will be awarded to the student team with the most promising and economically viable Real Estate Development Plan. Second and third prizes are \$10,000 and \$5,000 respectively.

COMPETITION TIMELINE

Registration Opens _____	F - December 1, 2017
Team Registration Deadline _____	T - February 1, 2018
Development Proposal Submission Deadline _____	T - February 15, 2018
First Round Judging _____	T - February 22, 2018
Finalist Announcement Luncheon _____	T - February 22, 2018
Development Business Plan Submission Deadline _____	T - March 27, 2018
Final Presentation/Awards Banquet _____	T - April 5, 2018

INFORMATION SESSIONS

The UREC team will hold information sessions at various colleges and university campuses throughout the state. These forums will include a presentation introducing the UREC and answering questions. To schedule an information session at your school, please contact: deborah.hansen@eccles.utah.edu.

TEAM ELIGIBILITY

Each submitting team must have at least two members and no more than five. Each student is allowed to be on one team only. All team members must be matriculated students at a college or university in the state of Utah. A graduating student may participate if he/she completes all graduation requirements during fall semester. Student standing will be verified by the UREC. Teams may utilize outside consultants or mentors, but only registered team members will be eligible for award money. Teams may only present one plan. Successful teams have a strong combination of finance, construction, land planning, and real estate development skills.

PROJECT ELIGIBILITY

In order for the project to be eligible for the UREC, it must meet the following standards:

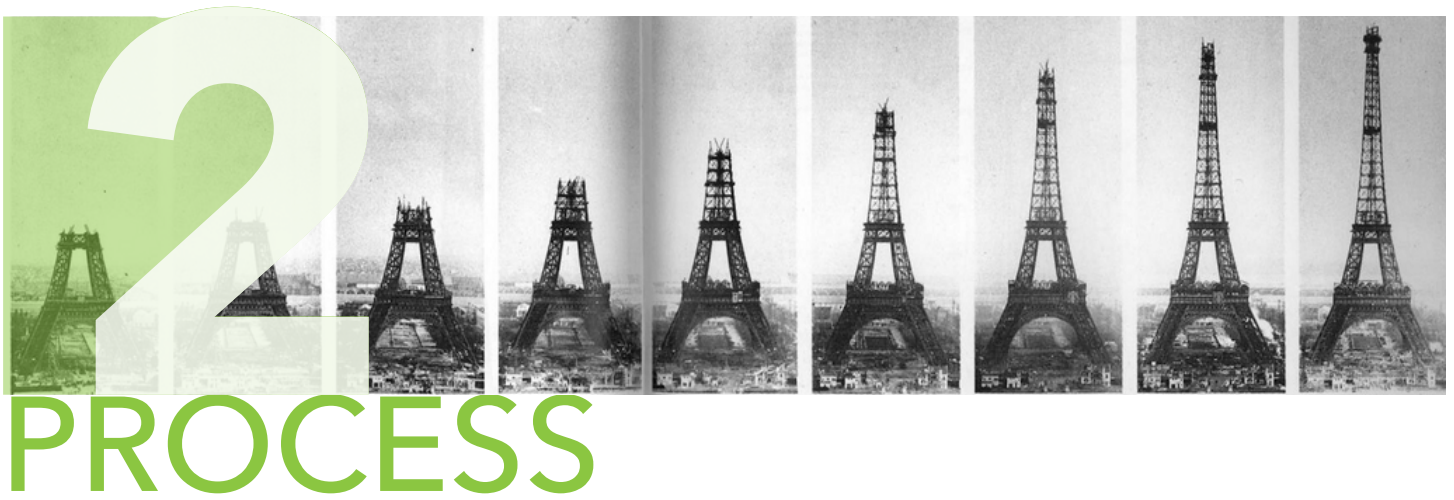
LOCATION: The Proposed Project must be within the state of Utah.

PROJECT SIZE: The Proposed Project must have a minimum development budget of \$10 million. The cost for the project can include land cost, on- and off-site work, building construction costs, and all soft costs associated with project development.

PROPERTY TYPE: Any legal real estate development proposed must maximize the highest and best use of the site.

ORIGINALITY: The project development plan must be an original plan and/or concept developed by the team. Teams may not use ideas, renderings, models, iterations or any other likeness created by a third party. Plans are allowed to be created as class assignments. Projects submitted to a prior Real Estate Challenge that did not make the finals are eligible, provided an original team member is submitting it. Proprietary information derived from a company or development may not be used to create the project. If a student works for real estate related company, the student must not use company time or company resources when working on the UREC project.





THE COMPETITION PROCESS

REGISTRATION

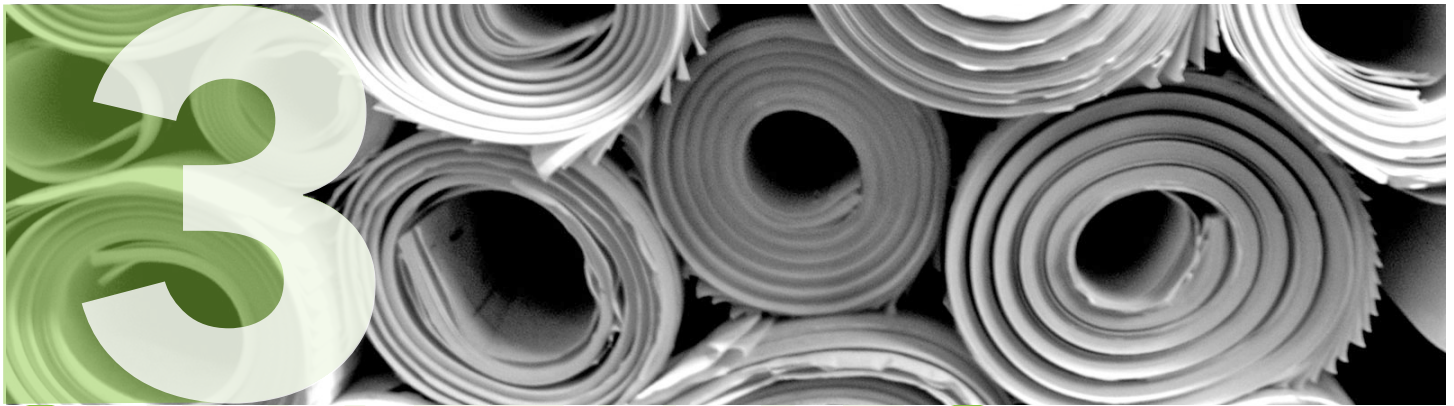
All contestants must register their team before the registration deadline by clicking on the registration link at utahrealestatechallenge.com and completing the required form before 11:59 p.m. on the registration deadline. The team name and team members must be registered by the deadline to be eligible to compete. Only registered winning team members will be awarded prize money.

ROUND ONE: Development Proposal – 5 pages

The Development Proposal is an executive summary which highlights the most important aspects of the proposed development. The summary should identify the highest and best use for the site and provide market support for why the development would succeed. Refer to the Submittal Requirements section for more specific information about the minimum requirements. All submitting teams will be required to give a five minute presentation to the panel of judges, followed by a two minute Q&A. The Development Proposal will be projected for the judging panel followed by a two minute Q&A. A printed copy of the Development Proposal will be given to the judging panel. Teams will be assigned a morning presentation time. Team members should be available for the morning presentations as well as the announcement luncheon.

ROUND TWO: Development Business Plan – 25 pages

The three finalist teams must submit a complete Development Business Plan (DBP). It should include why the proposed project is feasible based on market analysis and cost support. Refer to the Submittal Requirements section for more specific information about the minimum requirements. Judging of the Final Round will be based on the criteria set forth under the DBP section as well as an oral presentation. For details regarding judging, refer to the Judging section below. The winning team, as well as second and third place teams, will be announced at the Awards Banquet.



SUBMITTAL REQs.

SUBMITTAL REQUIREMENTS

MINIMUM STANDARDS FOR DEVELOPMENT PROPOSAL

The Development Proposal may not have more than five pages plus a cover page. A penalty of 10% will be applied for submittals over this limit. Proposals may include site plans, elevation plans, maps, financial and market information. The following requirements must be adhered:

- The front cover page must identify the Team Name. No names or identity of any team members should be on the front cover page or anywhere in the Development Proposal.
- Font size must be legible. For your information: proposals will be printed, three hole punched and placed in a binder by the UREC administrative committee for the judges to review when the judging panel meets to select the three finalist teams. It is in a team's best interest to format proposals so they are easy to understand.
- The submittal of the Development Proposal must be in PDF format.

Teams must submit the Development Proposal in a PDF format on the UREC website before 11:59 p.m. MST on the submission deadline.

SUMMARY OF SALIENT FACTS

This section is to be a brief overview of the project and may include the total budget amount for the project, location of the project, land area included, proposed use(s), proposed building square footage, gross leasable area, land to GLA ratio, land to building footprint ratio, current and/or proposed zoning, and other information deemed pertinent by the submitting team.

DEAL ECONOMICS

This section may include a development budget for the project with a breakdown of all the development costs. The budget may include land cost, site work (both on and off), hard construction costs and soft costs. Development proposals may also include details of the projected income and expenses and other pertinent factors. Contestants should include an operating pro-forma that outlines projected revenues, operating and management expenses, net operating income, debt service, and net cash flow for the project.

PROPERTY DESCRIPTION

The Property Description section describes the scope of the project. It may include an area map, site plan of the development, schematic drawing of the floor plan of the proposed building(s), schematic drawing of the elevation of the project, along with any other exhibits the contestants feel are necessary to help the judges understand the project.

FEASIBILITY STUDY

This section may support feasibility of the proposed project in the marketplace, and may include why it will be successful. Use market data and comparables, show demand for proposed uses, support for projected income, rational for estimated costs, and provide an explanation for land planning and overall use of the property.

PRESENTATION

All submitting teams will be required to give a five minute presentation to the panel of judges, followed by a two minute Q&A. The Development Proposal plan will be printed for the judging panel. Please note that teams will be assigned a morning presentation time. Team members should be available for the morning presentations as well as the announcement luncheon.

POSTER

Each team is required to bring one poster showcasing their Development Proposal. This poster will be on display during the Finalist Announcement Event, during which teams will meet and network with judges, other contestants, and industry professionals. Posters must be professionally printed and mounted. The suggested size is 24" x 36".

MINIMUM STANDARDS FOR DEVELOPMENT BUSINESS PLAN

THE PACKAGE

Each finalist team is required to submit a Development Business Plan (DBP). The DBP

contains the same general categories as the Development Proposal, but requires thorough support for the assumptions and postulations outlined in the Development Proposal. For example, the DBP would include a detailed discounted cash flow (DCF) analysis, including absorption and inflation projections. The DBP will count as 60% of the final score.

The **DBP** is limited to 25 pages, including exhibits. Detailed items could include detailed comparable market rent studies to show support for projected income, cost analysis report coinciding with the cost budget, additional feasibility to demonstrate market demand for the proposed use(s) within the project, more detailed site plans and drawings, etc.

Specific additional requirements will be given to each of the finalist teams at the time they are chosen to compete in the final round. The website will also have updates and information.

Teams must submit the Development Proposal in a PDF format on the UREC website before 11:59 p.m. MST on the submission deadline.

FINAL PRESENTATION

The three finalist teams will be required to prepare a professionally printed and mounted poster display (24" x 36") and a final presentation for the Final Presentation/Awards Banquet. Each team must submit a presentation (PowerPoint, Prezi, videos, and other approved media) no later than two days prior to the Banquet. A computer with a projector will be provided by the UREC, and each team will be given 10 minutes to present the project in person to the judges and audience. There will then be five minutes for question and answers by the judges.

“There's as much risk in doing nothing as in doing something.”

= Trammell Crowe





JUDGING

JUDGING

Three finalist teams will be selected to move on to the Final Round. Judging criteria was developed by real estate professionals from the community and is indicative of the emphasis that investors place on real estate investment opportunities. Overall selection of winners is based on the viability and likely success of the proposed project.

JUDGING PANEL

The judging panel consists of 10 to 20 members, including representatives from Utah colleges and universities, as well as industry professionals such as: real estate developers, mortgage bankers, contractors, real estate brokers, etc. All judges have real estate industry experience. The development proposal judging panel will meet together to judge all development proposal submissions and select the three finalists. All teams will receive valuable feedback from the judging panel.

The three finalists will be announced following the judging panel's decision at the Finalist Announcement Event. This event will provide an opportunity for students to meet the Round One judges and network with other contestants and industry professionals. Each team will be responsible to bring one poster showcasing their development proposal. This poster will be displayed at the event following the finalist team's announcement.

Prior to the Final Presentations and Awards Banquet, the judges will review and score the Development Business Plan. 60% of the final score is based on the written proposal with the remaining 40% being evaluated on the final presentation as voted by the audience.

Decisions of the judging panels will be final and not subject to appeal. Judges must not be affiliated with, or involved in the preparation or funding of any participating team.



AWARDS

AWARDS

Prize money will only be awarded to registered team members of the winning team. The award breakdown is as follows:

GRAND PRIZE **\$20,000** | SECOND PLACE **\$10,000** | THIRD PLACE **\$5,000**

Novelty checks will be awarded at the Awards Banquet. Prize money will be equally divided among each registered team member and cannot be given to anyone not registered as a team member. Please note that it may take up to 180 days for the prize money to arrive.

The judges will use the following criteria in scoring the developmental proposals:

Financial Feasibility | Highest and Best Use | Probability of Development | Sustainability
Quality of Presentation

“ Real estate cannot be lost or stolen .
nor can it be carried away. Purchased
with common sense . paid for in full .
and managed with reasonable care . it is
about the safest investment in the world.” ”

= Franklin D. Roosevelt





RESOURCES

RESOURCES

THE CHALLENGE WEBSITE

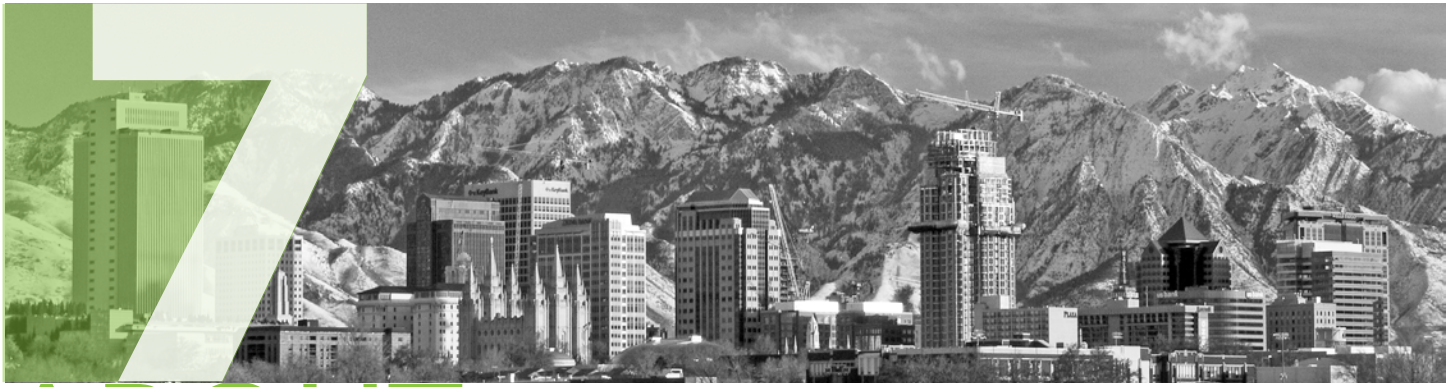
Students who register for the competition may utilize educational forums and other resources to aid in the creation and implementation of their Real Estate Development Plan. UREC will provide important reminders of upcoming events, forums, key submission, deadlines and judges' decisions through email and the UREC website. Challenge participants are automatically subscribed upon registration.

MENTORS

Teams may choose their own mentors or ask the UREC committee to assign a mentor. Mentors should be selected for their experience in a variety of areas, including: development, construction, legal, land planning, leasing, financing etc. Mentors are people who have successfully developed, financed, planned or been a significant part of the development process and completed many real estate development projects. Mentors are not involved in the judging of the competition and the use of mentors by UREC participants, while encouraged, is optional. Mentors aid teams by:

- Providing focus and identifying strengths/weaknesses
- Discussing development strategies, land planning, highest and best uses etc
- Offering a resource for market information on costs and income
- Helping find technical expertise and advice on pro-formas and site planning issues
- Offering suggestions to improve the deliverables
- Suggesting contacts and resources

Executive Mentors are available to prepare finalist teams for the Round Two Development Business Plan and the Final Oral Presentation. On request, teams will be matched with mentors by related field. Executive Mentors are industry veterans and offer expert advice to finalist teams.



ABOUT

ABOUT THE UREC

Made possible by generous support from sponsors, mentors, judges and faculty members of participating schools, the UREC began in 2007 and welcomes all educational institutions throughout the state of Utah. The UREC is administered by a committee comprising the director of the Ivory-Boyer Real Estate Center, volunteer members of the real estate community, and graduate assistants in the Master of Real Estate Development program at the University of Utah. The administrative committee manages the following functions for the UREC:

- UREC Outreach
- Event Planning
- Sponsor Relations
- Judge Coordination
- Mentor Recruitment
- Public Relations
- Marketing



“The major fortunes in America have been made in land.”

- John D. Rockefeller

