



## LA Real Estate Challenge

NAIOP SoCal UCLA vs. USC Real Estate Challenge to be Held Thursday, November 17 on UCLA Campus, Celebrating 25<sup>th</sup> Anniversary

*2022 Challenge Project is Redevelopment Site in Carson, CA*

**Southern California (October 25, 2022)** – The much anticipated UCLA Bruins vs USC Trojans Real Estate Challenge, one of the most iconic events in the commercial real estate industry, returns on November 17 to the UCLA campus, just two days before the UCLA vs USC football game. 2022 marks the 25<sup>th</sup> anniversary of the student competition, which is now tied at 12 wins for each university.

The challenge pits a five-member graduate student team from the Ziman Center of Real Estate at UCLA's Anderson School of Business against a five-member graduate student team from the Lusk Center at USC's Marshall School of Business and Price School of Public Policy in a head-to-head battle to determine the highest and best use for a unique parcel of land in Southern California.

For 2022, the challenge is a 20.87-acre site in Carson, one of the preeminent cities within the South Bay. Prologis, project site sponsor, acquired the site in 2014 and now seeks to explore options for its redevelopment. The site consists of five parcels totaling 402,000 square feet encompassing single story and two-story suburban office space at the northwest corner of S Wilmington Ave and E University Dr. Students will explore alternative plans to maximize the value of this unique blank slate redevelopment opportunity.

To claim victory and the sought-after Silver Shovel, the winning team must determine the highest and best use for the property and accrue the most points during written and oral presentations from the judging panel that includes a diverse collection of high-profile real estate industry leaders.

The UCLA student team includes Sam Baughman, Nicholas Fong, Franco Mellone, Brad Schierhorn and Eli Wilson. The USC student team includes Lindsay Gibson, Michael Jankiewicz, Torey Kiss, Justin Rappel and Grace Zheng.

"Each year I am impressed by the caliber and creativity of the student's proposals put together in just six weeks. These young people represent the future of the industry which is what makes the challenge so exciting and such a great platform for future careers," said Greg Brown, chair, NAIOP SoCal UCLA vs. USC Real Estate Challenge and Senior Managing Director and co-head of the Orange County office of JLL Capital Markets, Americas.

The event will begin at 5:30 p.m. on Thursday, November 17. To learn [more go to the link](#).

About NAIOP SoCal -- NAIOP SoCal comprises more than 1,100 members serving the counties of Los Angeles and Orange. NAIOP SoCal is the leading organization in Southern California for developers, owners and related professionals in office, industrial, retail and mixed-use real estate. NAIOP SoCal advances responsible commercial real estate development and advocates for effective public policy. For more information, visit [www.naiopsocal.org](http://www.naiopsocal.org).

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