



LA Real Estate Challenge

Honorary Coaches Announced for NAIOP SoCal's UCLA vs. USC
Real Estate Challenge to be Held November 17 on the UCLA Campus



UCLA Honorary Coach:
Robert Hart
Founder, CEO & President
TruAmerica Multifamily



USC Honorary Coach:
Nadine Watt
CEO
Watt Capital Partners

Southern California (November 08, 2022) – Industry leaders TruAmerica Multifamily's Robert Hart and Watt Capital Partners' Nadine Watt will be the honorary coaches for the graduate student teams at the 25th anniversary of the NAIOP SoCal UCLA vs. USC Real Estate Challenge.

The event, set for November 17 on the UCLA campus, 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.

This year's challenge is a 20.87-acre site in Carson. Prologis, project site sponsor, acquired the site in 2014 and now seeks to explore options for its redevelopment. The student teams will explore alternative plans to maximize the value of this unique blank slate opportunity.

For 2022 NAIOP SoCal named real estate industry icons with significant connections to each university as honorary coaches. In year's past former UCLA and USC athletes and athletic coaches were given the role.

[Robert Hart](#), founder, chief executive, and president of Los Angeles-based TruAmerica Multifamily, a vertically integrated multifamily investment firm, will be the honorary coach for UCLA. TruAmerica, under his leadership, has become one of the most active multifamily investors in the U.S. with approximately \$16.1 billion of assets under management. Hart is responsible for the phenomenal growth and national expansion of the firm's value-add investment platform, which includes more than 55,000 units in 14 states. He has led TruAmerica to a top 50 ranking of the largest apartment owners in the U.S. the past six years by the National Multifamily Housing Council. Hart earned a Master of Business Administration degree from the Anderson School of Management at UCLA and where he serves on the leadership board for UCLA's Ziman Center for Real Estate.

USC's honorary coach is [Nadine Watt](#), CEO of Watt Capital Partners. As CEO, she brings over 25 years of real estate expertise to her position, where she oversees day-to-day activities and strategic planning for all commercial investment activities including acquisitions, development, and asset management for the company's 6 million-square-foot portfolio. Previously, Watt served as president of Watt Companies. In 2011, she led a strategic reorganization of the company that moved the firm beyond traditional property management and leasing to a focus on acquisitions and real estate development, as well as joint venture opportunities. She played a key role in launching Watt Companies' acquisition division – Watt Investment Partners – that now actively invests \$60 million in a variety of property types across the Western United States. Watt holds a Master of Arts degree from the School of Cinematic Arts at USC. She is the president-elect of the University of Southern California Board of Governors and serves as vice-chair of the Lusk Center for Real Estate as well as on the USC Associates Board of Directors.

The winning student team must determine the highest and best use for the chosen site 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 executives. To add to the excitement, for the 25th anniversary, the student teams are tied at 12 wins each.

“The graduate students will gain so much from the wisdom and leadership of our honorary coaches. It's exciting to have Nadine and Bob join us to recognize their alma maters and bring their perspective to the real estate challenge,” 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. “In addition to Nadine and Bob's role, we have seven industry executives who also volunteer their time and talent as judges. That level of executive commitment is another reason this event is so special for the industry and the students.”

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.

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