


Presentation by

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2022 Argus University Challenge

**UWE
Bristol**

University
of the
West of
England



ARGUS
University
CHALLENGE

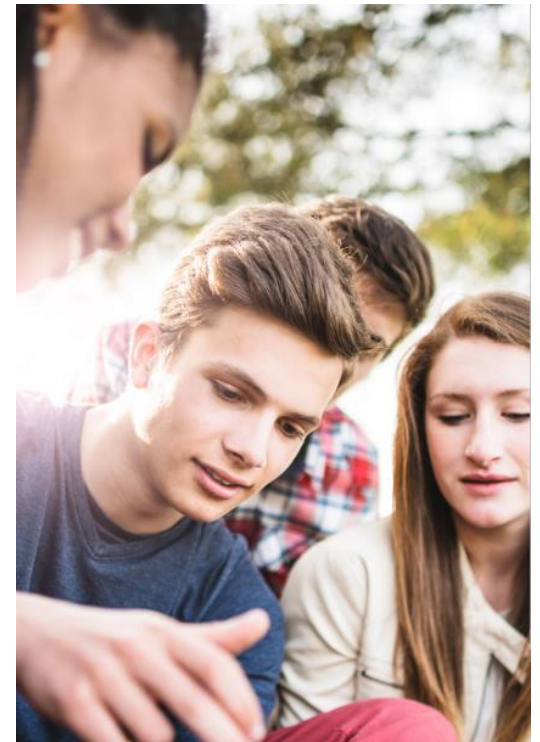
THE BIG
LONG

2022
ARGUS
University
Challenge

altusgroup.com/argus/training-argus-university-challenge

ARGUS University Challenge

- What is it?
- Theme
- The case / brief
- Outcomes



What is it?

- 2009 - Argus Enterprise
- Awards: \$15,000 (1st prize) to £1,000 (honorable mention)
- Participants – originally US, now global
- Brief requirements:
 - Encourage to use Argus Enterprise multiple functionalities
 - Global reach
 - Fictitious place and property
 - Remove Altus Group from showing any promotion



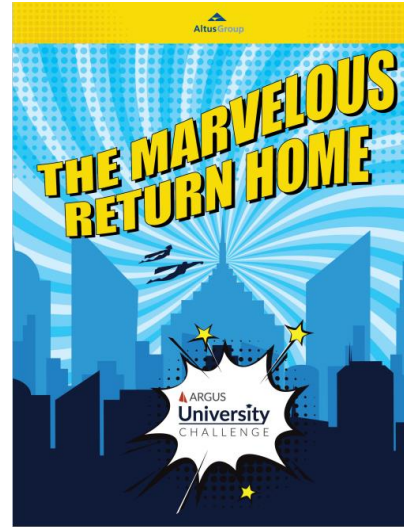
Theme

- Games
- Movies

2011



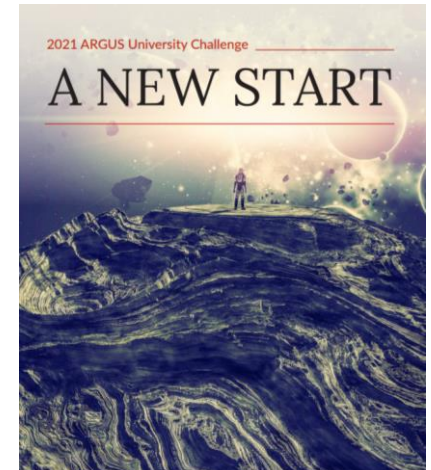
2019



2020



2021



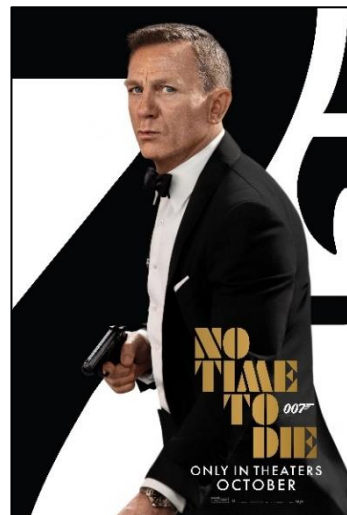
Theme – Game?

- Popularity
- Fun
- Buildings



Theme – Movie?

- Popularity
- Fun
- Buildings
- Retail
- Investment



The Big Short

- Real estate market
- Market cycle
- Valuation
- Investment decision-making
- Sustainability
- US but not just the US



The Big Long - fake

- Fake location
- Fake project
- Fake materials
 - Dialogues
 - Mails
 - Wiki entries
 - Rent roll

Pine Mall Rent Roll - **CONFIDENTIAL**

Tenant	Type	Area (SM)	Start Date	Initial Rent	Rent Indexation	Months to Expiry
Vennett Software	Office	3,118	11/2014	24.00	2.00%	74
The M.B Company	Office	1,550	11/2014	22.00	1.80%	42
CRE Apps	Office	4,648	12/2014	27.50	2.20%	112
Big Banking Green Partners	Office	1,562	1/2015	28.00	2.00%	85
Rickert Tax and Audit	Office	765	11/2014	21.00	CPI	96
Vacant	Office	1,570	11/2014			
Vacant	Office	787	1/2016			
Bale and Kale Smoothies (food)	Retail	75	2/2015	65.00	2.20%	85

Vinny Daniel: Hmm...

Porter Collins: Is this a joke?

Mark Baum: Nope.

Porter Collins: We don't sell empty malls, do we?

Baum, Mark

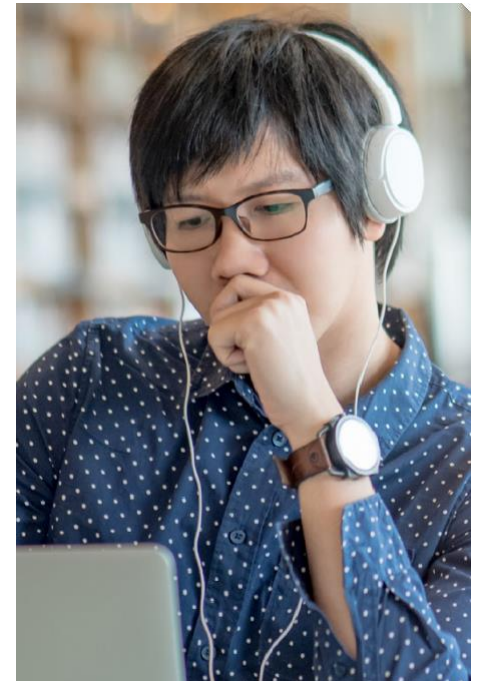
From: Mark Baum
To: Vinny Daniel, Danny Moses, and Porter Collins
Subject: Katie agreed

She agreed. They better do a good job. Send me all your notes.

Porter, could you please send me the funding costs and current inflation projections?

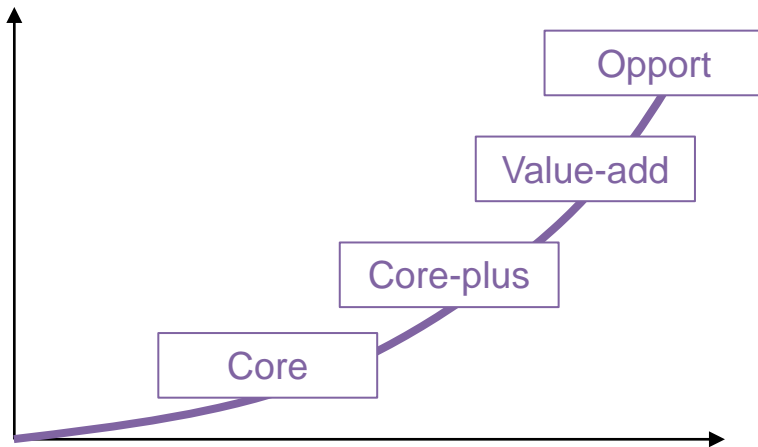
See you tomorrow.

Mark



The Big Long – real?

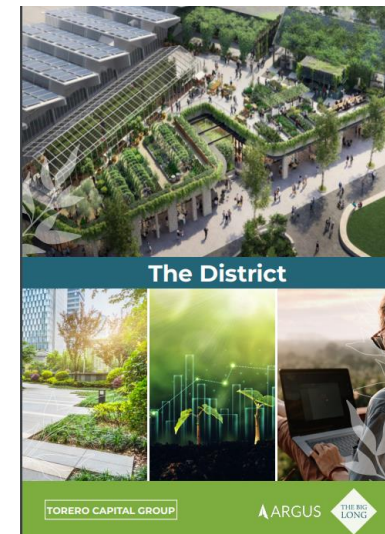
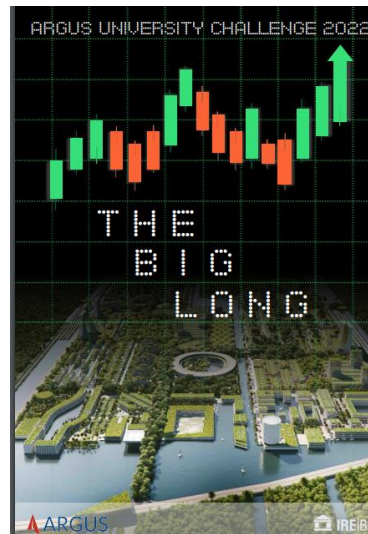
- Real life scenarios
 - Leave as is
 - Propose minimal improvements to get to full occupancy
 - Do whatever you think is needed to max the price



- Numbers vs meanings:
 - How much we can get for it?
 - When at earliest we can sell it?
 - Who will buy this from us?

Outcomes - winning projects

- Putting the puzzle together
- Creative solutions going beyond what was asked for
- Core etc...
- Fun



Outcomes –me

- Turn off the “standard” mode
- Open for all possibilities / fun
- Know the software inside out

- Movies

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Thank you