

Competition Rules 2025

1. TEAM COMPOSITION: Each school may enter a team comprised of a minimum of three (3) and maximum of five (5) members each. Team members must be registered as undergraduate students at their respective school.


2. TEAM NAME: Each team must select a team name that provides no reference to their school, mascots, etc. No school logos or any other school references are to be included on the team's presentation materials. No verbal references of school affiliation are to be made to the judges during a team's presentation. Team names from previous years cannot be repeated.

3. FACULTY ADVISORS: Each team must have a faculty advisor. Faculty advisors are invited to attend the event, but may neither communicate with nor provide guidance to their team until the winners are announced.

4. CASE DISTRIBUTION: The case will be distributed to each member of the team at the beginning of February via email.

5. OUTSIDE ASSISTANCE AND MENTORSHIP: Once the case is distributed, outside assistance is not permitted. This includes faculty, alumni, family members, and industry professionals. Teams may use other undergraduate students for help and guidance. Teams may use any data they can gather, but must complete their own analysis with such data using an Excel spreadsheet. Teams are not permitted to contact any organizations or individuals associated with the case (exception: zoning/planning, as described below).

The following are examples of acceptable and unacceptable use of external support.

- a. A broker's estimate of land value MAY NOT be used directly in the analysis.
 - b. A broker's estimate of market rental rates MAY be used as a data point in the team's analysis.
 - c. The applicable zoning/planning office MAY be contacted for clarification of the local zoning and zoning modifications environment, but not questions related to the specific site (specific to Toronto only).
 - d. The team MAY practice their presentation in front of a group of their undergraduate peers. Once PPT is submitted, changes cannot be made but oral practice may be continued.
 - e. Team MAY NOT use any proprietary software (i.e. ARGUS, RealNet, TeraNet, MPAC)
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6. QUESTIONS: Questions which arise after case distribution may be submitted by the team's Faculty Advisor to Professor Rogier Holtermans (rholter@uoguelph). If the question is deemed to be of critical knowledge to the case, an email will be sent to all participating teams notifying them of the question and the associated answer. Please note that this case is very open-ended and only few assumptions will be given.


7. PRESENTATION MATERIALS: The final submission must be in PowerPoint format and submitted by Sunday, March 16th at 11:59 p.m. (Eastern Standard Time). There is no slide count limit for the electronic presentation. Teams are permitted to continue working on their oral presentation until the Live Competition Presentations but may not change their slides. All submitted materials must be labeled with your team's name and **NO SCHOOL AFFILIATION SHOULD BE MENTIONED ANYWHERE IN YOUR DOCUMENTS OR PRESENTATION.** This is to maintain anonymity.

8. PAPER COPIES: Each team will be responsible for bringing ten printed copies of their presentation. These printed presentations must be taken from the presentation submitted electronically. Format should be three slides per page with note-taking space. Up to 30 slides selected from the electronically submitted presentation may be included in the printed packet (10 sheets of paper per package, single or double sided).

9. ROOM SELECTION: Preliminary round presentation rooms will be selected using a random number generator during the day of the competition.

10. LIVE COMPETITION PRESENTATIONS: On Friday, March 21st, 2025 live presentations will be held at Deloitte's national office in the heart of Toronto's financial district (8 Adelaide Street West). The competition will consist of a preliminary round taking place in four rooms. Each room will be assigned 3 judges selected from the real estate industry. The top team from each room will advance to the finals, which are to be held in the afternoon. The presentations will be a maximum of 15 minutes followed by a maximum of 15 minutes of questions from the judges. Each team member must participate in the spoken portion of the presentation. Any team with a member that is late to the session by more than 10 minutes will be disqualified. Faculty advisors may attend other sessions but must stay for the entire session and not communicate with their team until the final round winner has been selected.

11. FINAL ROUND: The final round will consist of four teams – the top team selected by the judges from each of the four preliminary rooms. The final four teams will present their case for a second time to the final round judges. After deliberation, the standings will be decided and announced in the subsequent award ceremony.



12. AWARDS: Monetary awards to the 1st, 2nd, 3rd and 4th place teams as well as monetary awards for the Best Financial Analysis, Best Sustainable Features, and Best Market Analysis will be distributed after the competition and will require Social Insurance Number and/or foreign citizenship information before the cash distribution. It is noted that the decision of the judges is final. Please note that in order for teams to be eligible for the three monetary awards, they must submit their PPT and Financials on time.

13. DRESS CODE: Business formal attire is required on presentation day.

14. EXPENSES: All travel expenses including hotel, airfare, and ground transportation are the sole responsibility of each team and/or sponsoring school. Failure to comply with these regulations may result in team penalties or disqualification from this and future competitions.

