



LA Real Estate Challenge



UCLA Honorary Coach:
Jordan Kaplan
CEO
Douglas Emmett, Inc.



USC Honorary Coach:
Rick Caruso
Founder & Executive Chairman
Caruso

Industry Icons Rick Caruso and Jordan Kaplan will be Honorary Coaches for the 2024 NAIOP SoCal UCLA vs. USC Real Estate Challenge to be Held Thursday, November 21

Southern California (October 31, 2024) – The honorary coaches for the acclaimed NAIOP SoCal UCLA vs. USC Real Estate Challenge will be industry icons Rick Caruso, Founder and Executive Chairman of Caruso, and Jordan Kaplan, Douglas Emmett Chief Executive Officer, President and Board Member. Set for Thursday, November 21, on the UCLA campus, the challenge will pit 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.

UCLA Honorary Coach Kaplan has served as Santa Monica-based Douglas Emmett's CEO and President and as a member of its Board since its inception. He joined its predecessor operating companies in 1986, co-founded the firm's immediate predecessor in 1991 and served as the CFO for its predecessor operating companies from 1991 to 2006. Kaplan received his bachelor's degree from the University of California, Santa Barbara and his M.B.A. from the University of California, Los Angeles.

USC Honorary Coach Caruso is a renowned business innovator, civic leader and philanthropist. As Founder and Executive Chairman of Caruso, he oversees one of the largest and most admired privately held real estate companies in the United States. Under Caruso's leadership, the company has achieved a compounded annual growth rate of nearly 20% since its inception. Caruso started his career as a real-estate lawyer in the corporate finance department of one of the nation's largest law firms. He transitioned from law to pursue his lifelong passion for development, establishing Caruso Affiliated Holdings in 1987. He adopted a fresh, new strategy for development and revolutionized the industry with imaginative retail and mixed-use destinations that serve as timeless and beloved centers of town. Caruso's world-class portfolio continues to expand and includes the most internationally renowned and award-winning retail, residential, and mixed-use properties. Caruso received his bachelor's degree and honors from the USC Marshall School of Business before he went on to complete a law degree at Pepperdine University.

"Rick Caruso and Jordan Kaplan bring an unprecedented amount of real estate experience, success, as well as passion for the industry and each of their respective universities, to their roles as honorary coaches. We are thrilled to have them support each of the teams and look forward to hearing them cheer on the students at the event," 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. "I have no doubt they will inspire these young minds as they prepare for their competition. We have an outstanding site this year which makes this an even more exciting battle for the Silver Shovel."

For 2024, the competition site is a 9.27-acre parcel within the partial redevelopment of the broader 142-acre Raytheon Campus in the city of El Segundo. The site consists of three parcels in an irregular shape located at the intersection of El Segundo Blvd and Nash St. The surrounding area reflects a variety of different uses, including retail, office, hospitality, industrial, and the Los Angeles Chargers football team headquarters. One of the parcels is bisected by the El Segundo green line metro station which provides transportation options for residents, employees and visitors.

To claim victory, the winning team must determine the highest and best use for the 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. The student teams will also present their concepts during the November 21

event. The challenge will begin at 5:30 p.m. at Carnesale Commons on UCLA's Campus. For tickets and more information about the NAIOP SoCal Real Estate Challenge, [Click here](#)

About NAIOP SoCal: With nearly 1,300 members, NAIOP SoCal is the leading association representing commercial real estate in Southern California. Our mission is to provide advocacy, education, and networking opportunities that support the industry's growth and success. With a focus on innovation and leadership, NAIOP SoCal is dedicated to shaping the future of commercial real estate in the region.

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