

Delegate Package

URECC 2026

2026

To our Delegates

This delegate package outlines the opportunities and benefits for university students interested in participating in the Undergraduate Real Estate Case Competition. It provides detailed information about the event, opportunities offered at URECC, the components of the proposals, and awards.



about

URECC

The University of Guelph's Undergraduate Real Estate Case Competition (URECC) is held annually in March at Deloitte's Head Office Downtown Toronto. Since the organization first began in 2015, this exclusive not-for-profit competition has provided a unique platform for undergraduate students, industry professionals, and academics to come together to network, learn, and grow as the future of the real estate industry.

The event is organized by a dedicated team of real estate major students from the University of Guelph, who handle all aspects of planning, coordination, and execution to ensure a professional and engaging experience.

Building on the success of previous years, we are thrilled to announce our plans for the 11th anniversary of URECC. We sincerely thank you for your continued support; your involvement pushes us to improve each year.

We are eager to extend an invitation to participate in this in-person event and look forward to seeing you as we foster connections between the next generation of real estate leaders and industry experts.

scope of the Competition

The competition is designed to challenge undergraduate students to collaborate with their team and prepare a full-scale development proposal on a site selected in Toronto/GTA.

Students will create an analysis that considers all aspects of

- **Market Analysis**
- **Sustainability**
- **Physical Constraints**
- **Financial Viability**
- **Government Regulation**



Our Stakeholders

We will be welcoming approximately:

- ◆ ~ 80 Students from Canadian and International schools
- ◆ ~ 30 industry professionals
- ◆ ~ 15 Alumni and faculty from the University of Guelph

Event Details

Deloitte Toronto Office

Bay Adelaide East 8 Adelaide Street West, Suite 200
Ontario M5H 0A9

• **Friday, March 27TH, 2026**

A full day of networking, competing and connecting

EVENT DAY!

The preliminary round will take place in the morning and will be judged by 12–15 industry professionals. These judges will be divided into breakout sections, each assigned a group of teams to observe and evaluate using our official case rubric. At the end of the preliminary round, each judging group will advance one team from their section to the final round.

In the afternoon, the four qualifying teams will present to a final panel of judges, alongside an audience of delegates and industry professionals. The final judges will deliberate and determine the 1st, 2nd, 3rd, and 4th place winners.

The day will conclude with a networking event for all delegates and industry professionals at the venue.

the Opportunity



Delegate Opportunities and Benefits

URECC provides delegates the opportunity to create a comprehensive analysis of development feasibility, covering aspects such as market analysis, sustainability, physical constraints, financial viability, and government regulations. This event will enrich students' real estate knowledge while offering opportunities to network with fellow students and industry professionals.



Networking Opportunities

- Dedicated networking session for all delegates and industry supporters
- Meeting industry professionals working at esteemed real estate companies
- Engaging and connecting with other students passionate about real estate



Practical Experience

- Gaining exposure to the Toronto real estate market
- Case is based on a real development site in the GTA, providing real world experience to development proposals
- Receiving feedback from industry professionals



Additional Opportunities

- Receiving prize money and awards based on quality of proposal/pitch
- Potential to travel to a major urban centre
- Enhancing student experience by providing a pragmatic approach to learning that is not offered in the classroom



URECC

2025 final judges & industry partners

Spotlight



Finalist Judges



**Shane
Cooney**

Senior Vice President, Development
Mattamy Homes



**Michael
Egden**

Senior Vice President, Investments
Starlight Investments



**Kevin
Radford**

Partner, National Real Estate
Advisory
Deloitte

2025 Sponsors



Deloitte.

Starlight™ INVESTMENTS



Highlights

2025 event

The most recent in-person event took place in March 2025 at Deloitte's Head Office in Toronto. The competition attracted **14 participating schools from Canada, the United States, and Australia.**

During the 2025 competition, we were thrilled **to welcome the Royal Melbourne Institute of Technology**, a highly acclaimed Australian university. For the 2026 competition, we strive to welcome more international teams from outside the North American border.



1ST PLACE: VERTEX GROUP

(Dalhousie University)

OTHER WINNERS



Second Place

Sapphire Capital
(Queens University)



Third Place

CrownDev
(Wilfred Laurier University)



Fourth Place

Iceberg Developments
(Concordia University)

INDIVIDUAL AWARDS

Most Innovative Analysis

Space Chasers
(University of Toronto)

Best Financial Analysis

Skyline Strategies
(British Columbia Institute of Technology)

Best Market Analysis

Glacier Peak Ventures
(University of Calgary)

Best Sustainability Analysis

Skybrook Capital
(University of Texas at Austin)

2025 event

Highlights

KEYNOTE SPEECH

Shane Cooney & Quinn Samardzic

We were pleased to welcome Shane Cooney, Senior Vice President of Development and Quinn Samardzic, Vice President of Marketing, at Mattamy Homes as our keynote speakers for the 2025 event. Shane and Quinn shared insights on real estate development, focusing on industry trends, challenges, and opportunities, offering valuable knowledge to both students and professionals in attendance.

DELOITTE PANEL

Our keynote speech was followed by a panel featuring three Deloitte professionals who shared their experiences in the real estate industry, offering practical insights into career growth and development within an industry-leading firm.

Moderator

Kevin Radford



Panelist

Paul Geiger



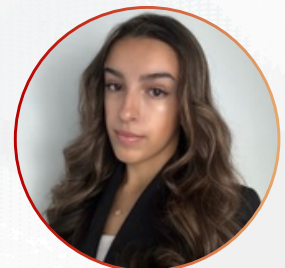
Panelist

Anshita Oberoi



Panelist

Mila Mihajlovic



Concluding with the announcement of the winners and networking session.



last year's **Awards**



Last year, we distributed ~\$25,000 in prize money. The following prizes were awarded to delegates:

- 1st Place Case Competition - \$7,500
- 2nd Place Case Competition - \$5,000
- 3rd Place Case Competition - \$2,500
- 4th Place Case Competition - \$1,500

In addition to these prizes, we will also be awarding three individual prizes to teams based on their submitted slides. The individual prizes will be worth ~\$2,000.

Financial Analysis Award:

An award for the best financial analysis separately as an excel document, will be given to one team from our Financial Planner.

Research & Market Analysis Award:

An award will be given to the team with the best market analysis, selected by our Market Research Partner.

Sustainability Award:

An award will be given to the team who best integrates features of sustainability into their proposal, selected by our Sustainability Partner.

Innovation Award:

An award will be given to the team with the best innovation proposal, selected by our Innovation Partner.

industry Support

The ongoing support from our sponsors makes URECC's growth and success possible. Our past sponsors include the following groups:

Allied Properties REIT

Deloitte

Starlight Investments

Sotheby's International Realty

GWL Realty Advisors

Oxford Properties

CLV Group & InterRent REIT

CBRE

Westbank

Mattamy Homes

Sweeny & Co Architects

First Capital Realty

Reid's Heritage Homes

Colliers International

International Council of Shopping Centers
(ICSC)

Urban Land Institute (ULI)

QuadReal

Skyline

ICSC foundation Canada & Primaris Stone
Road

Crestpoint Real Estate Investments LTD

Empire Communities

**Sweeny&Co
Architects**

Starlight™
Investments

Deloitte.

mattamyHOMES

Crestpoint
REAL ESTATE
INVESTMENTS LTD.

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EMPIRE

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SKYLINE

Primaris

OXFORD
AN OMERS COMPANY

**FIRST
CAPITAL**

QuadReal

ALLIED

ICSC

westbank

Sotheby's

CLV GROUP

**INTERRENT
REIT**

**Colliers
INTERNATIONAL**

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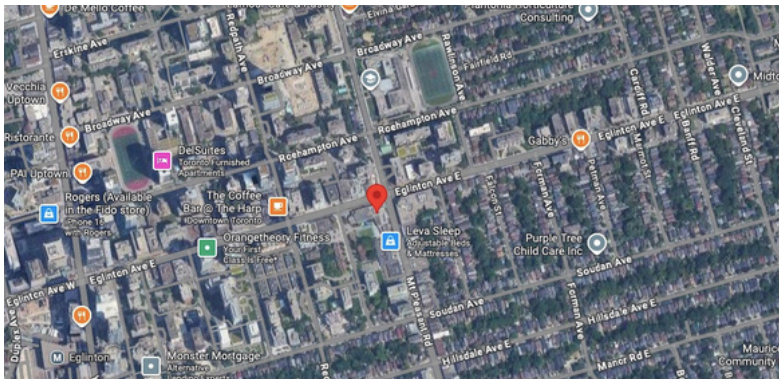
Key Information

Timeline

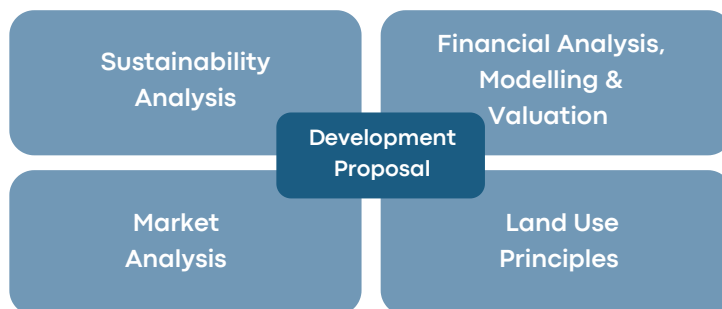


Last Years Case

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Proposal Components



Contact Information



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