

San Diego State University Wins 2025 NAIOP San Diego University Challenge

SAN DIEGO, CA — May 6, 2025 — San Diego State University's undergraduate real estate team earned top honors at the 15th Annual NAIOP San Diego University Challenge, prevailing over strong teams from UC San Diego and the University of San Diego with a development proposal recognized for its financial rigor, strategic design, and relevance to the regional market.

The competition, held on May 1, tasked student teams with proposing the highest and best use for a real development site in San Diego County. SDSU's winning submission was a mixed-use concept balancing residential, commercial, and community needs, backed by detailed financial modeling and market analysis.

The team — Tommy Bush, Noah Eubanks, Karleigh Cowan, Shelby Low, Hussain Salim Khan, Leo Koempel, Joey Grzetic, and Jackson Phillips — worked over four months to develop and refine the proposal. They were advised by faculty lead Anurag Mehrotra and supported by industry mentors Bryan Clark, Abbie Hawkins, Kyle Stiff, and Tim Wright.

"This team approached the challenge with the mindset of a real development firm," said Mehrotra. "They evaluated the site, understood the constraints, and built a proposal that addressed market demand while maintaining economic and environmental responsibility."

Organized by NAIOP San Diego, the local chapter of the Commercial Real Estate Development Association, the competition simulates an institutional investment committee review process. Judges include senior professionals from across the commercial real estate sector. SDSU's win highlights the program's focus on applied learning and close collaboration with industry.

