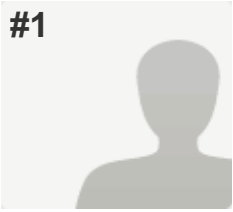


#1



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:02:08 AM  
**Last Modified:** Thursday, April 07, 2016 11:04:54 AM  
**Time Spent:** 00:02:46  
**First Name:** ,  
**Last Name:** Robert  
**Email:** rob@carfaro.com

**Custom Data:** ,  
**IP Address:** 72.82.230.26

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Networking

**Q2: How well did the conference meet your expectations?** Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Expansion of our sales staff into the Chicago region

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

9 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

Met get contacts

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** Respondent skipped this question

**Q7: Do you have any specific suggestions for improvement?** Respondent skipped this question

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Dallas, Houston, Washington D.C., San Francisco, Los Angeles, Seattle, New York, Atlanta, Other (please specify) Carolinas Region

**Q9: How did you hear about the conference?** Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Excellent
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 4 - Very Good

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 4 - Very Good,  
Comments: Very fun presentation

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

---

**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

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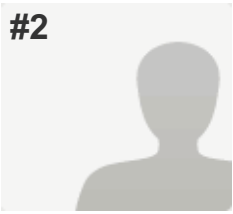
<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE	5 - Excellent
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty	6 - Did not attend this session
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities Francis Greenburger - Time Equities	6 - Did not attend this session

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks., Please include your contact info if you would like us to contact you. Rob Blackman, National Sales Manager Carfaro Inc., a Division of Fairway Building Products rob@carfaro.com
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Very Good
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Good
Venue	Very Good



#2



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:01:12 AM  
**Last Modified:** Thursday, April 07, 2016 11:08:09 AM  
**Time Spent:** 00:06:56  
**First Name:** ,  
**Last Name:** Marco  
**Email:** mschafferer@wegowise.com

**Custom Data:** ,  
**IP Address:** 73.247.77.209

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

networking and learning about trends in Chi market.

**Q2: How well did the conference meet your expectations?** Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

WegoWise should be at a Panel next year. We provide energy analytics and i think we will be able to add a lot of value to the conference.

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

networking

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** *Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?** *Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Other (please specify) Midwest

**Q9: How did you hear about the conference?** Word of Mouth

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Very Good
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

---

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

---

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 5 - Excellent

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

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<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE	6 - Did not attend this session
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital	5 - Excellent
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty	3 - Good, Comments: ok session nothing special. too fluffy
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities Francis Greenburger - Time Equities	4 - Very Good

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	Yes, please contact me. , Please include your contact info if you would like us to contact you. Marco Schafferer mschafferer@wegowise.com
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Excellent
Venue	Excellent

#3



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:01:54 AM  
**Last Modified:** Thursday, April 07, 2016 11:09:45 AM  
**Time Spent:** 00:07:51  
**First Name:** ,  
**Last Name:** Theresa  
**Email:** theresa@ppmapartments.com

**Custom Data:** ,  
**IP Address:** 173.165.20.97

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Multi-family forecasts

**Q2: How well did the conference meet your expectations?** Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

facts on how the multi-family is doing. Especially vacancy

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

Panel

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

Milan, who called neighborhoods "garbage" and made inappropriate hand gestures at the audience.

**Q7: Do you have any specific suggestions for improvement?**

Please do not invite Milan back

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Other (please specify) none

**Q9: How did you hear about the conference?** Email from Marcus & Millichap

PAGE 2



**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Good
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 5 - Excellent

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

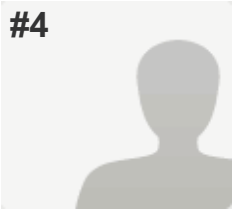
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<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging Neighborhoods<b>Featured Speakers:</b>Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p>1 - Poor, Comments: Milan really distracted this panel. I thought it was an April Fool's joke. Seriously, does any joe qualify for the panel? I sincerely appreciate opposing and diverse opinions.... but come on!</p>
<p><b>Q18: 11:50 AM - Concurrent Session BA Multifamily Alternative: Seniors Housing</b>Featured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p>5 - Excellent</p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives<b>Featured Speaker:</b>Michael D'Onofrio - Engineered Tax Services</p>	<p>5 - Excellent</p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power Panel<b>Featured Speakers:</b>Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p>5 - Excellent</p>
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote <b>Featured Speakers:</b>Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	<p>5 - Excellent</p>

PAGE 3

<p><b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b></p>	<p>No, thanks.</p>
<p><b>Q24: Any final comments, suggestions, or compliments?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q25: Overall, how do you rate the event?</b></p>	
<p>Concept</p>	<p>Excellent</p>
<p>Speaker Selection</p>	<p>Good</p>
<p>Execution</p>	<p>Excellent</p>
<p>Lunch Quality</p>	<p>Excellent</p>
<p>Venue</p>	<p>Excellent</p>

#4



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:04:57 AM  
**Last Modified:** Thursday, April 07, 2016 11:10:03 AM  
**Time Spent:** 00:05:05  
**First Name:** ,  
**Last Name:** Jeff  
**Email:** jmulcrone@bsbdesign.com

**Custom Data:** ,  
**IP Address:** 108.171.131.168

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Learn about upcoming market trends

**Q2: How well did the conference meet your expectations?**

Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

design more efficient multi-family apartment units...flexibility to convert to condo

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

8 (Passive)

**Q5: What was the most valuable aspect of this conference?**

networking

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

*Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?**

This venue was awkward...although in a great location and building.

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

Dallas, Houston, Washington D.C., San Francisco, Atlanta

**Q9: How did you hear about the conference?**

Email from Marcus & Millichap,  
Other (please specify) Attended last year as well

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
The Mid-America Club	Fair
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Very Good

**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 4 - Very Good

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 3 - Good

**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging Neighborhoods**Featured Speakers:**Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE  
6 - Did not attend this session

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors Housing**Featured Speakers:**Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital  
4 - Very Good

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives**Featured Speaker:**Michael D’Onofrio - Engineered Tax Services  
6 - Did not attend this session

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power Panel**Featured Speakers:**Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty  
5 - Excellent

**Q21: 2:35 PM - General Session**Afternoon Keynote **Featured Speakers:**Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities  
6 - Did not attend this session

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?** *Respondent skipped this question*

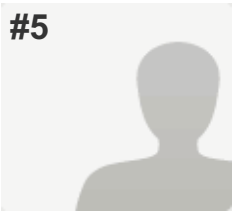
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

**Q24: Any final comments, suggestions, or compliments?** *Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Excellent
Speaker Selection	Very Good
Execution	Excellent
Lunch Quality	Very Good
Venue	Fair

#5



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:02:51 AM  
**Last Modified:** Thursday, April 07, 2016 11:12:16 AM  
**Time Spent:** 00:09:24  
**First Name:** ,  
**Last Name:** Michael  
**Email:** mlevine@belgraviagroup.com

**Custom Data:** ,  
**IP Address:** 162.17.6.195

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**PAGE 1: Event Overview**

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**Q1: What was your primary reason for attending this conference?**

Listening to other perspectives on the state of the market.

---

**Q2: How well did the conference meet your expectations?**

Very Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Focus on the entry level 2 bedroom condo.

---

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

8 (Passive)

---

**Q5: What was the most valuable aspect of this conference?**

Reconnecting with old contacts and meeting some new people.

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**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

No.

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**Q7: Do you have any specific suggestions for improvement?**

No.

---

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

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**Q9: How did you hear about the conference?**

Speaker or Sponsor (please tell us who below) ,  
Other (please specify) Alan Lev

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**PAGE 2**

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent

Comments:

Everything went very well. It would've been nice to have more of a sit down area when not in a seminar.

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**Q11: 8:40 AM - General Session**Multifamily State of Market: National vs. Midwest Markets**Featured Speaker:**John Chang - Marcus & Millichap 6 - Did not attend this session

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes**Featured Speaker:Scott Toban - Polsinelli 6 - Did not attend this session

---

**Q13: 9:15 AM - General Session**Morning Keynote**Featured Speakers:**Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises 5 - Excellent

---

**Q14: 9:40 AM - General Session**A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers**Featured Speakers:**Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton 5 - Excellent

---

**Q15: 11:00 AM - Concurrent Session A**When the Money Talks You Should Listen: A Capital and Investment Roundtable**Featured Speakers:**Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments 6 - Did not attend this session

---

**Q16: 11:00 AM - Concurrent Session B**Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs**Featured Speakers:**John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners 6 - Did not attend this session

---

<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE	4 - Very Good
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty	5 - Excellent
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities Francis Greenburger - Time Equities	6 - Did not attend this session

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

I would like to hear more about for-sale new construction product as this event seemed to be more focused on rental (and understandably so).

**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

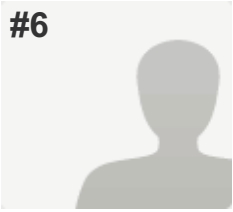
**Q24: Any final comments, suggestions, or compliments?** *Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Excellent
Venue	Excellent



#6



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:03:38 AM  
**Last Modified:** Thursday, April 07, 2016 11:15:03 AM  
**Time Spent:** 00:11:25  
**First Name:** ,  
**Last Name:** Matt  
**Email:** matt.cermak@ctt.com

**Custom Data:** ,  
**IP Address:** 206.211.104.1

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Educational factor.

**Q2: How well did the conference meet your expectations?** Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

The real potential of Motor Row and Uptown. We hear about those areas but to know about existing acquisitions and community development in place was very beneficial.

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

Learning about a variety of topics in the Chicago real estate world.

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

No -- I was very pleased for my first experience.

**Q7: Do you have any specific suggestions for improvement?**

No.

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Washington D.C.

**Q9: How did you hear about the conference?** Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Very Good
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Excellent

**Q11: 8:40 AM - General Session Multifamily State of Market: National vs. Midwest Markets Featured Speaker: John Chang - Marcus & Millichap** 4 - Very Good

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes Featured Speaker: Scott Toban - Polsinelli** 5 - Excellent

**Q13: 9:15 AM - General Session Morning Keynote Featured Speakers: Alby Gallun - Crain's Chicago Business (Moderator) Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

**Q14: 9:40 AM - General Session A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers Featured Speakers: Steve Rachman - Marcus & Millichap (Moderator) Steven Fifield - Fifield Realty Patrick FitzGerald - FitzGerald Associates Architects Sonny Ginsberg - Ginsberg Jacobs Kevin Hites - The John Buck Company Jim Letchinger - JDL Development Mark Stern - Waterton** 4 - Very Good

**Q15: 11:00 AM - Concurrent Session A When the Money Talks You Should Listen: A Capital and Investment Roundtable Featured Speakers: Scott Toban - Polsinelli (Moderator) Jeff Allen - BMO Harris Bank Ann Atkinson - Fannie Mae Jay Eisner - LEM Capital Sarang Peruri - Oxford Capital Group Marc Turner - Origin Investments** 6 - Did not attend this session

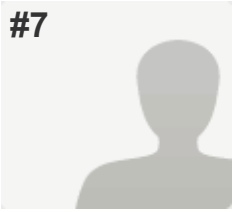
**Q16: 11:00 AM - Concurrent Session B Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs Featured Speakers: John Przybyla - Marcus & Millichap (Moderator) Tim Anderson - Focus Development Jeff Benach - Lexington Homes Brian Hoffman - Red Seal Homes Matt Nix - REVA Development Partners** 4 - Very Good

<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap (Moderator) John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE	5 - Excellent
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors (Moderator) David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap (Moderator) Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty	5 - Excellent
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities Francis Greenburger - Time Equities	5 - Excellent,  Comments: To learn in detail about 1000 S. Michigan was definitely worth the wait.

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	
No, not at this time.	
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Excellent
Venue	Excellent
Comments	I plan to be back next year. Thanks again.

#7



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:13:06 AM  
**Last Modified:** Thursday, April 07, 2016 11:18:43 AM  
**Time Spent:** 00:05:37  
**First Name:** Bob  
**Last Name:** Pearl  
**Email:** joseph.bergman@marcusmillichap.com

**IP Address:** 38.104.99.34

**PAGE 1: Event Overview**

**Q1: What was your primary reason for attending this conference?**

I'm a Multi Family Broker with Marcus & Millichap

**Q2: How well did the conference meet your expectations?**

Somewhat,

Neither (please explain)  
My name wasn't in the system when I arrived. Same with my clients.

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

*Respondent skipped this question*

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

9 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

Networking

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

Check in.

**Q7: Do you have any specific suggestions for improvement?**

Faster Check in.

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

**Q9: How did you hear about the conference?**

Other (please specify)  
From Internal Monday Morning Sales Meeting.

**PAGE 2**

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Good
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Very Good
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Very Good

**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 4 - Very Good

**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 2 - Fair

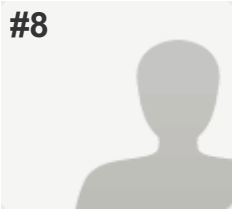
**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 3 - Good

<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE	2 - Fair
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty	3 - Good
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities Francis Greenburger - Time Equities	6 - Did not attend this session

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Excellent
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Excellent
Venue	Excellent

#8



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:16:22 AM  
**Last Modified:** Thursday, April 07, 2016 11:18:49 AM  
**Time Spent:** 00:02:27  
**First Name:** ,  
**Last Name:** GRETCHEN  
**Email:** gretchen.hart@firstmidwest.com

**Custom Data:** ,  
**IP Address:** 107.1.218.150

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Education and networking

**Q2: How well did the conference meet your expectations?** Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

monitor multifamily construction coming on line over next three years very closely

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

7 (Passive)

**Q5: What was the most valuable aspect of this conference?**

networking

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

n/a

**Q7: Do you have any specific suggestions for improvement?**

the main room was too cold

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

**Q9: How did you hear about the conference?**

Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Good
Attendee Quality	Good
Attendee Quantity	Good
Speaker Quality	Good
Networking Opportunities	Good
The Mid-America Club	Fair
Food & Beverage	Good
Audio / Visual	Fair
GreenPearl Staff	Very Good

**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 3 - Good

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 3 - Good

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 3 - Good

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 3 - Good

**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 3 - Good

**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 3 - Good



**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE 3 - Good

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital 3 - Good

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D’Onofrio - Engineered Tax Services 3 - Good

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty 3 - Good

**Q21: 2:35 PM - General Session**Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities 2 - Fair

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

n/a

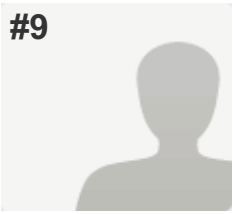
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

**Q24: Any final comments, suggestions, or compliments?** *Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Good
Speaker Selection	Good
Execution	Good
Lunch Quality	Good
Venue	Good

#9



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:16:20 AM  
**Last Modified:** Thursday, April 07, 2016 11:19:15 AM  
**Time Spent:** 00:02:54  
**First Name:** ,  
**Last Name:** Michael  
**Email:** michael.c.browne@citizensbank.com

**Custom Data:** ,  
**IP Address:** 12.154.167.231

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Update on the multi-family market.

**Q2: How well did the conference meet your expectations?** Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Demand fundamentals are still healthy.

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

9 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

Quality of speakers

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** Respondent skipped this question

**Q7: Do you have any specific suggestions for improvement?** Respondent skipped this question

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Houston, Los Angeles

**Q9: How did you hear about the conference?** Word of Mouth

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Excellent
Networking Opportunities	Very Good
The Mid-America Club	Fair
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 3 - Good

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 5 - Excellent

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**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE 6 - Did not attend this session

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital 6 - Did not attend this session

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D’Onofrio - Engineered Tax Services 6 - Did not attend this session

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty 6 - Did not attend this session

**Q21: 2:35 PM - General Session**Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities 6 - Did not attend this session

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?** Respondent skipped this question

**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

**Q24: Any final comments, suggestions, or compliments?** Respondent skipped this question

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Excellent
Execution	Very Good
Lunch Quality	N/A
Venue	Good

#10



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:13:03 AM  
**Last Modified:** Thursday, April 07, 2016 11:20:58 AM  
**Time Spent:** 00:07:54  
**First Name:** ,  
**Last Name:** Sara  
**Email:** swilliams@taylorjohnson.com

**Custom Data:** ,  
**IP Address:** 75.146.119.42

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Education

**Q2: How well did the conference meet your expectations?**

Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

market trend information

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

speaker quality

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

Afternoon keynote did not have the same energy as the other panels.

**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

**Q9: How did you hear about the conference?**

Word of Mouth

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Very Good
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent

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**Q11: 8:40 AM - General Session**Multifamily State of Market: National vs. Midwest Markets**Featured Speaker:**John Chang - Marcus & Millichap

5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes****Featured Speaker:**Scott Toban - Polsinelli

5 - Excellent,

Comments:  
This was one of my favorites for its energy and brevity.

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**Q13: 9:15 AM - General Session**Morning Keynote**Featured Speakers:**Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises

5 - Excellent

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**Q14: 9:40 AM - General Session**A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers**Featured Speakers:**Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton

5 - Excellent

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**Q15: 11:00 AM - Concurrent Session A**When the Money Talks You Should Listen: A Capital and Investment Roundtable**Featured Speakers:**Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments

6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session B**Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs**Featured Speakers:**John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners

5 - Excellent

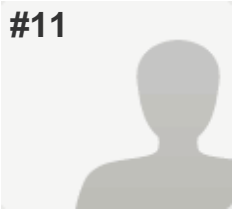
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<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging Neighborhoods<b>Featured Speakers:</b>Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p>5 - Excellent, Comments: The honest dialogue was engaging and compelling.</p>
<p><b>Q18: 11:50 AM - Concurrent Session BA Multifamily Alternative: Seniors Housing</b>Featured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p>6 - Did not attend this session</p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives<b>Featured Speaker:</b>Michael D'Onofrio - Engineered Tax Services</p>	<p>6 - Did not attend this session</p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power Panel<b>Featured Speakers:</b>Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p>4 - Very Good</p>
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote <b>Featured Speakers:</b>Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	<p>1 - Poor, Comments: Instead of ending on a high note, the speakers lacked enthusiasm and were not at all engaging.</p>

PAGE 3

<p><b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b></p>	<p>No, thanks.</p>
<p><b>Q24: Any final comments, suggestions, or compliments?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q25: Overall, how do you rate the event?</b></p>	
<p>Concept</p>	<p>Excellent</p>
<p>Speaker Selection</p>	<p>Excellent</p>
<p>Execution</p>	<p>Excellent</p>
<p>Lunch Quality</p>	<p>Excellent</p>
<p>Venue</p>	<p>Excellent</p>

#11



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:15:14 AM  
**Last Modified:** Thursday, April 07, 2016 11:21:17 AM  
**Time Spent:** 00:06:03  
**First Name:** ,  
**Last Name:** Julie  
**Email:** jsorensen@grs-global.com

**Custom Data:** ,  
**IP Address:** 38.124.0.5

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PAGE 1: Event Overview

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**Q1: What was your primary reason for attending this conference?**

networking and market info

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**Q2: How well did the conference meet your expectations?**

Somewhat

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

*Respondent skipped this question*

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**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

3 (Detractor)

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**Q5: What was the most valuable aspect of this conference?**

the state of the market discussion

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**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

the breakouts seem to be too much "pay to play"

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**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

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**Q9: How did you hear about the conference?**

Other (please specify) colleague

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PAGE 2



**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Good
Networking Opportunities	Good
The Mid-America Club	Very Good
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

---

**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

---

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 2 - Fair

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 1 - Poor

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** *Respondent skipped this question*

**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging Neighborhoods**Featured Speakers:**Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE

*Respondent skipped this question*

**Q18: 11:50 AM - Concurrent Session BA Multifamily Alternative: Seniors Housing****Featured Speakers:**Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital

2 - Fair

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives**Featured Speaker:**Michael D’Onofrio - Engineered Tax Services

6 - Did not attend this session

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power Panel**Featured Speakers:**Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty

6 - Did not attend this session

**Q21: 2:35 PM - General Session**Afternoon Keynote **Featured Speakers:**Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities

6 - Did not attend this session

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

*Respondent skipped this question*

**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?**

No, thanks.

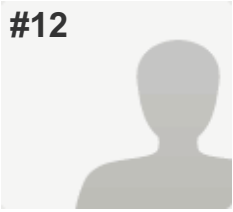
**Q24: Any final comments, suggestions, or compliments?**

*Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Good
Speaker Selection	Fair
Execution	Fair
Lunch Quality	Very Good
Venue	Very Good

#12



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:11:07 AM  
**Last Modified:** Thursday, April 07, 2016 11:22:53 AM  
**Time Spent:** 00:11:45  
**First Name:** ,  
**Last Name:** Brian  
**Email:** brian.mamassian@ventasreit.com

**Custom Data:** ,  
**IP Address:** 104.129.196.61

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

My primary reason for attending the Marcus & Millichap / IPA Multifamily Forum: Chicago event was to learn, discovery, and network among Chicago and national developers and investors.

**Q2: How well did the conference meet your expectations?** Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Continue to think about the real estate cycles and trends within the Chicago marketplace. Also, I will work with my team to further pusher margin in the healthcare REIT, focusing on amentizing properties in order to increase and maintain customers.

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

8 (Passive)

**Q5: What was the most valuable aspect of this conference?**

3 sessions were incredibly valuable: 1) "A View from the Top: State of the Market Update from Chicago's Best Deal Makers" 2) "Ahead of the Curve: A Residential Innovators Power Panel" 3) "Afternoon Keynote Speakers: Jerry Karlik and Francis Greensburger"

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

The "A Multifamily Alternative: Seniors Housing" session could have been more engaging. The panel was very knowledgeable, but compared to the others sessions and speakers I felt that it was missing something, the so-what or aha moment of the discussion.

**Q7: Do you have any specific suggestions for improvement?**

This was a very valuable event and I would like to continue to attend in the years that follow.

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Dallas, Houston, Washington D.C., San Francisco, Los Angeles, Seattle, New York, Atlanta

**Q9: How did you hear about the conference?** Speaker or Sponsor (please tell us who below) , Other (please specify) Ventas, Inc.

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
The Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

---

**Q11: 8:40 AM - General Session**Multifamily State of Market: National vs. Midwest Markets**Featured Speaker:John Chang - Marcus & Millichap**

4 - Very Good

---

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes**Featured Speaker:**Scott Toban - Polsinelli**

4 - Very Good

---

**Q13: 9:15 AM - General Session**Morning Keynote**Featured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises**

4 - Very Good

---

**Q14: 9:40 AM - General Session**A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers**Featured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton**

5 - Excellent

---

**Q15: 11:00 AM - Concurrent Session A**When the Money Talks You Should Listen: A Capital and Investment Roundtable**Featured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments**

4 - Very Good

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**Q16: 11:00 AM - Concurrent Session B**Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs**Featured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners**

4 - Very Good

**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging Neighborhoods**Featured Speakers:**Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE  
6 - Did not attend this session

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors Housing**Featured Speakers:**Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital  
3 - Good

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives**Featured Speaker:**Michael D'Onofrio - Engineered Tax Services  
6 - Did not attend this session

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power Panel**Featured Speakers:**Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty  
5 - Excellent

**Q21: 2:35 PM - General Session**Afternoon Keynote **Featured Speakers:**Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities  
5 - Excellent

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

Not that I know of.

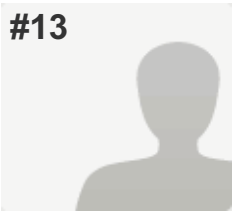
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?**  
No, thanks.

**Q24: Any final comments, suggestions, or compliments?**  
*Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Very Good
Venue	Very Good

#13



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:21:03 AM  
**Last Modified:** Thursday, April 07, 2016 11:25:08 AM  
**Time Spent:** 00:04:05  
**First Name:** ,  
**Last Name:** Jarred  
**Email:** Jswope@parksite.com

**Custom Data:** ,  
**IP Address:** 70.194.71.172

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PAGE 1: Event Overview

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**Q1: What was your primary reason for attending this conference?**

To meet with others in the industry and share thoughts on the state of the market and future trends.

---

**Q2: How well did the conference meet your expectations?** Very Well

---

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

The market is strong and still not over saturated.

---

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

5 (Detractor)

---

**Q5: What was the most valuable aspect of this conference?**

Networking

---

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

I would have liked more time and focus on exhibitors and sponsors.

---

**Q7: Do you have any specific suggestions for improvement?** *Respondent skipped this question*

---

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Washington D.C., New York, Atlanta

---

**Q9: How did you hear about the conference?** Word of Mouth

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PAGE 2

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**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Very Good
Networking Opportunities	Fair
The Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

---

**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 4 - Very Good

---

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 6 - Did not attend this session

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 4 - Very Good

---

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

---

**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

---

**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

---

**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE 6 - Did not attend this session

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital 4 - Very Good

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D’Onofrio - Engineered Tax Services 6 - Did not attend this session

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty 6 - Did not attend this session

**Q21: 2:35 PM - General Session**Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities 6 - Did not attend this session

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?** Respondent skipped this question

**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

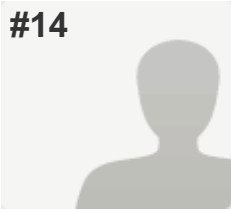
**Q24: Any final comments, suggestions, or compliments?** Respondent skipped this question

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Good
Execution	Very Good
Lunch Quality	Good
Venue	Very Good



#14



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:16:24 AM  
**Last Modified:** Thursday, April 07, 2016 11:27:54 AM  
**Time Spent:** 00:11:30  
**First Name:** ,  
**Last Name:** Dean  
**Email:** dean.giannakopoulos@marcusmillichap.com

**Custom Data:** ,  
**IP Address:** 38.104.99.34

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PAGE 1: Event Overview

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**Q1: What was your primary reason for attending this conference?**

To learn about the multifamily real estate market in the Chicago area

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**Q2: How well did the conference meet your expectations?** Extremely Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Meeting as many people as possible

---

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

9 (Promoter)

---

**Q5: What was the most valuable aspect of this conference?**

Having Francis Greenburger and JK speaking at the end. Very inspirational.

---

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

All of my expectations were met and exceeded

---

**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

---

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

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**Q9: How did you hear about the conference?**

Word of Mouth

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PAGE 2

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**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Very Good

---

**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 4 - Very Good

---

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

---

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 5 - Excellent

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

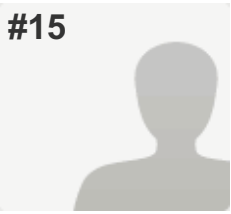
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<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors <b>Marty Paris - Sedgwick Development</b> <b>Milan Rubenstein - Windy City RE</b>	5 - Excellent
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate <b>Services</b> Jerry Finis - Pathway Senior Living <b>Philip Kayden - Ventas</b> <b>Brian Mutchler - Harrison Street Real Estate Capital</b>	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty <b>Aaron Galvin - Luxury Living Chicago Realty</b> <b>Alan Lev - Belgravia Group</b> <b>David Ruttenberg - Marc Realty</b>	5 - Excellent
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities <b>Francis Greenburger - Time Equities</b>	5 - Excellent

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Excellent
Venue	Excellent

#15



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:04:33 AM  
**Last Modified:** Thursday, April 07, 2016 11:28:15 AM  
**Time Spent:** 00:23:41  
**First Name:** ,  
**Last Name:** Sue  
**Email:** sblumberg@northmarq.com

**Custom Data:** ,  
**IP Address:** 209.134.153.200

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PAGE 1: Event Overview

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**Q1: What was your primary reason for attending this conference?**

Multifamily expert lender.

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**Q2: How well did the conference meet your expectations?** Somewhat

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Lots of new product coming on the market in Chicago. Watch out for income growth and tax increases.

---

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

4 (Detractor)

---

**Q5: What was the most valuable aspect of this conference?**

Seeing people

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**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

Information was somewhat repetitive. Final keynotes were horrible...

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**Q7: Do you have any specific suggestions for improvement?** *Respondent skipped this question*

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** *Respondent skipped this question*

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**Q9: How did you hear about the conference?** Email from GreenPearl Events,  
Email from Marcus & Millichap

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PAGE 2

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**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Good
Attendee Quality	Fair
Attendee Quantity	Good
Speaker Quality	Good
Networking Opportunities	Fair
The Mid-America Club	Good
Food & Beverage	Good
Audio / Visual	Fair
GreenPearl Staff	Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 3 - Good

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 3 - Good

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 4 - Very Good

---

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 4 - Very Good

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 3 - Good

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

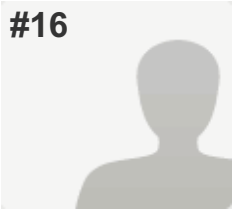
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<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE	2 - Fair
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty	4 - Very Good
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities Francis Greenburger - Time Equities	1 - Poor

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Good
Speaker Selection	Good
Execution	Good
Lunch Quality	Very Good
Venue	Very Good

#16



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:16:32 AM  
**Last Modified:** Thursday, April 07, 2016 11:34:26 AM  
**Time Spent:** 00:17:54  
**First Name:** ,  
**Last Name:** Wayne  
**Email:** wstuart@osmanconstruction.com

**Custom Data:** ,  
**IP Address:** 50.249.243.249

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**PAGE 1: Event Overview**

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**Q1: What was your primary reason for attending this conference?**

Net working.

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**Q2: How well did the conference meet your expectations?** Extremely Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

I go to all these events and if I only attended one this would be one to go to.

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**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

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**Q5: What was the most valuable aspect of this conference?**

Making connections with people who do not attend other events I do such as REIA, NIOP, Aire

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**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

Food. Given this was one of the most expensive events I have gone to this year the food was very low level. If you want an idea check with the Wharton Club people. Now they know how to feed you. Also the lowest cost events I have attended.

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**Q7: Do you have any specific suggestions for improvement?**

See above

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Other (please specify) None we are Chicago only.

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**Q9: How did you hear about the conference?** Other (please specify) LinkedIN article Emily Johnson posted.

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**PAGE 2**

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Poor
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Comments: See above	

**Q11: 8:40 AM - General Session**Multifamily State of Market: National vs. Midwest Markets**Featured Speaker:John Chang - Marcus & Millichap**

3 - Good,  
Comments:  
Did not do other half. Baby boomers are buying the lux apartments.

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes**Featured Speaker:**Scott Toban - Polsinelli**

5 - Excellent,  
Comments:  
Entertaining kept your interest and I did not even care about topic.

**Q13: 9:15 AM - General Session**Morning Keynote**Featured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises**

6 - Did not attend this session,  
Comments:  
I network in outer areas talking to next speakers. So not interested.

**Q14: 9:40 AM - General Session**A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers**Featured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton**

6 - Did not attend this session,  
Comments: Out networking

**Q15: 11:00 AM - Concurrent Session A**When the Money Talks You Should Listen: A Capital and Investment Roundtable**Featured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments**

6 - Did not attend this session,  
Comments: networking



**Q16: 11:00 AM - Concurrent Session B** Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs  
**Featured Speakers:** John Przybyla - Marcus & Millichap (Moderator) Tim Anderson - Focus Development Jeff Benach - Lexington Homes Brian Hoffman - Red Seal Homes Matt Nix - REVA Development Partners

2 - Fair,

Comments:  
 Common sense to me since I live in burbs.

**Q17: 11:50 AM - Concurrent Session A** The Next Big Thing: Emerging Neighborhoods  
**Featured Speakers:** Christopher Leonard - Marcus & Millichap (Moderator) John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE

5 - Excellent,

Comments:  
 Excellent because of Milan Rubenstein. Appreciate people who do not play games, politics, talk in code. Also someone who knows the market in person and not just on a sheet of paper. Sorry other came across as living in a bubble.

**Q18: 11:50 AM - Concurrent Session B** A Multifamily Alternative: Seniors Housing  
**Featured Speakers:** Joshua Jandris - Institutional Property Advisors (Moderator) David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital

6 - Did not attend this session,

Comments:  
 wanted to go to this but networking was going way to good at time.

**Q19: 1:00 PM - Lunch Workshop** Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives  
**Featured Speaker:** Michael D'Onofrio - Engineered Tax Services

6 - Did not attend this session

**Q20: 1:50 PM - General Session** Ahead of the Curve: A Residential Innovators Power Panel  
**Featured Speakers:** Steven Weinstock - Marcus & Millichap (Moderator) Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty

6 - Did not attend this session

**Q21: 2:35 PM - General Session** Afternoon Keynote  
**Featured Speakers:** Jerry Karlik - JK Equities Francis Greenburger - Time Equities

6 - Did not attend this session

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

Given the draw of people no.

**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?**

Yes, please contact me. ,

Please include your contact info if you would like us to contact you.  
 Sure - I go to so many of these I knew what these people were saying before they said it. Nothing they say is earth skaking . Some events make you pay to speak. Hey you should pay me. Not expecting to get paid but I will not pay.

**Q24: Any final comments, suggestions, or compliments?**

Overall was good.

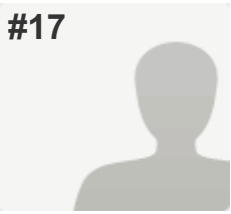
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**Q25: Overall, how do you rate the event?**

Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Poor
Venue	Excellent
Comments	Hey what I say the food is important especailly if you are going to charge \$500. I could have done better ordering Pizza or Portillos.

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#17



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:33:40 AM  
**Last Modified:** Thursday, April 07, 2016 11:42:11 AM  
**Time Spent:** 00:08:31  
**First Name:** ,  
**Last Name:** Kim  
**Email:** kmanning@taylorjohnson.com

**Custom Data:** ,  
**IP Address:** 75.146.119.42

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Networking and to see clients

**Q2: How well did the conference meet your expectations?**

Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Attended as a vendor, so won't be implementing anything

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

Listening to important developers/owners speak with great insights

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

The senior housing panel was boring. Maybe it worked for others, but I wanted to hear what was new in senior housing in terms of design, amenities, etc. Instead, it talked about financing. Not sure if that was a by-product of panelists or the moderator. It fell flat compared to the others.

**Q7: Do you have any specific suggestions for improvement?**

The event space was freezing -- I saw women getting their coats it was so cold. Turn up the heat. And one of the sessions talked about developers using social media to promote their buildings, yet there was so hashtag for the event to easily promote it while sessions were going on live. That should be something really simple to do for the event organizers. You promote it on the registration and promotional materials, etc.

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

**Q9: How did you hear about the conference?**

Other (please specify)  
GreenPearl called us to help coordinate speakers.

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Excellent
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Excellent
The Mid-America Club	Good
Food & Beverage	Very Good
Audio / Visual	Good
GreenPearl Staff	Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 3 - Good

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 6 - Did not attend this session

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 3 - Good

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 5 - Excellent

---

**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging Neighborhoods**Featured Speakers:**Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE  
6 - Did not attend this session

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors Housing**Featured Speakers:**Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital  
1 - Poor

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives**Featured Speaker:**Michael D’Onofrio - Engineered Tax Services  
6 - Did not attend this session

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power Panel**Featured Speakers:**Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty  
5 - Excellent

**Q21: 2:35 PM - General Session**Afternoon Keynote **Featured Speakers:**Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities  
6 - Did not attend this session

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

Affordable housing  
TODs  
LEED/Sustainable buildings

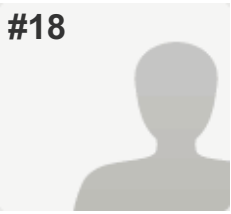
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?**  
No, thanks.

**Q24: Any final comments, suggestions, or compliments?**  
*Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Excellent
Execution	Very Good
Lunch Quality	Very Good
Venue	Good

#18



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:00:59 AM  
**Last Modified:** Thursday, April 07, 2016 11:42:24 AM  
**Time Spent:** 00:41:25  
**First Name:** ,  
**Last Name:** Sarah  
**Email:** sarah.whitford@ventasreit.com

**Custom Data:** ,  
**IP Address:** 104.129.196.61

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Network, learn more about new developments in the space

**Q2: How well did the conference meet your expectations?** Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?** Respondent skipped this question

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**  
 8 (Passive)

**Q5: What was the most valuable aspect of this conference?**  
 Emerging neighborhood discussion and 10 legal issues presentation

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** Respondent skipped this question

**Q7: Do you have any specific suggestions for improvement?** Respondent skipped this question

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Los Angeles, Seattle, New York, Other (please specify) Miami

**Q9: How did you hear about the conference?** Speaker or Sponsor (please tell us who below) , Other (please specify) Phil Kayden

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Very Good
The Mid-America Club	Very Good
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Good

**Q11: 8:40 AM - General Session**Multifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap

*Respondent skipped this question*

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes**Featured Speaker:Scott Toban - Polsinelli

*Respondent skipped this question*

**Q13: 9:15 AM - General Session**Morning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises

*Respondent skipped this question*

**Q14: 9:40 AM - General Session**A View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton

*Respondent skipped this question*

**Q15: 11:00 AM - Concurrent Session A**When the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments

*Respondent skipped this question*

**Q16: 11:00 AM - Concurrent Session B**Suburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners

*Respondent skipped this question*

**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE

*Respondent skipped this question*

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital

*Respondent skipped this question*

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services

*Respondent skipped this question*

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty

*Respondent skipped this question*

**Q21: 2:35 PM - General Session**Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities

*Respondent skipped this question*

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

*Respondent skipped this question*

**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?**

No, thanks.

**Q24: Any final comments, suggestions, or compliments?**

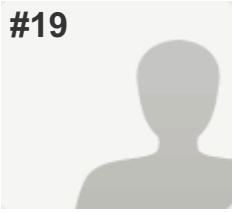
*Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Excellent
Execution	Very Good
Lunch Quality	Very Good
Venue	Very Good



#19



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:33:51 AM  
**Last Modified:** Thursday, April 07, 2016 11:45:26 AM  
**Time Spent:** 00:11:35  
**First Name:** Mark  
**Last Name:** Falanga  
**Email:** mark@venturemarkinc.com

**IP Address:** 166.175.185.159

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**PAGE 1: Event Overview**

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**Q1: What was your primary reason for attending this conference?**

Get current on all aspects of multi family investment and management throughout Chicago.

**Q2: How well did the conference meet your expectations?** Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

All sessions were excellent.

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

Candid nature of presentations and the presentation format of reacting to moderator and audience questions rather than speakers giving speeches.

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

All excellent.

**Q7: Do you have any specific suggestions for improvement?**

More resource identification. For instance, it would be great if I can meet with. Few real estate attorneys if I am looking to cultivate relationships with another lawyer. Same for insurance providers and others like that.

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Other (please specify) Chicago

**Q9: How did you hear about the conference?** Email from Marcus & Millichap

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**PAGE 2**

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**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent

Comments:  
All excellent

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**Q11: 8:40 AM - General Session**Multifamily State of Market: National vs. Midwest Markets**Featured Speaker:John Chang - Marcus & Millichap** 5 - Excellent,  
Comments: Excellent, thorough and relevant.

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes**Featured Speaker:Scott Toban - Polsinelli 5 - Excellent

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**Q13: 9:15 AM - General Session**Morning Keynote**Featured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent,  
Comments: Best session. Great combination.

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**Q14: 9:40 AM - General Session**A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers**Featured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent,  
Comments: Excellent

---

**Q15: 11:00 AM - Concurrent Session A**When the Money Talks You Should Listen: A Capital and Investment Roundtable**Featured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 5 - Excellent

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**Q16: 11:00 AM - Concurrent Session B**Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs**Featured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging Neighborhoods**Featured Speakers:**Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE

Comments: Loved Milan's direct and candid nature.

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors Housing**Featured Speakers:**Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital

6 - Did not attend this session

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives**Featured Speaker:**Michael D'Onofrio - Engineered Tax Services

5 - Excellent,

Comments:  
Content was excellent. Presentation should have been tailored to the audience and allocated time.

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power Panel**Featured Speakers:**Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty

5 - Excellent

**Q21: 2:35 PM - General Session**Afternoon Keynote **Featured Speakers:**Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities

3 - Good,

Comments:  
Too much time spent listing each one of their properties.

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

No

**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?**

*Respondent skipped this question*

**Q24: Any final comments, suggestions, or compliments?**

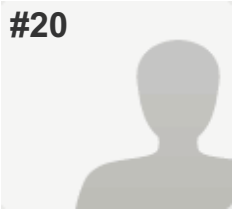
Excellent program and a very worthwhile day.

**Q25: Overall, how do you rate the event?**

Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Excellent
Venue	Excellent
Comments	Excellent.

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#20



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:22:49 AM  
**Last Modified:** Thursday, April 07, 2016 11:53:27 AM  
**Time Spent:** 00:30:37  
**First Name:** ,  
**Last Name:** Joyce  
**Email:** Joyce\_Judah@freddiemac.com

**Custom Data:** ,  
**IP Address:** 161.107.1.137

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**PAGE 1: Event Overview**

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**Q1: What was your primary reason for attending this conference?**

Networking and information gathering - very positive on both

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**Q2: How well did the conference meet your expectations?** Very Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Order Market Reports from Marcus & Millichap (Can I get a copy of the Economic Presentation by John Chang?)

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**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

6 (Detractor)

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**Q5: What was the most valuable aspect of this conference?**

Panel Discussions and Networking

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**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

N/A

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**Q7: Do you have any specific suggestions for improvement?**

The rooms felt a little cramped until folks started ducking out early... AON Center is less convenient of a LOOP option, but anything in the LOOP generally works.

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

Dallas, Houston, Washington D.C., San Francisco,  
Los Angeles, Seattle, New York, Atlanta,  
Other (please specify) Denver

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**Q9: How did you hear about the conference?**

Email from Marcus & Millichap

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**PAGE 2**

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**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Good
The Mid-America Club	Fair
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Good

Comments:

As I commented earlier - Mid-America Club would not be my first choice due to location, space and expense.

**Q11: 8:40 AM - General Session**  
**Multifamily State of Market: National vs. Midwest Markets**  
**Featured Speaker: John Chang - Marcus & Millichap**

5 - Excellent,

Comments:

As I requested earlier - Can I get a copy of John Chang's Presentation? I thought it was very informative and his delivery kept my attention - excellent job!

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes**  
**Featured Speaker: Scott Toban - Polsinelli**

5 - Excellent,

Comments:

Love the quick run down - well done and great idea!

**Q13: 9:15 AM - General Session**  
**Morning Keynote**  
**Featured Speakers: Alby Gallun - Crain's Chicago Business (Moderator)**  
**Christopher Kennedy - Joseph P. Kennedy Enterprises**

5 - Excellent,

Comments:

I thought Christopher Kennedy did a great job of being very candid, yet still positive and "politically correct" and still providing good information and insight. Very enjoyable!

**Q14: 9:40 AM - General Session**  
**A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers**  
**Featured Speakers: Steve Rachman - Marcus & Millichap (Moderator)**  
**Steven Fifield - Fifield Realty**  
**Patrick FitzGerald - FitzGerald Associates Architects**  
**Sonny Ginsberg - Ginsberg Jacobs**  
**Kevin Hites - The John Buck Company**  
**Jim Letchinger - JDL Development**  
**Mark Stern - Waterton**

4 - Very Good,

Comments:

Very good commentary from Steven Fifield regarding the true dollar breakdown of the City's Affordable requirements.

**Q15: 11:00 AM - Concurrent Session A**  
**When the Money Talks You Should Listen: A Capital and Investment Roundtable**  
**Featured Speakers: Scott Toban - Polsinelli (Moderator)**  
**Jeff Allen - BMO Harris Bank**  
**Ann Atkinson - Fannie Mae**  
**Jay Eisner - LEM Capital**  
**Sarang Peruri - Oxford Capital Group**  
**Marc Turner - Origin Investments**

3 - Good

<p><b>Q16: 11:00 AM - Concurrent Session B</b>Suburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus &amp; Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners</p>	<p>6 - Did not attend this session</p>
<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p>6 - Did not attend this session</p>
<p><b>Q18: 11:50 AM - Concurrent Session BA</b> Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p>5 - Excellent, Comments: I had very limited knowledge of Senior Housing prior to attending this session (one of the reasons I attended) and really learned a lot and enjoyed the Panel Discussion, as well as the Moderator. Very informative and interesting!</p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy IncentivesFeatured Speaker:Michael D’Onofrio - Engineered Tax Services</p>	<p>6 - Did not attend this session</p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p>5 - Excellent, Comments: Excellent dialogue between the Panelists - very interesting exchange! I appreciated Randy Fifield's candor and knowledge of the business. All the Panelists did a great job - in my opinion, this was the most interesting and informative Panel.</p>
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	<p>3 - Good, Comments: Interesting information, but it went a little long for the topic without the kind of detailed information provided by some of the other Panelists/Presenters.</p>
<p>PAGE 3</p>	
<p><b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b></p>	<p>No, thanks.</p>

**Q24: Any final comments, suggestions, or compliments?**

Overall it was definitely worthwhile; however, for the price, location and content, along with the limited networking opportunities, I am not sure that I would feel the need to attend every year - may every other year.. it depends on the cost, location and timing.

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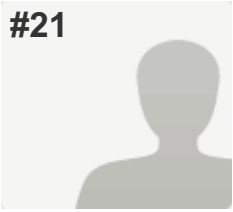
**Q25: Overall, how do you rate the event?**

Concept	Excellent
Speaker Selection	Excellent
Execution	Good
Lunch Quality	Very Good
Venue	Fair
Comments	See above - thanks!

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#21



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 11:58:02 AM  
**Last Modified:** Thursday, April 07, 2016 12:15:12 PM  
**Time Spent:** 00:17:10  
**First Name:** ,  
**Last Name:** Mike  
**Email:** mlaureto@cedarst.com

**Custom Data:** ,  
**IP Address:** 67.217.174.4

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

to hear panelists opinions on local and national real estate outlook

**Q2: How well did the conference meet your expectations?** Somewhat

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

nothing will be implemented based on yesterday's discussions

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

5 (Detractor)

**Q5: What was the most valuable aspect of this conference?**

Probably networking which i did not do.

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

Like the majority of the these events, most of the panelists are either 1) liberal hacks who have a distorted economic viewpoint that is false, 2) they hold back the real story to come across as "politically correct" or 3) a combination of both. I thought Kennedy did well but the majority need to stop lying or at the minimum, stop tip-toeing around the truth of our economic situation. Bank wont lend like they would 12 months ago because the economy is a disaster. 2-5% growth in GNP over 8 years is not acceptable. Unemployment rate is meaningless for the last 6 years. All-time lows in labor participation. We are doomed for another correction or we can keep fluttering into a European-like society were people don't make money unless you already have money.

**Q7: Do you have any specific suggestions for improvement?**

See above - tell the truth about our economic situation as it relates to liberal policies put in place by liberal leaders

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** *Respondent skipped this question*

**Q9: How did you hear about the conference?** Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Good
Attendee Quality	Good
Attendee Quantity	Good
Speaker Quality	Good
Networking Opportunities	Good
The Mid-America Club	Poor
Food & Beverage	Poor
Audio / Visual	Fair
GreenPearl Staff	Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 2 - Fair

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 1 - Poor

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 4 - Very Good

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

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**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging Neighborhoods**Featured Speakers:**Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE  
6 - Did not attend this session

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors Housing**Featured Speakers:**Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital  
6 - Did not attend this session

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives**Featured Speaker:**Michael D’Onofrio - Engineered Tax Services  
6 - Did not attend this session

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power Panel**Featured Speakers:**Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty  
6 - Did not attend this session

**Q21: 2:35 PM - General Session**Afternoon Keynote **Featured Speakers:**Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities  
6 - Did not attend this session

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?** *Respondent skipped this question*

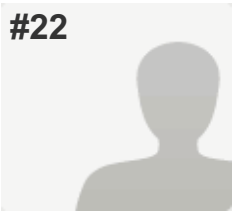
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

**Q24: Any final comments, suggestions, or compliments?** *Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Fair
Speaker Selection	Good
Execution	Fair
Lunch Quality	N/A
Venue	Poor

#22



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 1:03:44 PM  
**Last Modified:** Thursday, April 07, 2016 1:08:50 PM  
**Time Spent:** 00:05:05  
**First Name:** ,  
**Last Name:** Brian  
**Email:** bcallahan@roseview.com

**Custom Data:** ,  
**IP Address:** 166.175.187.126

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Networking

**Q2: How well did the conference meet your expectations?** Somewhat

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Understand your audience

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

6 (Detractor)

**Q5: What was the most valuable aspect of this conference?** *Respondent skipped this question*

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

Last keynotes were not engaging. Most people left and skipped reception

**Q7: Do you have any specific suggestions for improvement?** *Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Dallas, Houston, San Francisco, Seattle, New York

**Q9: How did you hear about the conference?** Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Good
Networking Opportunities	Very Good
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 2 - Fair,  
Comments: Kennedy was not well spoken.

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 4 - Very Good

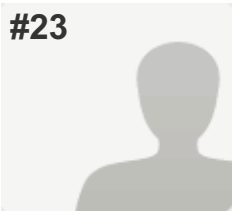
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<b>Q17: 11:50 AM - Concurrent Session A</b> The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	4 - Very Good
<b>Q18: 11:50 AM - Concurrent Session B</b> A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty	5 - Excellent, Comments: Randy was excellent; very insightful
<b>Q21: 2:35 PM - General Session</b> Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	1 - Poor

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Excellent
Speaker Selection	Good
Execution	Very Good
Lunch Quality	Very Good
Venue	Excellent

#23



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 1:28:27 PM  
**Last Modified:** Thursday, April 07, 2016 1:34:42 PM  
**Time Spent:** 00:06:15  
**First Name:** ,  
**Last Name:** Kevin  
**Email:** kjrocio@atproperties.com

**Custom Data:** ,  
**IP Address:** 50.203.122.226

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PAGE 1: Event Overview

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**Q1: What was your primary reason for attending this conference?**

To hear Ruttenburg speak

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**Q2: How well did the conference meet your expectations?**

Somewhat

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

*Respondent skipped this question*

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**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

4 (Detractor)

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**Q5: What was the most valuable aspect of this conference?**

*Respondent skipped this question*

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**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

At times, the speakers were a little immature with their comments that I found inappropriate for such a forum.

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**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

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**Q9: How did you hear about the conference?**

Email from Marcus & Millichap

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PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Fair
Attendee Quality	Good
Attendee Quantity	Good
Speaker Quality	Good
Networking Opportunities	Good
The Mid-America Club	Very Good
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 4 - Very Good

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 6 - Did not attend this session

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 5 - Excellent

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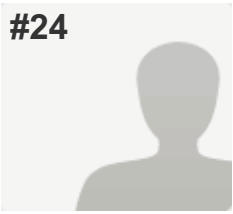


<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors <b>Marty Paris - Sedgwick Development</b> <b>Milan Rubenstein - Windy City RE</b>	2 - Fair
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services <b>Jerry Finis - Pathway Senior Living</b> <b>Philip Kayden - Ventas</b> <b>Brian Mutchler - Harrison Street Real Estate Capital</b>	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	1 - Poor
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty <b>Aaron Galvin - Luxury Living Chicago Realty</b> <b>Alan Lev - Belgravia Group</b> <b>David Ruttenberg - Marc Realty</b>	5 - Excellent
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities <b>Francis Greenburger - Time Equities</b>	6 - Did not attend this session

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Very Good
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Good
Venue	Very Good

#24



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 2:14:09 PM  
**Last Modified:** Thursday, April 07, 2016 2:18:38 PM  
**Time Spent:** 00:04:28  
**First Name:** ,  
**Last Name:** Matt  
**Email:** mreed@parksite.com

**Custom Data:** ,  
**IP Address:** 199.106.168.3

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Seeking builder contacts

**Q2: How well did the conference meet your expectations?** Somewhat

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

There are many thoughts on growth

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

5 (Detractor)

**Q5: What was the most valuable aspect of this conference?**

Networking opportunity

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** *Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?** *Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Other (please specify) Chicago

**Q9: How did you hear about the conference?** Other (please specify) Colleague

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Good
Attendee Quality	Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Fair
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Very Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 3 - Good

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 2 - Fair

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** *Respondent skipped this question*

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** *Respondent skipped this question*

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** *Respondent skipped this question*

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** *Respondent skipped this question*

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**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE *Respondent skipped this question*

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital *Respondent skipped this question*

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D’Onofrio - Engineered Tax Services *Respondent skipped this question*

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty *Respondent skipped this question*

**Q21: 2:35 PM - General Session**Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities *Respondent skipped this question*

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?** *Respondent skipped this question*

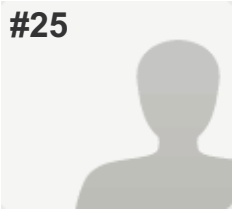
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

**Q24: Any final comments, suggestions, or compliments?** *Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Good
Speaker Selection	Good
Execution	Very Good
Lunch Quality	Excellent
Venue	Excellent

#25



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 3:36:20 PM  
**Last Modified:** Thursday, April 07, 2016 3:40:56 PM  
**Time Spent:** 00:04:35  
**First Name:** ,  
**Last Name:** Paul  
**Email:** paulrolson727@cs.com

**Custom Data:** ,  
**IP Address:** 38.106.199.6

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

To meet developers and owners of apartments

**Q2: How well did the conference meet your expectations?**

Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Watch the Wolf Point progress

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

7 (Passive)

**Q5: What was the most valuable aspect of this conference?**

Information on the multifamily industry

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

*Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

Dallas, Houston, Washington D.C., Atlanta

**Q9: How did you hear about the conference?**

Email from GreenPearl Events

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
The Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 2 - Fair

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent,  
Comments: Very memorable

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 6 - Did not attend this session

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 4 - Very Good

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**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE 6 - Did not attend this session

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital 4 - Very Good

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D’Onofrio - Engineered Tax Services 6 - Did not attend this session

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty 4 - Very Good

**Q21: 2:35 PM - General Session**Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities 4 - Very Good

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?** Respondent skipped this question

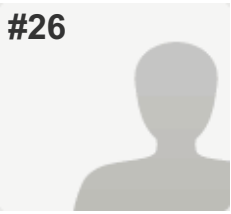
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

**Q24: Any final comments, suggestions, or compliments?** Respondent skipped this question

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Very Good
Venue	Very Good

#26



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 4:23:15 PM  
**Last Modified:** Thursday, April 07, 2016 4:25:10 PM  
**Time Spent:** 00:01:54  
**First Name:** ,  
**Last Name:** Catherine  
**Email:** catherine.crossley@bmo.com

**Custom Data:** ,  
**IP Address:** 198.96.172.7

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PAGE 1: Event Overview

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**Q1: What was your primary reason for attending this conference?**

Network/Get an Update on the Market

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**Q2: How well did the conference meet your expectations?**

Extremely Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Multifamily housing market in Chicago is okay!

---

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

9 (Promoter)

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**Q5: What was the most valuable aspect of this conference?**

Networking

---

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

*Respondent skipped this question*

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**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

Dallas, Washington D.C.

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**Q9: How did you hear about the conference?**

Word of Mouth

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PAGE 2



**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Very Good
Speaker Quality	Excellent
Networking Opportunities	Excellent
The Mid-America Club	Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 4 - Very Good

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 5 - Excellent

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

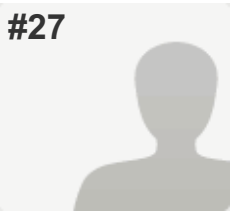
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<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE	5 - Excellent
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	2 - Fair
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty	5 - Excellent
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities Francis Greenburger - Time Equities	3 - Good

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Excellent
Venue	Very Good

#27



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 4:24:58 PM  
**Last Modified:** Thursday, April 07, 2016 4:39:01 PM  
**Time Spent:** 00:14:02  
**First Name:** ,  
**Last Name:** TONY  
**Email:** TFITTS@HOLLADAYPROPERTIES.COM

**Custom Data:** ,  
**IP Address:** 104.2.69.81

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

market info and updates

**Q2: How well did the conference meet your expectations?**

Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

expand social media presence for lease up/leasing

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

capital roundtable and MF survey results

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

I am bothered by the fellow (gentleman is too kind) on a late day panel that "gave the bird" to someone in the audience. That was beyond crass!

**Q7: Do you have any specific suggestions for improvement?**

Other than the above comment, all else was great.

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

**Q9: How did you hear about the conference?**

Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
The Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 4 - Very Good

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 4 - Very Good,  
Comments: good presenter

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 4 - Very Good

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 4 - Very Good

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 4 - Very Good

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** *Respondent skipped this question*

**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging Neighborhoods**Featured Speakers:**Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE

1 - Poor,  
Comments:  
this is the session where a panelist "flipped the bird"-- still can't believe it

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors Housing**Featured Speakers:**Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital

*Respondent skipped this question*

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives**Featured Speaker:**Michael D'Onofrio - Engineered Tax Services

3 - Good

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power Panel**Featured Speakers:**Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty

4 - Very Good,  
Comments:  
increased my awareness of need for greater social media presence

**Q21: 2:35 PM - General Session**Afternoon Keynote **Featured Speakers:**Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities

2 - Fair,  
Comments: great project; very dry presentation

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

*Respondent skipped this question*

**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?**

No, thanks.

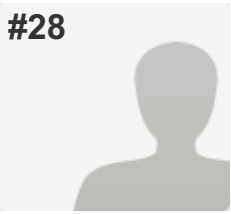
**Q24: Any final comments, suggestions, or compliments?**

*Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Excellent
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Good
Venue	Excellent

#28



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 4:51:51 PM  
**Last Modified:** Thursday, April 07, 2016 4:56:06 PM  
**Time Spent:** 00:04:15  
**First Name:** ,  
**Last Name:** Matthew  
**Email:** mdmeans@mshkholdings.com

**Custom Data:** ,  
**IP Address:** 173.161.106.153

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

*Respondent skipped this question*

**Q2: How well did the conference meet your expectations?**

Somewhat

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

*Respondent skipped this question*

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

3 (Detractor)

**Q5: What was the most valuable aspect of this conference?**

networking

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

the last keynote was worthless - just an advertisement for their companies and new development. Nothing at all interesting about their careers or take on the market. just a couple of old guys talking slowly.

**Q7: Do you have any specific suggestions for improvement?**

don't invite those old guys to talk again. boring!

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

**Q9: How did you hear about the conference?**

Email from GreenPearl Events,  
 Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Good
Speaker Quality	Fair
Networking Opportunities	Very Good
The Mid-America Club	Fair
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 3 - Good

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 3 - Good

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 4 - Very Good

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 3 - Good

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

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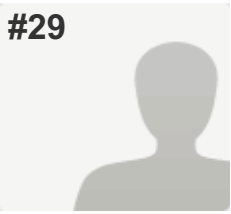
<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging Neighborhoods<b>Featured Speakers:</b>Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p>3 - Good,  Comments: Milan shouldn't be included as a panelist, maybe a comic, but not a serious real estate investor</p>
<p><b>Q18: 11:50 AM - Concurrent Session B</b>A Multifamily Alternative: Seniors Housing<b>Featured Speakers:</b>Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p>6 - Did not attend this session</p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives<b>Featured Speaker:</b>Michael D'Onofrio - Engineered Tax Services</p>	<p>6 - Did not attend this session</p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power Panel<b>Featured Speakers:</b>Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p>4 - Very Good,  Comments: Randy Fifield is an embarrassment - we don't care anymore</p>
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote <b>Featured Speakers:</b>Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	<p>1 - Poor,  Comments: these guys were asleep - terrible "keynote"</p>

PAGE 3

<p><b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q24: Any final comments, suggestions, or compliments?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q25: Overall, how do you rate the event?</b></p>	<p><i>Respondent skipped this question</i></p>



#29



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 4:58:11 PM  
**Last Modified:** Thursday, April 07, 2016 5:02:52 PM  
**Time Spent:** 00:04:41  
**First Name:** ,  
**Last Name:** Mark  
**Email:** mgross@cssi-associate.com

**Custom Data:** ,  
**IP Address:** 68.255.0.19

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

To increase my knowledge of the industry, past and future trends etc. Networking and also sponsored an exhibit booth.

**Q2: How well did the conference meet your expectations?** Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?** Respondent skipped this question

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

8 (Passive)

**Q5: What was the most valuable aspect of this conference?**

Networking

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** Respondent skipped this question

**Q7: Do you have any specific suggestions for improvement?** Respondent skipped this question

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Respondent skipped this question

**Q9: How did you hear about the conference?** Email from GreenPearl Events

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

---

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 5 - Excellent

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

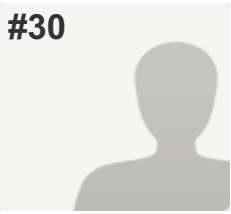
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<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE	4 - Very Good
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	4 - Very Good
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty	5 - Excellent
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities Francis Greenburger - Time Equities	5 - Excellent

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Excellent
Venue	Excellent

#30



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 5:07:29 PM  
**Last Modified:** Thursday, April 07, 2016 5:11:49 PM  
**Time Spent:** 00:04:19  
**First Name:** ,  
**Last Name:** Ron  
**Email:** ron.geimer@comcast.net

**Custom Data:** ,  
**IP Address:** 98.222.117.48

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

To get a picture of the current (and expected) market for multiunit properties. Looking to purchase this year but am cautious.

**Q2: How well did the conference meet your expectations?** Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Don't overpay on the buy side.

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

5 (Detractor)

**Q5: What was the most valuable aspect of this conference?**

The economic picture and overall outlook for ownership of multiunit properties.

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** *Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?** *Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** *Respondent skipped this question*

**Q9: How did you hear about the conference?** Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Good
The Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 3 - Good

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 3 - Good

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 4 - Very Good

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** *Respondent skipped this question*

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 5 - Excellent

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**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging Neighborhoods**Featured Speakers:**Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE

*Respondent skipped this question*

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors Housing**Featured Speakers:**Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital

*Respondent skipped this question*

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives**Featured Speaker:**Michael D’Onofrio - Engineered Tax Services

*Respondent skipped this question*

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power Panel**Featured Speakers:**Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty

*Respondent skipped this question*

**Q21: 2:35 PM - General Session**Afternoon Keynote **Featured Speakers:**Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities

*Respondent skipped this question*

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

*Respondent skipped this question*

**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?**

No, thanks.

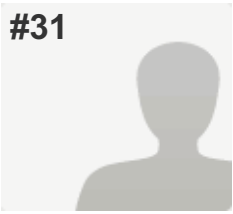
**Q24: Any final comments, suggestions, or compliments?**

*Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Very Good
Venue	Very Good

#31



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 5:13:11 PM  
**Last Modified:** Thursday, April 07, 2016 5:17:43 PM  
**Time Spent:** 00:04:31  
**First Name:** ,  
**Last Name:** Shahnawaz  
**Email:** shahnawaz.daredia@infinity-group.com

**Custom Data:** ,  
**IP Address:** 108.176.2.178

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**PAGE 1: Event Overview**

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**Q1: What was your primary reason for attending this conference?**

meet new real estate people

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**Q2: How well did the conference meet your expectations?** Very Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

information about emerging neighborhoods

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**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

8 (Passive)

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**Q5: What was the most valuable aspect of this conference?**

meeting other pple

---

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

sessions about legal

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**Q7: Do you have any specific suggestions for improvement?**

more time to network (during lunch and/or cocktail hour)

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Washington D.C., New York,  
Other (please specify) Boston

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**Q9: How did you hear about the conference?** Email from Marcus & Millichap

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**PAGE 2**

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**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Good
Networking Opportunities	Very Good
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Very Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 3 - Good

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 2 - Fair

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 6 - Did not attend this session

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 6 - Did not attend this session

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 4 - Very Good

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<b>Q17: 11:50 AM - Concurrent Session A</b> The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	5 - Excellent
<b>Q18: 11:50 AM - Concurrent Session B</b> A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	1 - Poor
<b>Q20: 1:50 PM - General Session</b> Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty	5 - Excellent
<b>Q21: 2:35 PM - General Session</b> Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

new projects/developments

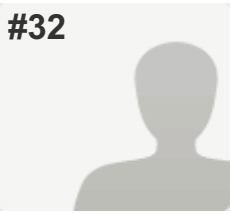
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

**Q24: Any final comments, suggestions, or compliments?** *Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Very Good
Execution	Excellent
Lunch Quality	Excellent
Venue	Excellent

#32



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 5:51:52 PM  
**Last Modified:** Thursday, April 07, 2016 5:55:09 PM  
**Time Spent:** 00:03:16  
**First Name:** ,  
**Last Name:** Katie  
**Email:** katiem@krusinski.com

**Custom Data:** ,  
**IP Address:** 207.229.184.161

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Insight and networking

**Q2: How well did the conference meet your expectations?**

Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

*Respondent skipped this question*

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

*Respondent skipped this question*

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

*Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

Other (please specify) Chicago

**Q9: How did you hear about the conference?**

Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent

Comments:

Only comment is that Mid-America Club is a hard location.

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**Q11: 8:40 AM - General Session**Multifamily State of Market: National vs. Midwest Markets**Featured Speaker:**John Chang - Marcus & Millichap 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes**Featured Speaker:Scott Toban - Polsinelli 5 - Excellent

---

**Q13: 9:15 AM - General Session**Morning Keynote**Featured Speakers:**Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises 5 - Excellent

---

**Q14: 9:40 AM - General Session**A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers**Featured Speakers:**Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session A**When the Money Talks You Should Listen: A Capital and Investment Roundtable**Featured Speakers:**Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments 5 - Excellent

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**Q16: 11:00 AM - Concurrent Session B**Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs**Featured Speakers:**John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners 5 - Excellent

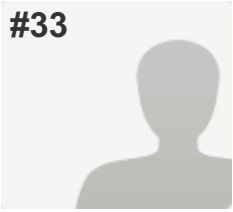
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<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE	5 - Excellent
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital	5 - Excellent
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	5 - Excellent
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty	5 - Excellent
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities Francis Greenburger - Time Equities	5 - Excellent

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Excellent
Venue	Excellent

#33



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 7:50:47 PM  
**Last Modified:** Thursday, April 07, 2016 7:56:28 PM  
**Time Spent:** 00:05:40  
**First Name:** ,  
**Last Name:** Marvin  
**Email:** mhossain@everywherewireless.com

**Custom Data:** ,  
**IP Address:** 104.153.231.138

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PAGE 1: Event Overview

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**Q1: What was your primary reason for attending this conference?**

Networking; both prospects and existing clients.

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**Q2: How well did the conference meet your expectations?**

Extremely Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

*Respondent skipped this question*

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**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

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**Q5: What was the most valuable aspect of this conference?**

the attendees; prime crowd.

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**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

no issues

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**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

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**Q9: How did you hear about the conference?**

*Respondent skipped this question*

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PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 4 - Very Good

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

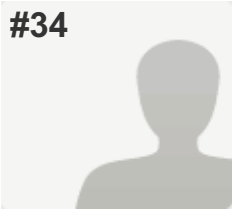
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<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p>3 - Good, Comments: Wouldn't recommend inviting Milan back...Would have been better with one or two more people on this panel.</p>
<p><b>Q18: 11:50 AM - Concurrent Session BA Multifamily Alternative: Seniors Housing</b>Featured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p>6 - Did not attend this session</p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services</p>	<p>6 - Did not attend this session</p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p>6 - Did not attend this session</p>
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	<p>6 - Did not attend this session, Comments: wanted to see this but had to leave - as you're aware, it's tough to get this crowd to stay away from work..</p>

PAGE 3

<p><b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q24: Any final comments, suggestions, or compliments?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q25: Overall, how do you rate the event?</b></p>	<p><i>Respondent skipped this question</i></p>

#34



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 8:10:15 PM  
**Last Modified:** Thursday, April 07, 2016 8:20:53 PM  
**Time Spent:** 00:10:37  
**First Name:** ,  
**Last Name:** David  
**Email:** dhpeter24@gmail.com

**Custom Data:** ,  
**IP Address:** 108.51.147.4

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Market information, both Chicago wide and granular by neighborhood

**Q2: How well did the conference meet your expectations?** Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Understanding the market dynamics of the submarkets of Chicago

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

8 (Passive)

**Q5: What was the most valuable aspect of this conference?**

Contacts, market information

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** Respondent skipped this question

**Q7: Do you have any specific suggestions for improvement?** Respondent skipped this question

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Washington D.C.

**Q9: How did you hear about the conference?** Email from GreenPearl Events,  
Other (please specify)  
Currently in the Washington D.C. market, currently attend D.C. events

PAGE 2



**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Very Good

**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 4 - Very Good

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 4 - Very Good

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 4 - Very Good

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 4 - Very Good

**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 4 - Very Good

**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging Neighborhoods<b>Featured Speakers:</b>Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p>5 - Excellent, Comments: On the ground, real world perspectives, very good.</p>
<p><b>Q18: 11:50 AM - Concurrent Session BA Multifamily Alternative: Seniors Housing</b>Featured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p>6 - Did not attend this session</p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives<b>Featured Speaker:</b>Michael D'Onofrio - Engineered Tax Services</p>	<p>3 - Good, Comments: Difficult subject for the lunch session. Good information, but a better overview of the topic would be good. The simplified graphic/video was very good to frame the topic.</p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power Panel<b>Featured Speakers:</b>Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p>4 - Very Good</p>
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote <b>Featured Speakers:</b>Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	<p>3 - Good, Comments: Very experienced duo, I bet there's plenty of great stories there...but needed a moderator to guide the conversation and pull out specific points of interest. On their own, too rambling and unfocused!</p>

PAGE 3

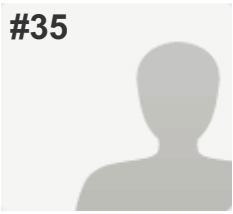
<p><b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b></p>	<p>No, thanks.</p>
<p><b>Q24: Any final comments, suggestions, or compliments?</b></p>	<p><i>Respondent skipped this question</i></p>

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Excellent
Venue	Excellent

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#35



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 07, 2016 10:11:27 PM  
**Last Modified:** Thursday, April 07, 2016 10:15:05 PM  
**Time Spent:** 00:03:37  
**First Name:** ,  
**Last Name:** Art  
**Email:** arendak@inlandmtg.com

**Custom Data:** ,  
**IP Address:** 73.8.31.145

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Networking and further insight into the Residential Market

**Q2: How well did the conference meet your expectations?** Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?** *Respondent skipped this question*

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

7 (Passive)

**Q5: What was the most valuable aspect of this conference?** *Respondent skipped this question*

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** *Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?** *Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Dallas, Houston, Washington D.C., Los Angeles, Atlanta

**Q9: How did you hear about the conference?** Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
The Mid-America Club	Very Good
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 4 - Very Good

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 4 - Very Good

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 3 - Good

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

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**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging Neighborhoods**Featured Speakers:**Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE  
6 - Did not attend this session

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors Housing**Featured Speakers:**Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital  
6 - Did not attend this session

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives**Featured Speaker:**Michael D’Onofrio - Engineered Tax Services  
6 - Did not attend this session

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power Panel**Featured Speakers:**Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty  
6 - Did not attend this session

**Q21: 2:35 PM - General Session**Afternoon Keynote **Featured Speakers:**Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities  
6 - Did not attend this session

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?** *Respondent skipped this question*

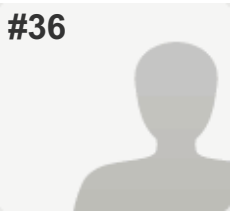
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** Yes, please contact me. ,  
Please include your contact info if you would like us to contact you.  
Art Rendak, President Inland Mortgage Capital, LLC  
630 218 5261 2901 Butterfield Oak Brook, IL 60523

**Q24: Any final comments, suggestions, or compliments?** *Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	N/A
Venue	Very Good

#36



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 08, 2016 12:12:21 AM  
**Last Modified:** Friday, April 08, 2016 12:15:47 AM  
**Time Spent:** 00:03:25  
**First Name:** ,  
**Last Name:** Michael  
**Email:** michael.tobin@cbre.com

**Custom Data:** ,  
**IP Address:** 208.68.247.150

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

General Market Information

**Q2: How well did the conference meet your expectations?** Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?** Respondent skipped this question

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

7 (Passive)

**Q5: What was the most valuable aspect of this conference?** Respondent skipped this question

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** Respondent skipped this question

**Q7: Do you have any specific suggestions for improvement?** Respondent skipped this question

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Washington D.C., Los Angeles, Seattle, New York, Other (please specify) Chicago

**Q9: How did you hear about the conference?** Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Good
Attendee Quality	Fair
Attendee Quantity	Good
Speaker Quality	Very Good
The Mid-America Club	Good
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Good

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**Q11: 8:40 AM - General Session**Multifamily State of Market: National vs. Midwest Markets**Featured Speaker:**John Chang - Marcus & Millichap

5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes****Featured Speaker:**Scott Toban - Polsinelli

5 - Excellent

---

**Q13: 9:15 AM - General Session**Morning Keynote**Featured Speakers:**Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises

3 - Good

---

**Q14: 9:40 AM - General Session**A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers**Featured Speakers:**Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton

4 - Very Good

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**Q15: 11:00 AM - Concurrent Session A**When the Money Talks You Should Listen: A Capital and Investment Roundtable**Featured Speakers:**Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments

6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session B**Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs**Featured Speakers:**John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners

4 - Very Good

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**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE 6 - Did not attend this session

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital 4 - Very Good

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D’Onofrio - Engineered Tax Services 2 - Fair

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty 3 - Good

**Q21: 2:35 PM - General Session**Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities 4 - Very Good

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?** Respondent skipped this question

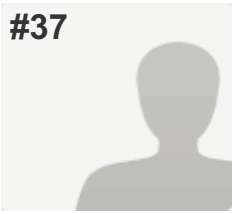
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

**Q24: Any final comments, suggestions, or compliments?** Respondent skipped this question

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Good
Venue	Good
Comments	Chairs were very uncomfortable.

#37



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 08, 2016 9:35:04 AM  
**Last Modified:** Friday, April 08, 2016 9:39:04 AM  
**Time Spent:** 00:04:00  
**First Name:** ,  
**Last Name:** Ayman  
**Email:** aassaf@zidans.com

**Custom Data:** ,  
**IP Address:** 50.251.24.190

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

meet professional in the industry I am in

**Q2: How well did the conference meet your expectations?**

Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

*Respondent skipped this question*

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

8 (Passive)

**Q5: What was the most valuable aspect of this conference?**

*Respondent skipped this question*

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

*Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

Other (please specify) Midwest

**Q9: How did you hear about the conference?**

Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Very Good
Networking Opportunities	Good
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Very Good

**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 4 - Very Good

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 4 - Very Good

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 3 - Good

**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 5 - Excellent

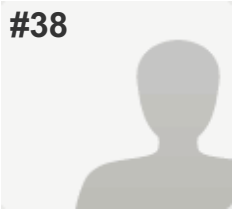
**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE	3 - Good
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty	5 - Excellent
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities Francis Greenburger - Time Equities	6 - Did not attend this session

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	<i>Respondent skipped this question</i>
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Excellent
Venue	Excellent

#38



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 08, 2016 9:51:35 AM  
**Last Modified:** Friday, April 08, 2016 9:55:52 AM  
**Time Spent:** 00:04:16  
**First Name:** ,  
**Last Name:** John  
**Email:** valentine@millercanfield.com

**Custom Data:** ,  
**IP Address:** 64.141.144.2

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Networking.

**Q2: How well did the conference meet your expectations?**

Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Multifamily market remains strong.

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

8 (Passive)

**Q5: What was the most valuable aspect of this conference?**

Expert panels.

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

Afternoon keynote speakers were pretty boring.

**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

Other (please specify) Detroit

**Q9: How did you hear about the conference?**

Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
The Mid-America Club	Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

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**Q11: 8:40 AM - General Session**Multifamily State of Market: National vs. Midwest Markets**Featured Speaker:**John Chang - Marcus & Millichap

5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes**Featured Speaker:Scott Toban - Polsinelli

3 - Good

---

**Q13: 9:15 AM - General Session**Morning Keynote**Featured Speakers:**Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises

4 - Very Good

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**Q14: 9:40 AM - General Session**A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers**Featured Speakers:**Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton

4 - Very Good

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**Q15: 11:00 AM - Concurrent Session A**When the Money Talks You Should Listen: A Capital and Investment Roundtable**Featured Speakers:**Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments

3 - Good

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**Q16: 11:00 AM - Concurrent Session B**Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs**Featured Speakers:**John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners

6 - Did not attend this session

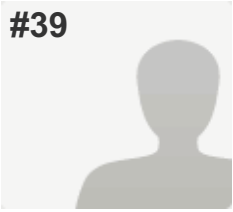
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<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors Marty Paris - Sedgwick Development Milan Rubenstein - Windy City RE	3 - Good
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services Jerry Finis - Pathway Senior Living Philip Kayden - Ventas Brian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty Aaron Galvin - Luxury Living Chicago Realty Alan Lev - Belgravia Group David Ruttenberg - Marc Realty	3 - Good
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities Francis Greenburger - Time Equities	2 - Fair, Comments: Very low energy.

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Very Good
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Very Good
Venue	Very Good

#39



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 08, 2016 10:01:34 AM  
**Last Modified:** Friday, April 08, 2016 10:05:35 AM  
**Time Spent:** 00:04:00  
**First Name:** ,  
**Last Name:** Richard  
**Email:** rkozarits@marcusmillichap.com

**Custom Data:** ,  
**IP Address:** 50.240.166.153

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PAGE 1: Event Overview

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**Q1: What was your primary reason for attending this conference?**

Networking & Market Information

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**Q2: How well did the conference meet your expectations?** Extremely Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

No need to panic

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**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

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**Q5: What was the most valuable aspect of this conference?**

Quality of speakers

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**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** Respondent skipped this question

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**Q7: Do you have any specific suggestions for improvement?** Respondent skipped this question

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Respondent skipped this question

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**Q9: How did you hear about the conference?** Email from Marcus & Millichap

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PAGE 2

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**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Very Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent

---

**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

---

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 4 - Very Good

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

---

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 5 - Excellent

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**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE 6 - Did not attend this session

**Q18: 11:50 AM - Concurrent Session B**A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital 4 - Very Good

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D’Onofrio - Engineered Tax Services 6 - Did not attend this session

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty 5 - Excellent

**Q21: 2:35 PM - General Session**Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities 3 - Good

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?** Respondent skipped this question

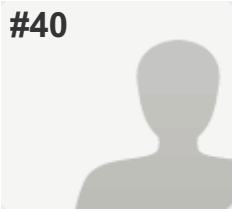
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

**Q24: Any final comments, suggestions, or compliments?** Respondent skipped this question

**Q25: Overall, how do you rate the event?**

Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Very Good
Venue	Excellent

#40



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 08, 2016 9:54:39 AM  
**Last Modified:** Friday, April 08, 2016 10:06:12 AM  
**Time Spent:** 00:11:33  
**First Name:** ,  
**Last Name:** Bill  
**Email:** briebe@fifieldco.com

**Custom Data:** ,  
**IP Address:** 65.254.25.66

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**PAGE 1: Event Overview**

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**Q1: What was your primary reason for attending this conference?**

The owners of the company I work for were speaking on a couple of panels.

---

**Q2: How well did the conference meet your expectations?** Extremely Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Different ways to control the rising costs of development.

---

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

8 (Passive)

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**Q5: What was the most valuable aspect of this conference?**

Listening to the different speakers and their different opinions and thoughts regarding the current real estate market.

---

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

Didn't really like Milan Rubenstein from Windy City RE.

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**Q7: Do you have any specific suggestions for improvement?**

No.

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

Other (please specify) N/A

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**Q9: How did you hear about the conference?**

Word of Mouth

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**PAGE 2**

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Excellent
Networking Opportunities	Good
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Very Good

**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 4 - Very Good

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 4 - Very Good

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent,  
Comments: These guys killed it up there...

**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 3 - Good

**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging Neighborhoods<b>Featured Speakers:</b>Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p>1 - Poor, Comments: Couldn't you have picked someone better than Milan.</p>
<p><b>Q18: 11:50 AM - Concurrent Session B</b>A Multifamily Alternative: Seniors Housing<b>Featured Speakers:</b>Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p>6 - Did not attend this session</p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives<b>Featured Speaker:</b>Michael D'Onofrio - Engineered Tax Services</p>	<p>6 - Did not attend this session</p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power Panel<b>Featured Speakers:</b>Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p>5 - Excellent, Comments: The speakers interacted very well!! David was a good sport because the moderator kept calling him Mark.</p>
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote <b>Featured Speakers:</b>Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	<p>6 - Did not attend this session</p>

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

No.

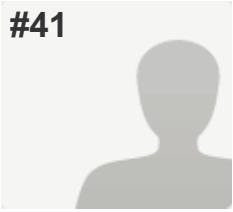
**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?** No, thanks.

**Q24: Any final comments, suggestions, or compliments?** *Respondent skipped this question*

**Q25: Overall, how do you rate the event?**

Concept	Excellent
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Very Good
Venue	Excellent

#41



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 08, 2016 1:57:25 PM  
**Last Modified:** Friday, April 08, 2016 2:03:39 PM  
**Time Spent:** 00:06:14  
**First Name:** ,  
**Last Name:** Justine  
**Email:** jdamour@owlmanagement.com

**Custom Data:** ,  
**IP Address:** 65.79.141.70

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PAGE 1: Event Overview

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**Q1: What was your primary reason for attending this conference?**

Networking and education

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**Q2: How well did the conference meet your expectations?** Extremely Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Beginning dialogue with developers about benefits of a well-qualified property manager; Steve Fifield stated that good help is hard to find.

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**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

---

**Q5: What was the most valuable aspect of this conference?**

Developer panels (Innovative panel the most)

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**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

The last panel discussion (1000M?) was extremely dry and difficult to relate to

---

**Q7: Do you have any specific suggestions for improvement?**

none

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** *Respondent skipped this question*

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**Q9: How did you hear about the conference?** Word of Mouth

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PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Good
The Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 6 - Did not attend this session

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 6 - Did not attend this session

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 6 - Did not attend this session

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 2 - Fair,  
Comments: Very abstract

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

---

**Q17: 11:50 AM - Concurrent Session A**The Next Big Thing: Emerging Neighborhoods**Featured Speakers:**Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE

5 - Excellent,

Comments:

Milan had it right, and I wish the moderator did not repeat the rude remark from an audience member about his hair loss.

**Q18: 11:50 AM - Concurrent Session BA Multifamily Alternative: Seniors Housing**Featured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital

6 - Did not attend this session

**Q19: 1:00 PM - Lunch Workshop**Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy Incentives**Featured Speaker:**Michael D'Onofrio - Engineered Tax Services

6 - Did not attend this session

**Q20: 1:50 PM - General Session**Ahead of the Curve: A Residential Innovators Power Panel**Featured Speakers:**Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty

5 - Excellent,

Comments:

Wealth of information; this was my favorite panel!

**Q21: 2:35 PM - General Session**Afternoon Keynote **Featured Speakers:**Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities

1 - Poor,

Comments:

Dry, seemed like they were just drolling on with no preparation. The lack of moderator on this one hurt the conversation, I think.

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

*Respondent skipped this question*

**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?**

Yes, please contact me. ,

Please include your contact info if you would like us to contact you.

jdamour@owlmanagement.com - Property Management

**Q24: Any final comments, suggestions, or compliments?**

*Respondent skipped this question*

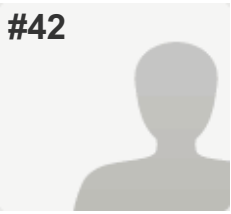


**Q25: Overall, how do you rate the event?**

Concept	Excellent
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Fair
Venue	Good

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#42



**INCOMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 08, 2016 4:11:27 PM  
**Last Modified:** Friday, April 08, 2016 4:13:45 PM  
**Time Spent:** 00:02:18  
**First Name:** ,  
**Last Name:** Chloe  
**Email:** chloe.ott@marcusmillichap.com

**Custom Data:** ,  
**IP Address:** 38.104.99.34

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

To invite my clients and get to know them in person.

**Q2: How well did the conference meet your expectations?** Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

The commentary on the rapidly growing Chicago apartment and how that will affect my multifamily clients.

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

The high quality panel members.

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

No.

**Q7: Do you have any specific suggestions for improvement?**

Different venue with larger break-out rooms.

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** *Respondent skipped this question*

**Q9: How did you hear about the conference?** Email from Marcus & Millichap

PAGE 2

**Q10: How would you rate the following aspects of this conference?** *Respondent skipped this question*

**Q11: 8:40 AM - General Session Multifamily State of Market: National vs. Midwest Markets Featured Speaker: John Chang - Marcus & Millichap** *Respondent skipped this question*

<p><b>Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes</b>Featured Speaker:Scott Toban - Polsinelli</p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q13: 9:15 AM - General Session</b>Morning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises</p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q14: 9:40 AM - General Session</b>A View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus &amp; Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton</p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q15: 11:00 AM - Concurrent Session A</b>When the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments</p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q16: 11:00 AM - Concurrent Session B</b>Suburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus &amp; Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners</p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q18: 11:50 AM - Concurrent Session B</b>A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services</p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p><i>Respondent skipped this question</i></p>

**Q21: 2:35 PM - General SessionAfternoon  
Keynote Featured Speakers:Jerry Karlik - JK  
EquitiesFrancis Greenburger - Time Equities**

*Respondent skipped this  
question*

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**PAGE 3**

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**Q22: Was there a speaker or topic that we did not  
include that you would like to see at a future event?**

*Respondent skipped this  
question*

---

**Q23: Do you have interest in speaking, sponsoring or  
exhibiting at a future GreenPearl Event?**

*Respondent skipped this  
question*

---

**Q24: Any final comments, suggestions, or  
compliments?**

*Respondent skipped this  
question*

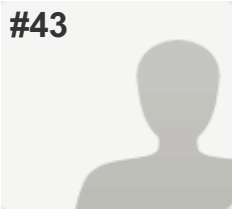
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**Q25: Overall, how do you rate the event?**

*Respondent skipped this  
question*

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#43



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 08, 2016 4:23:42 PM  
**Last Modified:** Friday, April 08, 2016 4:26:36 PM  
**Time Spent:** 00:02:53  
**First Name:** ,  
**Last Name:** Sarah  
**Email:** sarah.ellis@ventasreit.com

**Custom Data:** ,  
**IP Address:** 104.129.196.61

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

learning about multifamily

**Q2: How well did the conference meet your expectations?**

Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

beware building apartments in chicago

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

7 (Passive)

**Q5: What was the most valuable aspect of this conference?**

better knowledge of industry

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

*Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

**Q9: How did you hear about the conference?**

Other (please specify) coworker

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
The Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 6 - Did not attend this session

---

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 3 - Good

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 6 - Did not attend this session

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 3 - Good

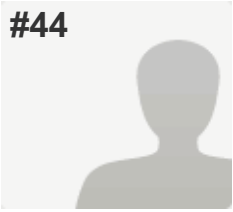
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<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p>2 - Fair, Comments: antagonism kept conversation limited</p>
<p><b>Q18: 11:50 AM - Concurrent Session B</b>A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p>6 - Did not attend this session</p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services</p>	<p>6 - Did not attend this session</p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p>3 - Good</p>
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	<p>6 - Did not attend this session</p>

PAGE 3

<p><b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b></p>	<p>No, thanks.</p>
<p><b>Q24: Any final comments, suggestions, or compliments?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q25: Overall, how do you rate the event?</b></p>	
<p>Concept</p>	<p>Very Good</p>
<p>Speaker Selection</p>	<p>Very Good</p>
<p>Execution</p>	<p>Excellent</p>
<p>Lunch Quality</p>	<p>Excellent</p>
<p>Venue</p>	<p>Excellent</p>

#44



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 08, 2016 6:17:28 PM  
**Last Modified:** Friday, April 08, 2016 6:23:16 PM  
**Time Spent:** 00:05:47  
**First Name:** ,  
**Last Name:** jerry  
**Email:** jerry.lumpkins@bmo.com

**Custom Data:** ,  
**IP Address:** 199.181.202.7

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**PAGE 1: Event Overview**

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**Q1: What was your primary reason for attending this conference?**

Intel and networking

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**Q2: How well did the conference meet your expectations?** Extremely Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

How the market is a 1/3 hold, 1/3 sale, and 1/3 buy.

---

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

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**Q5: What was the most valuable aspect of this conference?**

The panels and Chris Kennedy.

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**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

NA

---

**Q7: Do you have any specific suggestions for improvement?**

Keep doing these

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Dallas, Houston, San Francisco, New York

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**Q9: How did you hear about the conference?** Email from Marcus & Millichap

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**PAGE 2**



**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent

---

**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

---

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

---

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 4 - Very Good

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 6 - Did not attend this session

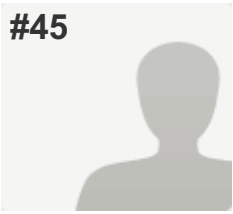
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<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p>4 - Very Good, Comments: Milan can be a bit over dominating on a panel.</p>
<p><b>Q18: 11:50 AM - Concurrent Session B</b>A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p>6 - Did not attend this session</p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services</p>	<p>6 - Did not attend this session</p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p>5 - Excellent</p>
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	<p>2 - Fair, Comments: No very good public speakers.</p>

PAGE 3

<p><b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b></p>	<p>Yes, please contact me.</p>
<p><b>Q24: Any final comments, suggestions, or compliments?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q25: Overall, how do you rate the event?</b></p>	
<p>Concept</p>	<p>Excellent</p>
<p>Speaker Selection</p>	<p>Excellent</p>
<p>Execution</p>	<p>Excellent</p>
<p>Lunch Quality</p>	<p>Excellent</p>
<p>Venue</p>	<p>Excellent</p>

#45



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 08, 2016 10:38:44 PM  
**Last Modified:** Friday, April 08, 2016 10:43:34 PM  
**Time Spent:** 00:04:50  
**First Name:** ,  
**Last Name:** Nick  
**Email:** nhillard@marcusmillichap.com

**Custom Data:** ,  
**IP Address:** 108.194.16.252

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Greet guests and learn something new.

**Q2: How well did the conference meet your expectations?**

Extremely Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

*Respondent skipped this question*

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

Extremely likely - 10 (Promoter)

**Q5: What was the most valuable aspect of this conference?**

*Respondent skipped this question*

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

*Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

**Q9: How did you hear about the conference?**

Speaker or Sponsor (please tell us who below)

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
The Mid-America Club	Excellent
Food & Beverage	Very Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 5 - Excellent

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**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 5 - Excellent

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**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 5 - Excellent

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**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** 4 - Very Good

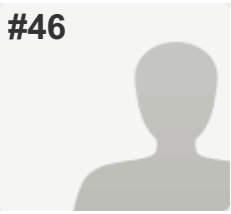
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<b>Q17: 11:50 AM - Concurrent Session A</b> The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	4 - Very Good
<b>Q18: 11:50 AM - Concurrent Session B</b> A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> Maximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty	5 - Excellent
<b>Q21: 2:35 PM - General Session</b> Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	5 - Excellent

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Very Good
Venue	Excellent

#46



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Saturday, April 09, 2016 9:37:58 AM  
**Last Modified:** Saturday, April 09, 2016 9:52:41 AM  
**Time Spent:** 00:14:43  
**First Name:** ,  
**Last Name:** Reid  
**Email:** rmutschler@sterlingbay.com

**Custom Data:** ,  
**IP Address:** 216.117.229.109

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Gain insight into the Chicago multifamily market.

**Q2: How well did the conference meet your expectations?** Very Well

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

The large disparity between apartment units being constructed and the condo units being constructed.

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

7 (Passive)

**Q5: What was the most valuable aspect of this conference?**

The majority of the panels provided excellent dialogue concerning the emerging multifamily markets as well as general multifamily trends

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?** *Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?** *Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Seattle, New York

**Q9: How did you hear about the conference?** Email from Marcus & Millichap, Word of Mouth

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Attendee Quantity	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
The Mid-America Club	Fair
Food & Beverage	Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent

Comments:

The final keynote presentation was lackluster

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**Q11: 8:40 AM - General Session**Multifamily State of Market: National vs. Midwest Markets**Featured Speaker:**John Chang - Marcus & Millichap 5 - Excellent

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes**Featured Speaker:Scott Toban - Polsinelli 3 - Good

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**Q13: 9:15 AM - General Session**Morning Keynote**Featured Speakers:**Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises 4 - Very Good

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**Q14: 9:40 AM - General Session**A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers**Featured Speakers:**Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton 5 - Excellent

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**Q15: 11:00 AM - Concurrent Session A**When the Money Talks You Should Listen: A Capital and Investment Roundtable**Featured Speakers:**Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments 3 - Good

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**Q16: 11:00 AM - Concurrent Session B**Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs**Featured Speakers:**John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners 6 - Did not attend this session

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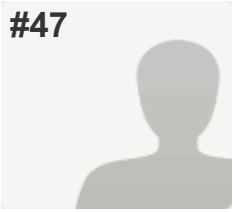
<b>Q17: 11:50 AM - Concurrent Session A</b> <b>The Next Big Thing: Emerging Neighborhoods</b> <b>Featured Speakers:</b> Christopher Leonard - Marcus & Millichap <b>(Moderator)</b> John Abell - Crayton Advisors <b>Marty Paris - Sedgwick Development</b> <b>Milan Rubenstein - Windy City RE</b>	4 - Very Good
<b>Q18: 11:50 AM - Concurrent Session B</b> <b>A Multifamily Alternative: Seniors Housing</b> <b>Featured Speakers:</b> Joshua Jandris - Institutional Property Advisors <b>(Moderator)</b> David Block - Evergreen Real Estate Services <b>Jerry Finis - Pathway Senior Living</b> <b>Philip Kayden - Ventas</b> <b>Brian Mutchler - Harrison Street Real Estate Capital</b>	6 - Did not attend this session
<b>Q19: 1:00 PM - Lunch Workshop</b> <b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy Incentives</b> <b>Featured Speaker:</b> Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
<b>Q20: 1:50 PM - General Session</b> <b>Ahead of the Curve: A Residential Innovators Power Panel</b> <b>Featured Speakers:</b> Steven Weinstock - Marcus & Millichap <b>(Moderator)</b> Randy Fifield - Fifield Realty <b>Aaron Galvin - Luxury Living Chicago Realty</b> <b>Alan Lev - Belgravia Group</b> <b>David Ruttenberg - Marc Realty</b>	5 - Excellent
<b>Q21: 2:35 PM - General Session</b> <b>Afternoon Keynote</b> <b>Featured Speakers:</b> Jerry Karlik - JK Equities <b>Francis Greenburger - Time Equities</b>	1 - Poor

PAGE 3

<b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b>	<i>Respondent skipped this question</i>
<b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b>	No, thanks.
<b>Q24: Any final comments, suggestions, or compliments?</b>	<i>Respondent skipped this question</i>
<b>Q25: Overall, how do you rate the event?</b>	
Concept	Excellent
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Good
Venue	Good



#47



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Saturday, April 09, 2016 12:51:15 PM  
**Last Modified:** Saturday, April 09, 2016 1:06:04 PM  
**Time Spent:** 00:14:48  
**First Name:** ,  
**Last Name:** HAIM  
**Email:** sibony.family@gmail.com

**Custom Data:** ,  
**IP Address:** 24.85.199.243

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PAGE 1: Event Overview

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**Q1: What was your primary reason for attending this conference?**

Understanding better the multi units market and Chicago locations

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**Q2: How well did the conference meet your expectations?** Somewhat

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

Purchasing assests

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**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

8 (Passive)

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**Q5: What was the most valuable aspect of this conference?**

A common ground with a lot of people

---

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

Some of the presenters talked a lot about what they own and that didn't add any valuable information

---

**Q7: Do you have any specific suggestions for improvement?**

Differ badges of the attendees by color according to someone's skill. (Ex. Finance people, bank and private lenders-blue. Investors-green and so on) That way I can target people with my own interests

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?** Other (please specify) Kansas city

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**Q9: How did you hear about the conference?** Email from Marcus & Millichap

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PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Good
Attendee Quality	Excellent
Attendee Quantity	Excellent
Speaker Quality	Very Good
Networking Opportunities	Good
The Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

**Q11: 8:40 AM - General Session Multifamily State of Market: National vs. Midwest Markets Featured Speaker: John Chang - Marcus & Millichap** 5 - Excellent

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes Featured Speaker: Scott Toban - Polsinelli** 2 - Fair

**Q13: 9:15 AM - General Session Morning Keynote Featured Speakers: Alby Gallun - Crain's Chicago Business (Moderator) Christopher Kennedy - Joseph P. Kennedy Enterprises** 4 - Very Good

**Q14: 9:40 AM - General Session A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers Featured Speakers: Steve Rachman - Marcus & Millichap (Moderator) Steven Fifield - Fifield Realty Patrick FitzGerald - FitzGerald Associates Architects Sonny Ginsberg - Ginsberg Jacobs Kevin Hites - The John Buck Company Jim Letchinger - JDL Development Mark Stern - Waterton** 3 - Good

**Q15: 11:00 AM - Concurrent Session A When the Money Talks You Should Listen: A Capital and Investment Roundtable Featured Speakers: Scott Toban - Polsinelli (Moderator) Jeff Allen - BMO Harris Bank Ann Atkinson - Fannie Mae Jay Eisner - LEM Capital Sarang Peruri - Oxford Capital Group Marc Turner - Origin Investments** 6 - Did not attend this session,  
Comments:  
I wanted to go to this one as well but went to track 2

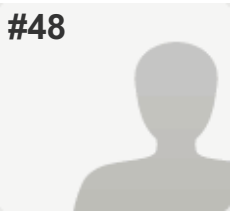
**Q16: 11:00 AM - Concurrent Session B Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs Featured Speakers: John Przybyla - Marcus & Millichap (Moderator) Tim Anderson - Focus Development Jeff Benach - Lexington Homes Brian Hoffman - Red Seal Homes Matt Nix - REVA Development Partners** 4 - Very Good

<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	3 - Good
<p><b>Q18: 11:50 AM - Concurrent Session B</b>A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	6 - Did not attend this session, Comments: I wanted to go to this one as well but went to track 2
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services</p>	3 - Good
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	3 - Good
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	2 - Fair

PAGE 3

<p><b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b></p> <p>More neighborhoods of Chicago. Especially the south</p>	
<p><b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b></p>	No, thanks.
<p><b>Q24: Any final comments, suggestions, or compliments?</b></p>	<i>Respondent skipped this question</i>
<p><b>Q25: Overall, how do you rate the event?</b></p> <p>Concept</p> <p>Speaker Selection</p> <p>Execution</p> <p>Lunch Quality</p> <p>Venue</p>	<p>Very Good</p> <p>Good</p> <p>Very Good</p> <p>Very Good</p> <p>Very Good</p>

#48



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Monday, April 11, 2016 10:43:26 AM  
**Last Modified:** Monday, April 11, 2016 10:52:26 AM  
**Time Spent:** 00:09:00  
**First Name:** ,  
**Last Name:** Adam  
**Email:** atrzynka@laramargroup.com

**Custom Data:** ,  
**IP Address:** 70.194.64.114

PAGE 1: Event Overview

**Q1: What was your primary reason for attending this conference?**

Obtain knowledge of Chicago Real Estate Market, conditions, trends.

**Q2: How well did the conference meet your expectations?**

Not Very Well,  
 Neither (please explain)  
 Same info every time, only looking at BIG developers who do the same thing over and over.

**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**

*Respondent skipped this question*

**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

3 (Detractor)

**Q5: What was the most valuable aspect of this conference?**

*Respondent skipped this question*

**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

*Respondent skipped this question*

**Q7: Do you have any specific suggestions for improvement?**

*Respondent skipped this question*

**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

**Q9: How did you hear about the conference?**

*Respondent skipped this question*

PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Fair
Attendee Quality	Good
Attendee Quantity	Good
Speaker Quality	Fair
Networking Opportunities	Poor
The Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent

Comments:  
need more network time.

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**Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap** 3 - Good

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**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli** 2 - Fair

---

**Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises** 3 - Good

---

**Q14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton** 2 - Fair,  
Comments:  
Same info from the same guys doing the same deals. There is much more multi family activity and development in Chicago than Loop/ river north high-rise.

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**Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments** 3 - Good

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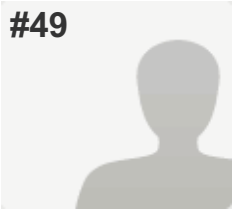
**Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development Partners** Respondent skipped this question

<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p>1 - Poor, Comments: They didn't take about emerging neighborhood. They talked about continued development in established neighborhoods.</p>
<p><b>Q18: 11:50 AM - Concurrent Session BA Multifamily Alternative: Seniors Housing</b>Featured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services</p>	<p>3 - Good</p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p>3 - Good, Comments: . OK, but not very informative. I'm glad Randy got the chance to pitch her product and use her tag line 10 times in 30 minutes.</p>
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	<p>2 - Fair</p>

PAGE 3

<p><b>Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?</b></p>	<p>No, thanks.</p>
<p><b>Q24: Any final comments, suggestions, or compliments?</b></p>	<p><i>Respondent skipped this question</i></p>
<p><b>Q25: Overall, how do you rate the event?</b></p> <p>Concept</p> <p>Speaker Selection</p> <p>Execution</p> <p>Lunch Quality</p> <p>Venue</p>	<p>Good</p> <p>Fair</p> <p>Good</p> <p>Excellent</p> <p>Excellent</p>

#49



**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Monday, April 11, 2016 10:29:20 AM  
**Last Modified:** Monday, April 11, 2016 10:57:31 AM  
**Time Spent:** 00:28:10  
**First Name:** ,  
**Last Name:** Mark  
**Email:** mark.madden@moen.com

**Custom Data:** ,  
**IP Address:** 12.149.99.70

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PAGE 1: Event Overview

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**Q1: What was your primary reason for attending this conference?**

To understand current market conditions in the Multi-family segment

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**Q2: How well did the conference meet your expectations?** Very Well

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**Q3: With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?**  
market growth information.

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**Q4: How likely is it that you would recommend this conference to a friend or colleague?**

9 (Promoter)

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**Q5: What was the most valuable aspect of this conference?**

networking with some of the panelists

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**Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?**

No.

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**Q7: Do you have any specific suggestions for improvement?**

None was very good.

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**Q8: Which of the following geographies also interest you or your firm for multifamily conferences?**

*Respondent skipped this question*

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**Q9: How did you hear about the conference?**

Email from Marcus & Millichap

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PAGE 2

**Q10: How would you rate the following aspects of this conference?**

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Attendee Quantity	Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
The Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good

**Q11: 8:40 AM - General Session Multifamily State of Market: National vs. Midwest Markets Featured Speaker: John Chang - Marcus & Millichap**

5 - Excellent,

Comments:  
Is there away to receive some of the slides on the information and research provided?

**Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar...In 10 Minutes Featured Speaker: Scott Toban - Polsinelli**

4 - Very Good

**Q13: 9:15 AM - General Session Morning Keynote Featured Speakers: Alby Gallun - Crain's Chicago Business (Moderator) Christopher Kennedy - Joseph P. Kennedy Enterprises**

5 - Excellent

**Q14: 9:40 AM - General Session A View from the Top: State of the Market Update from Chicago's Biggest Deal Makers Featured Speakers: Steve Rachman - Marcus & Millichap (Moderator) Steven Fifield - Fifield Realty Patrick FitzGerald - FitzGerald Associates Architects Sonny Ginsberg - Ginsberg Jacobs Kevin Hites - The John Buck Company Jim Letchinger - JDL Development Mark Stern - Waterton**

5 - Excellent,

Comments: very good session.

**Q15: 11:00 AM - Concurrent Session A When the Money Talks You Should Listen: A Capital and Investment Roundtable Featured Speakers: Scott Toban - Polsinelli (Moderator) Jeff Allen - BMO Harris Bank Ann Atkinson - Fannie Mae Jay Eisner - LEM Capital Sarang Peruri - Oxford Capital Group Marc Turner - Origin Investments**

6 - Did not attend this session

**Q16: 11:00 AM - Concurrent Session B Suburban Urbanization: How the Real Estate Market is Redefining the Suburbs Featured Speakers: John Przybyla - Marcus & Millichap (Moderator) Tim Anderson - Focus Development Jeff Benach - Lexington Homes Brian Hoffman - Red Seal Homes Matt Nix - REVA Development Partners**

5 - Excellent,

Comments: excellent insight



<p><b>Q17: 11:50 AM - Concurrent Session A</b>The Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus &amp; Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE</p>	<p>6 - Did not attend this session</p>
<p><b>Q18: 11:50 AM - Concurrent Session B</b>A Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital</p>	<p>5 - Excellent</p>
<p><b>Q19: 1:00 PM - Lunch Workshop</b>Maximize ROI &amp; Increase Cap Rates: Specialty Tax Credits &amp; Energy IncentivesFeatured Speaker:Michael D’Onofrio - Engineered Tax Services</p>	<p>3 - Good, Comments: did not apply to my business, I had lunch in the room</p>
<p><b>Q20: 1:50 PM - General Session</b>Ahead of the Curve: A Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus &amp; Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty</p>	<p>6 - Did not attend this session</p>
<p><b>Q21: 2:35 PM - General Session</b>Afternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities</p>	<p>6 - Did not attend this session</p>

PAGE 3

**Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?**

No

**Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?**

No, thanks.

**Q24: Any final comments, suggestions, or compliments?**

I would just like to have some of the morning slides that had good information to share with my folks.

**Q25: Overall, how do you rate the event?**

Concept	Very Good
Speaker Selection	Very Good
Lunch Quality	Very Good
Venue	Very Good