Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey



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

give norm would you rate the renorming deposite of the ber	
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
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	4 - Very Good,
the Multifamily Radar…In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli	Comments: Very fun presentation
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
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 AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	5 - Excellent
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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., 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
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	Good
Venue	Very Good



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 Very Well expectations?

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

Subject Matter / Topics	Eventer
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
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
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

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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	5 - Excellent
Q19: 1:00 PM - Lunch WorkshopMaximize 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 SessionAhead 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, Comments: ok session nothing special. too fluffy
Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	4 - Very Good

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. Marco Schafferer mschafferer@wegowise.com
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

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey



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?

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

Extremely Well

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

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
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
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

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	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!
Q18: 11:50 AM - Concurrent Session BA 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	5 - Excellent
Q19: 1:00 PM - Lunch WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	5 - Excellent
Q20: 1:50 PM - General SessionAhead of the Curve: A	5 - Excellent
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	
Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan	5 - Excellent
Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK	5 - Excellent
Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	5 - Excellent Respondent skipped this question
Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities GE 3 Q22: Was there a speaker or topic that we did not	Respondent skipped this
Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities GE 3 Q22: Was there a speaker or topic that we did not include that you would like to see at a future event? Q23: Do you have interest in speaking, sponsoring or	Respondent skipped this question
Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities GE 3 Q22: Was there a speaker or topic that we did not include that you would like to see at a future event? Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? Q24: Any final comments, suggestions, or	Respondent skipped this question No, thanks. Respondent skipped this
Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities GE 3 Q22: Was there a speaker or topic that we did not include that you would like to see at a future event? Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? Q24: Any final comments, suggestions, or compliments?	Respondent skipped this question No, thanks. Respondent skipped this
Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities GE 3 Q22: Was there a speaker or topic that we did not include that you would like to see at a future event? Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? Q24: Any final comments, suggestions, or compliments? Q25: Overall, how do you rate the event?	Respondent skipped this question No, thanks. Respondent skipped this question
Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities GE 3 Q22: Was there a speaker or topic that we did not include that you would like to see at a future event? Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? Q24: Any final comments, suggestions, or compliments? Q25: Overall, how do you rate the event?	Respondent skipped this question No, thanks. Respondent skipped this question Excellent
Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities GE 3 Q22: Was there a speaker or topic that we did not include that you would like to see at a future event? Q23: Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? Q24: Any final comments, suggestions, or compliments? Q25: Overall, how do you rate the event? Concept Speaker Selection	Respondent skipped this question No, thanks. Respondent skipped this question Excellent Good



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 con	ference?
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 unitsflexibilty to	convert to condo
Q4: How likely is it that you would recommend this confe	erence to a friend or colleague?
8 (Passive)	
Q5: What was the most valuable aspect of this conference	e?
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	ent?
This venue was awkwardalthough in a great location and bu	ilding.
Q8: Which of the following geographies also interest	Dallas, Houston, Washington D.C., San Francisco,
you or your firm for multifamily conferences?	Atlanta
Q9: How did you hear about the conference?	Email from Marcus & Millichap,
•	Other (please specify) Attended last year as well

Very Good Very Good Very Good Very Good
Very Good Very Good
Very Good
•
Very Good
Fair
Good
Good
Very Good
5 - Excellent
5 - Excellent
4 - Very Good
5 - Excellent
6 - Did not attend this session
3 - Good

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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



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

PAGE 1: Event Overview

Q1: What was your primary reason for attending this c	onference?
Listening to other perspectives on the state of the market.	
Q2: How well did the conference meet your expectations?	Very Well
Q3: With regard to the content of the event, what is you Focus on the entry level 2 bedroom condo.	ur #1 takeaway that you will implement in the next year?
Q4: How likely is it that you would recommend this cor 8 (Passive)	nference to a friend or colleague?
Q5: What was the most valuable aspect of this confere	nce?
Reconnecting with old contacts and meeting some new peo	ople.
Q6: Were there any aspects of the event which did not No.	meet your expectations? If so, what were they?
Q7: Do you have any specific suggestions for improve	ment?
No.	
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) , Other (please specify) Alan Lev

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.

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	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	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
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 AThe 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
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey



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 Extremely Well expectations?

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

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 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	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	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	4 - Very Good

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	5 - Excellent
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	5 - Excellent, Comments: To learn in detail about 1000 S. Michigan was definitely worth the wait.

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

No, not at this time.

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
Comments	I plan to be back next year. Thanks again.

COMPLETE

#7

ow of your mining indicating contention of the	Other (please specify)
Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Respondent skipped this question
aster Check in.	
Q7: Do you have any specific suggestions for improveme	ent?
Check in.	
ຊິຣິ: Were there any aspects of the event which did not me	eet your expectations? If so, what were they?
letworking	
Q5: What was the most valuable aspect of this conferenc	e?
Q4: How likely is it that you would recommend this confe (Promoter)	rence to a friend or colleague?
#1 takeaway that you will implement in the next year?	*
Q3: With regard to the content of the event, what is your	Respondent skipped this question
	Neither (please explain) My name wasn't in the system when I arrived. Same with my clients.
Q2: How well did the conference meet your expectations?	Somewhat,
m a Multi Family Broker with Marcus & Millichap	
21: What was your primary reason for attending this con	ference?

Good
Excellent
Excellent
Very Good
Excellent
Excellent
Excellent
Excellent
Very Good
5 - Excellent
5 - Excellent
5 - Excellent
4 - Very Good
2 - Fair
3 - Good

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	2 - Fair
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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	Excellent
Venue	Excellent

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey

#8	COMPLETE		
	Collector: Email Invitation 1 (Email) Started: Thursday, April 07, 2016 11:16:22 AM		
	Last Modified: Thursday, April 07, 2016 11:18:4 Time Spent: 00:02:27	19 AM	
	First Name: , Last Name: GRETCHEN		
Guatam Data:	Email: gretchen.hart@firstmidwest.com		
Custom Data: , IP Address: 107.1.21	8.150		
PAGE 1: Event Ov	erview		
Q1: What was y	our primary reason for attending this cor	nference?	
Education and ne	tworking		
Q2: How well di expectations?	d the conference meet your	Very Well	
Q3: With regard	to the content of the event, what is your	#1 takeaway that you will implement in the next y	vear?
monitor multifami	ly construction coming on line over next thre	ee years very closely	
Q4: How likely i	s it that you would recommend this conf	erence to a friend or colleague?	
7 (Passive)			
Q5: What was tl	ne most valuable aspect of this conferen	ce?	
networking	-		
Q6: Were there	any aspects of the event which did not m	eet your expectations? If so, what were they?	
n/a			
Q7: Do vou hav	e any specific suggestions for improvem	ent?	
the main room wa			
		Respondent skipped this	
O8: Which of th			
	e following geographies also interest n for multifamily conferences?	question	

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 AThe 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 BA 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 WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	3 - Good
Q20: 1:50 PM - General SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	2 - Fair

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

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey



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?

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

Very Well

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

gro. now would you rate the following aspects of this col	
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
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	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
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	5 - Excellent

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey



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

give now would you rate the following aspects of this con	
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
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	5 - Excellent,
the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - Polsinelli	Comments: This was one of my favorites for its energy and brevity.
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
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	5 - Excellent

1	6
Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	5 - Excellent, Comments: The honest dialogue was engaging and compelling.
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	1 - Poor, Comments: Instead of ending on a high note, the speakers lacked enthusiasm and were not at all engaging.
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	Excellent
Venue	Excellent



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

PAGE 1: Event Overview

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

networking and market info

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?

the state of the market discussion

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"

Q9: How did you hear about the conference?	Other (please specify) colleague
Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Respondent skipped this question
Q7: Do you have any specific suggestions for improvement?	Respondent skipped this question

Q10. Now would you rate the following aspects of this col	
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
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
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
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	<i>Respondent skipped this question</i>

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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	2 - Fair
Q19: 1:00 PM - Lunch WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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



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 Very Well expectations?

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.

Very Good
Very Good
Good
Very Good
Very Good
Very Good
Very Good
Very Good
Very Good
4 - Very Good
4 - Very Good
4 - Very Good
5 - Excellent
4 - Very Good
4 - Very Good

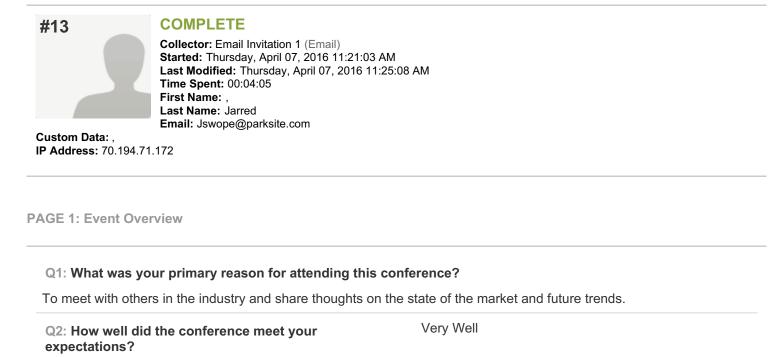
Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	6 - Did not attend this session
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	5 - Excellent

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

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey



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

give now would you rate the following aspects of this col	
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 AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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



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

PAGE 1: Event Overview

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

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

Q2: How well did the conference meet your expectations?

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

Extremely Well

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

Q9: How did you hear about the conference?	Word of Mouth
Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Respondent skipped this question
Q7: Do you have any specific suggestions for improvement?	Respondent skipped this question

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
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

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	5 - Excellent
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	5 - Excellent

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	Excellent
Venue	Excellent



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

PAGE 1: Event Overview

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

Multifamily expert lender.

Q2: How well did the conference meet your expectations?

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

Somewhat

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

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...

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,
	Email from Marcus & Millichap

, , , , , , , , , , , , , , , , , , , ,	
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
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	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	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

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	2 - Fair
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	1 - Poor

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	Good	
Lunch Quality	Very Good	
Venue	Very Good	



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

PAGE 1: Event Overview

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

Net working.

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?

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

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?

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

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.

Q7: Do you have any specific suggestions for improvement?

See above

Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Other (please specify) None we are Chicago only.
Q9: How did you hear about the conference?	Other (please specify) LinkedIN article Emily Johnson posted.

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 SessionMultifamily State of	3 - Good,
Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap	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 MinutesFeatured Speaker:Scott Toban - Polsinelli	5 - Excellent, Comments: Entertaining kept your interest and I did not even care about topic.
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, Comments: I network in outer areas talking to next speakers. So not interested.
Q14: 9:40 AM - General SessionA View from the Top:	6 - Did not attend this session,
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	Comments: Out networking
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, Comments: networking

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	2 - Fair, Comments: Common sense to me since I live in burbs.
Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	5 - Excellent, Comments: Excellent because of Mllan Ribenstein. 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 BA 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, Comments: wanted to go to this but neworking was going way to good at time.
Q19: 1:00 PM - Lunch WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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	Yes, please contact me.,
exhibiting at a future GreenPearl Event?	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.

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.



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?

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

Very Well

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.

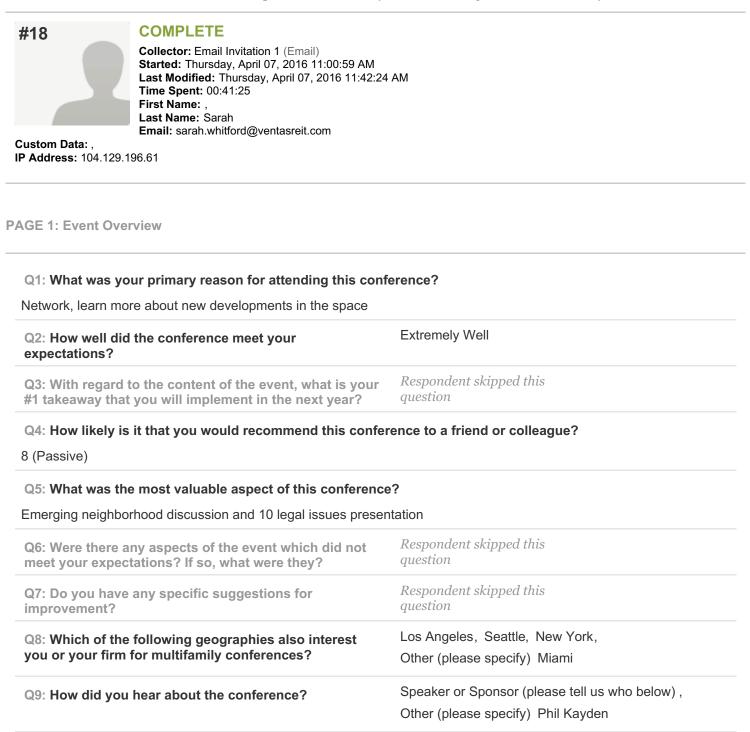
Var Cood
Very Good
Excellent
Very Good
Very Good
Excellent
Good
Very Good
Good
Good
3 - Good
6 - Did not attend this session
3 - Good
5 - Excellent
6 - Did not attend this session
5 - Excellent

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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	1 - Poor
Q19: 1:00 PM - Lunch WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey



gro. now would you rate the following aspects of this cor	
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 SessionMultifamily 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 MinutesFeatured Speaker:Scott Toban - Polsinelli	Respondent skipped this question
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
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
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
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

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	Respondent skipped this question

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

PAGE 1: Event Overview

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 Extremely Well expectations?

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 audiance 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

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	
Q11: 8:40 AM - General SessionMultifamily State of	5 - Excellent,
Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap	Comments: Excellent, thorough and relevant.
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	5 - Excellent,
KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises	Comments: Best session. Great combination.
Q14: 9:40 AM - General SessionA View from the Top:	5 - Excellent,
State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus &	Comments: Excellent
Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny	
Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark	
Stern - Waterton	
Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment	5 - Excellent
RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn	
Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin	
Investments	
Q16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining	6 - Did not attend this session
the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus	
DevelopmentJeff Benach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development	
Partners	

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured 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 BA 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 WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	5 - Excellent, Comments: Content was excellent. Presentation should have been tailored to the audiance and allocated time.
Q20: 1:50 PM - General SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	3 - Good, Comments: Too much time spent listing each one of their properties.

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

Ν	0

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.

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey

Q25: Overall, how do you rate the event?	
Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Excellent
Venue	Excellent
Comments	Excellent.

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey



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

PAGE 1: Event Overview

Q1: What was your primary reason for attending this conference? Networking and information gathering - very positive on both Very Well Q2: How well did the conference meet your expectations? 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?) 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? Panel Discussions and 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 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. Dallas, Houston, Washington D.C., San Francisco, Q8: Which of the following geographies also interest you or your firm for multifamily conferences? Los Angeles, Seattle, New York, Atlanta, Other (please specify) Denver

Q9: How did you hear about the conference?

PAGE 2

Email from Marcus & Millichap

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.

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
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, Comments: Very good commentary from Steven Fifield regarding the true dollar breakdown of the City's Affordable requirements.
Q13: 9:15 AM - General SessionMorning KeynoteFeatured 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!
Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar…In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli	5 - Excellent, Comments: Love the quick run down - well done and great idea!
Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured 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!

Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	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.
Q20: 1:50 PM - General SessionAhead 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: 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.
Q19: 1:00 PM - Lunch WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	6 - Did not attend this session
Q18: 11:50 AM - Concurrent Session BA 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	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!
Q17: 11:50 AM - Concurrent Session AThe 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
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

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?

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.

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!



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 Somewhat expectations?

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

gift field you rate the renorming appeals of the oor	
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
Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap	2 - Fair
Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar…In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli	1 - Poor
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	6 - Did not attend this session
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Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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

Collector: Email Invitation 1 (Email) Started: Thursday, April 07, 2016 1:03:44 PM Last Modified: Thursday, April 07, 2016 1:08:50 Time Spent: 00:05:05 First Name: , Last Name: Brian Email: backban@reaction.com	0 PM
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 co	nforonco?
Networking	merence?
Q2: How well did the conference meet your expectations?	Somewhat
Q3: With regard to the content of the event, what is your Understand your audience	^r #1 takeaway that you will implement in the next year?
Q4: How likely is it that you would recommend this conf 6 (Detractor)	erence to a friend or colleague?
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 n	neet your expectations? If so, what were they?
Last keynotes were not engaging. Most people left and skipp	ped 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

#22

COMPLETE

Subject Matter / TopicsVery GoodAttendee QualityVery GoodAttendee QuanityVery GoodSpeaker QualityGoodNetworking OpportunitiesVery GoodThe Mid-America ClubExcellentFood & BeverageExcellentAudio / VisualExcellentGreenPearl StaffExcellentCharles Audio / VisualSpeaker:John Charge Marcus & MillichapQ11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Charge Marcus & MillichapS - ExcellentQ12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - PolsinelliS - ExcellentQ13: 9:15 AM - General SessionA View from the Top: State of the Market Update from Chicago's Bigget Deal MakersFeatured Speakers:Scott Foban - PolsinelliS - ExcellentQ14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Bigget Deal MakersFeatured Speakers:Scott Fibean - Marcus & Millichap (Moderator)Steven Fifield Arentifield Scattarge Stever Rothman - Marcus & Millichap (Moderator)Steven Fifield Arentifield Scattarger Stever Rothman - Marcus & Millichap (Moderator)Steven Fifield Arentifield Scattarger Stever Rothman - Marcus & Millichap (Moderator)Steven Fifield RealtPharcick FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJin LetChinger - JDL DevelopmentMark6 - Did not attend this SessionQ15: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining Peruptier - Oxford Capital GroupMarc Turner - Origin Investiments4 - Very Good	Q10. Now would you rate the following aspects of this col	
Attendee QuantityVery GoodSpeeker QualityGoodNetworking OpportunitiesVery GoodThe Mid-America ClubExcellentFood & BeverageExcellentAudio / VisualExcellentGreenPearl StaffExcellentGreenPearl StaffExcellentGrif: 8:40 AM - General SessionMultifamily State of Markets National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap5 - ExcellentGrif: 9:15 AM - General SessionMultifamily State of Markets National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap5 - ExcellentGrif: 9:15 AM - General SessionMorning KeynoteFeatured Speaker:Scott Toban - Polsinelli2 - Fair, Comments: Kennedy was not well spoken.Grif: 9:16 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve RachitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton5 - ExcellentGrif: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:John Przybia - Marcus Atkinson - Fannie MaeJap Eisner - LEK CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments6 - Did not attend this sessionGrif: 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 MaeJap Eisner - LEK CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments6 - Did not attend this sessionGrif: 11:	Subject Matter / Topics	Very Good
Speaker QualityGodNetworking OpportunitiesVery GoodThe Mid-America ClubExcellentFood & BeverageExcellentAudio / VisualExcellentGreenPearl StaffExcellentC11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap5 - ExcellentC12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar1h 10 MinutesFeatured Speaker:Scott Toban - Polsinelli2 - Fair, Comments: Kennedy was not well spoken.C13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises2 - Fair, Comments: Kennedy was not well spoken.C14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Bigges Deal Makers Featured Speakers:Stow Rachman - Marcus & Millichag (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises5 - ExcellentC14: 9:40 AM - Goneral SessionA View from the Top: State of the Market Update from Chicago's Bigges Deal Makers Featured Speakers:Stow Rachman - Marcus & & Millichag (Moderator)Steven Fifield RealtyPatrick Kern - JDL DevelopmentMark Stern - Waterton6 - Did not attend this sessionC15: 11:00 AM - Concurrent Session AWhen the Money Takk Yous Speakers:John Przybyla - Marcus & Multichag (Moderator)Dier Alex Backfining the SuburbsFeatured Speakers:John Przybyla - Marcus & Alex End Capital GroupMarc Turner - Origin Investments4 - Very GoodC16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przyb	Attendee Quality	Very Good
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The Mid-America ClubExcellentFood & BeverageExcellentAudio / VisualExcellentAudio / VisualExcellentGreenPearl StaffExcellent(11: 8:40 AM - General SessionMultifamily State of Market: National vs. Millovest MarketSFeatured Speaker:John Chang - Marcus & Millichap5 - Excellent(21: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - Polsinelli5 - Excellent(21: 9:05 AM - General SessionMorning KeynoteFeatured Speaker:Scott Toban - Polsinelli2 - Fair, Comments: Kennedy Susses on the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - Polsinelli5 - Excellent(21: 9:05 AM - General SessionAview from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGeraid Associates ArchitectsSonny Ginsberg - Job DevelopmentMark Stern - Waterton6 - Did not attend this session(215: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Steven Time - Origin Investments4 - Very Good(216: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining Peruri - Oxford Capital GroupMarc Turner - Origin Investments4 - Very Good(216: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining DevelopmentJeff Benach - Lexington HomesBrian Hortman - Red Seal HomesMat Nix - REVA Development4 - Very Good	Speaker Quality	Good
Food & BeverageExcellentAudio / VisualExcellentGreenPearl StaffExcellentQ11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest Markets Featured Speaker: John Chang - Marcus & Millichap5 - ExcellentQ12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker: Scott Toban - Polsinelli5 - ExcellentQ13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGeraid - FitzGeraid Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton6 - Did not attend this sessionQ15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Stever I Session Bushurban Urbanization: How the Real Estate Market is Redefining Peruri - Oxford Capital GroupMarc Turner - Origin Investments6 - Did not attend this sessionQ15: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining Peruri - Oxford Capital GroupMarc Turner - Origin Investments4 - Very GoodQ16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining Pervent - Red Seal HomesMart Nix - REVA Development4 - Very Good	Networking Opportunities	Very Good
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	Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian	4 - Very Good

Q17: 11:50 AM - Concurrent Session AThe 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
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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
Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	1 - Poor

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	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			
PAGE 1: Event Ov	erview		
Q1: What was y	your primary reason for attending this conf urg speak	erence?	
Q2: How well d expectations?	id the conference meet your	Somewhat	
	I to the content of the event, what is your at you will implement in the next year?	Respondent skipped this question	
Q4: How likely 4 (Detractor)	is it that you would recommend this confe	ence to a friend or colleague?	
Q5: What was t conference?	he most valuable aspect of this	Respondent skipped this question	
		eet your expectations? If so, what were they? nts that I found inappropriate for such a forum.	
07.0		Pornondant skinnad this	

Q9: How did you hear about the conference?	Email from Marcus & Millichap
Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Respondent skipped this question
Q7: Do you have any specific suggestions for improvement?	Respondent skipped this question

Subject Matter / TopicsFairAttendee QualityGoodAttendee QuantityGoodSpeaker QualityGoodSpeaker QualityGoodNetworking OpportunitiesGoodThe Mid-America ClubVery GoodFood & BeverageGoodAudio / VisualVery GoodGreenPearl StaffVery GoodOff: 8:40 AM - General SessionMultifamity State of Speaker:John Chang - Marcus & Millichap5 - ExcellentOf1: 8:40 AM - General SessionMultifamity State of Speaker:Soct Toban - Poisinelli- Very GoodOf1: 8:40 AM - General SessionMultifamity State of Speaker:Soct Toban - Poisinelli- SexcellentOf1: 8:40 AM - General SessionMorning Keynotife Extered Speaker:Soct Toban - Poisinelli- SexcellentOf1: 8:40 AM - General SessionMorning Keynotofe Extered Speaker:Stater Glub - Crain's Chicago Business (Moderator)Christopher Kenendy - Joseph P. Kenned Y Enterprise- SexcellentOf1: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Bigget Deal MakersFactured Speakers:Steve Rachman - Marcus & Stillichap (Moderator)Steven Fifield RealtyPatrick Kern - Waterton- ExcellentOf1: 11:00 AM - Concurrent Session AWhen the Momer Talks You Shuld Lister: A Capital and Investment RoundableFeatured Speakers:John Przybyia - Marcus B - Excellent- SecollentOf1: 11:00 AM - Concurrent Session Bruburban Urbanization: How the Real Estate Market is Redefining the Suburban Endering of CompMarc Turner - Origin Urbanization: How the Real Estate Market is Redefining the Suburban Hered Speakers:John Przybyia - Marcus B - ExcellentOf1: 11		
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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 RadarIn 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 6 - Did not attend this session 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 Q15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers: John Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MazJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments 6 - Did not attend this session Q15: 11:00 AM - Concurrent Session Buburban Urbanization: How the Real Estate Market is Redefining the SuburbSFeatured Speakers: John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hofman - Red Seal HomesMatt Nix - REVA Development 5 - Excellent	Audio / Visual	Very Good
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 RadarIn 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 6 - Did not attend this session 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 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 MacJay 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 Hofman - Red Seal HomesMatt Nix - REVA Development 5 - Excellent	GreenPearl Staff	Very Good
the Multifamily RadarIn 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 6 - Did not attend this session 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 - Did not attend this session 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 5 - Excellent	Market: National vs. Midwest MarketsFeatured	5 - Excellent
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 6 - Did not attend this session 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 5 - Excellent	the Multifamily RadarIn 10 MinutesFeatured	4 - Very Good
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 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 5 - Excellent	KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher	6 - Did not attend this session
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 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	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	5 - Excellent
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	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	6 - Did not attend this session
	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	5 - Excellent

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	2 - Fair
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	1 - Poor
Q20: 1:50 PM - General SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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	Very Good



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?

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

Somewhat

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

Q9: How did you hear about the conference?	Other (please specify) Colleague
Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Other (please specify) Chicago
Q7: Do you have any specific suggestions for improvement?	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

Good
Good
Very Good
Very Good
Fair
Excellent
Excellent
Excellent
Very Good
3 - Good
2 - Fair
Respondent skipped this question
Respondent skipped this question
Respondent skipped this question
Respondent skipped this question

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	Respondent skipped this question

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



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 con	ference?	
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 Watch the Wolf Point progress	#1 takeaway that you will implement in the next year?	
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	ce?	
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	

norable
session
session

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	4 - Very Good

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



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

PAGE 1: Event Overview

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

Network/Get an Update on the Market

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?

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)

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?	Dallas, Washington D.C.
Q9: How did you hear about the conference?	Word of Mouth

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
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	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

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	5 - Excellent
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	2 - Fair
Q20: 1:50 PM - General SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	3 - Good

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	Excellent
Venue	Very Good



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?

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

Very Well

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.

Q9: How did you hear about the conference?	Email from Marcus & Millichap
Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Respondent skipped this question

Give now would you rate the following aspects of this con	
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
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	4 - Very Good,
the Multifamily Radar…In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli	Comments: good presenter
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	Respondent skipped this question

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured 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 BA 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 WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	3 - Good
Q20: 1:50 PM - General SessionAhead 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, Comments: increased my awareness of need for greater social media presence
Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	2 - Fair, Comments: great project; very dry presentation

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 Custom Data: , IP Address: 173.	COMPLETE Collector: Email Invitation 1 (Email) Started: Thursday, April 07, 2016 4:51:51 PM Last Modified: Thursday, April 07, 2016 4:56:06 Time Spent: 00:04:15 First Name: , Last Name: Matthew Email: mdmeans@mskholdings.com	5 PM	
PAGE 1: Event	Overview		
Q1: What wa	s your primary reason for attending this	Respondent skipped this	

conference?	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,
-	

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
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	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
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	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

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	3 - Good, Comments: Milan shouldn't be included as a panelist, maybe a comic, but not a serious real estate investor
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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, Comments: Randy Fifield is an embarrassment - we don't care anymore
Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	1 - Poor, Comments: these guys were asleep - terrible "keynote"

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
Q25: Overall, how do you rate the event?	Respondent skipped this question



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

Subject Matter / TopicsExcellentAttendee QualityExcellentAttendee QuanityExcellentSpeaker QualityExcellentNetworking OpportunitiesExcellentNetworking OpportunitiesExcellentFood & BeverageExcellentAudio / VisualExcellentGreenPearl StaffExcellentOrderen Pearl StaffExcellentOrder Order StaffExcellentOrder Order StaffExcellentOrder Order StaffSecellentOrder Order Order Order Steve Refinder Order Steve Refinder Steve Refinder Steve		
Attendee QualityExcellentSpeaker QualityExcellentNetworking OpportunitiesExcellentThe Mid-America ClubExcellentFood & BeverageExcellentAudio / VisualExcellentGreenPearl StaffExcellentGreenPearl StaffExcellentGreenPearl StaffScellentGreenPearl Staff	Subject Matter / Topics	Excellent
Speaker QualityExcellentNetworking OpportunitiesExcellentThe Mid-America ClubExcellentFood & BeverageExcellentAudio / VisualExcellentGreenPearl StaffExcellentG11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap5 - ExcellentG12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - Polsinelli5 - ExcellentG13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises5 - ExcellentG14: 9:40 AM - General SessionA View from the Top: State of the Multifamily State in Thied - Fifteld RealtyPatrick Respeaker:Scott Toban - Polsinelli5 - ExcellentG14: 9:40 AM - General SessionA View from the Top: Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises5 - ExcellentG14: 9:40 AM - General SessionA View from the Top: Chicago Business (Moderator)Steven Fifteld - Fifteld RealtyPatrick Retrice Frad - FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJin Letchinger - JDL DevelopmentMark Stern - Waterton5 - ExcellentG15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: Acpital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie Macaly Eisen - Leth Capital Barang Peruri - Oxford Capital GroupMarc Turner - Origin Investments6 - Did not attend this sessionG16: 11:00 AM - Concu	Attendee Quality	Excellent
Networking OpportunitiesExcellentThe Mid-America ClubExcellentFood & BeverageExcellentAudio / VisualExcellentGreenPearl StaffExcellentGreenPearl Staff5 - ExcellentGreenPearl StaffFriedPearlenge's Biggest Deal Makers Featured Speakers: Steve Rachman - Marcus & Millichag (Moderator)Steven Filfeld - Filfeld - Filfeld - Filfeld - Schleets Sonty Ginsberg - Ginsberg JacobsKevin Hites - The John Buck Scormary Jin Letchinger - JDL DevelopmentMark Stern - Waterton5 - ExcellentGreenPearl StaffGreenPearl Session AWhen the Money Talks You Shuld Lister. A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fanie Maesly Sterre - Lett Capital Sarang Peruri - Oxford Capital GroupMarc Turner - Origin 	Attendee Quantity	Excellent
The Mid-America ClubExcellentFood & BeverageExcellentAudio / VisualExcellentAudio / VisualExcellentGreenPearl StaffExcellentGreenPearl StaffExcellentGreenPearl StaffS- ExcellentG11: 8:40 AM - General SessionMultifamily State of Market: National vs. Millexest MarketsFeatured Speaker:John Chang - Marcus & Millichap5 - ExcellentG12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - Polsinelli5 - ExcellentG13: 9:15 AM - General SessionMorning KeynoteFeatured Speaker:Scott Toban - Polsinelli5 - ExcellentG13: 9:16 AM - General Session Morning KeynoteFeatured Speaker:Scott Toban - Nerkery Fisel5 - ExcellentG14: 9:40 AM - General Session Aview from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Stove Rachman - Marcus & Millichag (Moderator)Steven Fifield - Fifield RealPyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Jobu Sobeshorin Hites - The John Buck Company.Jim Letchinger - JDL DevelopmentMark Stern - Waterdon5 - ExcellentG15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Tim Anderson - Focis Burkhan - Concurrent Session Buburban Urbanization: How the Real Eister Market is Redefining Henrip Oxford Capital GroupMarc Turner - Origin Investments6 - Did not attend this sessionG16: 11:00 AM - Concurrent Session Buburban Urbanization: How the Real Eister Market is Redefining BeveiopmentLief Benach - Lexington HomesBrian Beveiopment	Speaker Quality	Excellent
Food & BeverageExcellentAudio / VisualExcellentGreenPearl StaffExcellentQ11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap5 - ExcellentQ12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - Polsinelli5 - ExcellentQ13: 9:15 AM - General SessionMorning KeynoteFeatured Speaker:Scott Toban - Polsinelli5 - ExcellentQ14: 9:40 AM - General SessionMorning KeynoteFeatured Speaker:Stalby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises5 - ExcellentQ14: 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 Fiffeld - Fiffeld RealtyPatrick FitzGeraid Associates ArchitectsSonny Ginsberg - JobL DevelopmentMark Stern - Waterton5 - ExcellentQ15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Stott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Akinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments6 - Did not attend this sessionQ16: 11:00 AM - Concurrent Session Buburban Urbanization: How the Real Estate Market is Redefining & Millichap (Moderator)Tim Anderson - Focus BevelopmentJeff Benach - Lexington HomesBrian Hofman - Red Seal HomesMatt NX - REVA Development6 - Did not attend this session	Networking Opportunities	Excellent
Audio / VisualExcellentGreenPearl StaffExcellent Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap5 - Excellent Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - Polsinelli5 - Excellent Q13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises5 - 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 Fileid - Fileid RealtyPatrick Sterm - Waterton5 - 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 Investments6 - Did not attend this session Q16: 11:00 AM - Concurrent Session Buburban Urbanization: How the Real Estate Market Is Redefining he SuburbSeatured Speakers: New Turner - Origin Investments6 - Did not attend this session	The Mid-America Club	Excellent
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Attack Distribution Distribution Attack Distribution Distribution <td>Market: National vs. Midwest MarketsFeatured</td> <td>5 - Excellent</td>	Market: National vs. Midwest MarketsFeatured	5 - Excellent
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 Flifeld - Flifeld 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 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 Banach - Lexington HomesBrian Hoffman - Red Seal HomesMatt Nix - REVA Development 6 - Did not attend this session	the Multifamily RadarIn 10 MinutesFeatured	5 - Excellent
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 - Waterton5 - ExcellentQ15: 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 Investments5 - ExcellentQ16: 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 Development6 - Did not attend this session	KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher	5 - Excellent
Talks You Should Listen: A Capital and InvestmentRoundtableFeatured Speakers:Scott Toban - Polsinelli(Moderator)Jeff Allen - BMO Harris BankAnnAtkinson - Fannie MaeJay Eisner - LEM CapitalSarangPeruri - Oxford Capital GroupMarc Turner - OriginInvestmentsQ16: 11:00 AM - Concurrent Session BSuburbanUrbanization: How the Real Estate Market is Redefiningthe SuburbsFeatured Speakers:John Przybyla - Marcus& Millichap (Moderator)Tim Anderson - FocusDevelopmentJeff Benach - Lexington HomesBrianHoffman - Red Seal HomesMatt Nix - REVA Development	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	5 - Excellent
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	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	5 - Excellent
	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	6 - Did not attend this session

Q17: 11:50 AM - Concurrent Session AThe 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
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	4 - Very Good
Q20: 1:50 PM - General SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	5 - Excellent

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	Excellent
Venue	Excellent



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?

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

Very Well

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

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
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	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	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	Respondent skipped this question
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 AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	Respondent skipped this question

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 Time Spent: 00:04:31 First Name: , Last Name: Shahnawaz	3 PM
Email: shahnawaz.daredia@infinity-group.com Custom Data: , IP Address: 108.176.2.178	
PAGE 1: Event Overview	
Q1: What was your primary reason for attending this con meet new real estate people	nference?
Q2: How well did the conference meet your expectations?	Very Well
Q3: With regard to the content of the event, what is your information about emerging neighborhoods	#1 takeaway that you will implement in the next year?
Q4: How likely is it that you would recommend this conf 8 (Passive)	erence to a friend or colleague?
Q5: What was the most valuable aspect of this conference meeting other pple	ce?
Q6: Were there any aspects of the event which did not measure about legal	neet your expectations? If so, what were they?
Q7: Do you have any specific suggestions for improvem	ent?
more time to network (during lunch and/or cocktail hour)	
Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Washington D.C., New York, Other (please specify) Boston
Q9: How did you hear about the conference?	Email from Marcus & Millichap
PAGE 2	

Very Good
Very Good
Very Good
Good
Very Good
Excellent
Excellent
Very Good
Very Good
3 - Good
2 - Fair
6 - Did not attend this session
6 - Did not attend this session
6 - Did not attend this session
4 - Very Good

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	5 - Excellent
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	1 - Poor
Q20: 1:50 PM - General SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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



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 confe	rence to a friend or colleague?
Extremely likely - 10 (Promoter)	

Respondent skipped this Q5: What was the most valuable aspect of this question conference? Respondent skipped this Q6: Were there any aspects of the event which did not question meet your expectations? If so, what were they? Respondent skipped this Q7: Do you have any specific suggestions for question improvement? Other (please specify) Chicago Q8: Which of the following geographies also interest you or your firm for multifamily conferences? Email from Marcus & Millichap Q9: How did you hear about the conference?

gior non mould you rate the fenering depende of the out	
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.	
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
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	5 - Excellent

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	5 - Excellent
Q18: 11:50 AM - Concurrent Session BA 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	5 - Excellent
Q19: 1:00 PM - Lunch WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	5 - Excellent
Q20: 1:50 PM - General SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	5 - Excellent

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	Excellent
Venue	Excellent



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

PAGE 1: Event Overview

Q1: What was your primary reason for attending this conference? Networking; both prospects and existing clients. Extremely Well Q2: How well did the conference meet your expectations? Respondent skipped this Q3: With regard to the content of the event, what is your question #1 takeaway that you will implement in the next year? 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 attendees; prime crowd. Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they? no issues Respondent skipped this Q7: Do you have any specific suggestions for question improvement? Respondent skipped this Q8: Which of the following geographies also interest question you or your firm for multifamily conferences?

Q9: How did you hear about the conference? Respondent skipped this question

a for now would you fall the following appoile of the oor	
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
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
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

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured	3 - Good, Comments:
Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	Wouldn't recommend inviting Milan backWould have been better with one or two more people on this panel.
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon	6 - Did not attend this session,
Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	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
AGE 3	
Q22: Was there a speaker or topic that we did not	Respondent skipped this

Q22: Was there a speaker or topic that we did not include that you would like to see at a future event?	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
Q25: Overall, how do you rate the event?	Respondent skipped this question



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: dhpeterson24@gmail.com

Custom Data: , IP Address: 108.51.147.4

PAGE 1: Event Overview

Q1: What was your primary reason for attending this con	Iference?
Market information, both Chicago wide and granular by neigh	borhood
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 chief	cago
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	ce?
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

Very Good
Very Good
Very Good
Very Good
Very Good
Excellent
Excellent
Excellent
Very Good
4 - Very Good
4 - Very Good
4 - Very Good
4 - Very Good
4 - Very Good
6 - Did not attend this session

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty	5 - Excellent, Comments: On the ground, real world perspectives, very good.
Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE Q18: 11:50 AM - Concurrent Session BA Multifamily Alternative: Seniors HousingFeatured Speakers:Joshua Jandris - Institutional Property Advisors (Moderator)David Block - Evergreen Real Estate	6 - Did not attend this session
ServicesJerry Finis - Pathway Senior LivingPhilip Kayden - VentasBrian Mutchler - Harrison Street Real Estate Capital	2 Cood
Q19: 1:00 PM - Lunch WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	 3 - Good, Comments: Difficult subject for the lunch session. Good infomation, but a better overview of the topic would be good. The simplified graphic/video was very good to fram the topic.
Q20: 1:50 PM - General SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	 3 - Good, Comments: Very experienced duo, I bet there's plenty of great stories therebut needed a moderator to guide the conversation and pull out specific points of interest. On their own, too rambling and unfocused!

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	Excellent
Venue	Excellent



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 con	ference?
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 confe	erence 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	Dallas, Houston, Washington D.C., Los Angeles,
you or your firm for multifamily conferences?	Atlanta
Q9: How did you hear about the conference?	Email from Marcus & Millichap

Subject Matter / TopicsVery GoodAttendee QualityVery GoodAttendee QuanityVery GoodSpeaker QualityVery GoodSpeaker QualityVery GoodNetworking OpportunitiesVery GoodThe Mid-America ClubVery GoodFood & BeverageGoodAudio / VisualGoodGreenPearl StaffGoodOrtins Midwest MarketsFeatured Speaker: John Chang - Marcus & Millichap5-ExcellentOrtins 20, SM - Morning Energizer: 10 Legal Issues on the Multifamity Radarin 10 MinutesFeatured Speaker: Stott Toban - Poisnelli4 - Very GoodOrti: 9:40 AM - General SessionMorning KeynoteFeatured Speakers: Stote Roban - Narcus & Millochap5 - ExcellentOrti: 9:40 AM - General SessionMorning KeynoteFeatured Speakers: Stote Toban - Poisnelli4 - Very GoodOrti: 9:40 AM - General SessionMorning KeynoteFeatured Speakers: Stote Roban - Narcus & KeynoteFeatured Speakers: Stote Roban - Marcus & KeynoteFeatured Speakers: Stote Roban - Roban Roban Ro	with now would you rate the following aspects of this cor	
Attendee QuantityVery GoodSpeaker QualityVery GoodNetworking OpportunitiesVery GoodThe Mid-America ClubVery GoodFood & BeverageGoodAudio / VisualGoodGreenPearl StaffGood	Subject Matter / Topics	Very Good
Speaker QualityVery GoodNetworking OpportunitiesVery GoodThe Mid-America ClubVery GoodFood & BeverageGoodAudio / VisualGoodGreenPearl StaffGoodG11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap5 - ExcellentG12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - Polsinelli4 - Very GoodG13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Aby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises4 - Very GoodG14: 9:40 AM - General SessionA View from the Top: State of the Multifamily RadarIcog's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fified - Fified RealtyPatrick Stere of the Market Update from Chicag's Biggest Deal MakersFeatured Speakers:Stove Fified - Fified LealtyPatrick Stere of the Market Update from Chicag's Biggest Deal MakersFeatured Speakers:Stove Toban - Polsinelli3 - GoodG15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen - BMO Harris BankAnn Atkinson - Fannie MaeJage Eisen - LeM CapitalBarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments3 - GoodG16: 11:100 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market Is Redefining the SuburbsFeatured Speakers:John Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DeevelopmentLeff Benach - Lexington HomesBirian Hoffman - Ked Seal HomesMat Nix - KEVA Development6 - Did not attend this sessionG16: 11:100 AM - Concurre	Attendee Quality	Very Good
Networking OpportunitiesVery GoodThe Mid-America ClubVery GoodFood & BeverageGoodAudio / VisualGoodGreenPearl StaffGoodGartenPearl StaffGoodGarten StaffGoodGarten StaffSeverageGarten StaffSeverage<	Attendee Quantity	Very Good
The Mid-America ClubVery GoodFood & BeverageGoodAudio / VisualGoodGreenPearl StaffGoodGreenPearl StaffGoodG11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketSeatured Speaker:John Chang - Marcus & Millichap5 - ExcellentG12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - Polsinelli4 - Very GoodG13: 9:15 AM - General SessionMorning KeynoteFeatured Speaker:Scott Toban - Polsinelli4 - Very GoodG13: 9:15 AM - General SessionMorning KeynoteFeatured Speaker:Scott Toban - Polsinelli4 - Very GoodG13: 9:15 AM - General SessionAview from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtPyPatrick FitzGerald - FitzGerald Associates ArchitectsSonny Ginsberg - Jobs DevelopmentMark Stern - Waterton3 - GoodG15: 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 CapitalSrang Peruri - Oxford Capital GroupMarc Turner - Origin Investments3 - GoodG16: 11:00 AM - Concurrent Session Buburban Urbanization: How the Real Eistete Market is Redefining hesuburban Urbanization: How the Real Eistete Market is Redefining hesuburban Urbanization: How the Real Eistete Market is Redefining hesuburban Urbanization: How the Real Eiste Market is Redefining hesuburban Urbanization: How the Real Eiste Market is Redefining hesuburban Urbaniza	Speaker Quality	Very Good
Food & BeverageGoodAudio / VisualGoodGreenPearl StaffGoodGoodGoodG11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker: John Chang - Marcus & Millichap5 - ExcellentG12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker: Scott Toban - Polsinelli4 - Very GoodG13: 9:15 AM - General SessionMorning KeynoteFeatured Speaker: Scott Toban - Polsinelli4 - Very GoodG13: 9:15 AM - General SessionMorning KeynoteFeatured Speaker: Scott Polsinelli5 - ExcellentG14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers: Stove Pifield - Fifield RealtyPatrick FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg Jacobskevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton3 - GoodG15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Steven Fifiels – Fifiel A EngitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments3 - GoodG16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining Peruri - Oxford Capital GroupMarc Turner - Origin Investments6 - Did not attend this sessionG16: 11:00 AM - Goneurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining Peruri - Oxford Capital GroupMarc Turner - Origin Investments6 - Did not attend this sessionG16: 11:00 AM - Goneurrent Session BSuburban Urbanization: How the Real	Networking Opportunities	Very Good
Audio / VisualGoodGreenPearl StaffGoodGoodGoodGl: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketSFeatured Speaker:John Chang - Marcus & Millichap5 - ExcellentG12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - Polsinelli4 - Very GoodG13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises4 - Very GoodG14: 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 Filed - FileId RealtyPatrick Stemer - JDL DevelopmentMark Sterm - Waterton5 - ExcellentG15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Scott Toban - Polsinelli (Moderator)Left Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments3 - GoodG16: 11:00 AM - Concurrent Session Buburban Urbanization: How the Real Estate Market is Redefining A Willichap (Moderator)Tim Anderson - Focus BeverlopmentJeff Benach - Lexington Hornes Prise & Millichap (Moderator)Tim Anderson - Focus BeverlopmentJeff Benach - Lexington Howesbrain Hofman - Red Seal HomesMatt Nx: REVA Development6 - Did not attend this session	The Mid-America Club	Very Good
GreenPearl StaffGoodQ11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap5 - ExcellentQ12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 10 MinutesFeatured Speaker:Scott Toban - Polsinelli4 - Very GoodQ13: 9:15 AM - General SessionMorning KeynoteFeatured Speaker:Scott Toban - Polsinelli4 - Very GoodQ13: 9:15 AM - General SessionMorning KeynoteFeatured Speaker:Schy Gallun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises4 - Very GoodQ14: 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 CompanyJun Letchinger - JDL DevelopmentMark Stern - Waterton3 - GoodQ15: 11:00 AM - Concurrent Session AWhen the Money Talks You Should Listen: A Capital and Investment RoundtableFeatured Speakers: Sott Toban - Polsinelli (Moderator)Jeff Allen - BMO Harris BankAnn Atkinson - Fannie MaeJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments3 - GoodQ16: 11:00 AM - Concurrent Session BSuburban Urbanization: How the Real Estate Market is Redefining the SuburbsFeatured Speakers: Schon Przybyla - Marcus & Millichap (Moderator)Tim Anderson - Focus DevelopmentJeff Benach - Lexington HomesBrian Hofman - Red Seal HomesMart Nix - REVA Development6 - Did not attend this session	Food & Beverage	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 RadarIn 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 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 Aktinson - Fannie MazJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments 3 - Good Q15: 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 BevelopmentJeff Benach - Lexington HomesBrian Hofman - Red Seal HomesMatt Nix - REVA Development 6 - Did not attend this session	Audio / Visual	Good
Arrike: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn 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 SessionMorning KeynoteFeatured 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 MakersFeatured Speakers:Steve Rachman - Marcus & Millichap (Moderator)Steven Fifield - Fifield RealtyPatrick FitzGerald Associates ArchitectsSonny Ginsberg - Ginsberg JacobsKevin Hites - The John Buck CompanyJim Letchinger - JDL DevelopmentMark Stern - Waterton 5 - 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 Arkuinson - Fannie MacJay Eisner - LEM CapitalSarang Peruri - Oxford Capital GroupMarc Turner - Origin Investments 3 - Good Q15: 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 Hofman - Red Seal HomesMatt Nix - REVA Development 6 - Did not attend th	GreenPearl Staff	Good
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Q17: 11:50 AM - Concurrent Session AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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	Yes, please contact me.,
exhibiting at a future GreenPearl Event?	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



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
#1 takeaway that you will implement in the next year?	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

Subject Matter / TopicsGoodAttendee QualityFairAttendee QuanityGoodSpeaker QualityVery GoodThe Mid-America ClubGoodFood & BeverageGoodAudio / VisualVery GoodAudio / VisualVery GoodGreenPearl StaffGoodGoodGoodC11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketSeatured Speaker:John Chang - Marcus & Millichap5- ExcellentG12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily RadarIn: 10 MinutesFeatured Speaker:Scott Toban - Polsinelli5- ExcellentG13: 9:15 AM - General SessionMorning KeynoteFeatured Speakers:Stoy Galun - Crain's Chicago Business (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises4- Very GoodG14: 9:40 AM - General SessionA View from the Top: State of the Market Update from Chicago's Biggest Deal MakersFeatured Speakers:Stover Rachman - Marcus & Millichap (Moderator)Christopher Kennedy - Joseph P. Kennedy Enterprises4- Very GoodG15: 11:00 AM - Concurrent Session AWhen the Moner Taiks You Should Listen: A Capital and Investment RoundtableFeatured Speakers:Stove Toban - Polsinelli Moderator)Christop Hor Pristopia - Marcus Atterion6- Did not attend this sessionG16: 11:00 AM - Concurrent Session BSuburban Hubhanization: How the Real Estate Markat is Redefining thobanization: How the Real Estate Markat is Redefining thobaniza		
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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 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 4 - Very Good	KeynoteFeatured Speakers:Alby Gallun - Crain's Chicago Business (Moderator)Christopher	3 - Good
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 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	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	4 - Very Good
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	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	6 - Did not attend this session
	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	4 - Very Good

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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 WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	2 - Fair
Q20: 1:50 PM - General SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	4 - Very Good

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.



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 confer 8 (Passive)	rence to a friend or colleague?
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

gro. Now would you rate the following aspects of this col	
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

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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
Q25: Overall, how do you rate the event?	
Concept	Excellent
Speaker Selection	Excellent
Execution	Excellent
Lunch Quality	Excellent
Venue	Excellent

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey

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 conf	erence?
Q2: How well did the conference meet your expectations?	Very Well
Q3: With regard to the content of the event, what is your # Multifamily market remains strong.	*1 takeaway that you will implement in the next year?
Q4: How likely is it that you would recommend this confer 8 (Passive)	rence to a friend or colleague?
Q5: What was the most valuable aspect of this conference Expert panels.	ə?
Q6: Were there any aspects of the event which did not me Afternoon keynote speakers were pretty boring.	eet your expectations? If so, what were they?
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

#38

give now would you rate the following aspects of this cor	
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
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	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
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

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	2 - Fair, Comments: Very low energy.

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



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

PAGE 1: Event Overview

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

Networking & Market Information

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?

No need to panic

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?

Quality of spea

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

Subject Matter / Tanica	Evenlent
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
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	5 - Excellent

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	3 - Good

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



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

PAGE 1: Event Overview

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	
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)		
Q5: What was the most valuable aspect of this conference Listening to the different speakers and their different opinions a		
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.		
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?	Other (please specify) N/A	
Q9: How did you hear about the conference?	Word of Mouth	

Qit. Now would you rate the following aspects of this col	
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:	5 - Excellent,
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	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

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	1 - Poor, Comments: Couldn't you have picked someone better than Milan.
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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: The speakers interacted very well!! David was a good sport because the moderator kept calling him Mark.
Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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



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

PAGE 1: Event Overview

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

Networking and education

Q2: How well did the conference meet your expectations?

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

Extremely Well

Beginning dialogue with developers about benefits of a well=-qualified property manager; Steve Fifield stated that good help is hard to find.

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)

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

Q9: How did you hear about the conference?	Word of Mouth
Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Respondent skipped this question

with now would you rate the following aspects of this col	
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
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	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	6 - Did not attend this session
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	2 - Fair,
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	Comments: Very abstract
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

1 5	C ,
Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured 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 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 WorkshopMaximize 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 SessionAhead 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: Wealth of information; this was my favorite panel!
Q21: 2:35 PM - General SessionAfternoon 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	Respondent skipped this

compliments?

question

Q25: Overall, how do you rate the event?	
Concept	Excellent
Speaker Selection	Very Good
Execution	Very Good
Lunch Quality	Fair
Venue	Good



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?

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

Extremely Well

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.

Q9: How did you hear about the conference?	Email from Marcus & Millichap
Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Respondent skipped this question

Q10: How would you rate the following aspects of this conference?	Respondent skipped this question
Q11: 8:40 AM - General SessionMultifamily State of Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap	Respondent skipped this question

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey

Q12: 9:05 AM - Morning Energizer: 10 Legal Issues on the Multifamily Radar…In 10 MinutesFeatured Speaker:Scott Toban - Polsinelli	Respondent skipped this question
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
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	<i>Respondent skipped this question</i>
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
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 AThe 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 BA 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 WorkshopMaximize 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 SessionAhead 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

this

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

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
Q25: Overall, how do you rate the event?	Respondent skipped this question



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

Very Good
Very Good
6 - Did not attend this session
5 - Excellent
3 - Good
5 - Excellent
6 - Did not attend this session
3 - Good

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	2 - Fair, Comments: antagonism kept conversation limited
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	6 - Did not attend this session

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	Excellent
Lunch Quality	Excellent
Venue	Excellent



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

PAGE 1: Event Overview

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

Intel and networking

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

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)

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

The panels and Chris Kennedy.

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

Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Dallas, Houston, San Francisco, New York
Q9: How did you hear about the conference?	Email from Marcus & Millichap

Excellent
Excellent
5 - Excellent
5 - Excellent
5 - Excellent
5 - Excellent
4 - Very Good
6 - Did not attend this session

Q17: 11:50 AM - Concurrent Session AThe 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, Comments: Milan can be a bit over dominating on a panel.
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	2 - Fair, Comments: No very good public speakers.

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.
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



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. Extremely Well Q2: How well did the conference meet your expectations? Respondent skipped this Q3: With regard to the content of the event, what is your question #1 takeaway that you will implement in the next year? Q4: How likely is it that you would recommend this conference to a friend or colleague? Extremely likely - 10 (Promoter) Respondent skipped this Q5: What was the most valuable aspect of this question conference? Respondent skipped this Q6: Were there any aspects of the event which did not question meet your expectations? If so, what were they? Respondent skipped this Q7: Do you have any specific suggestions for question improvement? Respondent skipped this Q8: Which of the following geographies also interest question you or your firm for multifamily conferences? Speaker or Sponsor (please tell us who below) Q9: How did you hear about the 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	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
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	4 - Very Good

Q17: 11:50 AM - Concurrent Session AThe 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
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	5 - Excellent

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



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?

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

Very Well

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

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	
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	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	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	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

Q17: 11:50 AM - Concurrent Session AThe 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
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize 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 SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	1 - Poor

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	Good



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

PAGE 1: Event Overview

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

Understanding better the multi units market and Chicago locations

Q2: How well did the conference meet your expectations?

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

Somewhat

Purchasing assests

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?

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 atendees by color according to someone's skill. (Ex. Finance people, bank and private lendersblue. Investors-green and so on) That way I can target people with my own interests

Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Other (please specify) Kansas city
Q9: How did you hear about the conference?	Email from Marcus & Millichap
Q9: How did you hear about the conference?	Email from Marcus & Millichap

Good
Excellent
Excellent
Very Good
Good
Very Good
Very Good
Very Good
Very Good
5 - Excellent
2 - Fair
4 - Very Good
3 - Good
6 - Did not attend this session, Comments: I wanted to go to this one as well but went to track 2
4 - Very Good

Q17: 11:50 AM - Concurrent Session AThe 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 BA 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, Comments: I wanted to go to this one as well but went to track 2
Q19: 1:00 PM - Lunch WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	3 - Good
Q20: 1:50 PM - General SessionAhead 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 SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	2 - Fair

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

More neighborhoods of Chicago. Especially the south

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	Very Good
Venue	Very Good



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)

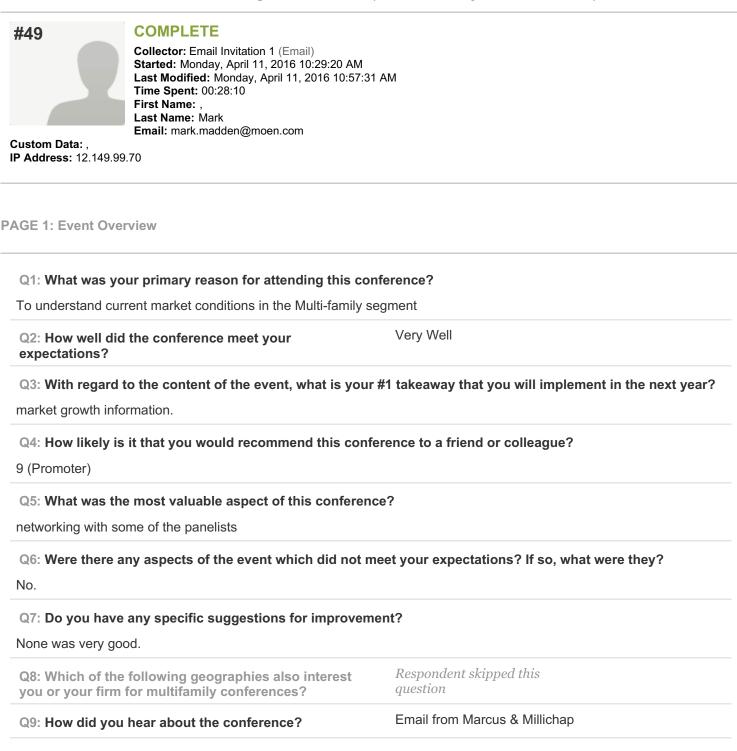
Q9: How did you hear about the conference?	Respondent skipped this question	
Q8: Which of the following geographies also interest you or your firm for multifamily conferences?	Respondent skipped this question	
Q7: Do you have any specific suggestions for improvement?	Respondent skipped this question	
Q6: Were there any aspects of the event which did not meet your expectations? If so, what were they?	Respondent skipped this question	
Q5: What was the most valuable aspect of this conference?	Respondent skipped this question	

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.	
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	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.
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	Respondent skipped this question

Q17: 11:50 AM - Concurrent Session AThe Next Big Thing: Emerging NeighborhoodsFeatured Speakers:Christopher Leonard - Marcus & Millichap (Moderator)John Abell - Crayton AdvisorsMarty Paris - Sedgwick DevelopmentMilan Rubenstein - Windy City RE	1 - Poor, Comments: They didn't take about emerging neighborhood. They talked about continued development in established neighborhoods.
Q18: 11:50 AM - Concurrent Session BA 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 WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services	3 - Good
Q20: 1:50 PM - General SessionAhead 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,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.
Q21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities	2 - Fair

Q23: Do you have interest in speaking, sponsoring or	No, thanks.	
exhibiting at a future GreenPearl Event?		
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	Good	
Lunch Quality	Excellent	
Venue	Excellent	

Marcus & Millichap / IPA Multifamily Forum: Chicago - Attendee Survey



grot from Four you rate the following appeals of the co-	
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 SessionMultifamily State of	5 - Excellent,
Market: National vs. Midwest MarketsFeatured Speaker:John Chang - Marcus & Millichap	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 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:	5 - Excellent,
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	Comments: very good session.
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	5 - Excellent,
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	Comments: excellent insight

Q18: 11:50 AM - Concurrent Session BA 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 Capital5 - ExcellentQ19: 1:00 PM - Lunch WorkshopMaximize ROI & Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax Services3 - Good, Comments: di not apply to my business, I had lunch in the roomQ20: 1:50 PM - General SessionAhead of the Curve: A Residential Innovators Power PanelFeatured Speaker:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan Lev - Belgravia GroupDavid Ruttenberg - Marc Realty6 - Did not attend this sessionQ21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK EquitiesFrancis Greenburger - Time Equities6 - Did not attend this session	Q17: 11:50 AM - Concurrent Session AThe 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
Increase Cap Rates: Specialty Tax Credits & Energy IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax ServicesComments: did not apply to my business, I had lunch in the roomQ20: 1:50 PM - General SessionAhead 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 Realty6 - Did not attend this sessionQ21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK6 - Did not attend this session	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	5 - Excellent
IncentivesFeatured Speaker:Michael D'Onofrio - Engineered Tax ServicesComments: did not apply to my business, I had lunch in the roomQ20: 1:50 PM - General SessionAhead 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 Realty6 - Did not attend this sessionQ21: 2:35 PM - General SessionAfternoon Keynote Featured Speakers:Jerry Karlik - JK6 - Did not attend this session		3 - Good,
Q21: 2:35 PM - General SessionAfternoon 6 - Did not attend this session General SessionAfternoon 6 - Did not attend this session	IncentivesFeatured Speaker:Michael	
Keynote Featured Speakers:Jerry Karlik - JK	Residential Innovators Power PanelFeatured Speakers:Steven Weinstock - Marcus & Millichap (Moderator)Randy Fifield - Fifield RealtyAaron Galvin - Luxury Living Chicago RealtyAlan	6 - Did not attend this session
	Keynote Featured Speakers:Jerry Karlik - JK	6 - Did not attend this session

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 No, thanks. exhibiting at a future GreenPearl Event?

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