

Q1 What was your primary reason for attending this conference?

Answered: 48 Skipped: 1

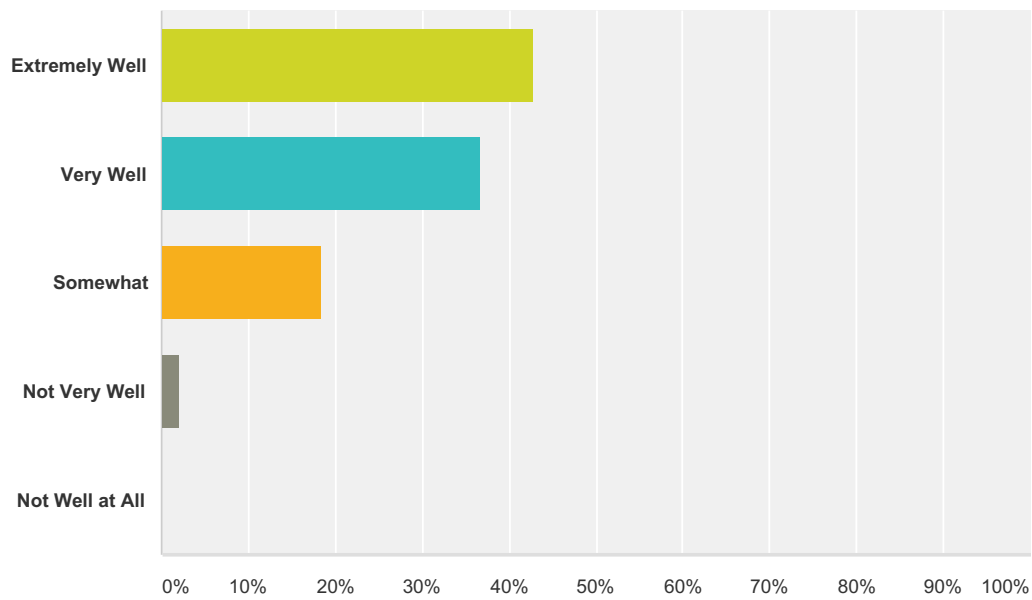
#	Responses	Date
1	Obtain knowledge of Chicago Real Estate Market, conditions, trends.	4/11/2016 10:46 AM
2	To understand current market conditions in the Multi-family segment	4/11/2016 10:37 AM
3	Understanding better the multi units market and Chicago locations	4/9/2016 1:00 PM
4	Gain insight into the Chicago multifamily market.	4/9/2016 9:43 AM
5	Greet guests and learn something new.	4/8/2016 10:41 PM
6	Intel and networking	4/8/2016 6:21 PM
7	learning about multifamily	4/8/2016 4:25 PM
8	To invite my clients and get to know them in person.	4/8/2016 4:14 PM
9	Networking and education	4/8/2016 1:59 PM
10	Networking & Market Information	4/8/2016 10:03 AM
11	The owners of the company I work for were speaking on a couple of panels.	4/8/2016 10:00 AM
12	Networking.	4/8/2016 9:53 AM
13	meet professional in the industry I am in	4/8/2016 9:37 AM
14	General Market Information	4/8/2016 12:13 AM
15	Networking and further insight into the Residential Market	4/7/2016 10:12 PM
16	Market information, both Chicago wide and granular by neighborhood	4/7/2016 8:14 PM
17	Networking; both prospects and existing clients.	4/7/2016 7:53 PM
18	Insight and networking	4/7/2016 5:53 PM
19	meet new real estate people	4/7/2016 5:15 PM
20	To get a picture of the current (and expected) market for multiunit properties. Looking to purchase this year but am cautious.	4/7/2016 5:10 PM
21	To increase my knowledge of the industry, past and future trends etc. Networking and also sponsored an exhibit booth.	4/7/2016 5:00 PM
22	market info and updates	4/7/2016 4:32 PM
23	Network/Get an Update on the Market	4/7/2016 4:24 PM
24	To meet developers and owners of apartments	4/7/2016 3:38 PM
25	Seeking builder contacts	4/7/2016 2:16 PM
26	To hear Ruttenburg speak	4/7/2016 1:31 PM
27	Networking	4/7/2016 1:06 PM
28	to hear panelists opinions on local and national real estate outlook	4/7/2016 12:11 PM
29	Networking and information gathering - very positive on both	4/7/2016 11:43 AM
30	Networking and to see clients	4/7/2016 11:40 AM
31	Get current on all aspects of multi family investment and management throughout Chicago.	4/7/2016 11:40 AM
32	To learn about the multifamily real estate market in the Chicago area	4/7/2016 11:26 AM
33	Multifamily expert lender.	4/7/2016 11:25 AM

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34	To meet with others in the industry and share thoughts on the state of the market and future trends.	4/7/2016 11:23 AM
35	Net working.	4/7/2016 11:22 AM
36	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.	4/7/2016 11:21 AM
37	networking and market info	4/7/2016 11:20 AM
38	Education and networking	4/7/2016 11:18 AM
39	Update on the multi-family market.	4/7/2016 11:18 AM
40	I'm a Multi Family Broker with Marcus & Millichap	4/7/2016 11:17 AM
41	Education	4/7/2016 11:16 AM
42	Educational factor.	4/7/2016 11:12 AM
43	Network, learn more about new developments in the space	4/7/2016 11:07 AM
44	Learn about upcoming market trends	4/7/2016 11:07 AM
45	Listening to other perspectives on the state of the market.	4/7/2016 11:06 AM
46	Multi-family forecasts	4/7/2016 11:05 AM
47	Networking	4/7/2016 11:03 AM
48	networking and learning about trends in Chi market.	4/7/2016 11:03 AM

Q2 How well did the conference meet your expectations?

Answered: 49 Skipped: 0



Answer Choices	Responses	
Extremely Well	42.86%	21
Very Well	36.73%	18
Somewhat	18.37%	9
Not Very Well	2.04%	1
Not Well at All	0.00%	0
Total		49

#	Neither (please explain)	Date
1	Same info every time, only looking at BIG developers who do the same thing over and over.	4/11/2016 10:46 AM
2	My name wasn't in the system when I arrived. Same with my clients.	4/7/2016 11:17 AM

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

Answered: 36 Skipped: 13

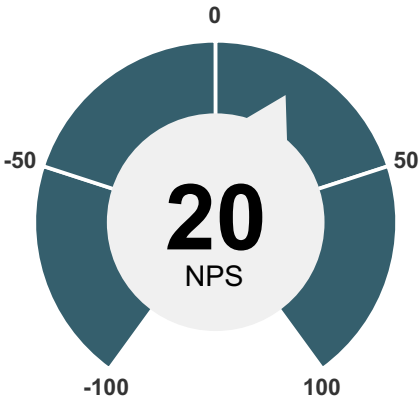
#	Responses	Date
1	market growth information.	4/11/2016 10:37 AM
2	Purchasing assests	4/9/2016 1:00 PM
3	The large disparity between apartment units being constructed and the condo units being constructed.	4/9/2016 9:43 AM
4	How the market is a 1/3 hold, 1/3 sale, and 1/3 buy.	4/8/2016 6:21 PM
5	beware building apartments in chicago	4/8/2016 4:25 PM
6	The commentary on the rapidly growing Chicago apartment and how that will affect my multifamily clients.	4/8/2016 4:14 PM
7	Beginning dialogue with developers about benefits of a well--qualified property manager; Steve Fifield stated that good help is hard to find.	4/8/2016 1:59 PM
8	No need to panic	4/8/2016 10:03 AM
9	Different ways to control the rising costs of development.	4/8/2016 10:00 AM
10	Multifamily market remains strong.	4/8/2016 9:53 AM
11	Understanding the market dynamics of the submarkets of chicago	4/7/2016 8:14 PM
12	information about emerging neighborhoods	4/7/2016 5:15 PM
13	Don't overpay on the buy side.	4/7/2016 5:10 PM
14	expand social media presence for lease up/leasing	4/7/2016 4:32 PM
15	Multifamily housing market in Chicago is okay!	4/7/2016 4:24 PM
16	Watch the Wolf Point progress	4/7/2016 3:38 PM
17	There are many thoughts on growth	4/7/2016 2:16 PM
18	Understand your audience	4/7/2016 1:06 PM
19	nothing will be implemented based on yesterday's discussions	4/7/2016 12:11 PM
20	Order Market Reports from Marcus & Millichap (Can I get a copy of the Economic Presentation by John Chang?)	4/7/2016 11:43 AM
21	Attended as a vendor, so won't be implementing anything	4/7/2016 11:40 AM
22	All sessions were excellent.	4/7/2016 11:40 AM
23	Meeting as many people as possible	4/7/2016 11:26 AM
24	Lots of new product coming on the market in Chicago. Watch out for income growth and tax increases.	4/7/2016 11:25 AM
25	The market is strong and still not over saturated.	4/7/2016 11:23 AM
26	I go to all these events and if I only attended one this would be one to go to.	4/7/2016 11:22 AM
27	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.	4/7/2016 11:21 AM
28	monitor multifamily construction coming on line over next three years very closely	4/7/2016 11:18 AM
29	Demand fundamentals are still healthy.	4/7/2016 11:18 AM
30	market trend information	4/7/2016 11:16 AM
31	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.	4/7/2016 11:12 AM

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32	design more efficient multi-family apartment units...flexibility to convert to condo	4/7/2016 11:07 AM
33	Focus on the entry level 2 bedroom condo.	4/7/2016 11:06 AM
34	facts on how the multi-family is doing. Especially vacancy	4/7/2016 11:05 AM
35	Expansion of our sales staff into the Chicago region	4/7/2016 11:03 AM
36	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.	4/7/2016 11:03 AM

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

Answered: 49 Skipped: 0



Detractors (0-6)	Passives (7-8)	Promoters (9-10)	Net Promoter® Score
22% 11	35% 17	43% 21	20

Q5 What was the most valuable aspect of this conference?

Answered: 41 Skipped: 8

#	Responses	Date
1	networking with some of the panelists	4/11/2016 10:37 AM
2	A common ground with a lot of people	4/9/2016 1:00 PM
3	The majority of the panels provided excellent dialogue concerning the emerging multifamily markets as well as general multifamily trends	4/9/2016 9:43 AM
4	The panels and Chris Kennedy.	4/8/2016 6:21 PM
5	better knowledge of industry	4/8/2016 4:25 PM
6	The high quality panel members.	4/8/2016 4:14 PM
7	Developer panels (Innovative panel the most)	4/8/2016 1:59 PM
8	Quality of speakers	4/8/2016 10:03 AM
9	Listening to the different speakers and their different opinions and thoughts regarding the current real estate market.	4/8/2016 10:00 AM
10	Expert panels.	4/8/2016 9:53 AM
11	Contacts, market information	4/7/2016 8:14 PM
12	the attendees; prime crowd.	4/7/2016 7:53 PM
13	meeting other pple	4/7/2016 5:15 PM
14	The economic picture and overall outlook for ownership of multiunit properties.	4/7/2016 5:10 PM
15	Networking	4/7/2016 5:00 PM
16	networking	4/7/2016 4:53 PM
17	capital roundtable and MF survey results	4/7/2016 4:32 PM
18	Networking	4/7/2016 4:24 PM
19	Information on the multifamily industry	4/7/2016 3:38 PM
20	Networking opportunity	4/7/2016 2:16 PM
21	Probably networking which i did not do.	4/7/2016 12:11 PM
22	Panel Discussions and Networking	4/7/2016 11:43 AM
23	Listening to important developers/owners speak with great insights	4/7/2016 11:40 AM
24	Candid nature of presentations and the presentation format of reacting to moderator and audience questions rather than speakers giving speeches.	4/7/2016 11:40 AM
25	Having Francis Greenburger and JK speaking at the end. Very inspirational.	4/7/2016 11:26 AM
26	Seeing people	4/7/2016 11:25 AM
27	Networking	4/7/2016 11:23 AM
28	Making connections with people who do not attend other events I do such as REIA, NIOP, Aire	4/7/2016 11:22 AM
29	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"	4/7/2016 11:21 AM
30	the state of the market discussion	4/7/2016 11:20 AM
31	networking	4/7/2016 11:18 AM
32	Quality of speakers	4/7/2016 11:18 AM

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33	Networking	4/7/2016 11:17 AM
34	speaker quality	4/7/2016 11:16 AM
35	Learning about a variety of topics in the Chicago real estate world.	4/7/2016 11:12 AM
36	Emerging neighborhood discussion and 10 legal issues presentation	4/7/2016 11:07 AM
37	networking	4/7/2016 11:07 AM
38	Reconnecting with old contacts and meeting some new people.	4/7/2016 11:06 AM
39	Panel	4/7/2016 11:05 AM
40	Met get contacts	4/7/2016 11:03 AM
41	networking	4/7/2016 11:03 AM

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

Answered: 29 Skipped: 20

#	Responses	Date
1	No.	4/11/2016 10:37 AM
2	Some of the presenters talked a lot about what they own and that didn't add any valuable information	4/9/2016 1:00 PM
3	NA	4/8/2016 6:21 PM
4	No.	4/8/2016 4:14 PM
5	The last panel discussion (1000M?) was extremely dry and difficult to relate to	4/8/2016 1:59 PM
6	Didn't really like Milan Rubenstein from Windy City RE.	4/8/2016 10:00 AM
7	Afternoon keynote speakers were pretty boring.	4/8/2016 9:53 AM
8	no issues	4/7/2016 7:53 PM
9	sessions about legal	4/7/2016 5:15 PM
10	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.	4/7/2016 4:53 PM
11	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!	4/7/2016 4:32 PM
12	At times, the speakers were a little immature with their comments that I found inappropriate for such a forum.	4/7/2016 1:31 PM
13	Last keynotes were not engaging. Most people left and skipped reception	4/7/2016 1:06 PM
14	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.	4/7/2016 12:11 PM
15	N/A	4/7/2016 11:43 AM
16	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.	4/7/2016 11:40 AM
17	All excellent.	4/7/2016 11:40 AM
18	All of my expectations were met and exceeded	4/7/2016 11:26 AM
19	Information was somewhat repetitive. Final keynotes were horrible...	4/7/2016 11:25 AM
20	I would have liked more time and focus on exhibitors and sponsors.	4/7/2016 11:23 AM
21	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.	4/7/2016 11:22 AM
22	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.	4/7/2016 11:21 AM
23	the breakouts seem to be too much "pay to play"	4/7/2016 11:20 AM
24	n/a	4/7/2016 11:18 AM
25	Check in.	4/7/2016 11:17 AM

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26	Afternoon keynote did not have the same energy as the other panels.	4/7/2016 11:16 AM
27	No -- I was very pleased for my first experience.	4/7/2016 11:12 AM
28	No.	4/7/2016 11:06 AM
29	Milan, who called neighborhoods "garbage" and made inappropriate hand gestures at the audience.	4/7/2016 11:05 AM

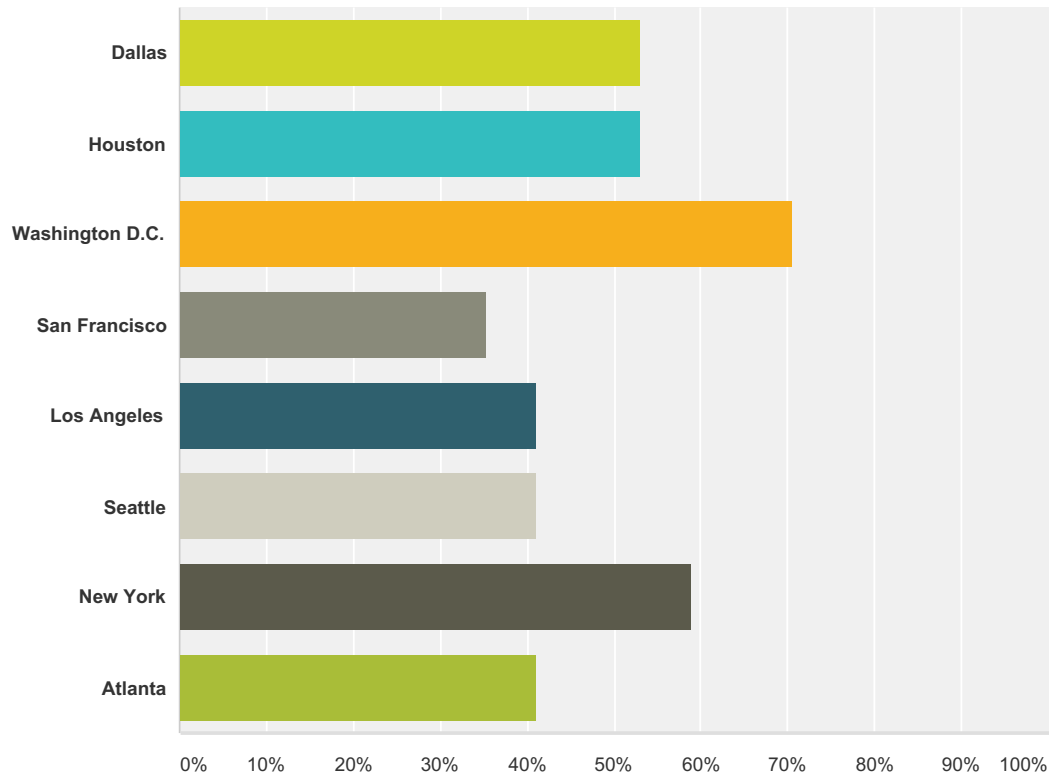
Q7 Do you have any specific suggestions for improvement?

Answered: 21 Skipped: 28

#	Responses	Date
1	None was very good.	4/11/2016 10:37 AM
2	Differ badges of the attendees by color according to someone's skill. (Ex. Finance people, bank and private lenders-blue. Investors-green and so on) That way I can target people with my own interests	4/9/2016 1:00 PM
3	Keep doing these	4/8/2016 6:21 PM
4	Different venue with larger break-out rooms.	4/8/2016 4:14 PM
5	none	4/8/2016 1:59 PM
6	No.	4/8/2016 10:00 AM
7	more time to network (during lunch and/or cocktail hour)	4/7/2016 5:15 PM
8	don't invite those old guys to talk again. boring!	4/7/2016 4:53 PM
9	Other than the above comment, all else was great.	4/7/2016 4:32 PM
10	See above - tell the truth about our economic situation as it relates to liberal policies put in place by liberal leaders	4/7/2016 12:11 PM
11	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.	4/7/2016 11:43 AM
12	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.	4/7/2016 11:40 AM
13	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.	4/7/2016 11:40 AM
14	See above	4/7/2016 11:22 AM
15	This was a very valuable event and I would like to continue to attend in the years that follow.	4/7/2016 11:21 AM
16	the main room was too cold	4/7/2016 11:18 AM
17	Faster Check in.	4/7/2016 11:17 AM
18	No.	4/7/2016 11:12 AM
19	This venue was awkward...although in a great location and building.	4/7/2016 11:07 AM
20	No.	4/7/2016 11:06 AM
21	Please do not invite Milan back	4/7/2016 11:05 AM

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

Answered: 17 Skipped: 32



Answer Choices	Responses
Dallas	52.94% 9
Houston	52.94% 9
Washington D.C.	70.59% 12
San Francisco	35.29% 6
Los Angeles	41.18% 7
Seattle	41.18% 7
New York	58.82% 10
Atlanta	41.18% 7
Total Respondents: 17	

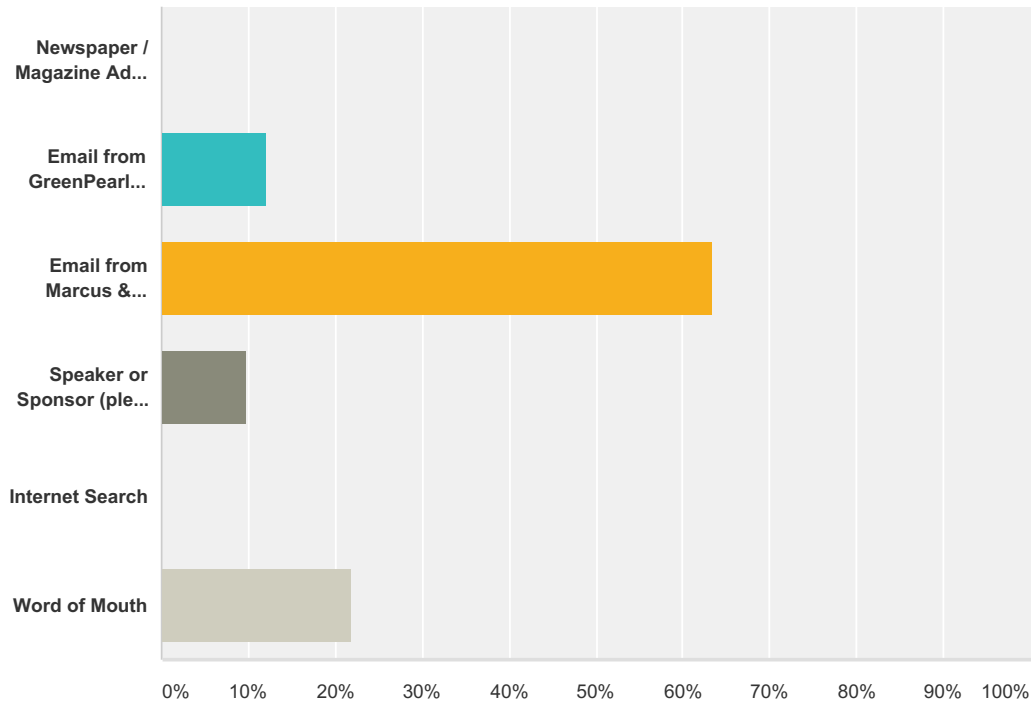
#	Other (please specify)	Date
1	Kansas city	4/9/2016 1:00 PM
2	N/A	4/8/2016 10:00 AM
3	Detroit	4/8/2016 9:53 AM

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4	Midwest	4/8/2016 9:37 AM
5	Chicago	4/8/2016 12:13 AM
6	Chicago	4/7/2016 5:53 PM
7	Boston	4/7/2016 5:15 PM
8	Chicago	4/7/2016 2:16 PM
9	Denver	4/7/2016 11:43 AM
10	Chicago	4/7/2016 11:40 AM
11	None we are Chicago only.	4/7/2016 11:22 AM
12	Miami	4/7/2016 11:07 AM
13	none	4/7/2016 11:05 AM
14	Carolinas Region	4/7/2016 11:03 AM
15	Midwest	4/7/2016 11:03 AM

Q9 How did you hear about the conference?

Answered: 41 Skipped: 8



Answer Choices	Responses
Newspaper / Magazine Ad (enter name of publication below)	0.00% 0
Email from GreenPearl Events	12.20% 5
Email from Marcus & Millichap	63.41% 26
Speaker or Sponsor (please tell us who below)	9.76% 4
Internet Search	0.00% 0
Word of Mouth	21.95% 9
Total Respondents: 41	

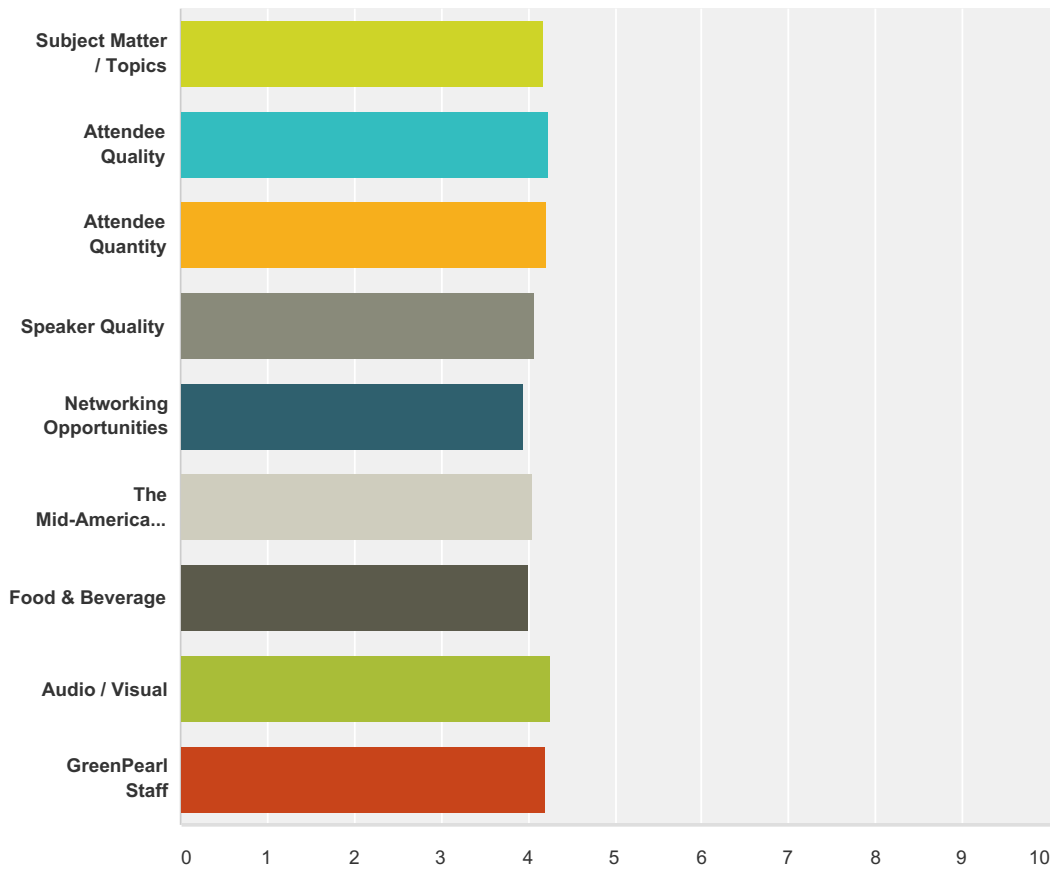
#	Other (please specify)	Date
1	coworker	4/8/2016 4:25 PM
2	Currently in the Washington D.C. market, currently attend D.C. events	4/7/2016 8:14 PM
3	Colleague	4/7/2016 2:16 PM
4	GreenPearl called us to help coordinate speakers.	4/7/2016 11:40 AM
5	LinkedIn article Emily Johnson posted.	4/7/2016 11:22 AM
6	Ventas, Inc.	4/7/2016 11:21 AM
7	colleague	4/7/2016 11:20 AM
8	From Internal Monday Morning Sales Meeting.	4/7/2016 11:17 AM
9	Phil Kayden	4/7/2016 11:07 AM

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10	Attended last year as well	4/7/2016 11:07 AM
11	Alan Lev	4/7/2016 11:06 AM

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

Answered: 48 Skipped: 1



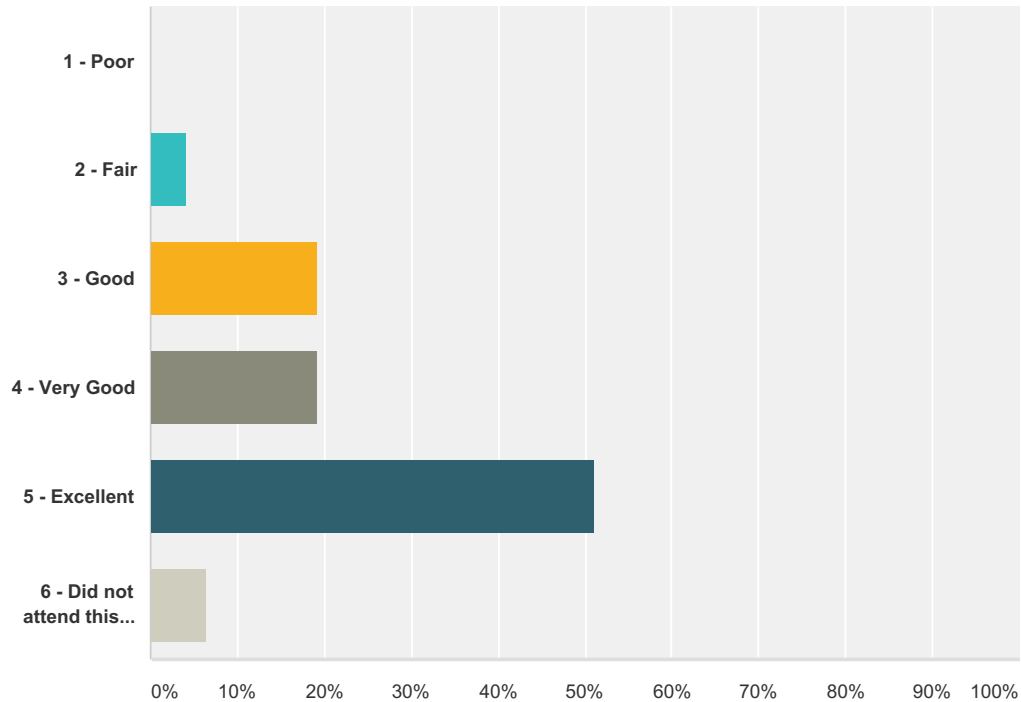
	Excellent	Very Good	Good	Fair	Poor	Total	Weighted Average
Subject Matter / Topics	41.67% 20	37.50% 18	16.67% 8	4.17% 2	0.00% 0	48	4.17
Attendee Quality	41.67% 20	43.75% 21	10.42% 5	4.17% 2	0.00% 0	48	4.23
Attendee Quantity	39.58% 19	41.67% 20	18.75% 9	0.00% 0	0.00% 0	48	4.21
Speaker Quality	33.33% 16	45.83% 22	16.67% 8	4.17% 2	0.00% 0	48	4.08
Networking Opportunities	34.04% 16	36.17% 17	21.28% 10	6.38% 3	2.13% 1	47	3.94
The Mid-America Club	47.92% 23	27.08% 13	10.42% 5	12.50% 6	2.08% 1	48	4.06
Food & Beverage	39.58% 19	29.17% 14	27.08% 13	0.00% 0	4.17% 2	48	4.00
Audio / Visual	45.83% 22	39.58% 19	8.33% 4	6.25% 3	0.00% 0	48	4.25
GreenPearl Staff	37.50% 18	43.75% 21	18.75% 9	0.00% 0	0.00% 0	48	4.19

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#	Comments:	Date
1	need more network time.	4/11/2016 10:52 AM
2	The final keynote presentation was lackluster	4/9/2016 9:52 AM
3	Only comment is that Mid-America Club is a hard location.	4/7/2016 5:55 PM
4	As I commented earlier - Mid-America Club would not be my first choice due to location, space and expense.	4/7/2016 11:51 AM
5	All excellent	4/7/2016 11:44 AM
6	See above	4/7/2016 11:30 AM
7	Everything went very well. It would've been nice to have more of a sit down area when not in a seminar.	4/7/2016 11:08 AM

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

Answered: 47 Skipped: 2

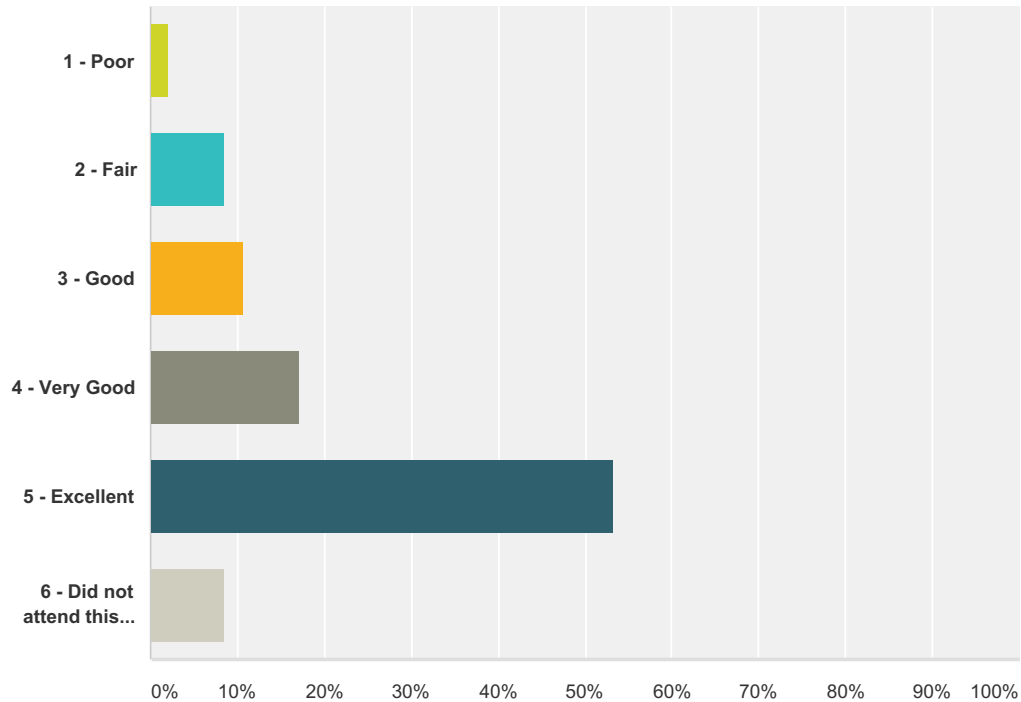


Answer Choices	Responses
1 - Poor	0.00% 0
2 - Fair	4.26% 2
3 - Good	19.15% 9
4 - Very Good	19.15% 9
5 - Excellent	51.06% 24
6 - Did not attend this session	6.38% 3
Total	47

#	Comments:	Date
1	Is there away to receive some of the slides on the information and research provided?	4/11/2016 10:56 AM
2	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!	4/7/2016 11:51 AM
3	Excellent, thorough and relevant.	4/7/2016 11:44 AM
4	Did not do other half. Baby boomers are buying the lux apartments.	4/7/2016 11:30 AM

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

Answered: 47 Skipped: 2

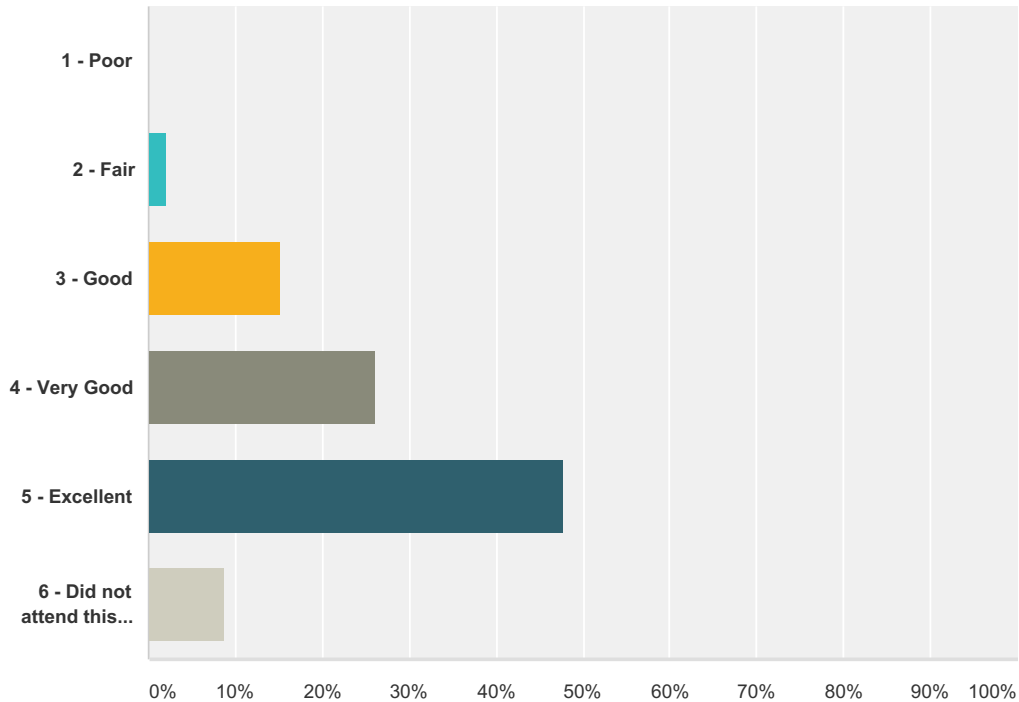


Answer Choices	Responses
1 - Poor	2.13% 1
2 - Fair	8.51% 4
3 - Good	10.64% 5
4 - Very Good	17.02% 8
5 - Excellent	53.19% 25
6 - Did not attend this session	8.51% 4
Total	47

#	Comments:	Date
1	good presenter	4/7/2016 4:37 PM
2	Very memorable	4/7/2016 3:40 PM
3	Love the quick run down - well done and great idea!	4/7/2016 11:51 AM
4	Entertaining kept your interest and I did not even care about topic.	4/7/2016 11:30 AM
5	This was one of my favorites for its energy and brevity.	4/7/2016 11:19 AM
6	Very fun presentation	4/7/2016 11:04 AM

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

Answered: 46 Skipped: 3

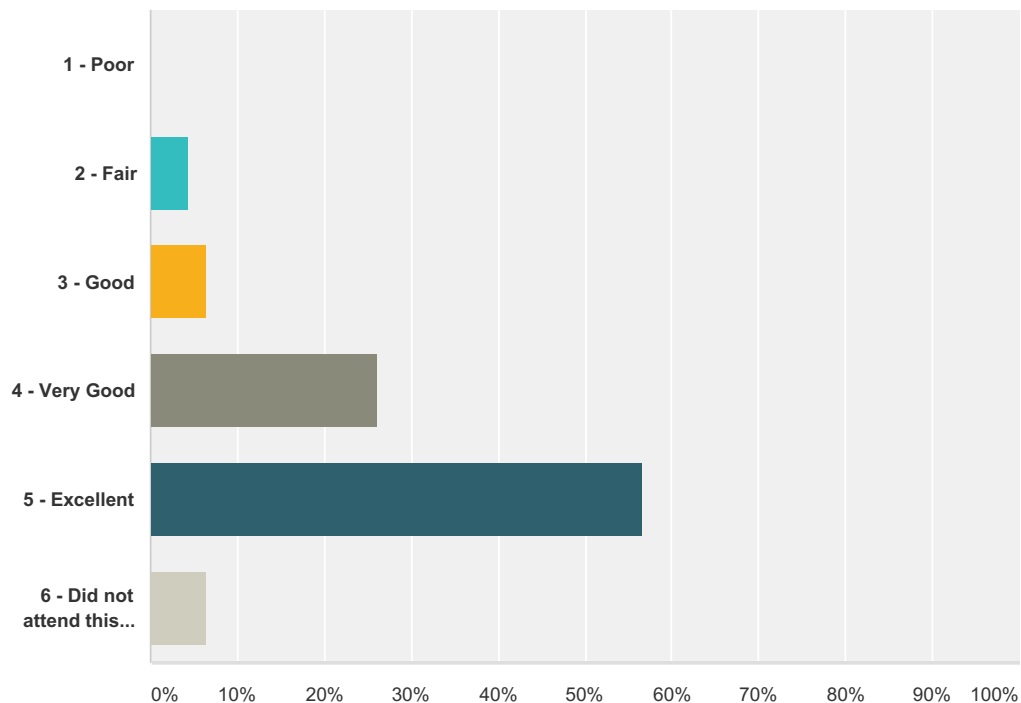


Answer Choices	Responses
1 - Poor	0.00% 0
2 - Fair	2.17% 1
3 - Good	15.22% 7
4 - Very Good	26.09% 12
5 - Excellent	47.83% 22
6 - Did not attend this session	8.70% 4
Total	46

#	Comments:	Date
1	Kennedy was not well spoken.	4/7/2016 1:08 PM
2	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!	4/7/2016 11:51 AM
3	Best session. Great combination.	4/7/2016 11:44 AM
4	I network in outer areas talking to next speakers. So not interested.	4/7/2016 11:30 AM

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

Answered: 46 Skipped: 3



Answer Choices	Responses
1 - Poor	0.00% 0
2 - Fair	4.35% 2
3 - Good	6.52% 3
4 - Very Good	26.09% 12
5 - Excellent	56.52% 26
6 - Did not attend this session	6.52% 3
Total	46

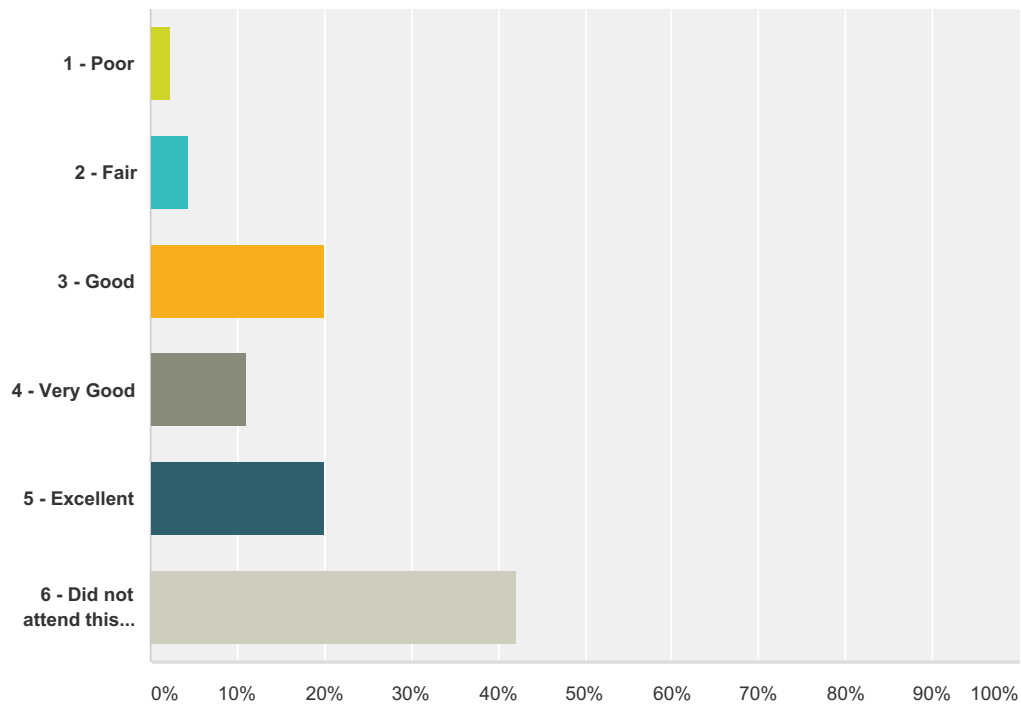
#	Comments:	Date
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1	very good session.	4/11/2016 10:56 AM
2	Same info from the same guys doing the same deals. There is much more multi family activity and development in Chicago than Loop/ river north high-rise.	4/11/2016 10:52 AM
3	These guys killed it up there...	4/8/2016 10:06 AM
4	Very good commentary from Steven Fifield regarding the true dollar breakdown of the City's Affordable requirements.	4/7/2016 11:51 AM
5	Excellent	4/7/2016 11:44 AM
6	Out networking	4/7/2016 11:30 AM

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

Answered: 45 Skipped: 4



Answer Choices	Responses
1 - Poor	2.22% 1
2 - Fair	4.44% 2
3 - Good	20.00% 9
4 - Very Good	11.11% 5
5 - Excellent	20.00% 9
6 - Did not attend this session	42.22% 19
Total	45

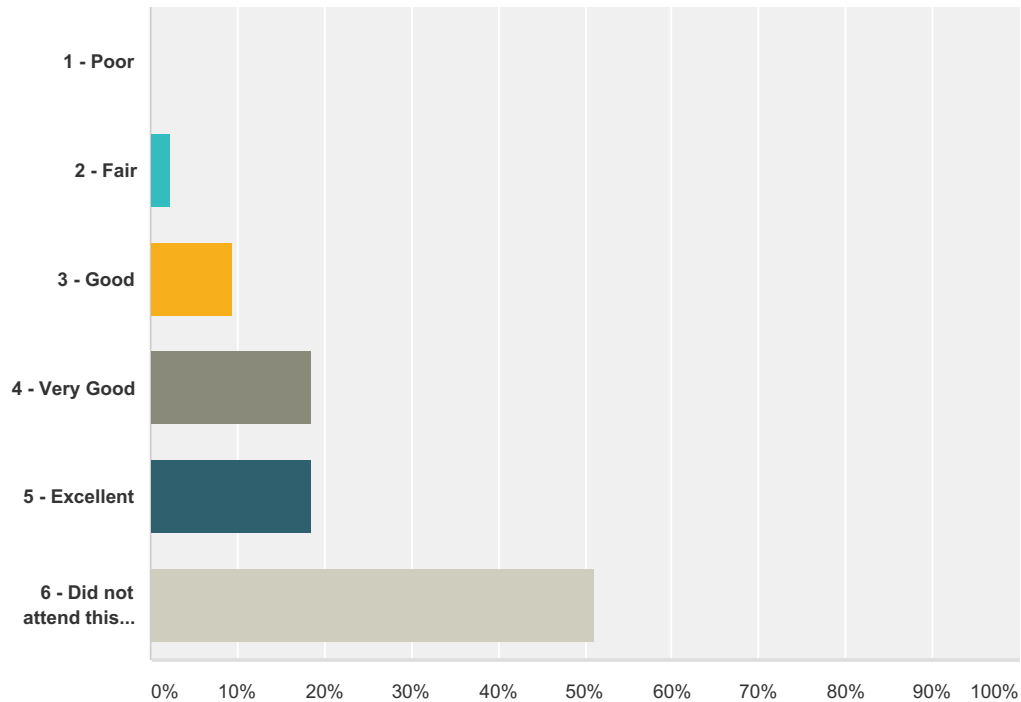
#	Comments:	Date
1	I wanted to go to this one as well but went to track 2	4/9/2016 1:04 PM
2	Very abstract	4/8/2016 2:03 PM

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3	networking	4/7/2016 11:30 AM
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Q16 11:00 AM - Concurrent Session
BSuburban Urbanization: How the Real Estate Market is Redefining the Suburbs
Featured Speakers: John Przybyla - Marcus & Millichap (Moderator) Tim Anderson - Focus Development Jeff Benach - Lexington Homes Brian Hoffman - Red Seal Homes Matt Nix - REVA Development Partners

Answered: 43 Skipped: 6

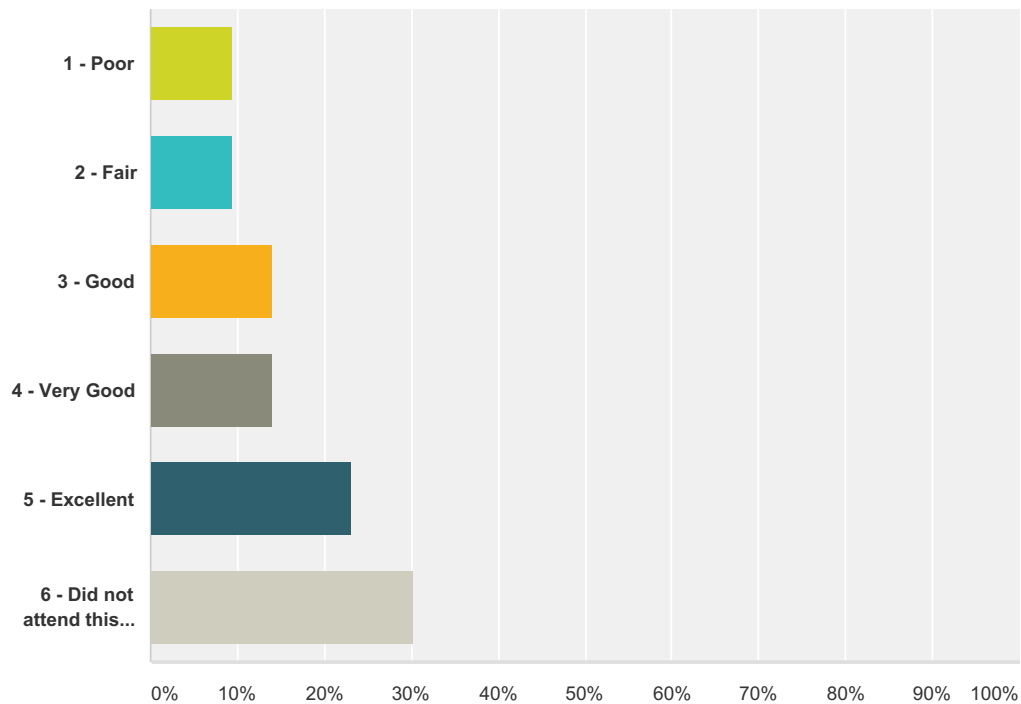


Answer Choices	Responses
1 - Poor	0.00% 0
2 - Fair	2.33% 1
3 - Good	9.30% 4
4 - Very Good	18.60% 8
5 - Excellent	18.60% 8
6 - Did not attend this session	51.16% 22
Total	43

#	Comments:	Date
1	excellent insight	4/11/2016 10:56 AM
2	Common sense to me since I live in burbs.	4/7/2016 11:30 AM

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

Answered: 43 Skipped: 6



Answer Choices	Responses
1 - Poor	9.30% 4
2 - Fair	9.30% 4
3 - Good	13.95% 6
4 - Very Good	13.95% 6
5 - Excellent	23.26% 10
6 - Did not attend this session	30.23% 13
Total	43

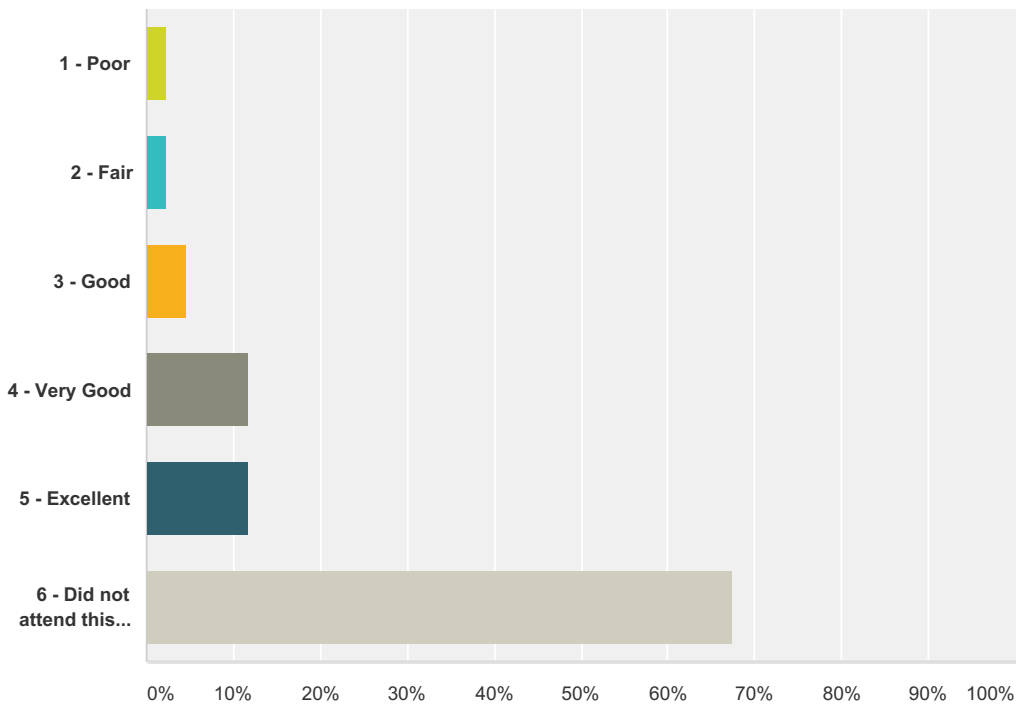
#	Comments:	Date
1	They didn't take about emerging neighborhood. They talked about continued development in established neighborhoods.	4/11/2016 10:52 AM
2	Milan can be a bit over dominating on a panel.	4/8/2016 6:23 PM

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3	antagonism kept conversation limited	4/8/2016 4:26 PM
4	Milan had it right, and I wish the moderator did not repeat the rude remark from an audience member about his hair loss.	4/8/2016 2:03 PM
5	Couldn't you have picked someone better than Milan.	4/8/2016 10:06 AM
6	On the ground, real world perspectives, very good.	4/7/2016 8:20 PM
7	Wouldn't recommend inviting Milan back...Would have been better with one or two more people on this panel.	4/7/2016 7:56 PM
8	Milan shouldn't be included as a panelist, maybe a comic, but not a serious real estate investor	4/7/2016 4:56 PM
9	this is the session where a panelist "flipped the bird"--still can't believe it	4/7/2016 4:37 PM
10	Loved Milan's direct and candid nature.	4/7/2016 11:44 AM
11	Excellent because of Milan 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.	4/7/2016 11:30 AM
12	The honest dialogue was engaging and compelling.	4/7/2016 11:19 AM
13	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!	4/7/2016 11:09 AM

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

Answered: 43 Skipped: 6



Answer Choices	Responses
1 - Poor	2.33% 1
2 - Fair	2.33% 1
3 - Good	4.65% 2
4 - Very Good	11.63% 5
5 - Excellent	11.63% 5
6 - Did not attend this session	67.44% 29
Total	43

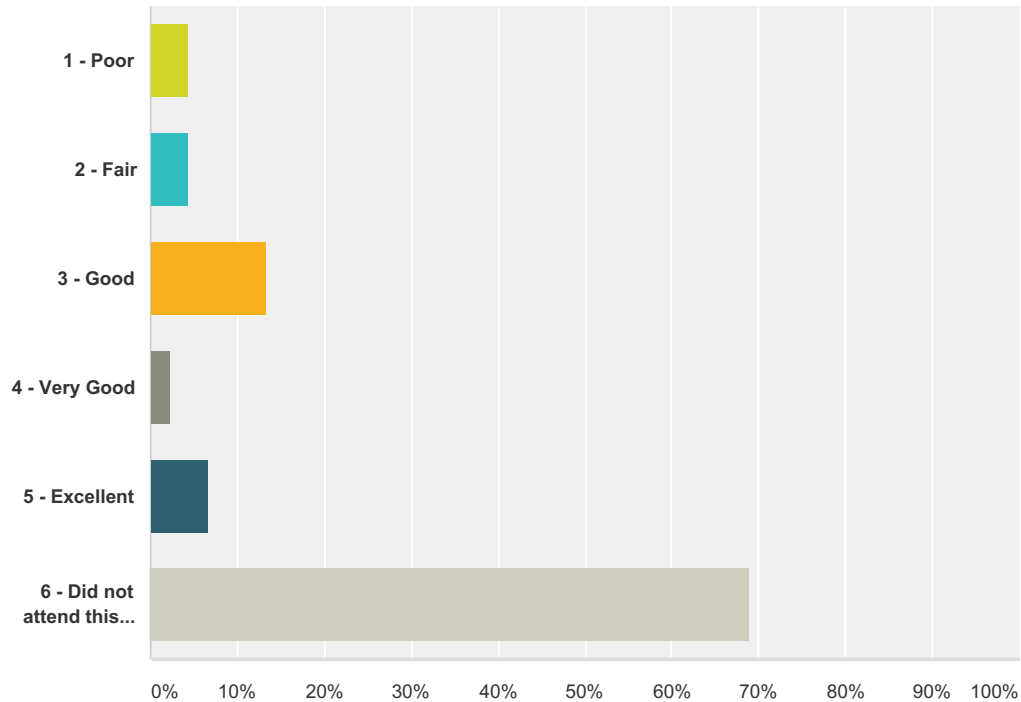
#	Comments:	Date
1	I wanted to go to this one as well but went to track 2	4/9/2016 1:04 PM

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2	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!	4/7/2016 11:51 AM
3	wanted to go to this but networking was going way to good at time.	4/7/2016 11:30 AM

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

Answered: 45 Skipped: 4

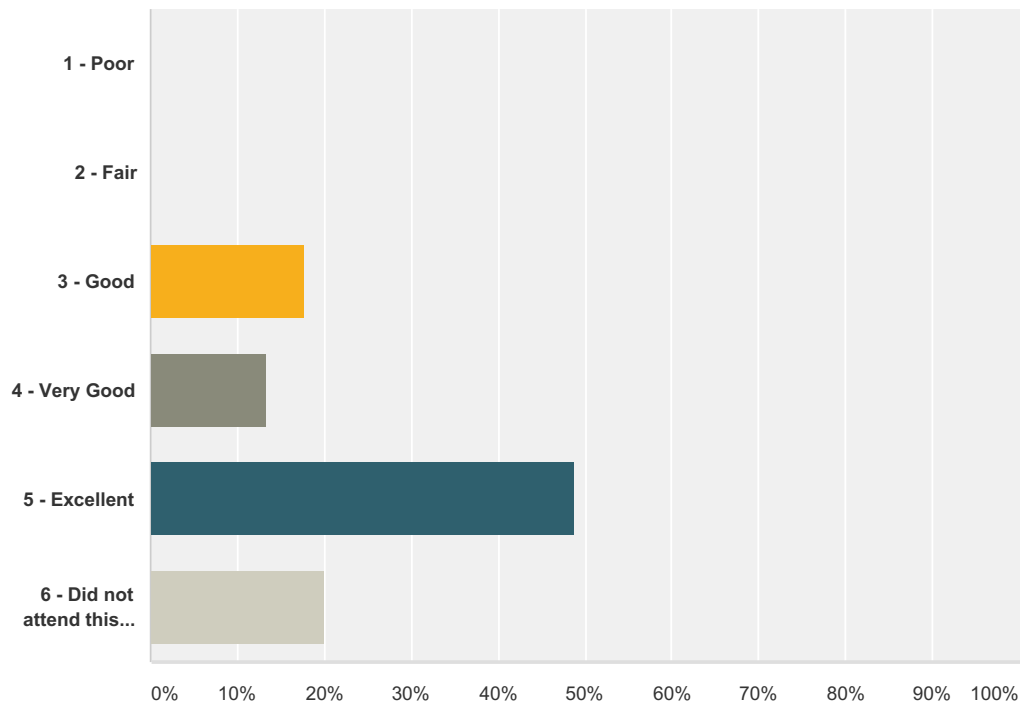


Answer Choices	Responses
1 - Poor	4.44% 2
2 - Fair	4.44% 2
3 - Good	13.33% 6
4 - Very Good	2.22% 1
5 - Excellent	6.67% 3
6 - Did not attend this session	68.89% 31
Total	45

#	Comments:	Date
1	did not apply to my business, I had lunch in the room	4/11/2016 10:56 AM
2	Difficult subject for the lunch session. Good information, but a better overview of the topic would be good. The simplified graphic/video was very good to frame the topic.	4/7/2016 8:20 PM
3	Content was excellent. Presentation should have been tailored to the audience and allocated time.	4/7/2016 11:44 AM

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

Answered: 45 Skipped: 4



Answer Choices	Responses
1 - Poor	0.00% 0
2 - Fair	0.00% 0
3 - Good	17.78% 8
4 - Very Good	13.33% 6
5 - Excellent	48.89% 22
6 - Did not attend this session	20.00% 9
Total	45

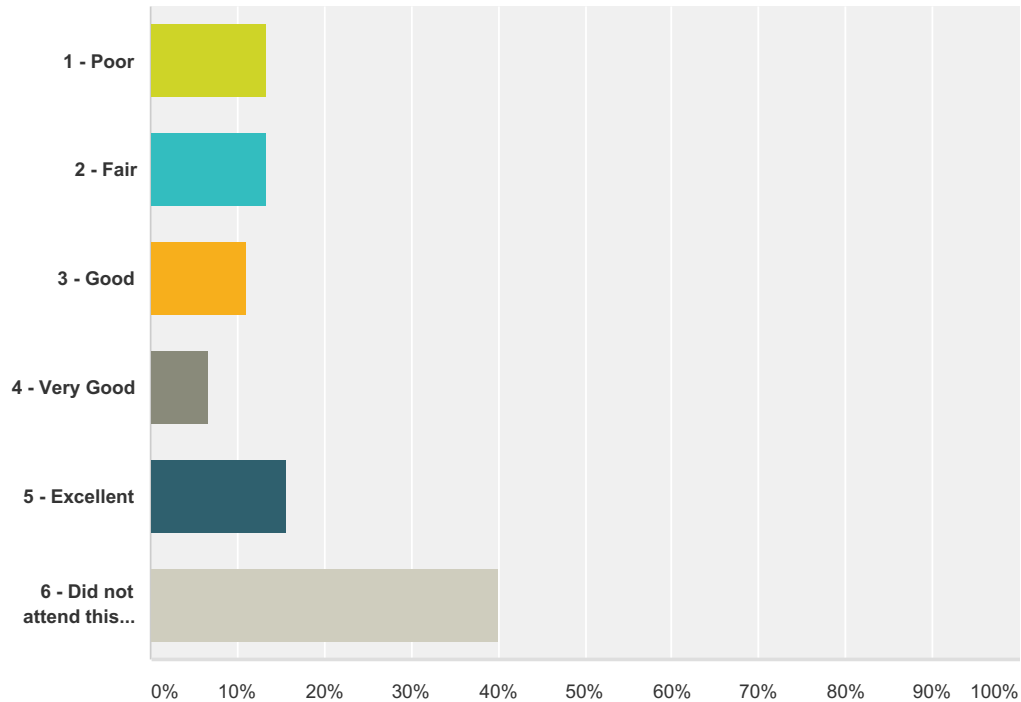
#	Comments:	Date
1	. OK, but not very informative. I'm glad Randy got the chance to pitch her product and use her tag line 10 times in 30 minutes.	4/11/2016 10:52 AM
2	Wealth of information; this was my favorite panel!	4/8/2016 2:03 PM

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3	The speakers interacted very well!! David was a good sport because the moderator kept calling him Mark.	4/8/2016 10:06 AM
4	Randy Fifield is an embarrassment - we don't care anymore	4/7/2016 4:56 PM
5	increased my awareness of need for greater social media presence	4/7/2016 4:37 PM
6	Randy was excellent; very insightful	4/7/2016 1:08 PM
7	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.	4/7/2016 11:51 AM
8	ok session nothing special. too fluffy	4/7/2016 11:08 AM

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

Answered: 45 Skipped: 4



Answer Choices	Responses
1 - Poor	13.33% 6
2 - Fair	13.33% 6
3 - Good	11.11% 5
4 - Very Good	6.67% 3
5 - Excellent	15.56% 7
6 - Did not attend this session	40.00% 18
Total	45

#	Comments:	Date
1	No very good public speakers.	4/8/2016 6:23 PM
2	Dry, seemed like they were just drolling on with no preparation. The lack of moderator on this one hurt the conversation, I think.	4/8/2016 2:03 PM
3	Very low energy.	4/8/2016 9:56 AM
4	Very experienced duo, I bet there's plenty of great stories there...but needed a moderator to guide the conversation and pull out specific points of interest. On their own, too rambling and unfocused!	4/7/2016 8:20 PM
5	wanted to see this but had to leave - as you're aware, it's tough to get this crowd to stay away from work..	4/7/2016 7:56 PM

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6	these guys were asleep - terrible "keynote"	4/7/2016 4:56 PM
7	great project; very dry presentation	4/7/2016 4:37 PM
8	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.	4/7/2016 11:51 AM
9	Too much time spent listing each one of their properties.	4/7/2016 11:44 AM
10	Instead of ending on a high note, the speakers lacked enthusiasm and were not at all engaging.	4/7/2016 11:19 AM
11	To learn in detail about 1000 S. Michigan was definitely worth the wait.	4/7/2016 11:14 AM

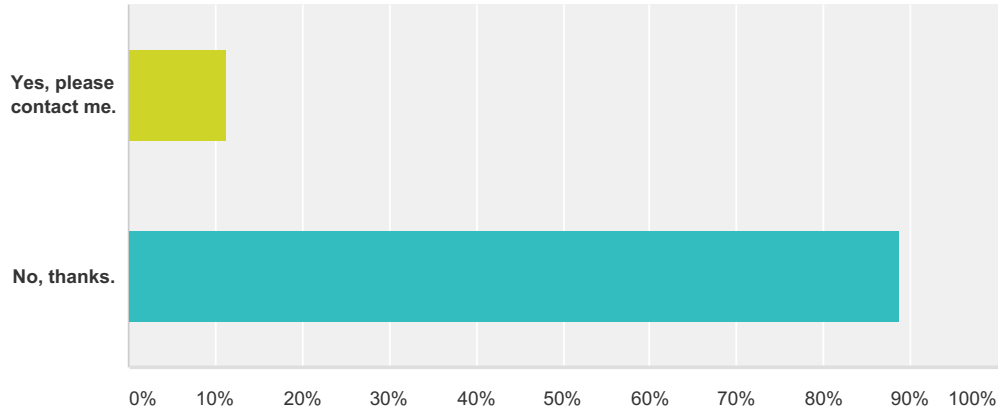
Q22 Was there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 11 Skipped: 38

#	Responses	Date
1	No	4/11/2016 10:58 AM
2	More neighborhoods of Chicago. Especially the south	4/9/2016 1:06 PM
3	No.	4/8/2016 10:06 AM
4	new projects/developments	4/7/2016 5:18 PM
5	No	4/7/2016 11:45 AM
6	Affordable housing TODs LEED/Sustainable buildings	4/7/2016 11:42 AM
7	Given the draw of people no.	4/7/2016 11:34 AM
8	Not that I know of.	4/7/2016 11:23 AM
9	n/a	4/7/2016 11:19 AM
10	No, not at this time.	4/7/2016 11:15 AM
11	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).	4/7/2016 11:12 AM

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

Answered: 44 Skipped: 5



Answer Choices	Responses
Yes, please contact me.	11.36% 5
No, thanks.	88.64% 39
Total	44

#	Please include your contact info if you would like us to contact you.	Date
1	jdamour@owlmanagement.com - Property Management	4/8/2016 2:04 PM
2	Art Rendak, President Inland Mortgage Capital, LLC 630 218 5261 2901 Butterfield Oak Brook, IL 60523	4/7/2016 10:15 PM
3	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.	4/7/2016 11:34 AM
4	Marco Schafferer mschafferer@wegowise.com	4/7/2016 11:08 AM
5	Rob Blackman, National Sales Manager Carfaro Inc., a Division of Fairway Building Products rob@carfaro.com	4/7/2016 11:05 AM

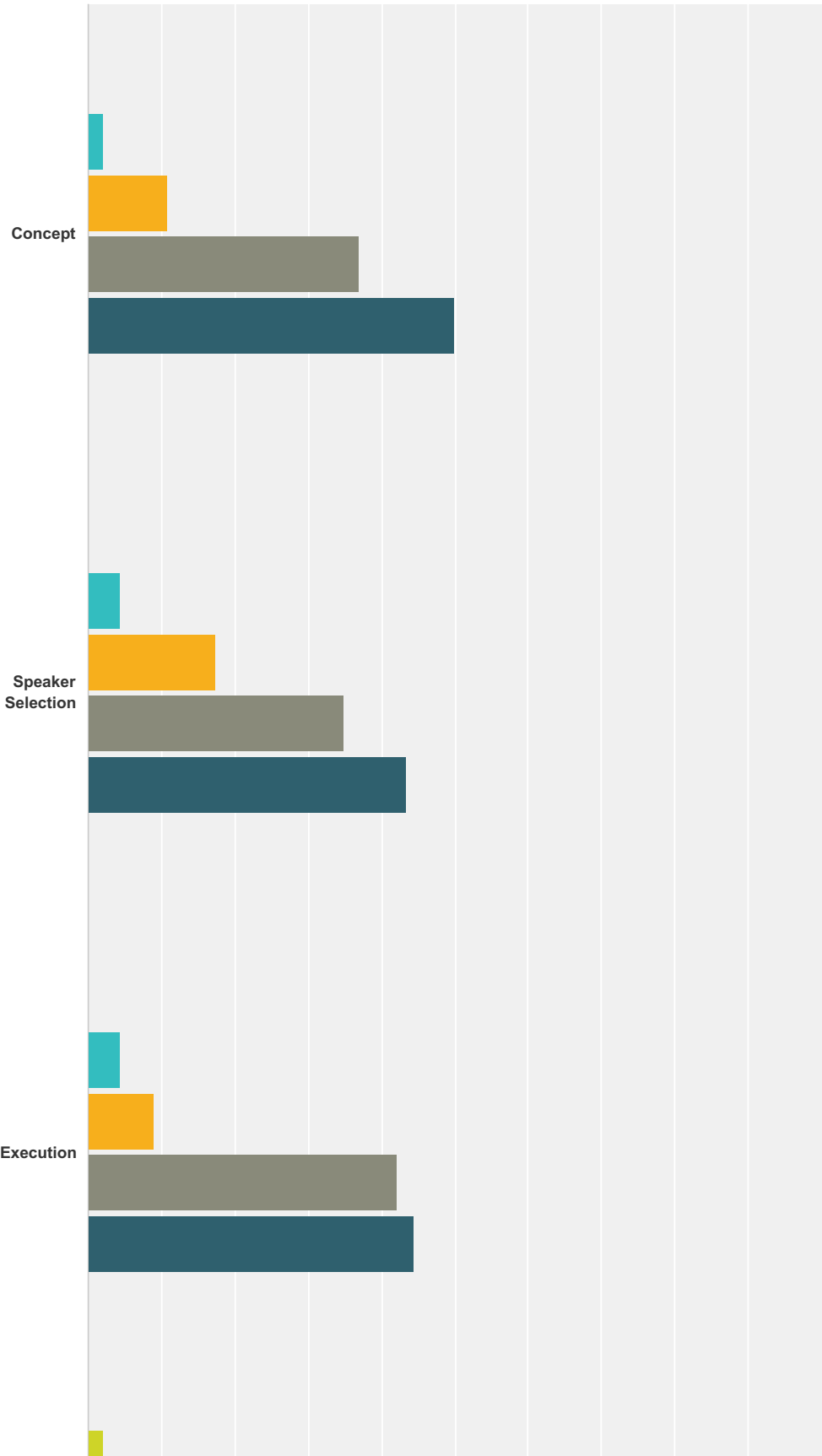
Q24 Any final comments, suggestions, or compliments?

Answered: 4 Skipped: 45

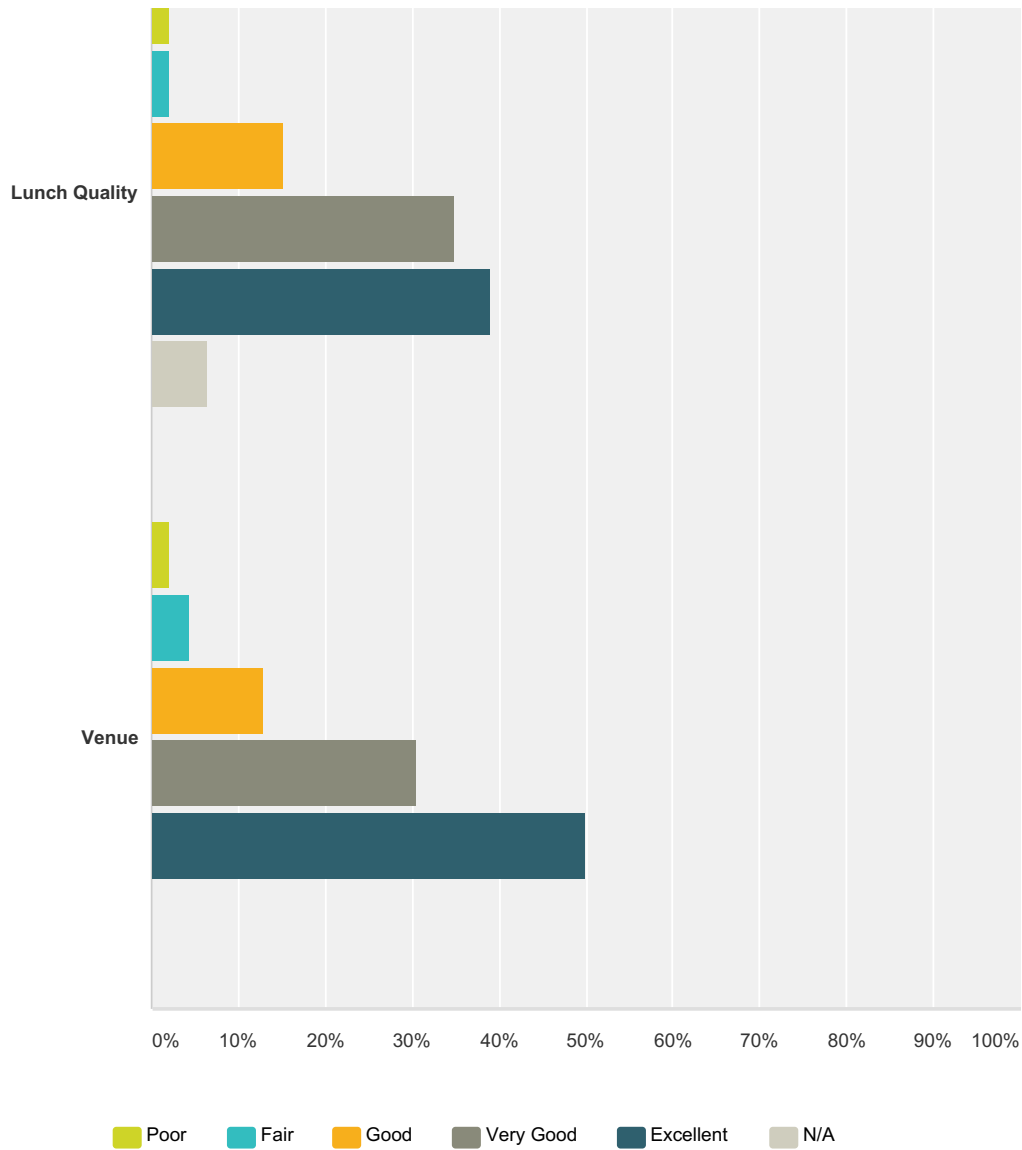
#	Responses	Date
1	I would just like to have some of the morning slides that had good information to share with my folks.	4/11/2016 10:58 AM
2	Overall it was definitely worthwhile; however, for the price, location and content, along with the limited networking opportunities, I am not sure that I would feel the need to attend every year - may every other year.. it depends on the cost, location and timing.	4/7/2016 11:53 AM
3	Excellent program and a very worthwhile day.	4/7/2016 11:45 AM
4	Overall was good.	4/7/2016 11:34 AM

Q25 Overall, how do you rate the event?

Answered: 46 Skipped: 3



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	Poor	Fair	Good	Very Good	Excellent	N/A	Total
Concept	0.00% 0	2.17% 1	10.87% 5	36.96% 17	50.00% 23	0.00% 0	46
Speaker Selection	0.00% 0	4.35% 2	17.39% 8	34.78% 16	43.48% 20	0.00% 0	46
Execution	0.00% 0	4.44% 2	8.89% 4	42.22% 19	44.44% 20	0.00% 0	45
Lunch Quality	2.17% 1	2.17% 1	15.22% 7	34.78% 16	39.13% 18	6.52% 3	46
Venue	2.17% 1	4.35% 2	13.04% 6	30.43% 14	50.00% 23	0.00% 0	46

#	Comments	Date
1	Chairs were very uncomfortable.	4/8/2016 12:16 AM
2	See above - thanks!	4/7/2016 11:53 AM
3	Excellent.	4/7/2016 11:45 AM

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4	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.	4/7/2016 11:34 AM
5	I plan to be back next year. Thanks again.	4/7/2016 11:15 AM