

#1

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 3:46:38 PM
Last Modified: Thursday, October 12, 2017 3:49:21 PM
Time Spent: 00:02:42
First Name: Ariella
Last Name: Stober
Email: ariella.stober@redgate-re.com
IP Address: 146.115.145.73

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking and sessions info

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

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

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

7 (Passive)

Q5 What was the most valuable aspect of this conference?

Networking

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

Would have been nice to have water bottles out-those of us not sitting at tables couldn't access a cup and bottle. Also, lunch was late and the networking space outside the conference room was a little tight.

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 summits? **Respondent skipped this question**

Q9 How did you hear about the conference?

Email from Marcus & Millichap ,
Speaker or Sponsor (please tell us who ,
below)
Other (please
specify):
Greg Bialecki

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Boston Marriott Cambridge	Good
Food & Beverage	Good
Audio / Visual	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	N/A - Did not attend
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	N/A - Did not attend
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Very Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
The Great Migration: What's Happening Beyond Boston's City Limits?	N/A - Did not attend
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

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Q12 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**

Q13 How did you feel about the length of the conference? **Just right**

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? **Respondent skipped this question**

Q15 Any final comments, suggestions, or compliments? **Respondent skipped this question**

#2

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 3:54:54 PM
Last Modified: Thursday, October 12, 2017 4:01:39 PM
Time Spent: 00:06:44
First Name: Antonio
Last Name: Torres
Email: ajtorres@masshousing.com
IP Address: 107.77.225.149

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Market update and meet new people and connect with persons we do business

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?

It appears the Multifamily market is strong for the near future

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?

Understanding appetite for tax reform in us. And state of the low income housing tax credit

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

It was informative and valuable...good venue for the event

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 summits?

Other (please specify):
Massachusetts

Q9 How did you hear about the conference?

**Word of
Mouth**

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Excellent
Boston Marriott Cambridge	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Very Good
Go Big or Go Home: A Mixed-Use Project Showcase	Excellent
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Excellent
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Excellent
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Excellent

Page 3

Q12 Was there a speaker or topic that we did not include that you would like to see at a future event?

Patrick lee

Q13 How did you feel about the length of the conference?

Just right

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#3

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 4:05:12 PM
Last Modified: Thursday, October 12, 2017 4:08:50 PM
Time Spent: 00:03:38
First Name: Bill
Last Name: Mack
Email: bmack@erland.com
IP Address: 204.14.71.74

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking

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

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

Market references to suburban building.

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 and panels

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?

The biggest issue is lobby space. Too small for the size of the crowd.

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

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

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Boston Marriott Cambridge	Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
The Great Migration: What's Happening Beyond Boston's City Limits?	N/A - Did not attend
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

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Q12 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**

Q13 How did you feel about the length of the conference?

Just right

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#4

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 4:13:25 PM
Last Modified: Thursday, October 12, 2017 4:21:31 PM
Time Spent: 00:08:05
First Name: Steve
Last Name: Ramey
Email: sramey@fortisbuild.com
IP Address: 173.76.9.110

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To be aware of the market, where it's heading, and network my business/brand.

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?

Amenities that potential tenants are looking for.

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?

Opportunity for growth in my industry.

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?

Respondent skipped this question

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

Respondent skipped this question

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Boston Marriott Cambridge	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Very Good
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Very Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Very Good

Page 3

Q12 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**

Q13 How did you feel about the length of the conference?

Just right

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q15 Any final comments, suggestions, or compliments?

It was a great event overall. Well executed!

#5

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 4:20:29 PM
Last Modified: Thursday, October 12, 2017 4:22:53 PM
Time Spent: 00:02:23
First Name: Joseph
Last Name: Caron
Email: jcaron@wegowise.com
IP Address: 104.129.82.2

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Meeting property owners, managers, and limited partners

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?

Everyone thinks we near the top of the cycle but probably afraid to say so. Also no one really sees the value in energy efficiency.

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?

Getting a feel for what industry members care about at this moment in time.

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

Further discussion of efficiency practices.

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 summits?

Respondent skipped this question

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Respondent skipped this question

Q11 How would you rate the following sessions of this conference?

Respondent skipped this question

Page 3

Q12 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

Q13 How did you feel about the length of the conference?

Respondent skipped this question

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

Respondent skipped this question

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#6

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 4:12:53 PM
Last Modified: Thursday, October 12, 2017 4:33:05 PM
Time Spent: 00:20:12
First Name: Chris
Last Name: Yule
Email: chris@yuledevelopment.com
IP Address: 66.228.68.139

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Take a break from day to day routine
Stay abreast of the market
Hear others' stories and ideas
Get inspired
Meet industry participants

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?

Keep doing what we were-it's was all good after all
Expand my restaurant portfolio

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?

You touched on all of my areas of interest
And knocked some of them out of the park

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

Some moderators weren't coached well on microphone use, either for themselves or their panelists

Q7 Do you have any specific suggestions for improvement?

Encourage less use of jargon. If I hear another "reposition the asset" I'll scream

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

Respondent skipped this question

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Very Good
Networking Opportunities	Very Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Comments: :

Get rid of the big floodlights. Annoying & distracting. Hand out or have available printed agendas

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Excellent
Comments: : Keep up the good work	

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Q12 Was there a speaker or topic that we did not include that you would like to see at a future event?

Construction and Mechanical system innovations
Project case studies for trend setting cases

Q13 How did you feel about the length of the conference? **Just right**

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? **Respondent skipped this question**

Q15 Any final comments, suggestions, or compliments?

It's great to see you guys putting so much effort into making this a lively, stimulating event. I hope you can keep that up.

#7

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 4:30:29 PM
Last Modified: Thursday, October 12, 2017 4:35:00 PM
Time Spent: 00:04:31
First Name: Joe
Last Name: Ben-Zvi
Email: joe.benzvi@theguarantors.com
IP Address: 66.228.68.153

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

I wanted to meet Landlords and Developers from Boston and get a sense of whether my Company could do business in Boston

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?

Not much to take away other than a few more leads.

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?

leads

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

not so many developers and landlords were present

Q7 Do you have any specific suggestions for improvement?

You should Video record the event

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

Miami,
Chicago,
San Francisco,
Los Angeles,
Washington D.C.,
New York

Q9 How did you hear about the conference?

Other (please
specify):
Your website

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

Subject Matter / Topics	Very Good
Attendee Quality	Fair
Speaker Quality	Very Good
Networking Opportunities	Good
Boston Marriott Cambridge	Excellent
Food & Beverage	Excellent
Audio / Visual	Fair
GreenPearl Staff	Excellent
Execution	Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Fair
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Fair
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Poor
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Excellent
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Excellent

Page 3

Q12 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
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Q13 How did you feel about the length of the conference?	Just right
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Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?	Yes, please contact me.
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Q15 Any final comments, suggestions, or compliments?	Respondent skipped this question
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#8

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 5:00:55 PM
Last Modified: Thursday, October 12, 2017 5:03:41 PM
Time Spent: 00:02:45
First Name: Brian
Last Name: Barringer
Email: BBarringer@consigli.com
IP Address: 50.195.20.110

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Potential clients, and market info

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

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

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

8 (Passive)

Q5 What was the most valuable aspect of this conference?

Attending companies and people

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 summits? **Washington D.C.,
New York**

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

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Very Good
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Fair

Page 3

Q12 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

Q13 How did you feel about the length of the conference? Too long

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? No, thanks.

Q15 Any final comments, suggestions, or compliments? Respondent skipped this question

#9

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 5:09:18 PM
Last Modified: Thursday, October 12, 2017 5:12:42 PM
Time Spent: 00:03:23
First Name: Victor
Last Name: Razon
Email: victorr@mechoshade.com
IP Address: 74.88.161.236

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To better understand the current and future Boston area MDU marketplace

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?

Spend more time looking for opportunities in the greater Boston area

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?

Hearing the positives from developers and the like of the markets growth and potential

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 summits?

Houston,
Miami,
Chicago,
San Francisco,
Los Angeles,
Atlanta,
Washington D.C.,
Seattle,
New York

Q9 How did you hear about the conference?

Email from GreenPearl

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Excellent
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Very Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Very Good

Page 3

Q12 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
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Q13 How did you feel about the length of the conference?	Just right
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Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?	No, thanks.
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Q15 Any final comments, suggestions, or compliments?	Respondent skipped this question
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#10

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 5:28:28 PM
Last Modified: Thursday, October 12, 2017 5:32:32 PM
Time Spent: 00:04:03
First Name: Owen
Last Name: Hall
Email: owen.hall@northbridgecre.com
IP Address: 107.77.225.196

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Market knowledge and networking

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

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

Tax reform preparation

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 summits?

Respondent skipped this question

Q9 How did you hear about the conference?

Email from Marcus & Millichap

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

Subject Matter / Topics	Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Good
Boston Marriott Cambridge	Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Good
Go Big or Go Home: A Mixed-Use Project Showcase	Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

Page 3

Q12 Was there a speaker or topic that we did not include that you would like to see at a future event?

Affordable housing

Q13 How did you feel about the length of the conference?

Too long

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#11

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 5:45:08 PM
Last Modified: Thursday, October 12, 2017 5:47:55 PM
Time Spent: 00:02:46
First Name: Nancy
Last Name: Goldsmith
Email: ngoldsmith@bozzuto.com
IP Address: 24.146.255.8

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

market information, client interaction

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

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

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

7 (Passive)

Q5 What was the most valuable aspect of this conference?

economic overview

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 summits? **Washington D.C.,
New York**

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

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	N/A - Did not attend
Building a Better Tomorrow: Overcoming Boston's Development Challenges	N/A - Did not attend
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
The Great Migration: What's Happening Beyond Boston's City Limits?	N/A - Did not attend
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

Page 3

Q12 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

Q13 How did you feel about the length of the conference? Too long

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

Respondent skipped this question

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#12

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 6:00:56 PM
Last Modified: Thursday, October 12, 2017 6:05:16 PM
Time Spent: 00:04:19
First Name: Bradford
Last Name: Spencer
Email: bradfordspencer@me.com
IP Address: 107.77.224.184

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking w colleagues and stay up on the cre industry , friend also works at Marcus

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?

Still opportunity but it's expensive out there

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 and current data points

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

An interesting guest speaker is often added bonus

Q7 Do you have any specific suggestions for improvement?

It was good

Q8 Which of the following geographies also interest you **New York**
or your firm for multifamily summits?

Q9 How did you hear about the conference?

Email from Marcus & Millichap ,

Word of
Mouth ,

Other (please
specify):

Friend

Page 2

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

Respondent skipped this question

Q11 How would you rate the following sessions of this conference?

Respondent skipped this question

Page 3

Q12 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

Q13 How did you feel about the length of the conference?

Respondent skipped this question

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

Respondent skipped this question

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#13

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 6:08:26 PM
Last Modified: Thursday, October 12, 2017 6:12:25 PM
Time Spent: 00:03:59
First Name: Sep
Last Name: Sadeghi
Email: sadegs@gmail.com
IP Address: 209.6.127.67

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

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?

multifamily market data points were exceptional. keynote speaker was good and spoke to good industry insights

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?

multifamily market data, state of the economy and key points to differentiate today's market vs previous bubbles

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

networking... many people selling services, not many developers in audience

Q7 Do you have any specific suggestions for improvement?

none

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

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

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Excellent

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Excellent
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Excellent
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Good

Page 3

Q12 Was there a speaker or topic that we did not include that you would like to see at a future event?

no

Q13 How did you feel about the length of the conference?

Just right

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#14

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 6:30:50 PM
Last Modified: Thursday, October 12, 2017 6:34:12 PM
Time Spent: 00:03:22
First Name: Matt
Last Name: Petty
Email: matt@townpg.com
IP Address: 173.162.249.254

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To hear feedback on market conditions and projections from industry leaders | Networking

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

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

N/A

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 discussions

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?

No

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

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

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Very Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Very Good
Audio / Visual	Good
GreenPearl Staff	Good
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Excellent
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Very Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
The Great Migration: What's Happening Beyond Boston's City Limits?	N/A - Did not attend
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

Page 3

Q12 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**

Q13 How did you feel about the length of the conference?

Just right

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#15

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 7:23:29 PM
Last Modified: Thursday, October 12, 2017 7:30:29 PM
Time Spent: 00:07:00
First Name: Rick
Last Name: Rostoff
Email: rrostoff@linearretail.com
IP Address: 71.162.125.56

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To learn what experienced developers thought of the Boston real estate market and to network.

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?

Use the appropriate ratios of residential and commercial in mixed use developments.

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?

Hearing from established speakers.

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

Not enough networking time.

Q7 Do you have any specific suggestions for improvement?

1) All of the moderators seemed hurried. Allot the panels more time so they are not rushed.

2) Have longer networking breaks.

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

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Good
Boston Marriott Cambridge	Good
Food & Beverage	Very Good
Audio / Visual	Good
GreenPearl Staff	Very Good
Execution	Very Good

Comments: :

Parking garage was full and had to park a few streets away. Make sure they allot some garage or valet spaces to attendees,

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Very Good
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Very Good

Page 3

Q12 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**

Q13 How did you feel about the length of the conference? **Just right**

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? **No, thanks.**

Q15 Any final comments, suggestions, or compliments?

More and longer networking breaks.

Food was great.

#16

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 7:37:02 PM
Last Modified: Thursday, October 12, 2017 7:44:06 PM
Time Spent: 00:07:03
First Name: Michela
Last Name: DeSantis
Email: michela_desantis@avalonbay.com
IP Address: 73.16.169.70

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

get other developers' take on submarkets within Boston and understand their largest challenges

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?

6 (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? **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 summits? **Respondent skipped this question**

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

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

Respondent skipped this question

Q11 How would you rate the following sessions of this conference?

Respondent skipped this question

Page 3

Q12 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

Q13 How did you feel about the length of the conference?

Respondent skipped this question

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

Respondent skipped this question

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#17

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 12, 2017 10:07:19 PM
Last Modified: Thursday, October 12, 2017 10:15:38 PM
Time Spent: 00:08:19
First Name: Peter
Last Name: Hubbe
Email: peter.hubbe@icf.com
IP Address: 76.119.173.247

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

networking

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

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

We need financial people to take special interest in doing as much energy efficiency and solar power as possible and to be active learners in this field.

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?

honest talk

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 summits?

Other (please specify):
Boston

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Very Good
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Very Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Very Good

Page 3

Q12 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

Q13 How did you feel about the length of the conference?

Just right

Q14 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.:

Peter Hubbe Mass Save New Construction 774-312-1750

We can present on the Mass Save New Construction Program to MA builders and developers

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#18

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 5:23:11 AM
Last Modified: Friday, October 13, 2017 5:32:10 AM
Time Spent: 00:08:59
First Name: Jeffrey
Last Name: Rhodin
Email: jrhodin@sea.us.com
IP Address: 209.6.118.247

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? **Very Well**

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

Industry information will inform service value proposition

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?

Focus on multifamily trends and perspectives

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

Lunch was served late and I felt that I had to miss a session in order to get something to eat

Q7 Do you have any specific suggestions for improvement?

Given the schedule of the sessions a grab and go lunch/ bite sized sandwiches would have been better

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

Other (please specify):
Philidelphia

Q9 How did you hear about the conference?

**Word of
Mouth**

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Boston Marriott Cambridge	Fair
Food & Beverage	Fair
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Very Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Good

Page 3

Q12 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

Q13 How did you feel about the length of the conference?

Just right

Q14 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.:

jrhodin@sea.us.com

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#19

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 6:36:40 AM
Last Modified: Friday, October 13, 2017 6:39:07 AM
Time Spent: 00:02:27
First Name: Kathleen
Last Name: Kusiak
Email: kathleenkusiak@altaprop.com
IP Address: 108.26.201.52

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Education

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

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

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

7 (Passive)

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

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

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

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

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

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Very Good
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Very Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
The Great Migration: What's Happening Beyond Boston's City Limits?	N/A - Did not attend
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

Page 3

Q12 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

Q13 How did you feel about the length of the conference? Respondent skipped this question

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

Respondent skipped this question

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#20

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 7:01:23 AM
Last Modified: Friday, October 13, 2017 7:08:09 AM
Time Spent: 00:06:46
First Name: John
Last Name: Pignataro
Email: john.pignataro@lendlease.com
IP Address: 69.174.87.20

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking and Industry knowledge.

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?

Confidence in implementing our business development/growth strategy based on overall anticipated market performance.

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?

Speakers and content

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

Public space at the venue (break out networking) was a bit cramped.

Q7 Do you have any specific suggestions for improvement?

It would be nice to integrate the public sector (govt.) into the private sector (speakers on panels, etc.). Infrastructure, transportation, affordable/workforce housing, unions, etc. were not well represented. Is there a reason why the conference could not integrate all contributing aspects of real estate development?

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

Chicago,
San Francisco,
Los Angeles,
Washington D.C.,
New York

Q9 How did you hear about the conference?

Email from Marcus & Millichap ,
Speaker or Sponsor (please tell us who
below)

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Excellent
Boston Marriott Cambridge	Good
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Very Good
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Excellent
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Excellent
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Excellent
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
The Great Migration: What's Happening Beyond Boston's City Limits?	N/A - Did not attend
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

Page 3

Q12 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**

Q13 How did you feel about the length of the conference? **Just right**

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? **No, thanks.**

Q15 Any final comments, suggestions, or compliments? **Respondent skipped this question**

#21

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 9:05:43 AM
Last Modified: Friday, October 13, 2017 9:12:46 AM
Time Spent: 00:07:02
First Name: Timothy
Last Name: Elftman
Email: timothy.elftman@marcusmillichap.com
IP Address: 38.140.159.18

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Marcus and Millichap associate-meeting with clients

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?

Knowledge and insight of the developments in the area and how they may be affecting my private 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?

Exposure to the wide variety of panels.

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

It was a first class event

Q7 Do you have any specific suggestions for improvement?

Efficient use of time is tough when controlled by so many different panels. Great job adjusting to different set up and use of the stage.

Q8 Which of the following geographies also interest you or your firm for multifamily summits? **New York**

Q9 How did you hear about the conference?

**Word of
Mouth**

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Boston Marriott Cambridge	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Excellent
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Excellent
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Very Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Excellent
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
The Great Migration: What's Happening Beyond Boston's City Limits?	Excellent
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Excellent

Page 3

Q12 Was there a speaker or topic that we did not include that you would like to see at a future event?

Bob Dewitt had some great insight and high level exposure to the industry

Q13 How did you feel about the length of the conference?

Just right

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q15 Any final comments, suggestions, or compliments?

Great job all around excited for next year !!

#22

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 9:56:49 AM
Last Modified: Friday, October 13, 2017 10:00:42 AM
Time Spent: 00:03:52
First Name: Steven
Last Name: Allen
Email: sallen@prellchil.com
IP Address: 50.204.118.178

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

meeting clients & prospective clients; getting pulse of the market

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?

Market still strong. Keep planning for design work

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?

National perspective was interesting

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

Not enough time to network

Q7 Do you have any specific suggestions for improvement?

Fewer presentations. STAY ON TIME! Or more break time.

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

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Good
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Fair
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Fair
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Excellent
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
The Great Migration: What's Happening Beyond Boston's City Limits?	N/A - Did not attend
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

Page 3

Q12 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**

Q13 How did you feel about the length of the conference?

Too long

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

Respondent skipped this question

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#23

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 10:01:07 AM
Last Modified: Friday, October 13, 2017 10:15:37 AM
Time Spent: 00:14:30
First Name: Mark
Last Name: Consoli
Email: mconsoli@MetProp.com
IP Address: 38.111.26.82

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Learn more about the status of projects, (planned and in process) and overall info on the Boston and Greater Boston multifamily market. To hear details and specifics about deals, areas, transactions etc.

Q2 How well did the conference meet your expectations?

Somewhat,

Neither (please explain):

Info tended to be a little vague and repetitive. Wanted more specific detail. The audience is likely all real estate people who already know the big picture high level info. Wanted more specifics about specific projects, plans, areas etc.

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

Boston is too hot, look to the suburban markets for any shot at value investing

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 info on projects in process.

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

Repetitive info from one panel to the next. Weak moderators not really digging to get info from the panelists.

Q7 Do you have any specific suggestions for improvement?

Be sure the panel topics are different and people don't just say the same high level comments about Boston generally. Maybe manage the preparation process more so the moderators dig in and get details and real info from the panelists.

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

Miami,
Chicago,
Atlanta,
Washington D.C.,
New York

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Fair
Attendee Quality	Excellent
Speaker Quality	Good
Networking Opportunities	Excellent
Boston Marriott Cambridge	Poor
Food & Beverage	Excellent
Audio / Visual	Fair
GreenPearl Staff	Very Good
Execution	Fair

Comments: :

Cambridge location doesn't seem to make much sense. I heard nothing good about it from attendees. Either staff or moderators should make sure panelists speak into the mikes, sound quality was often poor. Make better use of the screens to show projects, areas etc.

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	N/A - Did not attend
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Very Good
Go Big or Go Home: A Mixed-Use Project Showcase	Excellent
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Fair
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Very Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	N/A - Did not attend
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend
Comments: : Maybe try to bring a little more about new England markets outside of Boston. Only one panel really even talked about it (Sal Lupoli panel).	

Page 3

Q12 Was there a speaker or topic that we did not include that you would like to see at a future event?

New England beyond Boston.

Q13 How did you feel about the length of the conference?

Too long,
Comments:
A morning or afternoon is probably enough.

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q15 Any final comments, suggestions, or compliments?

This conference is becoming one of the major real estate events for Boston. Nice job creating it and growing it. Need to improve the content to keep it going.

#24

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 11:18:23 AM
Last Modified: Friday, October 13, 2017 11:22:58 AM
Time Spent: 00:04:35
First Name: Laura
Last Name: Portney
Email: lportney@prellchil.com
IP Address: 50.204.118.178

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To get the pulse of the multifamily industry

Q2 How well did the conference meet your expectations? **Not Very Well,**
Neither (please
explain):
I felt that it was poorly organized, cramming a lot of material
into a short time span, not allowing for breaks and not
allowing some content to be fully discussed.

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?

5 (Detractor)

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

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

Q7 Do you have any specific suggestions for improvement?

I would recommend going to a typical conference schedule with concurrent sessions occurring that are longer, with breaks in between
so that people feel like they have more information relevant to them to digest.

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

Q9 How did you hear about the conference?

Word of Mouth

Page 2

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

Subject Matter / Topics	Good
Attendee Quality	Very Good
Speaker Quality	Fair
Networking Opportunities	Fair
Boston Marriott Cambridge	Very Good
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Fair
Execution	Poor

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Good
Go Big or Go Home: A Mixed-Use Project Showcase	Fair
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Poor
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Excellent
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
The Great Migration: What's Happening Beyond Boston's City Limits?	N/A - Did not attend
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

Page 3

Q12 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**

Q13 How did you feel about the length of the conference? **Too long**

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? **No, thanks.**

Q15 Any final comments, suggestions, or compliments? **Respondent skipped this question**

#25

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 1:33:51 PM
Last Modified: Friday, October 13, 2017 1:37:13 PM
Time Spent: 00:03:22
First Name: Nesil
Last Name: Normile
Email: nesil.normile@oldcastleprecast.com
IP Address: 67.246.33.59

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Get latest market projections for Boston area and network.

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?

More optimistic outlook for upcoming opportunities.

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 summits?

New York,
Other (please specify):
New England

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Very Good
Go Big or Go Home: A Mixed-Use Project Showcase	N/A - Did not attend
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	N/A - Did not attend
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

Page 3

Q12 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**

Q13 How did you feel about the length of the conference?

Just right

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#26

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 4:47:29 PM
Last Modified: Friday, October 13, 2017 4:51:06 PM
Time Spent: 00:03:36
First Name: Chris
Last Name: Chandor
Email: cchandor@thedaviscompanies.com
IP Address: 38.88.168.178

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Staying current with market and networking

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

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

Need to stay competitive with amenities, both physical design and operational services.

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?

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 summits?

Respondent skipped this question

Q9 How did you hear about the conference?

Email from Marcus & Millichap

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Excellent
Boston Marriott Cambridge	Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Comments: :

Location is difficult vs. other options usually available. Expensive parking.

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Very Good
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Excellent
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Very Good

Page 3

Q12 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**

Q13 How did you feel about the length of the conference?

Just right,

Comments:

but don't wait until 1:30 to break for lunch next time...

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#27

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, October 13, 2017 9:47:22 PM
Last Modified: Friday, October 13, 2017 9:56:51 PM
Time Spent: 00:09:29
First Name: Mohammed
Last Name: Akbarian
Email: mo.akbarian12@gmail.com
IP Address: 174.199.7.133

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Learn more about the real state 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?

Buy residential properties even at high prices

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?

Have great experts talk to us

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

Like to hear more about properties outside of Boston

Q7 Do you have any specific suggestions for improvement?

Do not stat so early in the morning

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

Washington D.C.,

Other (please
specify):

Other cities in Florida

Q9 How did you hear about the conference?

Email from Marcus & Millichap ,

Other (please
specify):

Thanks again

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Boston Marriott Cambridge	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent
Comments: :	
Great work	

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Excellent
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Excellent
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Excellent
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Excellent
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Excellent
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Excellent
The Great Migration: What's Happening Beyond Boston's City Limits?	Excellent
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Excellent
Comments: : Excellent topics and speakers	

Page 3

Q12 Was there a speaker or topic that we did not include that you would like to see at a future event?

I would add smaller group discussion with the speaker in the area of their expertise

Q13 How did you feel about the length of the conference?

Just right,
Comments:
Good
work

Q14 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.:
mo.akbarian12@gmail.com

Q15 Any final comments, suggestions, or compliments?

Have one or two meeting a year.

#28

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Sunday, October 15, 2017 11:28:28 AM
Last Modified: Sunday, October 15, 2017 11:36:48 AM
Time Spent: 00:08:19
First Name: Jon
Last Name: Bovarnick
Email: geminihomes@yahoo.com
IP Address: 73.126.88.5

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Invited and interested in what other RE Estate Companies are doing.

Q2 How well did the conference meet your expectations? **Not Very Well,**
Neither (please
explain):
It was more focused on Urban, (Boston, Cambridge) and
larger Institutional players.

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

nothing

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

Not at all likely - 0 (Detractor)

Q5 What was the most valuable aspect of this conference?

I guess you get to see how larger companies look at the Real estate Market.

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

Yes, we are suburban developers and event didn't really focus on this.

Q7 Do you have any specific suggestions for improvement?

Maybe should be broken up between large institutional players and private companies
that work in more suburban locations.

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

Respondent skipped this question

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Fair
Attendee Quality	Fair
Speaker Quality	Fair
Networking Opportunities	Poor
Boston Marriott Cambridge	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Good
Execution	Good

Comments: :

This event was not really set up for companies like ours.

Q11 How would you rate the following sessions of this conference?

Respondent skipped this question

Page 3

Q12 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

Q13 How did you feel about the length of the conference?

Comments:
left after morning
break.

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

No, thanks.

Q15 Any final comments, suggestions, or compliments?

It seems like it was well organized just not geared for companies like ours.

#29

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 16, 2017 8:33:43 AM
Last Modified: Monday, October 16, 2017 8:36:26 AM
Time Spent: 00:02:42
First Name: Kristopher
Last Name: Hebert
Email: k.hebert@johnsonoconnor.com
IP Address: 96.230.50.122

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

market data and connections

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

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

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

8 (Passive)

Q5 What was the most valuable aspect of this conference?

panel discussions on relevant topics

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 summits? **Respondent skipped this question**

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

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Very Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Very Good
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Very Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Very Good

Page 3

Q12 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**

Q13 How did you feel about the length of the conference?

Too ,
long

Comments:

Might be good to end after lunch. Afternoon session were not as well attended

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

Respondent skipped this question

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#30

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 16, 2017 1:53:22 PM
Last Modified: Monday, October 16, 2017 1:58:58 PM
Time Spent: 00:05:35
First Name: Noam
Last Name: Kleinman
Email: noam.kleinman@akelius.us
IP Address: 50.225.170.174

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking.

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

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

Content was great, but it was too long.

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?

High quality of speakers.

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

It was just too long.

Q7 Do you have any specific suggestions for improvement?

perhaps do more breakout sections so people can focus on their interests.

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

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Boston Marriott Cambridge	Very Good
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Very Good
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Excellent
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Excellent
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Excellent
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Excellent
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Excellent
The Great Migration: What's Happening Beyond Boston's City Limits?	Very Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	Very Good

Page 3

Q12 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**

Q13 How did you feel about the length of the conference? **Too long**

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? **No, thanks.**

Q15 Any final comments, suggestions, or compliments? **Respondent skipped this question**

#31

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 16, 2017 2:08:31 PM
Last Modified: Monday, October 16, 2017 2:13:33 PM
Time Spent: 00:05:02
First Name: Michael
Last Name: Bonsey
Email: mbonsey@leaderbank.com
IP Address: 108.171.130.188

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To gather information about the local multifamily market.

Q2 How well did the conference meet your expectations? **Not Very Well,**
Neither (please
explain):
Way too much national information, and not a lot of local
data. The panels were focused on other issues.

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

None

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 first presentation about the national and local markets.

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

See above. I'm not sure the panel discussing factors that attract millennials was widely needed.

Q7 Do you have any specific suggestions for improvement?

More local market segment data and information.

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

Respondent skipped this question

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Poor
Attendee Quality	Good
Speaker Quality	Good
Networking Opportunities	Fair
Boston Marriott Cambridge	Good
Food & Beverage	Very Good
Audio / Visual	Good
GreenPearl Staff	Good
Execution	Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Poor
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Fair
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Poor
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Poor
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Good
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

Page 3

Q12 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**

Q13 How did you feel about the length of the conference? **Too long**

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? **No, thanks.**

Q15 Any final comments, suggestions, or compliments?

The panelists and speakers were knowledgeable and did a good job - my comments should not reflect upon them. However, it was the content that was different from what I was seeking.

#32

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 16, 2017 2:23:45 PM
Last Modified: Monday, October 16, 2017 2:28:07 PM
Time Spent: 00:04:21
First Name: Linda
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Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Gain greater insight into the Boston multi-family market and development trends.

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?

4 (Detractor)

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

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

The panels were a bit weak. It would also have been helpful to have an agenda with times on it. The morning went way over and lunch wasn't served until almost 1:30. There weren't any announcements on so you were sitting there clueless on how long the morning session would run.

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 summits? **Respondent skipped this question**

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

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

Subject Matter / Topics	Good
Attendee Quality	Good
Speaker Quality	Good
Networking Opportunities	Good
Boston Marriott Cambridge	Very Good
Food & Beverage	Very Good
Audio / Visual	Good
Execution	Fair

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Very Good
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Very Good
Go Big or Go Home: A Mixed-Use Project Showcase	Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Fair
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Fair
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Fair
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Good
The Great Migration: What's Happening Beyond Boston's City Limits?	Fair

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Q12 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**

Q13 How did you feel about the length of the conference? **Too long**

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? **No, thanks.**

Q15 Any final comments, suggestions, or compliments?

Respondent skipped this question

#33

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Tuesday, October 17, 2017 10:39:40 AM
Last Modified: Tuesday, October 17, 2017 10:45:56 AM
Time Spent: 00:06:15
First Name: Christine
Last Name: Flaherty
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Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Gather information on the Boston MF Market today.

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 have already discussed cost segregation analysis with a client.

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?

Great panels!

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

It appeared that a couple of the moderators were there more for advertising their business - then moderating. Would be best to keep moderators to folks in the business - as those were the best done and most informative panels b/c the questions were relevant.

Q7 Do you have any specific suggestions for improvement?

It appeared that a couple of the moderators were there more for advertising their business - then moderating. Would be best to keep moderators to folks in the business - as those were the best done and most informative panels b/c the questions were relevant.

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

Q9 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Boston Marriott Cambridge	Excellent
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

Q11 How would you rate the following sessions of this conference?

Multifamily State of the Market: National vs New England Markets	Excellent
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	Excellent
Go Big or Go Home: A Mixed-Use Project Showcase	Very Good
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	Very Good
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	Fair
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	Good
Building a Better Tomorrow: Overcoming Boston's Development Challenges	Excellent
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
The Great Migration: What's Happening Beyond Boston's City Limits?	N/A - Did not attend
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	N/A - Did not attend

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Q12 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**

Q13 How did you feel about the length of the conference? **Just right**

Q14 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? **No, thanks.**

Q15 Any final comments, suggestions, or compliments? **Respondent skipped this question**
