

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

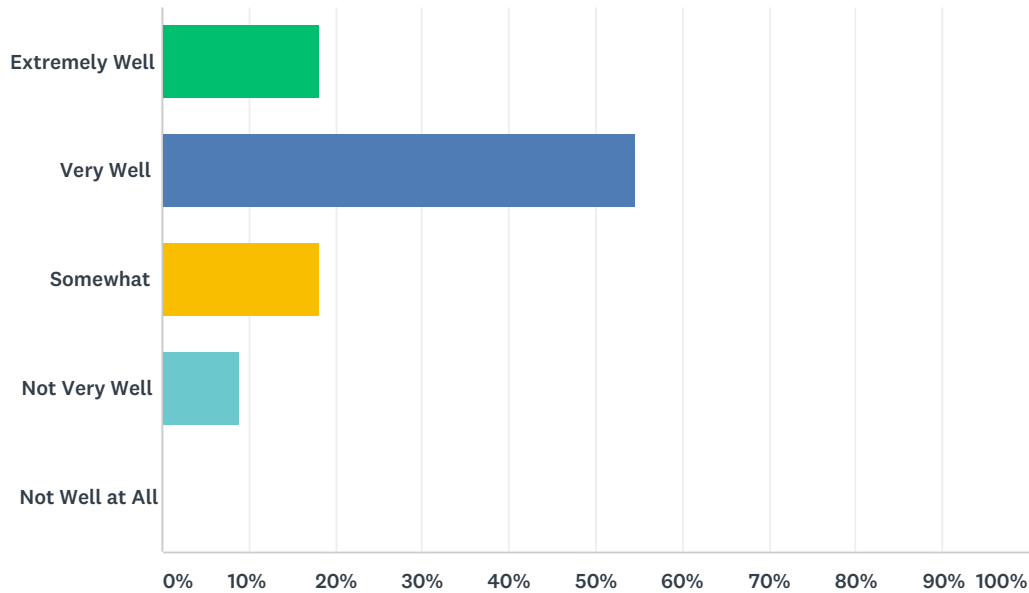
Answered: 33   Skipped: 0

#	RESPONSES	DATE
1	Gather information on the Boston MF Market today.	10/17/2017 10:43 AM
2	Gain greater insight into the Boston multi-family market and development trends.	10/16/2017 2:26 PM
3	To gather information about the local multifamily market.	10/16/2017 2:11 PM
4	Networking.	10/16/2017 1:57 PM
5	market data and connections	10/16/2017 8:35 AM
6	Invited and interested in what other RE Estate Companies are doing.	10/15/2017 11:34 AM
7	Learn more about the real state market	10/13/2017 9:52 PM
8	Staying current with market and networking	10/13/2017 4:49 PM
9	Get latest market projections for Boston area and network.	10/13/2017 1:36 PM
10	To get the pulse of the multifamily industry	10/13/2017 11:21 AM
11	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.	10/13/2017 10:07 AM
12	meeting clients & prospective clients; getting pulse of the market	10/13/2017 9:59 AM
13	Marcus and Millichap associate-meeting with clients	10/13/2017 9:11 AM
14	Networking and Industry knowledge.	10/13/2017 7:06 AM
15	Education	10/13/2017 6:38 AM
16	Networking and education	10/13/2017 5:28 AM
17	networking	10/12/2017 10:12 PM
18	get other developers' take on submarkets within Boston and understand their largest challenges	10/12/2017 7:44 PM
19	To learn what experienced developers thought of the Boston real estate market and to network.	10/12/2017 7:27 PM
20	To hear feedback on market conditions and projections from industry leaders   Networking	10/12/2017 6:32 PM
21	information	10/12/2017 6:11 PM
22	Networking w colleagues and stay up on the cre industry , friend also works at Marcus	10/12/2017 6:05 PM
23	market information, client interaction	10/12/2017 5:47 PM
24	Market knowledge and networking	10/12/2017 5:31 PM
25	To better understand the current and future Boston area MDU marketplace	10/12/2017 5:11 PM
26	Potential clients, and market info	10/12/2017 5:02 PM
27	I wanted to meet Landlords and Developers from Boston and get a sense of whether my Company could do business in Boston	10/12/2017 4:33 PM
28	Meeting property owners, managers, and limited partners	10/12/2017 4:23 PM
29	Take a break from day to day routine Stay abreast of the market Hear others' stories and ideas Get inspired Meet industry participants	10/12/2017 4:22 PM
30	To be aware of the market, where it's heading, and network my business/brand.	10/12/2017 4:18 PM
31	Networking	10/12/2017 4:07 PM
32	Market update and meet new people and connect with persons we do business	10/12/2017 3:59 PM



## Q2 How well did the conference meet your expectations?

Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely Well	18.18%	6
Very Well	54.55%	18
Somewhat	18.18%	6
Not Very Well	9.09%	3
Not Well at All	0.00%	0
TOTAL		33

#	NEITHER (PLEASE EXPLAIN)	DATE
1	Way too much national information, and not a lot of local data. The panels were focused on other issues.	10/16/2017 2:11 PM
2	It was more focused on Urban, (Boston, Cambridge) and larger Institutional players.	10/15/2017 11:34 AM
3	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.	10/13/2017 11:21 AM
4	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.	10/13/2017 10:07 AM

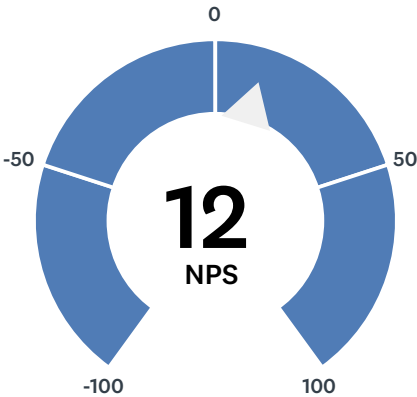
## Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

Answered: 25   Skipped: 8

#	RESPONSES	DATE
1	I have already discussed cost segregation analysis with a client.	10/17/2017 10:43 AM
2	None	10/16/2017 2:11 PM
3	Content was great, but it was too long.	10/16/2017 1:57 PM
4	nothing	10/15/2017 11:34 AM
5	Buy residential properties even at high prices	10/13/2017 9:52 PM
6	Need to stay competitive with amenities, both physical design and operational services.	10/13/2017 4:49 PM
7	More optimistic outlook for upcoming opportunities.	10/13/2017 1:36 PM
8	Boston is too hot, look to the suburban markets for any shot at value investing	10/13/2017 10:07 AM
9	Market still strong. Keep planning for design work	10/13/2017 9:59 AM
10	Knowledge and insight of the developments in the area and how they may be affecting my private clients.	10/13/2017 9:11 AM
11	Confidence in implementing our business development/growth strategy based on overall anticipated market performance.	10/13/2017 7:06 AM
12	Industry information will inform service value proposition	10/13/2017 5:28 AM
13	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.	10/12/2017 10:12 PM
14	Use the appropriate ratios of residential and commercial in mixed use developments.	10/12/2017 7:27 PM
15	N/A	10/12/2017 6:32 PM
16	multifamily market data points were exceptional. keynote speaker was good and spoke to good industry insights	10/12/2017 6:11 PM
17	Still opportunity but it's expensive out there	10/12/2017 6:05 PM
18	Tax reform preparation	10/12/2017 5:31 PM
19	Spend more time looking for opportunities in the greater Boston area	10/12/2017 5:11 PM
20	Not much to take away other than a few more leads.	10/12/2017 4:33 PM
21	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.	10/12/2017 4:23 PM
22	Keep doing what we were-it's was all good after all Expand my restaurant portfolio	10/12/2017 4:22 PM
23	Amenities that potential tenants are looking for.	10/12/2017 4:18 PM
24	Market references to suburban building.	10/12/2017 4:07 PM
25	It appears the Multifamily market is strong for the near future	10/12/2017 3:59 PM

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

Answered: 33 Skipped: 0



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
21% 7	45% 15	33% 11	12

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

Answered: 27   Skipped: 6

#	RESPONSES	DATE
1	Great panels!	10/17/2017 10:43 AM
2	The first presentation about the national and local markets.	10/16/2017 2:11 PM
3	High quality of speakers.	10/16/2017 1:57 PM
4	panel discussions on relevant topics	10/16/2017 8:35 AM
5	I guess you get to see how larger companies look at the Real estate Market.	10/15/2017 11:34 AM
6	Have great experts talk to us	10/13/2017 9:52 PM
7	The info on projects in process.	10/13/2017 10:07 AM
8	National perspective was interesting	10/13/2017 9:59 AM
9	Exposure to the wide variety of panels.	10/13/2017 9:11 AM
10	Speakers and content	10/13/2017 7:06 AM
11	Focus on multifamily trends and perspectives	10/13/2017 5:28 AM
12	honest talk	10/12/2017 10:12 PM
13	Networking	10/12/2017 7:44 PM
14	Hearing from established speakers.	10/12/2017 7:27 PM
15	Panel discussions	10/12/2017 6:32 PM
16	multifamily market data, state of the economy and key points to differentiate today's market vs previous bubbles	10/12/2017 6:11 PM
17	Networking and current data points	10/12/2017 6:05 PM
18	economic overview	10/12/2017 5:47 PM
19	Hearing the positives from developers and the like of the markets growth and potential	10/12/2017 5:11 PM
20	Attending companies and people	10/12/2017 5:02 PM
21	leads	10/12/2017 4:33 PM
22	Getting a feel for what industry members care about at this moment in time.	10/12/2017 4:23 PM
23	You touched on all of my areas of interest And knocked some of them out of the park	10/12/2017 4:22 PM
24	Opportunity for growth in my industry.	10/12/2017 4:18 PM
25	Networking and panels	10/12/2017 4:07 PM
26	Understanding appetite for tax reform in us. And state of the low income housing tax credit	10/12/2017 3:59 PM
27	Networking	10/12/2017 3:48 PM

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

Answered: 21   Skipped: 12

#	RESPONSES	DATE
1	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.	10/17/2017 10:43 AM
2	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.	10/16/2017 2:26 PM
3	See above. I'm not sure the panel discussing factors that attract millennials was widely needed.	10/16/2017 2:11 PM
4	It was just too long.	10/16/2017 1:57 PM
5	Yes, we are suburban developers and event didn't really focus on this.	10/15/2017 11:34 AM
6	Like to hear more about properties outside of Boston	10/13/2017 9:52 PM
7	Repetitive info from one panel to the next. Weak moderators not really digging to get info from the panelists.	10/13/2017 10:07 AM
8	Not enough time to network	10/13/2017 9:59 AM
9	It was a first class event	10/13/2017 9:11 AM
10	Public space at the venue (break out networking) was a bit cramped.	10/13/2017 7:06 AM
11	Lunch was served late and I felt that I had to miss a session in order to get something to eat	10/13/2017 5:28 AM
12	Not enough networking time.	10/12/2017 7:27 PM
13	No	10/12/2017 6:32 PM
14	networking... many people selling services, not many developers in audience	10/12/2017 6:11 PM
15	An interesting guest speaker is often added bonus	10/12/2017 6:05 PM
16	not so many developers and landlords were present	10/12/2017 4:33 PM
17	Further discussion of efficiency practices.	10/12/2017 4:23 PM
18	Some moderators weren't coached well on microphone use, either for themselves or their panelists	10/12/2017 4:22 PM
19	No	10/12/2017 4:18 PM
20	It was informative and valuable...good venue for the event	10/12/2017 3:59 PM
21	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.	10/12/2017 3:48 PM

## Q7 Do you have any specific suggestions for improvement?

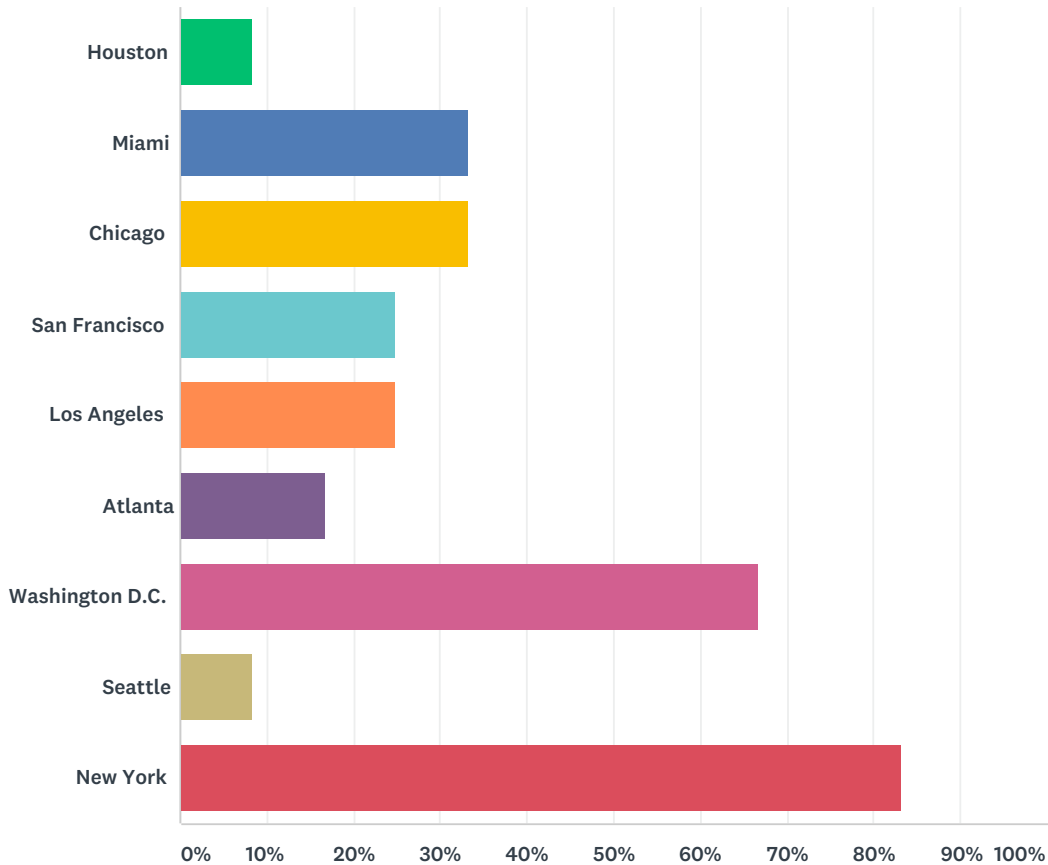
Answered: 18   Skipped: 15

#	RESPONSES	DATE
1	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.	10/17/2017 10:43 AM
2	More local market segment data and information.	10/16/2017 2:11 PM
3	perhaps do more breakout sections so people can focus on their interests.	10/16/2017 1:57 PM
4	Maybe should be broken up between large institutional players and private companies that work in more suburban locations.	10/15/2017 11:34 AM
5	Do not start so early in the morning	10/13/2017 9:52 PM
6	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.	10/13/2017 11:21 AM
7	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.	10/13/2017 10:07 AM
8	Fewer presentations. STAY ON TIME! Or more break time.	10/13/2017 9:59 AM
9	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.	10/13/2017 9:11 AM
10	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?	10/13/2017 7:06 AM
11	Given the schedule of the sessions a grab and go lunch/ bite sized sandwiches would have been better	10/13/2017 5:28 AM
12	1) All of the moderators seemed hurried. Allot the panels more time so they are not rushed. 2) Have longer networking breaks.	10/12/2017 7:27 PM
13	No	10/12/2017 6:32 PM
14	none	10/12/2017 6:11 PM
15	It was good	10/12/2017 6:05 PM
16	You should Video record the event	10/12/2017 4:33 PM
17	Encourage less use of jargon. If I hear another "reposition the asset" I'll scream	10/12/2017 4:22 PM
18	The biggest issue is lobby space. Too small for the size of the crowd.	10/12/2017 4:07 PM



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

Answered: 12 Skipped: 21



ANSWER CHOICES		RESPONSES
Houston		8.33% 1
Miami		33.33% 4
Chicago		33.33% 4
San Francisco		25.00% 3
Los Angeles		25.00% 3
Atlanta		16.67% 2
Washington D.C.		66.67% 8
Seattle		8.33% 1
New York		83.33% 10
Total Respondents: 12		

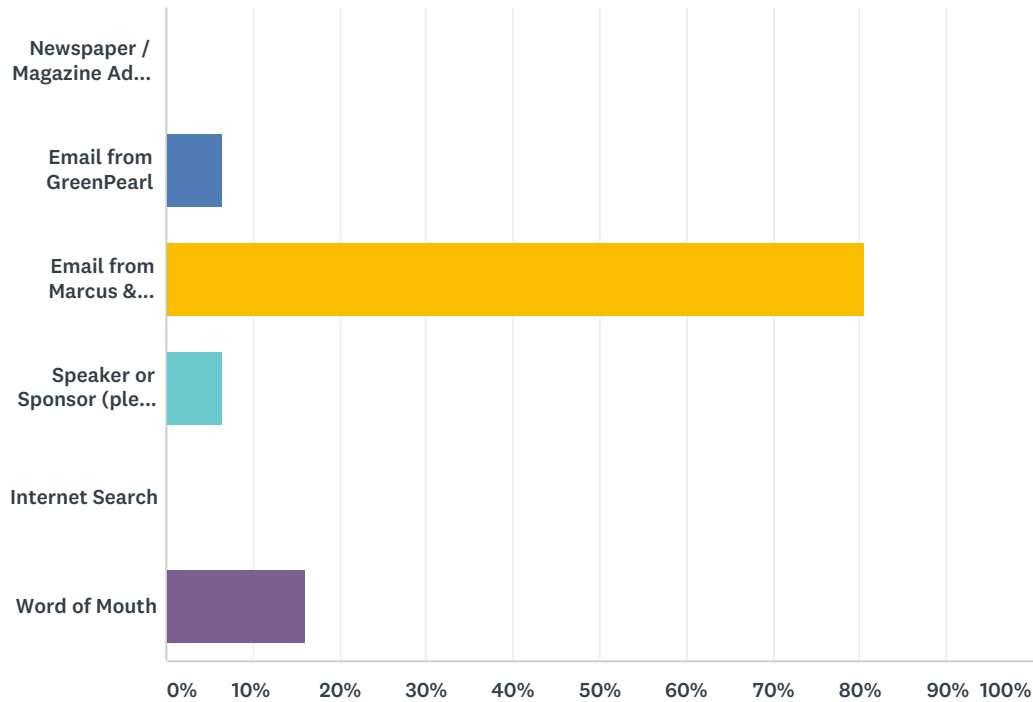
#	OTHER (PLEASE SPECIFY)	DATE
1	Other cities in Florida	10/13/2017 9:52 PM

### 3rd annual Marcus & Millichap / IPA Multifamily Forum: New England Attendee Survey

2	New England	10/13/2017 1:36 PM
3	Philidelphia	10/13/2017 5:28 AM
4	Boston	10/12/2017 10:12 PM
5	Massachusetts	10/12/2017 3:59 PM

## Q9 How did you hear about the conference?

Answered: 31 Skipped: 2

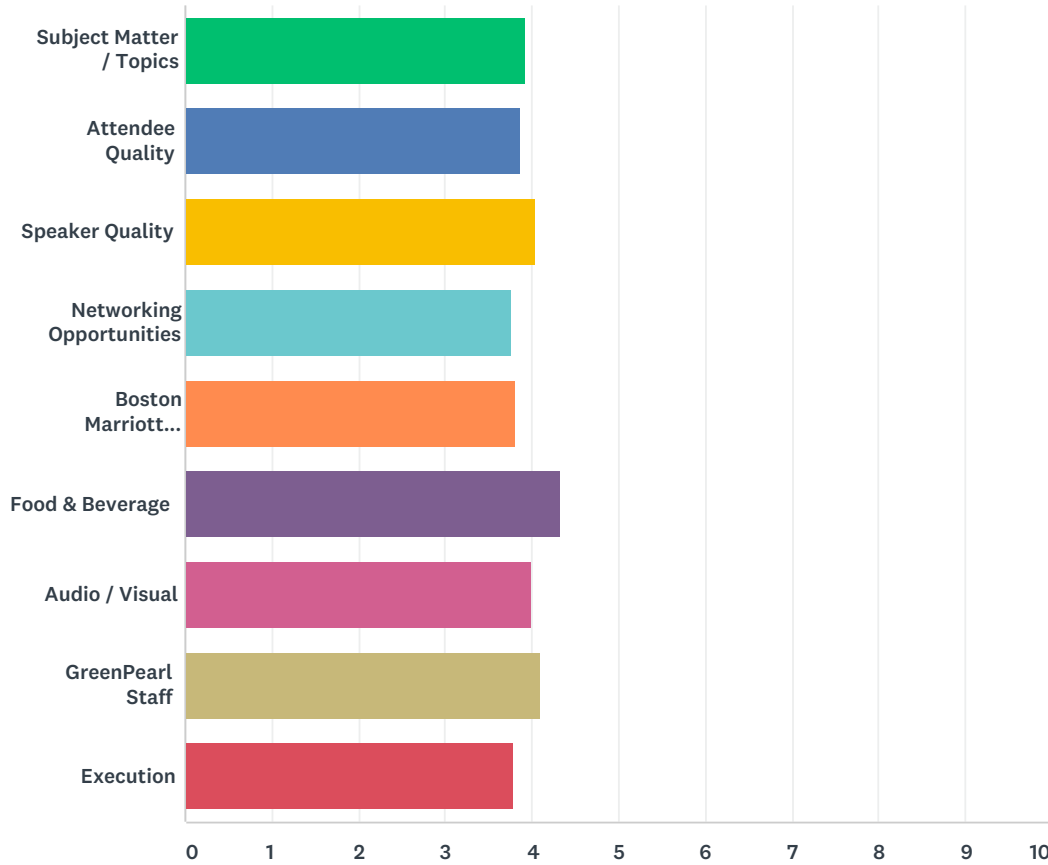


ANSWER CHOICES	RESPONSES	
Newspaper / Magazine Ad (enter name of publication below)	0.00%	0
Email from GreenPearl	6.45%	2
Email from Marcus & Millichap	80.65%	25
Speaker or Sponsor (please tell us who below)	6.45%	2
Internet Search	0.00%	0
Word of Mouth	16.13%	5
Total Respondents: 31		

#	OTHER (PLEASE SPECIFY)	DATE
1	Thanks again	10/13/2017 9:52 PM
2	Friend	10/12/2017 6:05 PM
3	Your website	10/12/2017 4:33 PM
4	Greg Bialecki	10/12/2017 3:48 PM

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

Answered: 30 Skipped: 3



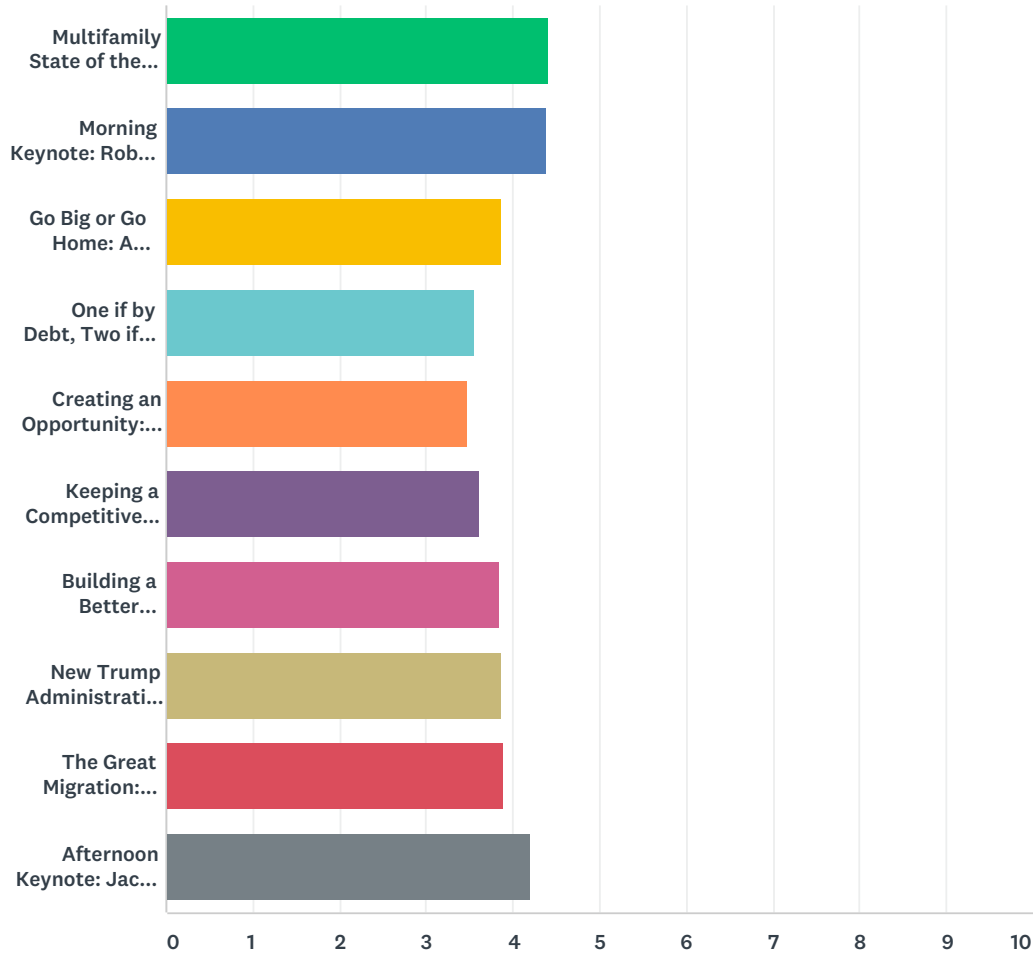
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	26.67% 8	53.33% 16	10.00% 3	6.67% 2	3.33% 1	30	3.93
Attendee Quality	16.67% 5	60.00% 18	16.67% 5	6.67% 2	0.00% 0	30	3.87
Speaker Quality	26.67% 8	56.67% 17	10.00% 3	6.67% 2	0.00% 0	30	4.03
Networking Opportunities	23.33% 7	43.33% 13	23.33% 7	6.67% 2	3.33% 1	30	3.77
Boston Marriott Cambridge	20.00% 6	50.00% 15	23.33% 7	3.33% 1	3.33% 1	30	3.80
Food & Beverage	44.83% 13	48.28% 14	3.45% 1	3.45% 1	0.00% 0	29	4.34
Audio / Visual	26.67% 8	53.33% 16	13.33% 4	6.67% 2	0.00% 0	30	4.00
GreenPearl Staff	28.57% 8	57.14% 16	10.71% 3	3.57% 1	0.00% 0	28	4.11
Execution	20.69% 6	51.72% 15	17.24% 5	6.90% 2	3.45% 1	29	3.79

### 3rd annual Marcus & Millichap / IPA Multifamily Forum: New England Attendee Survey

#	COMMENTS:	DATE
1	This event was not really set up for companies like ours.	10/15/2017 11:36 AM
2	Great work	10/13/2017 9:54 PM
3	Location is difficult vs. other options usually available. Expensive parking.	10/13/2017 4:50 PM
4	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.	10/13/2017 10:14 AM
5	Parking garage was full and had to park a few streets away. Make sure they allot some garage or valet spaces to attendees,	10/12/2017 7:29 PM
6	Get rid of the big floodlights. Annoying & distracting. Hand out or have available printed agendas	10/12/2017 4:25 PM

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

Answered: 29   Skipped: 4



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Multifamily State of the Market: National vs New England Markets	44.83% 13	41.38% 12	6.90% 2	0.00% 0	0.00% 0	6.90% 2	29	4.41
Morning Keynote: Robert Dewitt, Vice Chairman & CEO, GID	48.28% 14	37.93% 11	10.34% 3	0.00% 0	0.00% 0	3.45% 1	29	4.39
Go Big or Go Home: A Mixed-Use Project Showcase	24.14% 7	48.28% 14	13.79% 4	6.90% 2	3.45% 1	3.45% 1	29	3.86
One if by Debt, Two if by Equity: Navigating the Flow of Capital into New England Multifamily	10.34% 3	48.28% 14	27.59% 8	13.79% 4	0.00% 0	0.00% 0	29	3.55
Creating an Opportunity: How to Succeed in a Competitive Value Add Market	17.24% 5	41.38% 12	20.69% 6	13.79% 4	6.90% 2	0.00% 0	29	3.48
Keeping a Competitive Edge: Best Practices in Managing NOI, Technology Integration, and Tenant Retention	17.86% 5	35.71% 10	28.57% 8	7.14% 2	3.57% 1	7.14% 2	28	3.62

### 3rd annual Marcus & Millichap / IPA Multifamily Forum: New England Attendee Survey

Building a Better Tomorrow: Overcoming Boston's Development Challenges	21.43% 6	42.86% 12	25.00% 7	0.00% 0	3.57% 1	7.14% 2	28	3.85
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	11.54% 3	26.92% 7	19.23% 5	0.00% 0	0.00% 0	42.31% 11	26	3.87
The Great Migration: What's Happening Beyond Boston's City Limits?	10.71% 3	42.86% 12	10.71% 3	3.57% 1	0.00% 0	32.14% 9	28	3.89
Afternoon Keynote: Jack Manning, Chairman & CEO, Boston Capital	18.52% 5	25.93% 7	7.41% 2	0.00% 0	0.00% 0	48.15% 13	27	4.21

#	COMMENTS:	DATE
1	Excellent topics and speakers	10/13/2017 9:54 PM
2	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).	10/13/2017 10:14 AM
3	Keep up the good work	10/12/2017 4:25 PM

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

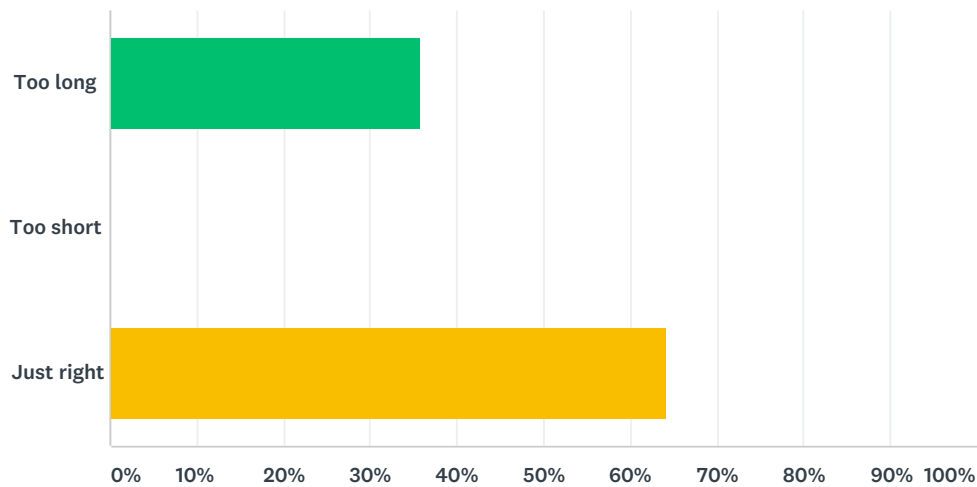
Answered: 7 Skipped: 26

#	RESPONSES	DATE
1	I would add smaller group discussion with the speaker in the area of their expertise	10/13/2017 9:57 PM
2	New England beyond Boston.	10/13/2017 10:16 AM
3	Bob Dewitt had some great insight and high level exposure to the industry	10/13/2017 9:13 AM
4	no	10/12/2017 6:12 PM
5	Affordable housing	10/12/2017 5:33 PM
6	Construction and Mechanical system innovations Project case studies for trend setting cases	10/12/2017 4:33 PM
7	Patrick lee	10/12/2017 4:02 PM



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

Answered: 28 Skipped: 5

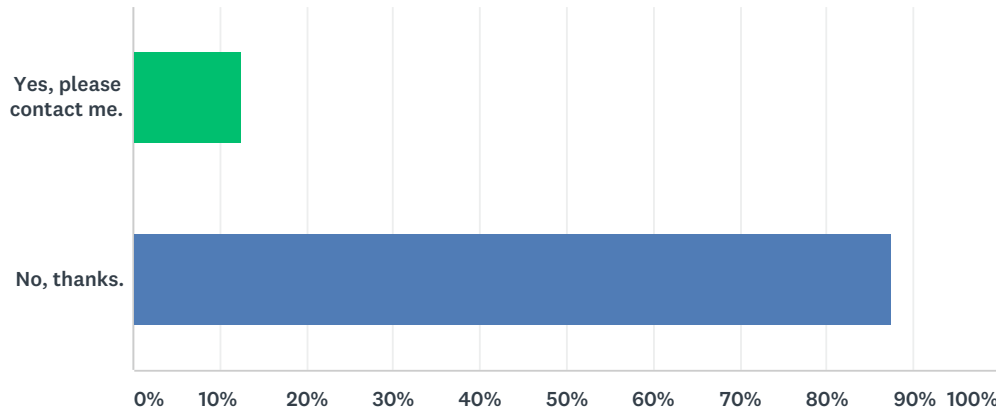


ANSWER CHOICES	RESPONSES	
Too long	35.71%	10
Too short	0.00%	0
Just right	64.29%	18
TOTAL		28

#	COMMENTS	DATE
1	Might be good to end after lunch. Afternoon session were not as well attended	10/16/2017 8:36 AM
2	left after morning break.	10/15/2017 11:37 AM
3	Good work	10/13/2017 9:57 PM
4	but don't wait until 1:30 to break for lunch next time...	10/13/2017 4:51 PM
5	A morning or afternoon is probably enough.	10/13/2017 10:16 AM

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

Answered: 24 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes, please contact me.	12.50%	3
No, thanks.	87.50%	21
TOTAL		24

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	mo.akbarian12@gmail.com	10/13/2017 9:57 PM
2	jrhodin@sea.us.com	10/13/2017 5:32 AM
3	Peter Hubbe Mass Save New Construction 774-312-1750 We can present on the Mass Save New Construction Program to MA builders and developers	10/12/2017 10:16 PM

## Q15 Any final comments, suggestions, or compliments?

Answered: 8   Skipped: 25

#	RESPONSES	DATE
1	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.	10/16/2017 2:14 PM
2	It seems like it was well organized just not geared for companies like ours.	10/15/2017 11:37 AM
3	Have one or two meeting a year.	10/13/2017 9:57 PM
4	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.	10/13/2017 10:16 AM
5	Great job all around excited for next year !!	10/13/2017 9:13 AM
6	More and longer networking breaks. Food was great.	10/12/2017 7:30 PM
7	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.	10/12/2017 4:33 PM
8	It was a great event overall. Well executed!	10/12/2017 4:22 PM