

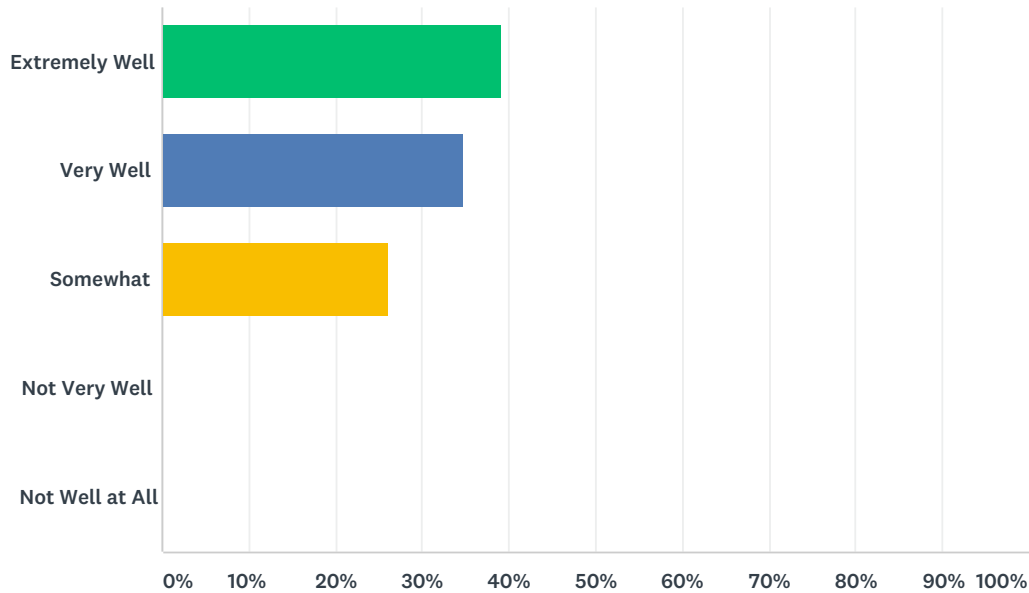
Q1 What was your primary reason for attending this conference?

Answered: 23 Skipped: 0

#	RESPONSES	DATE
1	Informational	10/15/2017 3:24 AM
2	Learn more about the MF market in King CO	10/11/2017 3:41 PM
3	information/update	10/8/2017 4:12 PM
4	I wanted to learn more about the state of the multifamily sector of the Seattle economy.	10/5/2017 4:28 PM
5	documenting the event for marketing use	10/2/2017 4:12 PM
6	Good topics,a few clients were there good networking, and I was also asked to moderate a panel	10/1/2017 11:21 PM
7	Interested in industry analytics.	9/29/2017 5:48 PM
8	To obtain an understanding multi-family housing forecast.	9/29/2017 5:33 PM
9	I am a broker with Marcus & Millichap	9/29/2017 3:20 PM
10	to get a pulse on the market	9/29/2017 1:23 PM
11	Owner with multiple assets in Seattle	9/29/2017 12:04 PM
12	To listen to Clyde Holland speak	9/29/2017 11:10 AM
13	Market update and networking	9/29/2017 10:41 AM
14	Update on state of the MF market in Seattle	9/28/2017 11:59 PM
15	Marketing	9/28/2017 11:48 PM
16	Networking and learning about the market	9/28/2017 11:09 PM
17	Networking and hearing about Seattle's Multifamily forecast	9/28/2017 10:05 PM
18	Seattle multi family market assessment	9/28/2017 9:46 PM
19	Staying informed on the state of the market	9/28/2017 9:14 PM
20	Keeping a pulse on the market, look for opportunities.	9/28/2017 8:26 PM
21	To learn more about the state of the market and to for networking with potential developer and architect clients.	9/28/2017 8:14 PM
22	Networking and Industry Knowledge	9/28/2017 7:44 PM
23	educational	9/28/2017 7:42 PM

Q2 How well did the conference meet your expectations?

Answered: 23 Skipped: 0



ANSWER CHOICES		RESPONSES	
Extremely Well		39.13%	9
Very Well		34.78%	8
Somewhat		26.09%	6
Not Very Well		0.00%	0
Not Well at All		0.00%	0
TOTAL			23

#	NEITHER (PLEASE EXPLAIN)	DATE
1	The conference last year at the waterfront location seemed to be better. I wouldn't do an all day conference again.	9/28/2017 8:26 PM

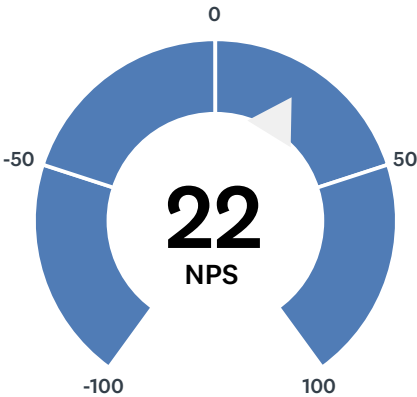
Q3 With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

Answered: 19 Skipped: 4

#	RESPONSES	DATE
1	MF market is still strong and expected to continue for the near future	10/11/2017 3:41 PM
2	People moderating should be removed from having an agenda. The moderator at a minimum should have no interest in getting business from the event. Neutral and with knowledge instead of just sitting there trying to act smart once in a while. Professorial perhaps. A real opinion not based on marketing.	10/8/2017 4:12 PM
3	My #1 takeaway was that there is still optimism regarding the multifamily sector in Seattle and what I will implement is a lending program that continues to support multifamily construction and acquisition.	10/5/2017 4:28 PM
4	the market trends	10/2/2017 4:12 PM
5	Some of the design review board changes that Nathan Torgelson discussed.	10/1/2017 11:21 PM
6	No bubble in multi-fam.	9/29/2017 5:48 PM
7	Housing is going to continue strongly for the next 3-4 years	9/29/2017 5:33 PM
8	market 5 over 1	9/29/2017 1:23 PM
9	Focus on local household demographics	9/29/2017 11:10 AM
10	Not as concerned with the amount of new supply	9/29/2017 10:41 AM
11	To remain bullish on development prospects but be realistic about development timelines	9/28/2017 11:59 PM
12	N/a	9/28/2017 11:48 PM
13	Market more toward the outer core	9/28/2017 11:09 PM
14	Tax strategy discussed at lunch	9/28/2017 9:46 PM
15	The relative shortage of supply as the job market continues to be robust.	9/28/2017 9:14 PM
16	Holding on buying new deals for the time being.	9/28/2017 8:26 PM
17	Watch for opportunities in the downtown area near transit hubs.	9/28/2017 8:14 PM
18	Be strategic with your employee benefits to maximize NOI	9/28/2017 7:44 PM
19	remain bullish	9/28/2017 7:42 PM

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

Answered: 23 Skipped: 0



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
22% 5	35% 8	43% 10	22

Q5 What was the most valuable aspect of this conference?

Answered: 19 Skipped: 4

#	RESPONSES	DATE
1	ability to attend and focus time with my internal development partner	10/11/2017 3:41 PM
2	Once in a while something got said that was actually not a try for business generation.	10/8/2017 4:12 PM
3	Hearing the different perspectives on the multifamily market. Not all elements are positive, but there are many reasons to be optimistic.	10/5/2017 4:28 PM
4	inside opinions on market	10/2/2017 4:12 PM
5	Very good marketing	10/1/2017 11:21 PM
6	the information	9/29/2017 5:48 PM
7	Housing forecast	9/29/2017 5:33 PM
8	The morning keynote speaker was the best I've seen at one of these events.	9/29/2017 3:20 PM
9	Keynote Speakers	9/29/2017 1:23 PM
10	Clyde Holland	9/29/2017 11:10 AM
11	Presenter info	9/28/2017 11:48 PM
12	Networking	9/28/2017 11:09 PM
13	Networking	9/28/2017 10:05 PM
14	Tax tips and market outlook	9/28/2017 9:46 PM
15	The panels	9/28/2017 9:14 PM
16	The pure data. Love John's opening speech.	9/28/2017 8:26 PM
17	Market analysis / gauging of the market.	9/28/2017 8:14 PM
18	The content from industry experts	9/28/2017 7:44 PM
19	Kemper as key note	9/28/2017 7:42 PM

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

Answered: 12 Skipped: 11

#	RESPONSES	DATE
1	Poorly set-up with attendees having to stand and sit in chairs along the wall.	10/15/2017 3:24 AM
2	Final Keynote was more about the individual vs his contribution to the MF topic	10/11/2017 3:41 PM
3	The lack of unbiased information. That is the lack of just actual facts.	10/8/2017 4:12 PM
4	No. I felt that it was very well thought out and provided all of the information that I sought to obtain.	10/5/2017 4:28 PM
5	No	9/29/2017 5:33 PM
6	a lot of repetition suggesting there was not enough content to fill the time....make it shorter	9/29/2017 1:23 PM
7	Food was awful.	9/28/2017 11:48 PM
8	I liked the Sli.do Q&Q set up (where you could submit your questions from your seat as you go), but I was disappointed that many of the questions weren't addressed (largely due to a lack of time)	9/28/2017 11:09 PM
9	Had a lot of trouble hearing some of the panelists so it would have been good if the AV people adjusted the microphones volume as needed.	9/28/2017 10:05 PM
10	Some information seems fluffed, could be more condensed in an efficient use of time.	9/28/2017 8:26 PM
11	Need to have lunch earlier	9/28/2017 7:44 PM
12	Having vendors as panel experts, should stick to real estate professionals	9/28/2017 7:42 PM

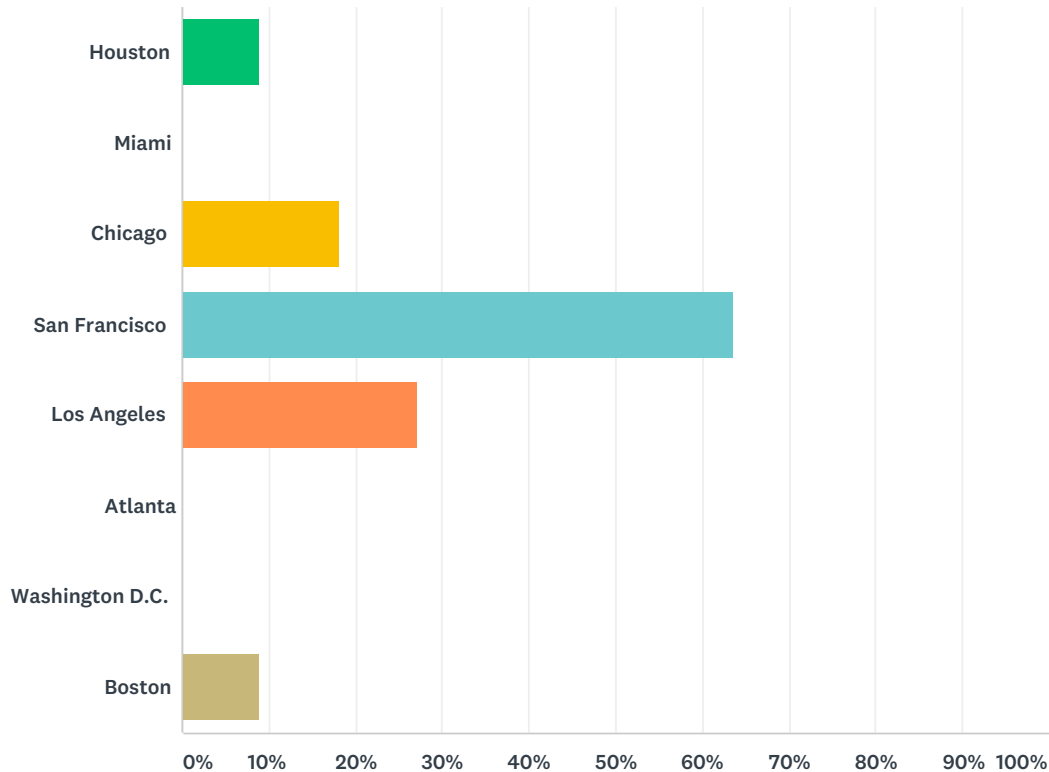
Q7 Do you have any specific suggestions for improvement?

Answered: 11 Skipped: 12

#	RESPONSES	DATE
1	Need to have ample tables and chairs set-up. And water is much needed, and not from a dispenser with little cups that we have to stand in line to fill.	10/15/2017 3:24 AM
2	see above. Need more neutral people who only give facts. Maybe an economist or two? a professorial approach. The moderators were generally terrible. They added zero. Perhaps retired people (or actual investors) in the same professions who have time to develop ideas for the panel.	10/8/2017 4:12 PM
3	No. Just make sure the speakers speak into the microphone properly so they can be heard.	10/5/2017 4:28 PM
4	can you send me the presentation slides to my work email: jolie.zhou@pgim.com Thanks!	10/2/2017 4:12 PM
5	Need more breaks and the segments should run on schedule. Not perpetually behind.	9/29/2017 5:48 PM
6	No	9/29/2017 5:33 PM
7	Food has been way better in the past and parking used to be validated. So better food, validate parking.	9/28/2017 11:48 PM
8	-The Q&A opportunity is a great idea, but there needs to be time to do it. I saw a lot of questions that I would have loved to have heard the answer to -More tables for breakfast, breaks, and cocktails	9/28/2017 11:09 PM
9	Same as above. More seating and not round tables. Preferably auditorium seating with no tables. They weren't necessary.	9/28/2017 10:05 PM
10	Morning session was a bit long without a break. It would be nice to add at least one break earlier	9/28/2017 9:14 PM
11	Would like to hear more about the secondary and tertiary markets. Our group actually makes a point to stay out of the City of Seattle itself.	9/28/2017 8:26 PM

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

Answered: 11 Skipped: 12

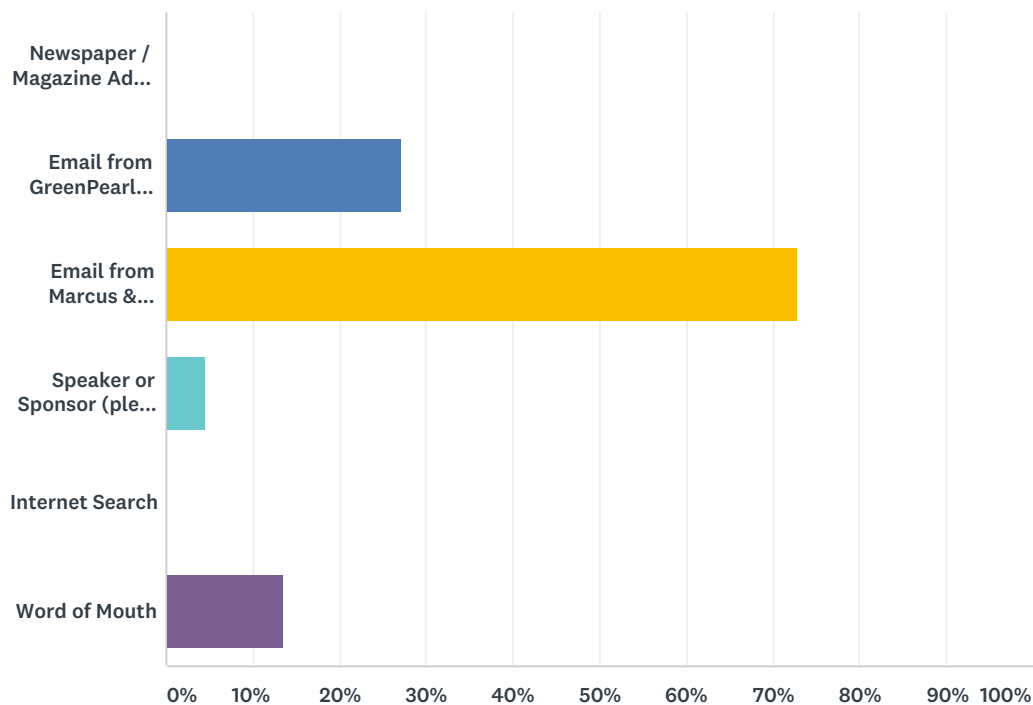


ANSWER CHOICES	RESPONSES
Houston	9.09% 1
Miami	0.00% 0
Chicago	18.18% 2
San Francisco	63.64% 7
Los Angeles	27.27% 3
Atlanta	0.00% 0
Washington D.C.	0.00% 0
Boston	9.09% 1
Total Respondents: 11	

#	OTHER (PLEASE SPECIFY)	DATE
1	Seattle	10/15/2017 3:24 AM
2	only Seattle/ Bellevue	10/8/2017 4:12 PM
3	None	9/29/2017 5:33 PM
4	Portland	9/28/2017 11:09 PM

Q9 How did you hear about the conference?

Answered: 22 Skipped: 1

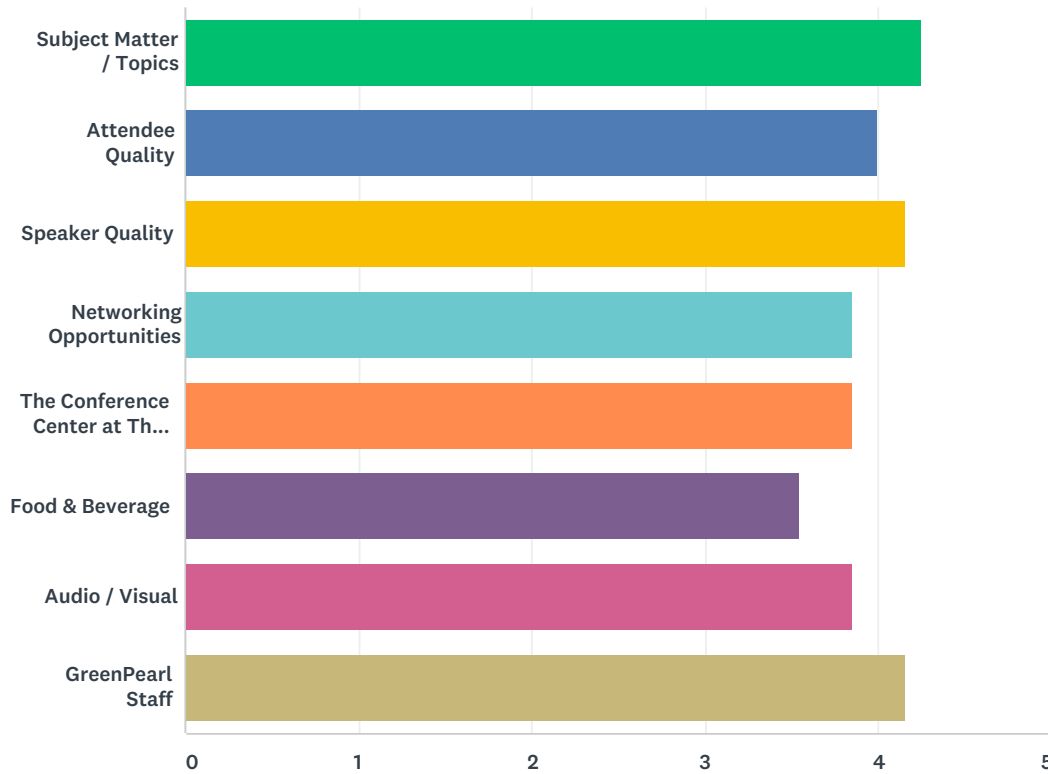


ANSWER CHOICES	RESPONSES	
Newspaper / Magazine Ad (enter name of publication below)	0.00%	0
Email from GreenPearl Events	27.27%	6
Email from Marcus & Millichap	72.73%	16
Speaker or Sponsor (please tell us who below)	4.55%	1
Internet Search	0.00%	0
Word of Mouth	13.64%	3
Total Respondents: 22		

#	OTHER (PLEASE SPECIFY)	DATE
1	I attended the conference last year.	10/5/2017 4:28 PM
2	Brett Blasingame	10/2/2017 4:12 PM

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

Answered: 20 Skipped: 3



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	40.00% 8	45.00% 9	15.00% 3	0.00% 0	0.00% 0	20	4.25
Attendee Quality	25.00% 5	50.00% 10	25.00% 5	0.00% 0	0.00% 0	20	4.00
Speaker Quality	45.00% 9	30.00% 6	20.00% 4	5.00% 1	0.00% 0	20	4.15
Networking Opportunities	20.00% 4	50.00% 10	25.00% 5	5.00% 1	0.00% 0	20	3.85
The Conference Center at The Washington State Convention Center	20.00% 4	55.00% 11	20.00% 4	0.00% 0	5.00% 1	20	3.85
Food & Beverage	10.00% 2	50.00% 10	30.00% 6	5.00% 1	5.00% 1	20	3.55
Audio / Visual	20.00% 4	55.00% 11	15.00% 3	10.00% 2	0.00% 0	20	3.85
GreenPearl Staff	35.00% 7	45.00% 9	20.00% 4	0.00% 0	0.00% 0	20	4.15

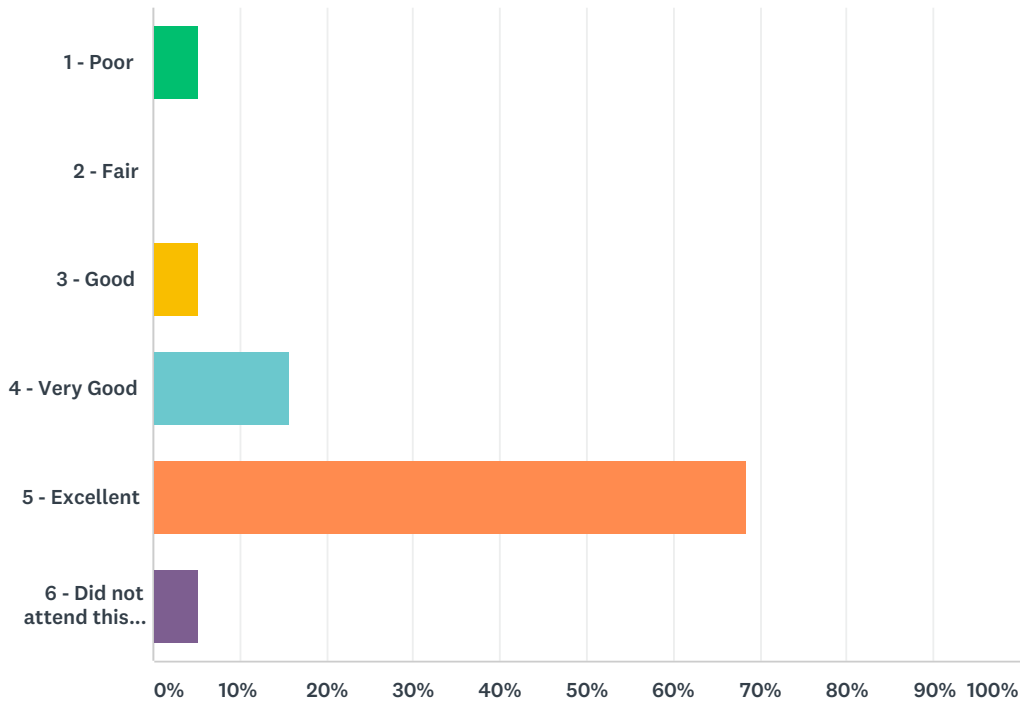
#	COMMENTS:	DATE
1	The presentations at time were blurry or hard to read because there was so much small text	9/28/2017 11:12 PM
2	Could not read a few of the slides	9/28/2017 9:50 PM

5th annual Marcus & Millichap / IPA Multifamily Forum: Seattle Attendee Survey

3	Would take the conference back to the other location, condense to half day event, say 730a to 1030a. Time is valuable.	9/28/2017 8:30 PM
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Q11 8:20 AM – General SessionMultifamily State of the Market: National vs Seattle MarketsPresented by:John Sebree, FVP & National Director, Multifamily, Marcus & Millichap

Answered: 19 Skipped: 4

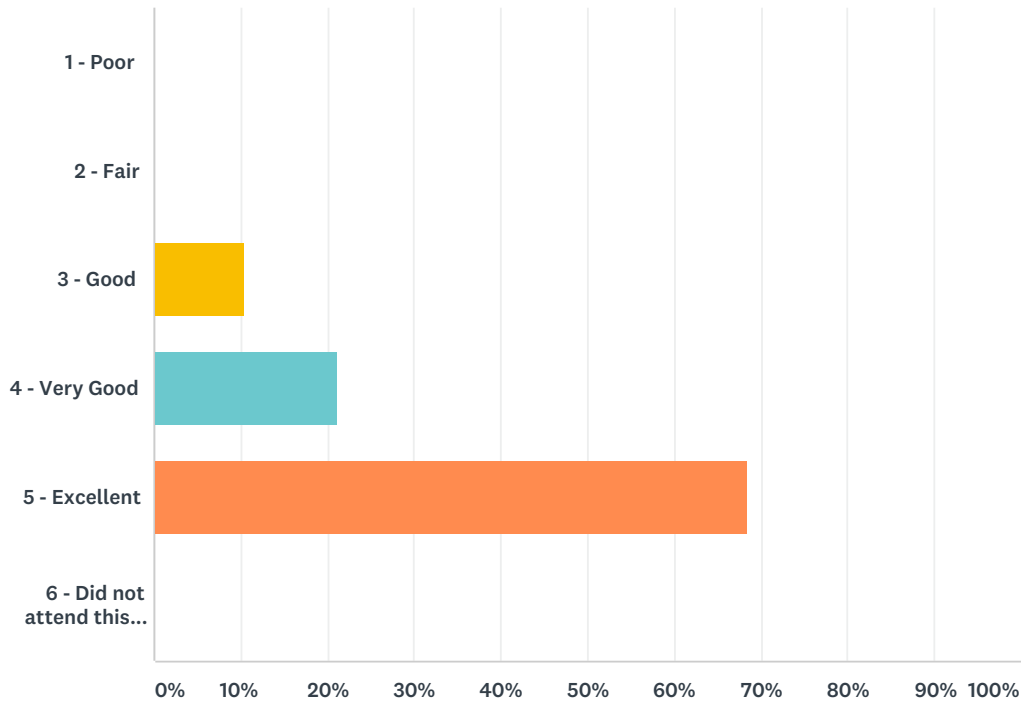


ANSWER CHOICES	RESPONSES	
1 - Poor	5.26%	1
2 - Fair	0.00%	0
3 - Good	5.26%	1
4 - Very Good	15.79%	3
5 - Excellent	68.42%	13
6 - Did not attend this session	5.26%	1
TOTAL		19

#	COMMENTS:	DATE
1	Unnecessary. Why is he there? Have local person be in charge.	10/8/2017 4:25 PM
2	Very good	9/29/2017 11:11 AM
3	Good recap and info on national market comparatives	9/29/2017 12:02 AM

**Q12 8:55 AM – General SessionMorning KeynoteModerator:John
Sebree, FVP & National Director, Multifamily, Marcus & MillichapKeynote
Speaker:Clyde Holland, President, Holland Partner Group**

Answered: 19 Skipped: 4

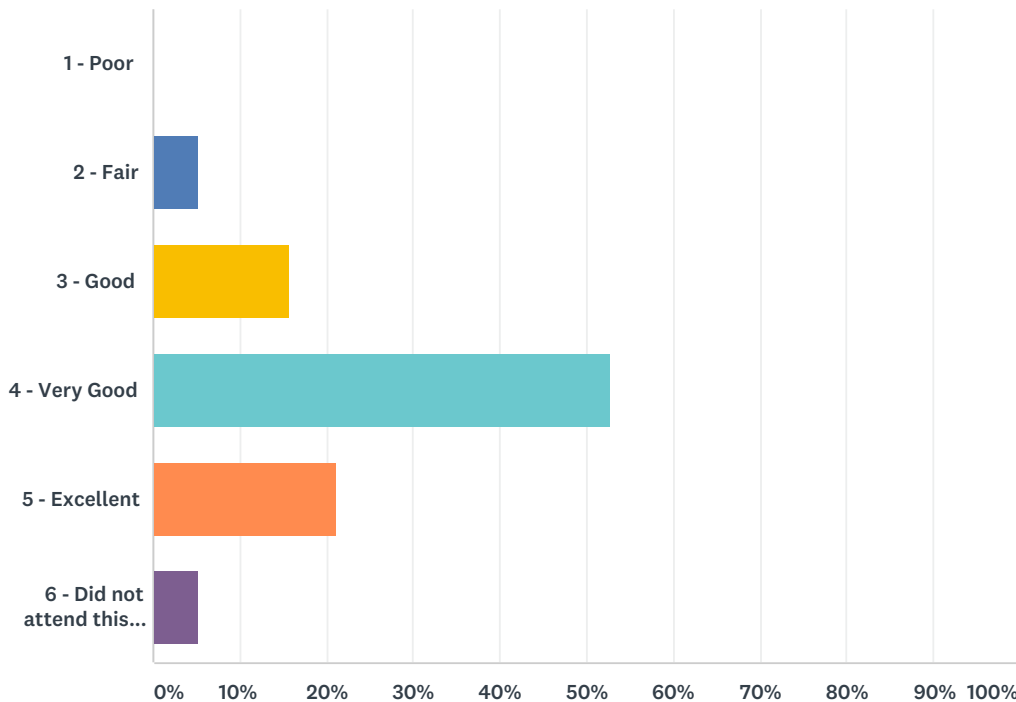


ANSWER CHOICES	RESPONSES	
1 - Poor	0.00%	0
2 - Fair	0.00%	0
3 - Good	10.53%	2
4 - Very Good	21.05%	4
5 - Excellent	68.42%	13
6 - Did not attend this session	0.00%	0
TOTAL		19

#	COMMENTS:	DATE
1	Analytics were helpful	10/11/2017 3:44 PM
2	Really nothing offered. Keynote should give ideas and predictions and not discuss the past. In this case the ancient, bygone era. Kemper has made numerous mistakes and continues to do so. Not a word was offered about this. Just admiration and fawning. Not a keynote address at all. no energy to go forth and do something until next year. Actually, the opposite of a keynote.	10/8/2017 4:25 PM
3	Very good	9/29/2017 11:11 AM
4	Best presentation of the conference !	9/29/2017 12:02 AM
5	Love his facts/details	9/28/2017 9:50 PM

Q13 9:40 AM - General Session
Crane Capital of America: Seattle Multifamily Trends, Innovation, Activity & Pipeline
Moderator: Paul Friedrich, Attorney, Williams Kastner
Speakers: Maria Barrientos, Founder & Partner, Barrientos + Ryan
Radim Blazej, Founder & CEO, Caron
Claudio Guincher, President, Continental Properties
Jon Scholes, Chief Executive Officer, Downtown Seattle Association
Pete Stone, Principal, Trinity Real Estate

Answered: 19 Skipped: 4



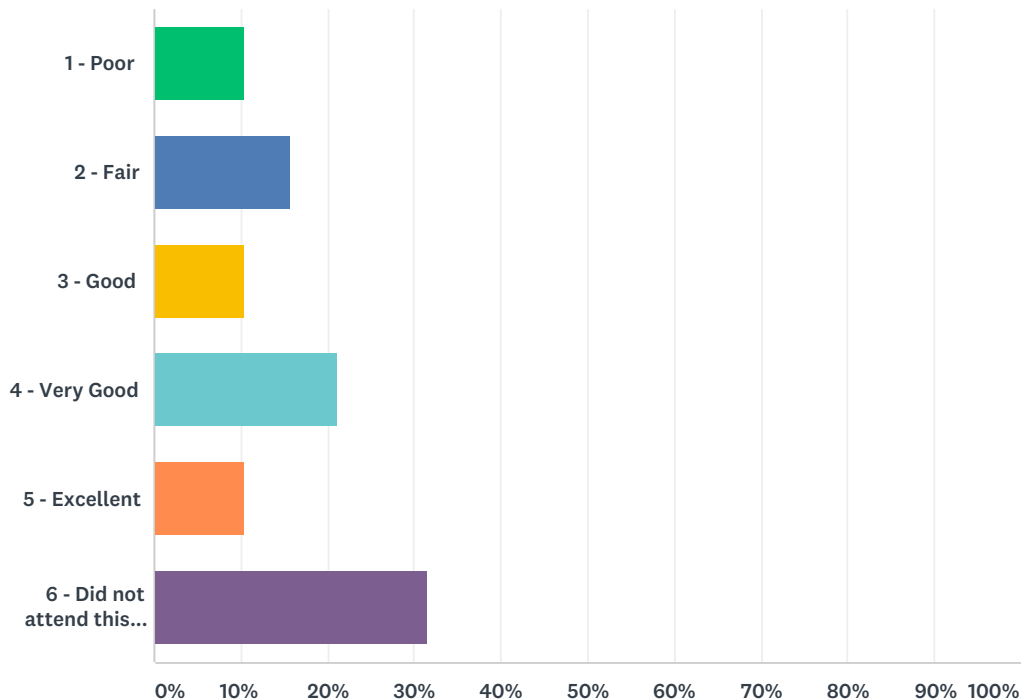
ANSWER CHOICES		RESPONSES	
1 - Poor		0.00%	0
2 - Fair		5.26%	1
3 - Good		15.79%	3
4 - Very Good		52.63%	10
5 - Excellent		21.05%	4
6 - Did not attend this session		5.26%	1
TOTAL			19

#	COMMENTS:	DATE
1	Lots of whining. That would have been much better if the moderator had something to say or a direction, including ideas, for the panel.	10/8/2017 4:25 PM

Q14 10:25 AM - General Session Marketing: The Secret to Improved Asset Value

Speaker: Mike Wolber, Manager of Solutions Engineering, G5

Answered: 19 Skipped: 4

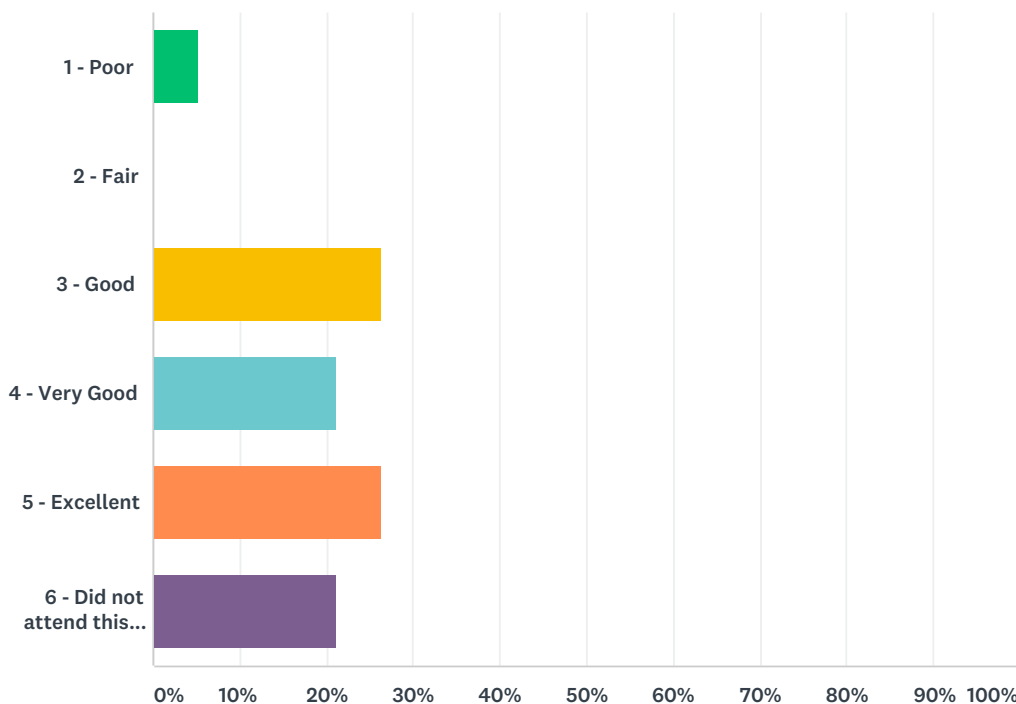


ANSWER CHOICES	RESPONSES	
1 - Poor	10.53%	2
2 - Fair	15.79%	3
3 - Good	10.53%	2
4 - Very Good	21.05%	4
5 - Excellent	10.53%	2
6 - Did not attend this session	31.58%	6
TOTAL		19

#	COMMENTS:	DATE
1	unprepared. No idea what this was for.	10/8/2017 4:25 PM
2	He was shorted on time but felt like given more time his presentation was relevant	9/29/2017 12:02 AM
3	Do not come to these events to be sold products or services. There for data and knowledge.	9/28/2017 8:30 PM

Q15 11:05 AM - General Session
**Gaining Advantage in a New Climate:
 Multifamily Financing and Investment**
Moderator: Robert Morey, Senior
 Director, IPA Capital Markets
Speakers: Brett Blasingame, Loan
 Officer, PGIM Real Estate Finance
 Bob Kagan, Senior Vice
 President, Laconia Development
 Matt Orr, Managing Partner, Union
 Street Investments
 Jim Schneider, SVP – Origination, Centennial
 Mortgage
 Brad Shain, Portfolio Manager, Columbia Pacific
 Advisors
 James Wiegandt, Director – Retail Income Property
 Lending, Luther Burbank Savings

Answered: 19 Skipped: 4

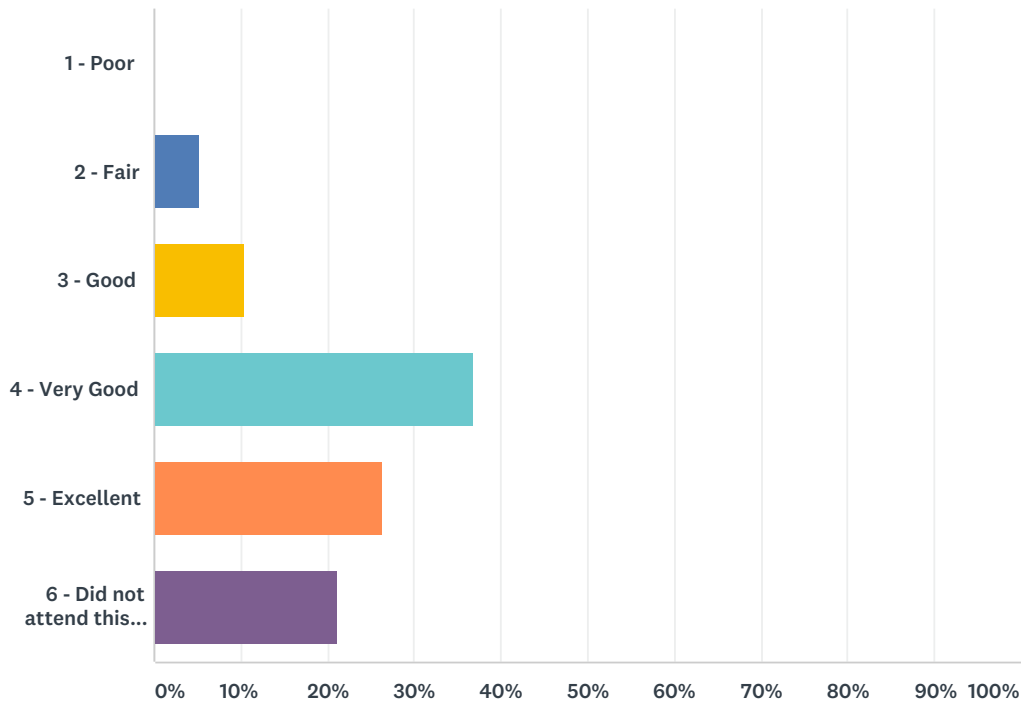


ANSWER CHOICES		RESPONSES	
1 - Poor		5.26%	1
2 - Fair		0.00%	0
3 - Good		26.32%	5
4 - Very Good		21.05%	4
5 - Excellent		26.32%	5
6 - Did not attend this session		21.05%	4
TOTAL			19

#	COMMENTS:	DATE
1	wandering without purpose presentations. no one brought it together to be meaningful.	10/8/2017 4:25 PM

Q16 11:55 AM - General Session Seeking Yield: Exploring Opportunities Beyond the Urban Core
Moderator: Joel Deis, Vice President/Regional Manager, Marcus & Millichap
Speakers: Michael Flaherty, Founder & President, L5 Investments
 Tom Hoban, CEO & Co-Founder, Coast Equity Partners
 Parker Nicholson, Development Manager, Legacy Partners
 George Webb, Founder & CEO, The Stratford Company

Answered: 19 Skipped: 4

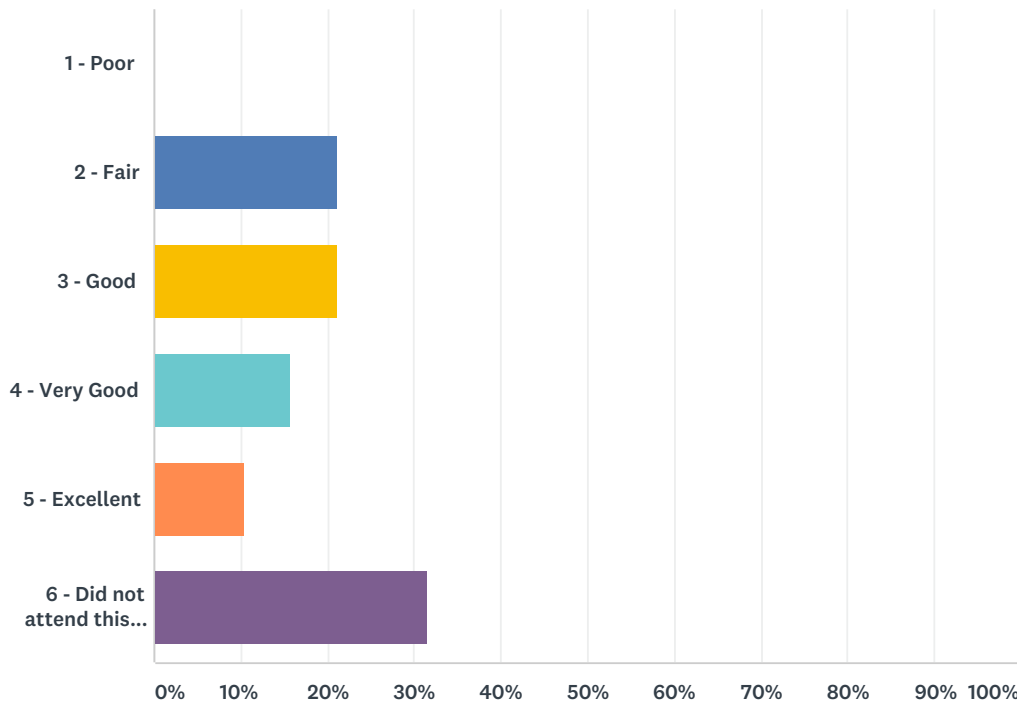


ANSWER CHOICES	RESPONSES
1 - Poor	0.00% 0
2 - Fair	5.26% 1
3 - Good	10.53% 2
4 - Very Good	36.84% 7
5 - Excellent	26.32% 5
6 - Did not attend this session	21.05% 4
TOTAL	19

#	COMMENTS:	DATE
1	Not sure this was even on topic.	10/8/2017 4:25 PM
2	Would have liked to have heard more about other markets beyond *just* outside of the core, i.e. Tacoma, Everett, Sammamish, Issaquah, etc.	9/28/2017 11:12 PM

Q17 12:35 PM - General Session Strategies for Operators: Increasing NOI in Ever-changing Conditions
Moderator: Michael Bowman, Managing Partner, DepositCloud
Speakers: David Bryant, Vice President, Kings III Emergency Communications
Sean Luthy, Managing Director Asset Management, Hamilton Zanze
Lynn Owen, Chief Operations Officer, TruAmerica Multifamily
Walt Smith, Chief Executive Officer, Avenue5 Residential

Answered: 19 Skipped: 4

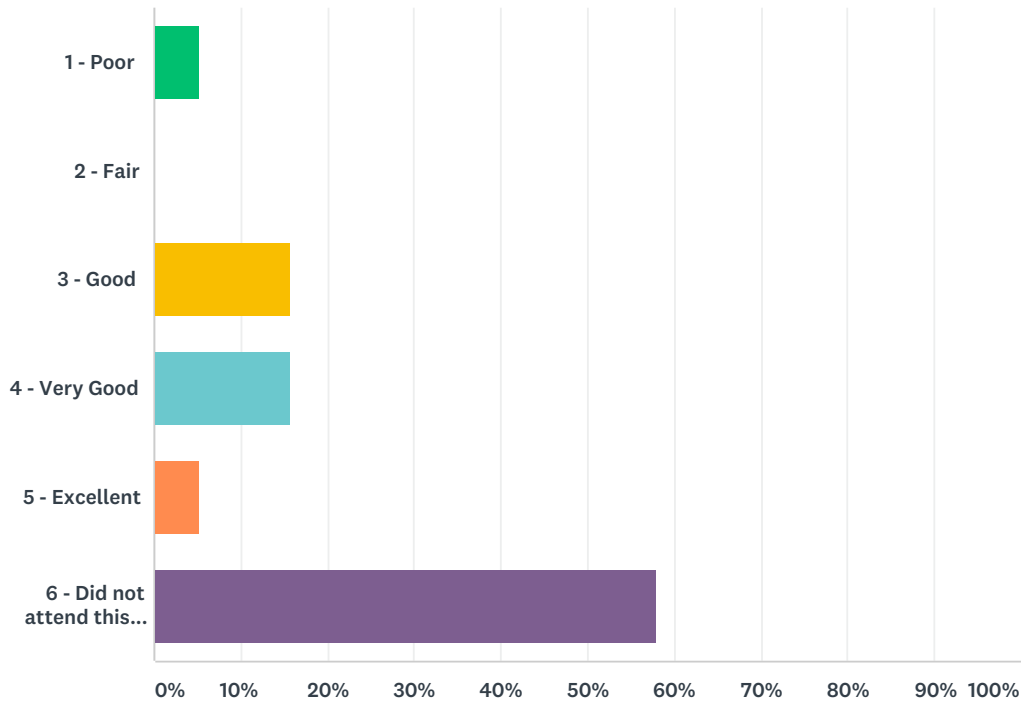


ANSWER CHOICES	RESPONSES
1 - Poor	0.00% 0
2 - Fair	21.05% 4
3 - Good	21.05% 4
4 - Very Good	15.79% 3
5 - Excellent	10.53% 2
6 - Did not attend this session	31.58% 6
TOTAL	19

#	COMMENTS:	DATE
1	Seemed to be saying: "we have nothing for you---- unless you invest a fortune in infrastructure." Did anyone have an idea here?	10/8/2017 4:25 PM
2	Kings III gentleman, did not understand having him on the panel. Seemed like a subtle sales pitch. Did not get much of anything out of this.	9/28/2017 8:30 PM

Q18 1:20 PM – Lunch WorkshopNew Trump Administration Updates: Federal, State and Local Energy & Specialty Tax IncentivesPresented by:Michael D’Onofrio, Managing Director, Engineered Tax Services

Answered: 19 Skipped: 4

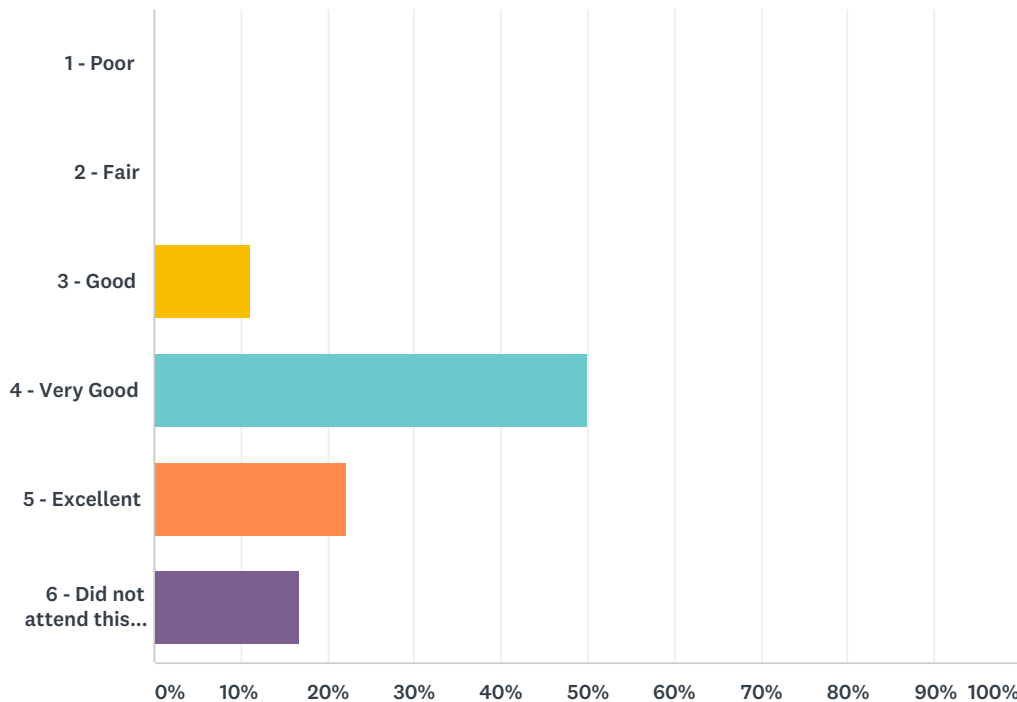


ANSWER CHOICES	RESPONSES	
1 - Poor	5.26%	1
2 - Fair	0.00%	0
3 - Good	15.79%	3
4 - Very Good	15.79%	3
5 - Excellent	5.26%	1
6 - Did not attend this session	57.89%	11
TOTAL		19

#	COMMENTS:	DATE
1	Great data, but poor speaker.	10/8/2017 4:25 PM
2	No room at the tables for our group. Should just do this in the same room that fits everyone.	9/29/2017 10:43 AM
3	Tough audience and venue during lunch	9/29/2017 12:02 AM
4	Very useful for me	9/28/2017 9:50 PM
5	He went through his slides a bit quickly and did not provide enough detail	9/28/2017 9:16 PM
6	The update on the tax situations facing investors, now, that is useful. Ideas on creative tax solutions is something I am interested in.	9/28/2017 8:30 PM

Q19 1:55 PM - General Session
All Costs, All the Time: Strategies for Construction Management in a Labor Constrained Market
Moderator: John McDowall, Attorney, Carney Badley Spellman
Speakers: Barrett Johnston, Principal, Cadence Real Estate
 Gary Lovesky, SVP & Director of Construction, GID Development Group
 John Schack, Principal, Revolve Development
 Nathan Torgelson, Director, Seattle Department Construction & Inspection
 Tim Weyand, Principal & CEO, NK Architects

Answered: 18 Skipped: 5

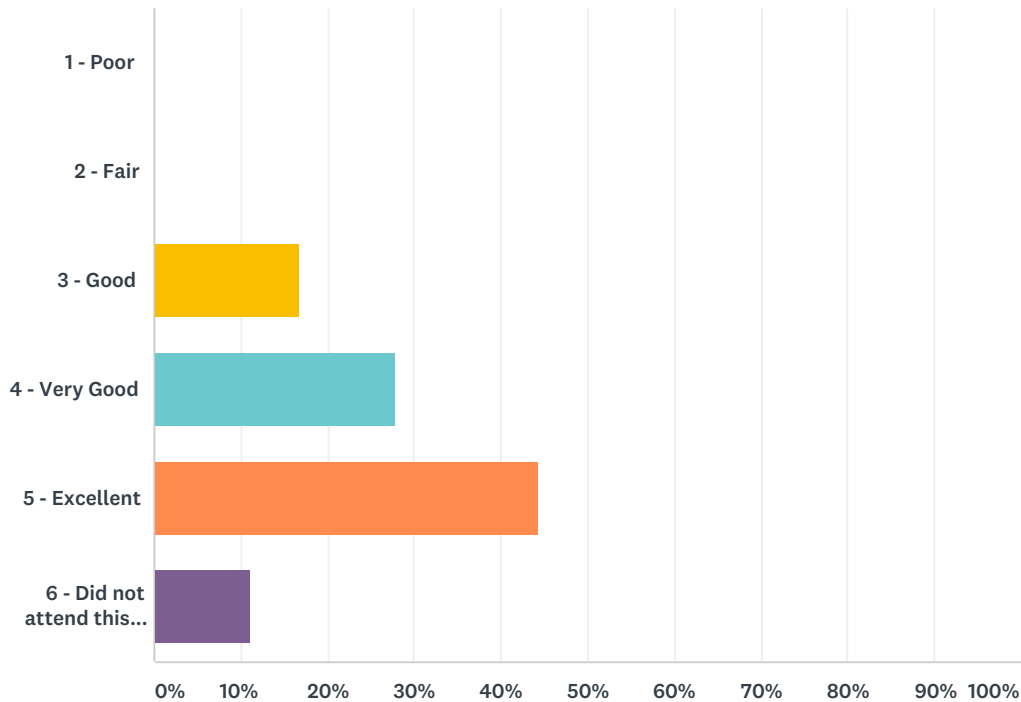


ANSWER CHOICES	RESPONSES
1 - Poor	0.00% 0
2 - Fair	0.00% 0
3 - Good	11.11% 2
4 - Very Good	50.00% 9
5 - Excellent	22.22% 4
6 - Did not attend this session	16.67% 3
TOTAL	18

#	COMMENTS:	DATE
1	Could not stay focused here. No direction. the city guy was good. But no tough questions.	10/8/2017 4:25 PM
2	But I am biased as the moderator	10/1/2017 11:25 PM
3	I'm not a developer	9/28/2017 9:50 PM

**Q20 2:35 PM - General SessionAfternoon KeynoteModerator:John
Sebree, FVP & National Director Multifamily, Marcus & MillichapKeynote
Speaker:Kemper Freeman, Chairman & CEO, Kemper Development
Company**

Answered: 18 Skipped: 5



ANSWER CHOICES	RESPONSES	
1 - Poor	0.00%	0
2 - Fair	0.00%	0
3 - Good	16.67%	3
4 - Very Good	27.78%	5
5 - Excellent	44.44%	8
6 - Did not attend this session	11.11%	2
TOTAL		18

#	COMMENTS:	DATE
1	see above. very nice magazine article I have read 20 times about Kemper. nothing to inspire for a year.	10/8/2017 4:25 PM
2	Wished there was more time for Q&A	9/28/2017 11:12 PM

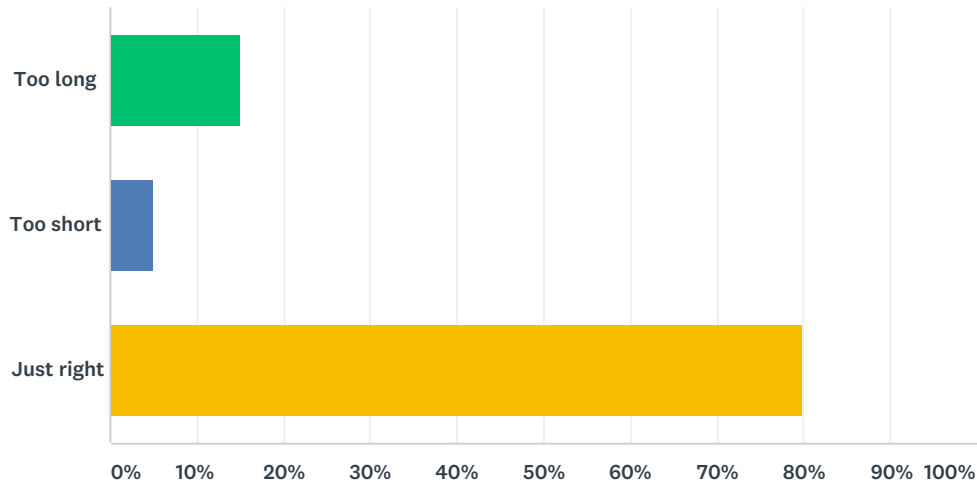
Q21 Was there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 4 Skipped: 19

#	RESPONSES	DATE
1	more ideas, direction, skills to develop. More meat.	10/8/2017 4:26 PM
2	No. You covered the spectrum for me.	10/5/2017 4:38 PM
3	Outer Seattle metro markets (Tacoma, Issaquah, Everett, Bothell, Redmond, etc.)	9/28/2017 11:17 PM
4	Take out the sales people, include other markets besides just City of Seattle proper.	9/28/2017 8:32 PM

Q22 How did you feel about the length of the conference?

Answered: 20 Skipped: 3

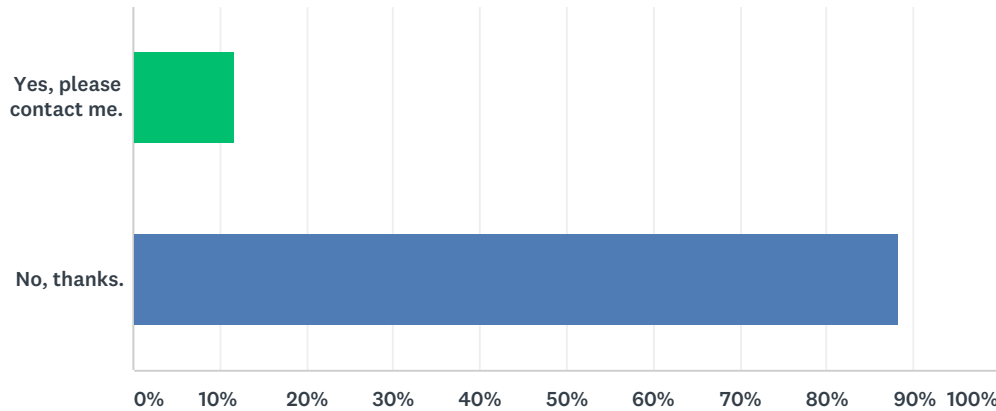


ANSWER CHOICES	RESPONSES
Too long	15.00% 3
Too short	5.00% 1
Just right	80.00% 16
TOTAL	20

#	COMMENTS	DATE
1	go to at least 4pm.	10/8/2017 4:26 PM
2	I would have rather cut one of the sessions for more time to a) delve deeper into some of the other sessions and b) have some time to do Q&A	9/28/2017 11:17 PM
3	Way too long. I signed up thinking this was a half day event, too much fluff. Condense it down.	9/28/2017 8:32 PM

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

Answered: 17 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes, please contact me.	11.76%	2
No, thanks.	88.24%	15
TOTAL		17

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	That would depend on many things.	10/8/2017 4:26 PM
2	I would like to inquire about possible sponsorship. My contact information is as follows: Donn Wiley First Federal donn.wiley@ourfirstfed.com (360) 417-3225 office (360) 461-4685 cell	10/5/2017 4:38 PM

Q24 Any final comments, suggestions, or compliments?

Answered: 2 Skipped: 21

#	RESPONSES	DATE
1	I will look forward to attending next year.	10/5/2017 4:38 PM
2	Great event, please do it again!	9/28/2017 11:17 PM