

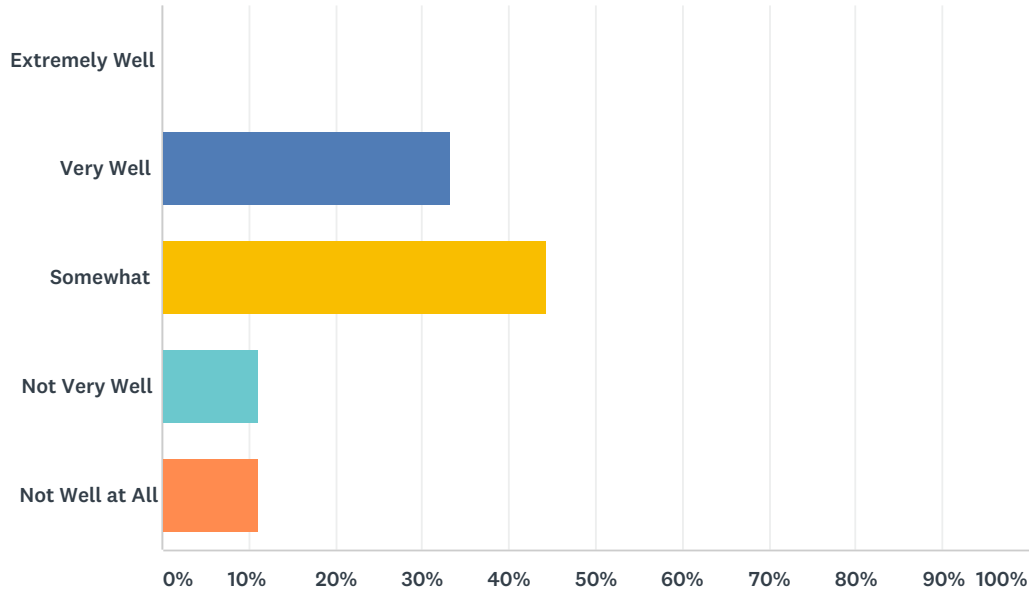
## Q1 What was your primary reason for attending this conference?

Answered: 9 Skipped: 0

#	RESPONSES	DATE
1	I work for the host company.	11/15/2017 7:05 PM
2	Networking and getting up-to-date on the latest market news.	11/15/2017 11:05 AM
3	Meet new clients and vendors.	11/15/2017 10:04 AM
4	To learn about latest multi-family trends and networking	11/15/2017 9:56 AM
5	Networking	11/15/2017 8:11 AM
6	to meet new contacts for a specific purpose that i told this venue would be participating and that was not the case	11/14/2017 11:19 PM
7	Understanding future demand for MF housing in DFW	11/14/2017 6:53 PM
8	We are mixed-use master plan developers and need to stay near our customers.	11/14/2017 6:30 PM
9	Get updated information on the markets	11/14/2017 3:44 PM

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

Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely Well	0.00%	0
Very Well	33.33%	3
Somewhat	44.44%	4
Not Very Well	11.11%	1
Not Well at All	11.11%	1
TOTAL		9

#	NEITHER (PLEASE EXPLAIN)	DATE
1	i was very clear in that i wanted to reach developers of high rise condo projects, both this and the FLL event catered to apartment owners and developers. Huge waste of time and money	11/14/2017 11:19 PM
2	Morning sessions were strong the afternoon session no so much. The construction session was completely devoid of content. Ross Perot Jr. ....Why?	11/14/2017 6:30 PM

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

Answered: 8 Skipped: 1

#	RESPONSES	DATE
1	Keep investing in multifamily.	11/15/2017 7:05 PM
2	Ross Perot Jr.'s advice to closely watch how the upcoming changes in the tax laws will affect the real estate industry.	11/15/2017 11:05 AM
3	The content was great and maybe have more key speakers for longer times.	11/15/2017 10:04 AM
4	There wasn't really any new information presented that I would take away.	11/15/2017 9:56 AM
5	i will not attend these events	11/14/2017 11:19 PM
6	SA, Austin and DFW can expect to experience a decrease in MF construction in the coming years.	11/14/2017 6:53 PM
7	I have seen most of the information in various other venues and publications.	11/14/2017 6:30 PM
8	Value add	11/14/2017 3:44 PM

## Q4 What was the most valuable aspect of this conference?

Answered: 8   Skipped: 1

#	RESPONSES	DATE
1	The networking.	11/15/2017 7:05 PM
2	Market analysis and updates from the first two speakers and investor insight from the panelists.	11/15/2017 11:05 AM
3	How dallas is doing compared to other key markets.	11/15/2017 10:04 AM
4	learning about the trends of where people and jobs are moving to so I can know where to focus efforts.	11/15/2017 9:56 AM
5	Networking and content	11/15/2017 8:11 AM
6	leaving	11/14/2017 11:19 PM
7	The slides from the morning session will be very useful.	11/14/2017 6:30 PM
8	Updates	11/14/2017 3:44 PM

## Q5 Were there any aspects of the event which did not meet your expectations? If so, what were they?

Answered: 8 Skipped: 1

#	RESPONSES	DATE
1	Yes, several. Registration couldn't find my info. Didn't like the venue. No food at lunch. Not enough parking validation stickers. One of the sponsors seemed pretty disappointed in the whole thing.	11/15/2017 7:05 PM
2	N/A	11/15/2017 11:05 AM
3	Everything was good.	11/15/2017 10:04 AM
4	The first panel offered to be available afterwards for discussion but by the time I moved rooms they were gone.	11/15/2017 9:56 AM
5	Insufficient networking time. Keynote Ross Perot did not happen	11/15/2017 8:11 AM
6	yes, all of it, i was misled	11/14/2017 11:19 PM
7	Construction session was useless. Waste of time. The speaker was not prepared and probably not qualified.	11/14/2017 6:30 PM
8	Amenities of the future just was a rehash if the same things that have been discussed for years now. Nothing new or innovative	11/14/2017 3:44 PM

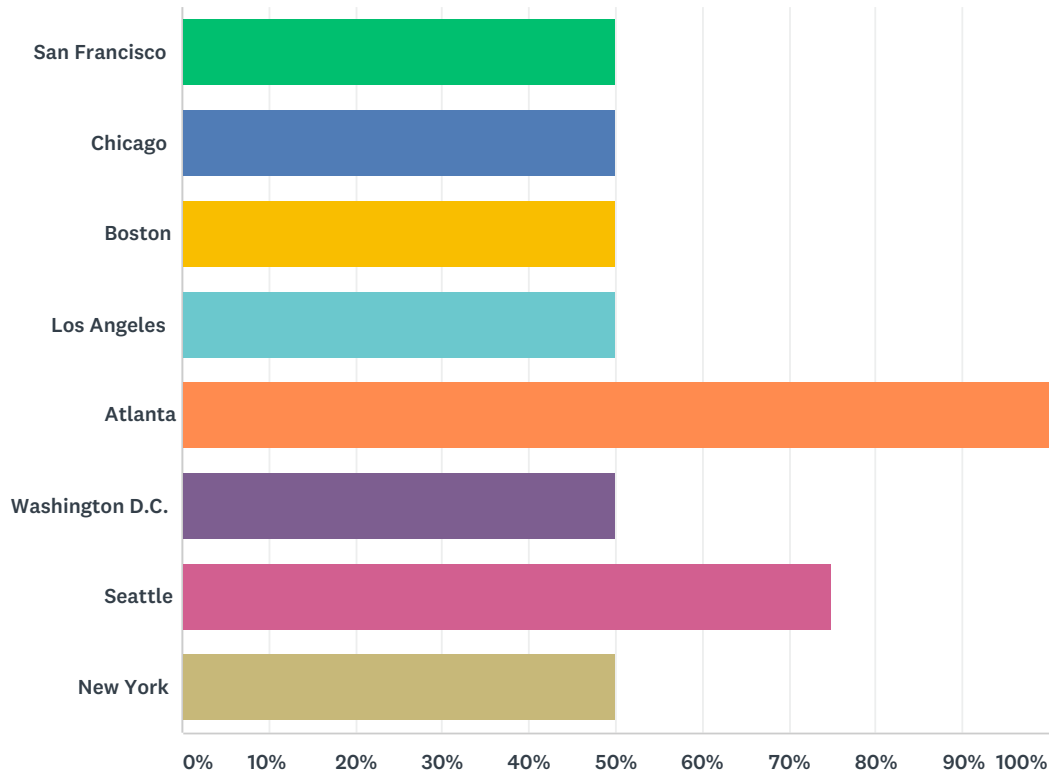
## Q6 Do you have any specific suggestions for improvement?

Answered: 6 Skipped: 3

#	RESPONSES	DATE
1	Yes, many. Go back to the last venue, or another that's better. Have enough food, and keep it simple. Have enough parking validation stickers. Register me for next year's conference today. I'll be there.	11/15/2017 7:05 PM
2	The site felt really cramped. There was insufficient table seating in the main banquet room. The buffet lines and the vendors were all squeezed in together with very little room for attendees to move around.	11/15/2017 11:05 AM
3	Have the event at a hotel closer to the Dallas M&M Office and close to major airports such as Addison or Las Colinas. Downtown is not ideal with parking and traffic. No close airport near by. I think there was a shortage on food.	11/15/2017 10:04 AM
4	The construction cost talk was very disappointing. There were no solutions offered only finger pointing. I would like to learn what we can do to actually make a difference in construction cost beyond "pick cheaper finishes" that is low hanging fruit and not creative. I would like to know what other aspects could be controlled or changed in order to save on costs.	11/15/2017 9:56 AM
5	please be honest in your target audience when asked if this would be the proper venue	11/14/2017 11:19 PM
6	More data driven presentations. I would have appreciated a session by Realpage. Also a qualified analytical session of construction costs.	11/14/2017 6:30 PM

## Q7 Which of the following geographies also interest you or your firm for multifamily summits?

Answered: 4 Skipped: 5

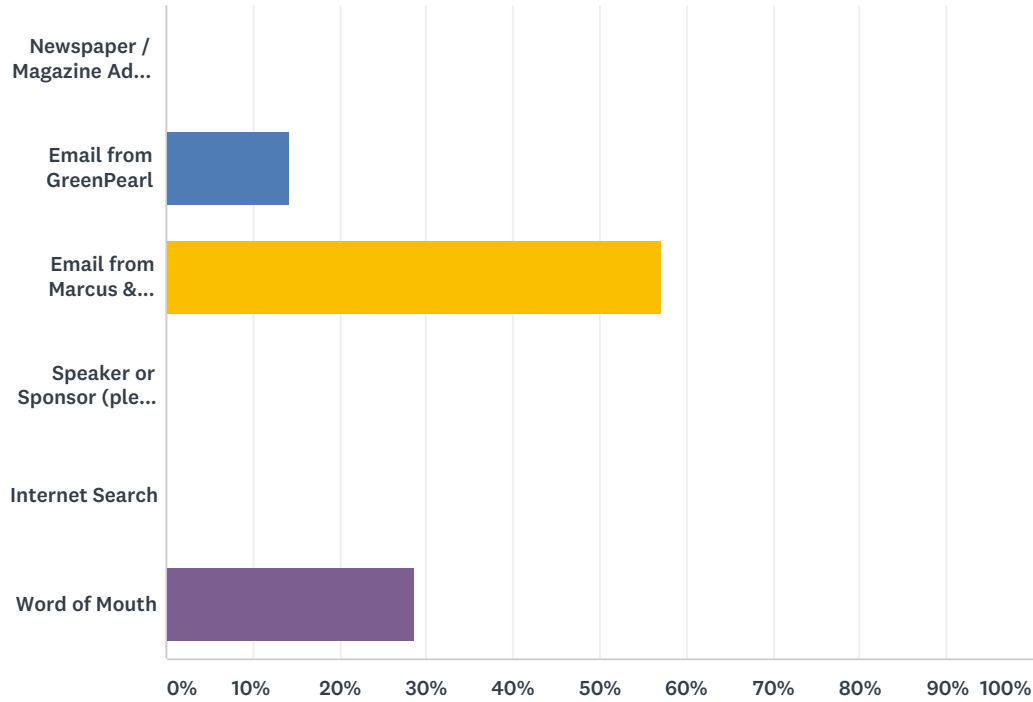


ANSWER CHOICES		RESPONSES	
San Francisco		50.00%	2
Chicago		50.00%	2
Boston		50.00%	2
Los Angeles		50.00%	2
Atlanta		100.00%	4
Washington D.C.		50.00%	2
Seattle		75.00%	3
New York		50.00%	2
Total Respondents: 4			

#	OTHER (PLEASE SPECIFY)	DATE
1	Phoenix	11/15/2017 9:56 AM
2	Denver, Littlerock	11/14/2017 6:30 PM
3	Dallas	11/14/2017 3:44 PM

## Q8 How did you hear about the conference?

Answered: 7 Skipped: 2



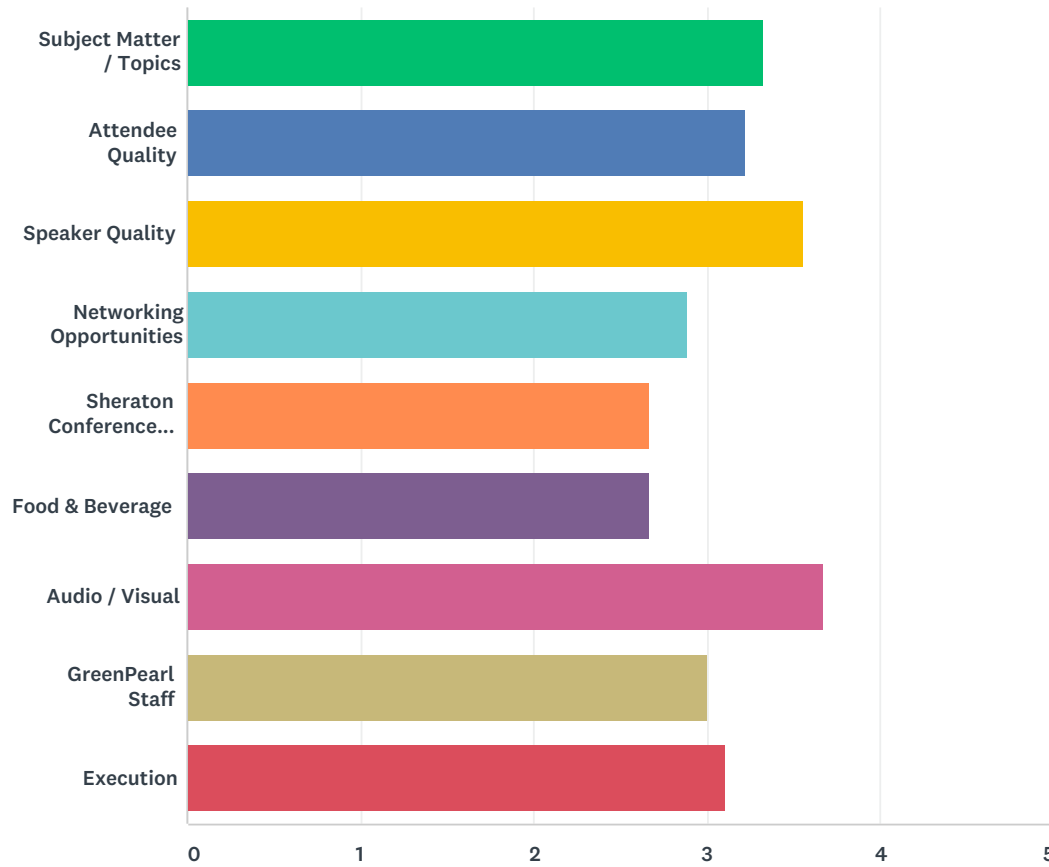
ANSWER CHOICES	RESPONSES	
Newspaper / Magazine Ad (enter name of publication below)	0.00%	0
Email from GreenPearl	14.29%	1
Email from Marcus & Millichap	57.14%	4
Speaker or Sponsor (please tell us who below)	0.00%	0
Internet Search	0.00%	0
Word of Mouth	28.57%	2
Total Respondents: 7		

#	OTHER (PLEASE SPECIFY)	DATE
1	I work for Marcus & Millichap.	11/15/2017 7:05 PM
2	Work recommended	11/15/2017 9:56 AM



## Q9 How would you rate the following aspects of this conference?

Answered: 9 Skipped: 0



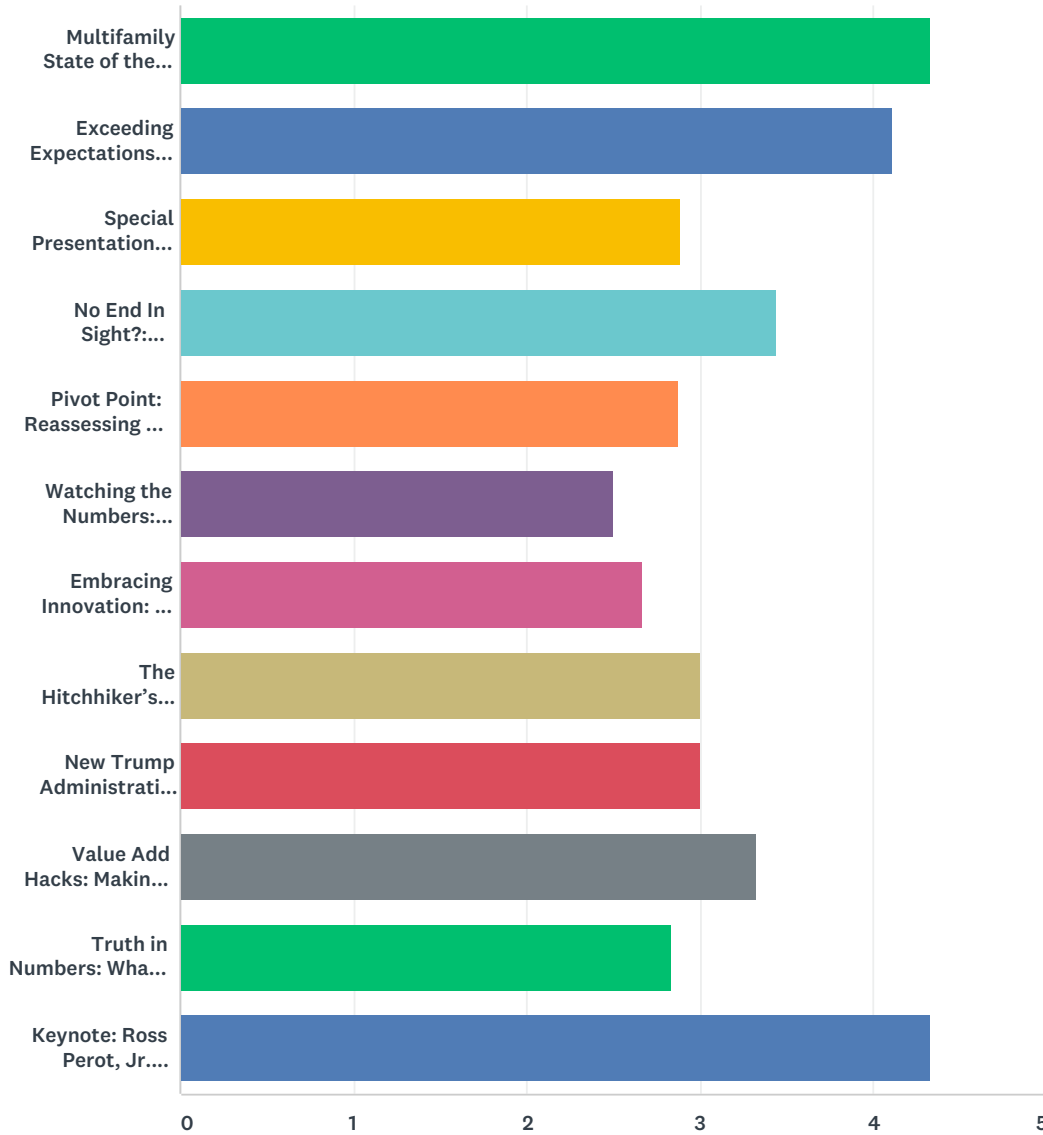
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	11.11% 1	33.33% 3	44.44% 4	0.00% 0	11.11% 1	9	3.33
Attendee Quality	0.00% 0	44.44% 4	44.44% 4	0.00% 0	11.11% 1	9	3.22
Speaker Quality	22.22% 2	44.44% 4	11.11% 1	11.11% 1	11.11% 1	9	3.56
Networking Opportunities	11.11% 1	11.11% 1	55.56% 5	0.00% 0	22.22% 2	9	2.89
Sheraton Conference Center	0.00% 0	33.33% 3	22.22% 2	22.22% 2	22.22% 2	9	2.67
Food & Beverage	11.11% 1	22.22% 2	22.22% 2	11.11% 1	33.33% 3	9	2.67
Audio / Visual	11.11% 1	44.44% 4	44.44% 4	0.00% 0	0.00% 0	9	3.67
GreenPearl Staff	11.11% 1	33.33% 3	22.22% 2	11.11% 1	22.22% 2	9	3.00
Execution	22.22% 2	11.11% 1	33.33% 3	22.22% 2	11.11% 1	9	3.11

5th annual Marcus & Millichap / IPA Dallas Multifamily Forum 2017

#	COMMENTS:	DATE
1	I loved the Tazo tea booth, but it was gone at lunchtime when I would have liked a refill.	11/15/2017 11:08 AM
2	please contact me by telephone	11/14/2017 11:20 PM

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

Answered: 9 Skipped: 0



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Multifamily State of the Market: National vs North Texas Markets	55.56% 5	33.33% 3	0.00% 0	11.11% 1	0.00% 0	0.00% 0	9	4.33
Exceeding Expectations: A Market Performance Update	44.44% 4	44.44% 4	0.00% 0	0.00% 0	11.11% 1	0.00% 0	9	4.11
Special Presentation: The Fort Worth Development Outlook	0.00% 0	33.33% 3	22.22% 2	44.44% 4	0.00% 0	0.00% 0	9	2.89
No End In Sight?: Multifamily Development in DFW and Nationally	11.11% 1	44.44% 4	33.33% 3	0.00% 0	11.11% 1	0.00% 0	9	3.44

## 5th annual Marcus & Millichap / IPA Dallas Multifamily Forum 2017

Pivot Point: Reassessing the Multifamily Investment Business Plan	11.11% 1	0.00% 0	55.56% 5	11.11% 1	11.11% 1	11.11% 1	9	2.88
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	0.00% 0	0.00% 0	22.22% 2	22.22% 2	0.00% 0	55.56% 5	9	2.50
Embracing Innovation: Top Amenities and Services to Consider Next	0.00% 0	22.22% 2	11.11% 1	22.22% 2	11.11% 1	33.33% 3	9	2.67
The Hitchhiker's Guide to Alternate Investments	0.00% 0	12.50% 1	25.00% 2	12.50% 1	0.00% 0	50.00% 4	8	3.00
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	0.00% 0	12.50% 1	12.50% 1	12.50% 1	0.00% 0	62.50% 5	8	3.00
Value Add Hacks: Making the Most out of What You Own Today	0.00% 0	33.33% 3	22.22% 2	11.11% 1	0.00% 0	33.33% 3	9	3.33
Truth in Numbers: What is Really Driving Construction Cost Increases	0.00% 0	22.22% 2	22.22% 2	11.11% 1	11.11% 1	33.33% 3	9	2.83
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	55.56% 5	0.00% 0	0.00% 0	0.00% 0	11.11% 1	33.33% 3	9	4.33

#	COMMENTS:	DATE
1	Have more speakers like Ross Perot, Jr.	11/15/2017 10:06 AM

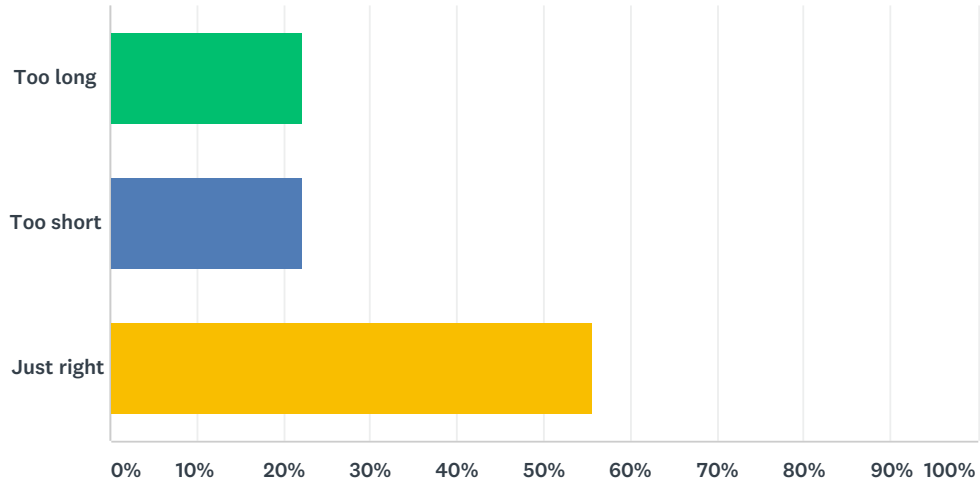
## Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 5   Skipped: 4

#	RESPONSES	DATE
1	More info on Secondary Markets. (BTW, I can present on that.)	11/15/2017 7:08 PM
2	N/A	11/15/2017 10:06 AM
3	It would be interesting to have someone that is an expert on the upcoming technology that is coming to the market.	11/15/2017 9:59 AM
4	high rise condo developement	11/14/2017 11:21 PM
5	See previous answers	11/14/2017 6:32 PM

## Q12 How did you feel about the length of the conference?

Answered: 9 Skipped: 0

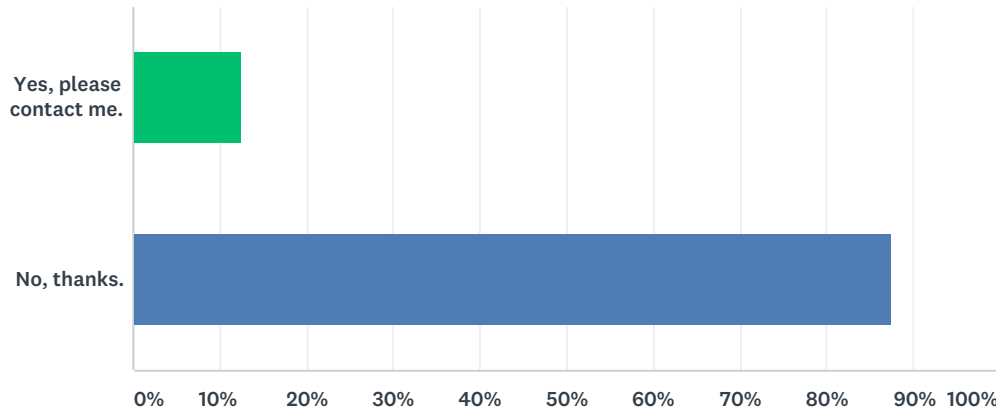


ANSWER CHOICES	RESPONSES	
Too long	22.22%	2
Too short	22.22%	2
Just right	55.56%	5
TOTAL		9

#	COMMENTS	DATE
	There are no responses.	

## Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?

Answered: 8 Skipped: 1



ANSWER CHOICES		RESPONSES	
Yes, please contact me.		12.50%	1
No, thanks.		87.50%	7
TOTAL			8

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	(972) 755-5311	11/15/2017 7:08 PM

## Q14 Any final comments, suggestions, or compliments?

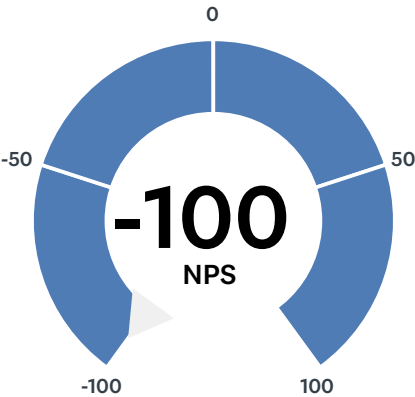
Answered: 3   Skipped: 6

#	RESPONSES	DATE
1	I hope the team has the logistics down better for the next event.	11/15/2017 7:08 PM
2	N/A	11/15/2017 10:06 AM
3	please contact me by telephone if you are reading this	11/14/2017 11:21 PM



Q15 How likely is it that you would recommend this conference to a friend or colleague?

Answered: 9 Skipped: 0



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
100% 9	0 0	0 0	-100