

#1

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 3:41:28 PM
Last Modified: Tuesday, November 14, 2017 3:46:23 PM
Time Spent: 00:04:55
First Name: Christina
Last Name: Natal
Email: cnatal@billingsleyco.com
IP Address: 107.77.200.83

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Get updated information on the markets

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?

Value add

Q4 What was the most valuable aspect of this conference?

Updates

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

Amenities of the future just was a rehash if the same things that have been discussed for years now. Nothing new or innovative

Q6 Do you have any specific suggestions for improvement?

Respondent skipped this question

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

Other (please specify):
Dallas

Q8 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Good
Attendee Quality	Good
Speaker Quality	Fair
Networking Opportunities	Good
Sheraton Conference Center	Good
Food & Beverage	Very Good
Audio / Visual	Good
GreenPearl Staff	Very Good
Execution	Good

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

Multifamily State of the Market: National vs North Texas Markets	Very Good
Exceeding Expectations: A Market Performance Update	Very Good
Special Presentation: The Fort Worth Development Outlook	Very Good
No End In Sight?: Multifamily Development in DFW and Nationally	Good
Pivot Point: Reassessing the Multifamily Investment Business Plan	Good
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	Good
Embracing Innovation: Top Amenities and Services to Consider Next	Poor
The Hitchhiker's Guide to Alternate Investments	Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Good
Value Add Hacks: Making the Most out of What You Own Today	Fair
Truth in Numbers: What is Really Driving Construction Cost Increases	Good
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	N/A - Did not attend

Q11 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**

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

Just right

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

No, thanks.

Q14 Any final comments, suggestions, or compliments?

Respondent skipped this question

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

6 (Detractor)

#2

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 6:11:44 PM
Last Modified: Tuesday, November 14, 2017 6:32:17 PM
Time Spent: 00:20:33
First Name: William
Last Name: Gietema
Email: bill@arcadiarealty.net
Custom Data: Jr.
IP Address: 108.254.90.37

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

We are mixed-use master plan developers and need to stay near our customers.

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

Neither (please explain):

Morning sessions were strong the afternoon session no so much. The construction session was completely devoid of content. Ross Perot Jr.Why?

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

I have seen most of the information in various other venues and publications.

Q4 What was the most valuable aspect of this conference?

The slides from the morning session will be very useful.

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

Construction session was useless. Waste of time. The speaker was not prepared and probably not qualified.

Q6 Do you have any specific suggestions for improvement?

More data driven presentations. I would have appreciated a session by Realpage. Also a qualified analytical session of construction costs.

Q7 Which of the following geographies also interest you or your firm for multifamily summits? Other (please specify):
Denver, Littlerock

Q8 How did you hear about the conference? **Email from Marcus & Millichap**

Page 2

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

Subject Matter / Topics	Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Good
Sheraton Conference Center	Very Good
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

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

Multifamily State of the Market: National vs North Texas Markets	Excellent
Exceeding Expectations: A Market Performance Update	Excellent
Special Presentation: The Fort Worth Development Outlook	Fair
No End In Sight?: Multifamily Development in DFW and Nationally	Good
Pivot Point: Reassessing the Multifamily Investment Business Plan	Good
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	Good
Embracing Innovation: Top Amenities and Services to Consider Next	Good
Value Add Hacks: Making the Most out of What You Own Today	Good
Truth in Numbers: What is Really Driving Construction Cost Increases	N/A - Did not attend
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	Poor

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

See previous answers

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

Just right

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

No, thanks.

Q14 Any final comments, suggestions, or compliments?

Respondent skipped this question

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

4 (Detractor)

#3

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 6:50:57 PM
Last Modified: Tuesday, November 14, 2017 6:54:19 PM
Time Spent: 00:03:21
First Name: Jeff
Last Name: Smith
Email: jeff.smith@trussway.com
IP Address: 70.196.0.84

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Understanding future demand for MF housing in DFW

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?

SA, Austin and DFW can expect to experience a decrease in MF construction in the coming years.

Q4 What was the most valuable aspect of this conference?

Respondent skipped this question

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

Respondent skipped this question

Q6 Do you have any specific suggestions for improvement?

Respondent skipped this question

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

Atlanta,
Washington D.C.,
New York

Q8 How did you hear about the conference?

Email from Marcus & Millichap

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Good
Sheraton Conference Center	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Excellent

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

Multifamily State of the Market: National vs North Texas Markets	Excellent
Exceeding Expectations: A Market Performance Update	Excellent
Special Presentation: The Fort Worth Development Outlook	Very Good
No End In Sight?: Multifamily Development in DFW and Nationally	Very Good
Pivot Point: Reassessing the Multifamily Investment Business Plan	Good
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	N/A - Did not attend
Embracing Innovation: Top Amenities and Services to Consider Next	Very Good
The Hitchhiker's Guide to Alternate Investments	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Value Add Hacks: Making the Most out of What You Own Today	Very Good
Truth in Numbers: What is Really Driving Construction Cost Increases	Very Good
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	Excellent

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Q11 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**

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

Just right

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

Respondent skipped this question

Q14 Any final comments, suggestions, or compliments?

Respondent skipped this question

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

6 (Detractor)

#4

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 11:15:43 PM
Last Modified: Tuesday, November 14, 2017 11:20:54 PM
Time Spent: 00:05:10
First Name: Bill
Last Name: Gaul
Email: bill@buildersupdate.com
IP Address: 70.113.40.64

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

to meet new contacts for a specific purpose that i told this venue would be participating and that was not the case

Q2 How well did the conference meet your expectations? **Not Well at All**

Neither (please explain):

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

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

i will not attend these events

Q4 What was the most valuable aspect of this conference?

leaving

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

yes, all of it, i was misled

Q6 Do you have any specific suggestions for improvement?

please be honest in your target audience when asked if this would be the proper venue

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

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

Q8 How did you hear about the conference?

Email from GreenPearl

Page 2

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

Subject Matter / Topics	Poor
Attendee Quality	Poor
Speaker Quality	Poor
Networking Opportunities	Poor
Sheraton Conference Center	Poor
Food & Beverage	Poor
Audio / Visual	Very Good
GreenPearl Staff	Poor
Execution	Poor
Comments :	please contact me by telephone

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

Multifamily State of the Market: National vs North Texas Markets	Fair
Exceeding Expectations: A Market Performance Update	Poor
Special Presentation: The Fort Worth Development Outlook	Fair
No End In Sight?: Multifamily Development in DFW and Nationally	Poor
Pivot Point: Reassessing the Multifamily Investment Business Plan	Poor
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	N/A - Did not attend
Embracing Innovation: Top Amenities and Services to Consider Next	N/A - Did not attend
The Hitchhiker's Guide to Alternate Investments	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Value Add Hacks: Making the Most out of What You Own Today	N/A - Did not attend
Truth in Numbers: What is Really Driving Construction Cost Increases	N/A - Did not attend
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	N/A - Did not attend

Page 3

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

high rise condo developement

Q12 How did you feel about the length of the conference? **Too long**

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? **No, thanks.**

Q14 Any final comments, suggestions, or compliments?

please contact me by telephone if you are reading this

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

Not at all likely - 0 (Detractor)

#5

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Wednesday, November 15, 2017 8:09:17 AM
Last Modified: Wednesday, November 15, 2017 8:13:29 AM
Time Spent: 00:04:11
First Name: Shishir
Last Name: Kaushik
Email: kaushikshishir@gmail.com
IP Address: 99.107.240.77

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? **Respondent skipped this question**

Q4 What was the most valuable aspect of this conference?

Networking and content

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

Insufficient networking time.
Keynote Ross Perot did not happen

Q6 Do you have any specific suggestions for improvement? **Respondent skipped this question**

Q7 Which of the following geographies also interest you or your firm for multifamily summits? **Respondent skipped this question**

Q8 How did you hear about the conference? **Email from Marcus & Millichap**

Page 2

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

Subject Matter / Topics	Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Poor
Sheraton Conference Center	Good
Food & Beverage	Fair
Audio / Visual	Good
GreenPearl Staff	Good
Execution	Good

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

Multifamily State of the Market: National vs North Texas Markets	Very Good
Exceeding Expectations: A Market Performance Update	Very Good
Special Presentation: The Fort Worth Development Outlook	Fair
No End In Sight?: Multifamily Development in DFW and Nationally	Very Good
Pivot Point: Reassessing the Multifamily Investment Business Plan	Fair
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	Fair
Embracing Innovation: Top Amenities and Services to Consider Next	Fair
The Hitchhiker's Guide to Alternate Investments	Fair
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Fair
Value Add Hacks: Making the Most out of What You Own Today	Good
Truth in Numbers: What is Really Driving Construction Cost Increases	Fair
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	N/A - Did not attend

Q11 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**

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

Too short

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

No, thanks.

Q14 Any final comments, suggestions, or compliments?

Respondent skipped this question

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

6 (Detractor)

#6

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Wednesday, November 15, 2017 9:49:40 AM
Last Modified: Wednesday, November 15, 2017 9:59:06 AM
Time Spent: 00:09:25
First Name: Laura
Last Name: Trupka
Email: ltrupka@faulknerdesign.com
IP Address: 192.30.241.203

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To learn about latest multi-family trends and 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?

There wasn't really any new information presented that I would take away.

Q4 What was the most valuable aspect of this conference?

learning about the trends of where people and jobs are moving to so I can know where to focus efforts.

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

The first panel offered to be available afterwards for discussion but by the time I moved rooms they were gone.

Q6 Do you have any specific suggestions for improvement?

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.

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

Atlanta,

Seattle,

Other (please specify):

Phoenix

Q8 How did you hear about the conference?

Other (please specify):
Work recommended

Page 2

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

Subject Matter / Topics	Good
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Good
Sheraton Conference Center	Very Good
Food & Beverage	Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Multifamily State of the Market: National vs North Texas Markets	Excellent
Exceeding Expectations: A Market Performance Update	Very Good
Special Presentation: The Fort Worth Development Outlook	Good
No End In Sight?: Multifamily Development in DFW and Nationally	Very Good
Pivot Point: Reassessing the Multifamily Investment Business Plan	Good
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	Fair
Embracing Innovation: Top Amenities and Services to Consider Next	Fair
The Hitchhiker's Guide to Alternate Investments	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Value Add Hacks: Making the Most out of What You Own Today	Very Good
Truth in Numbers: What is Really Driving Construction Cost Increases	Poor
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	Excellent

Page 3

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

It would be interesting to have someone that is an expert on the upcoming technology that is coming to the market.

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

Too long

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

No, thanks.

Q14 Any final comments, suggestions, or compliments?

Respondent skipped this question

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

3 (Detractor)

#7

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Wednesday, November 15, 2017 9:59:44 AM
Last Modified: Wednesday, November 15, 2017 10:06:04 AM
Time Spent: 00:06:20
First Name: Sunny
Last Name: Patel
Email: sunny.patel@marcusmillichap.com
IP Address: 12.117.168.50

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Meet new clients and vendors.

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?

The content was great and maybe have more key speakers for longer times.

Q4 What was the most valuable aspect of this conference?

How dallas is doing compared to other key markets.

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

Everything was good.

Q6 Do you have any specific suggestions for improvement?

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.

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

San Francisco,
Chicago,
Boston,
Los Angeles,
Atlanta,
Seattle

Q8 How did you hear about the conference?

Word of Mouth

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Good
Speaker Quality	Good
Networking Opportunities	Good
Sheraton Conference Center	Poor
Food & Beverage	Poor
Audio / Visual	Good
GreenPearl Staff	Good
Execution	Fair

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

Multifamily State of the Market: National vs North Texas Markets	Excellent
Exceeding Expectations: A Market Performance Update	Excellent
Special Presentation: The Fort Worth Development Outlook	Good
No End In Sight?: Multifamily Development in DFW and Nationally	Excellent
Pivot Point: Reassessing the Multifamily Investment Business Plan	Excellent
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	N/A - Did not attend
Embracing Innovation: Top Amenities and Services to Consider Next	Very Good
The Hitchhiker's Guide to Alternate Investments	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Value Add Hacks: Making the Most out of What You Own Today	N/A - Did not attend
Truth in Numbers: What is Really Driving Construction Cost Increases	Very Good
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	Excellent
Comments: :	Have more speakers like Ross Perot, Jr.

Page 3

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

N/A

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

Just right

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

No, thanks.

Q14 Any final comments, suggestions, or compliments?

N/A

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

6 (Detractor)

#8

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Wednesday, November 15, 2017 10:51:13 AM
Last Modified: Wednesday, November 15, 2017 11:09:22 AM
Time Spent: 00:18:08
First Name: Allison L.
Last Name: Elko
Email: aelko@bellnunnally.com
IP Address: 38.107.211.14

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking and getting up-to-date on the latest market news.

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?

Ross Perot Jr.'s advice to closely watch how the upcoming changes in the tax laws will affect the real estate industry.

Q4 What was the most valuable aspect of this conference?

Market analysis and updates from the first two speakers and investor insight from the panelists.

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

N/A

Q6 Do you have any specific suggestions for improvement?

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.

Q7 Which of the following geographies also interest you or your firm for multifamily summits? **Respondent skipped this question**

Q8 How did you hear about the conference? **Word of Mouth**

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Excellent
Sheraton Conference Center	Fair
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Fair
Execution	Good
Comments: :	I loved the Tazo tea booth, but it was gone at lunchtime when I would have liked a refill.

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

Multifamily State of the Market: National vs North Texas Markets	Excellent
Exceeding Expectations: A Market Performance Update	Excellent
Special Presentation: The Fort Worth Development Outlook	Very Good
No End In Sight?: Multifamily Development in DFW and Nationally	Good
Pivot Point: Reassessing the Multifamily Investment Business Plan	Good
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	N/A - Did not attend
Embracing Innovation: Top Amenities and Services to Consider Next	N/A - Did not attend
The Hitchhiker's Guide to Alternate Investments	Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Value Add Hacks: Making the Most out of What You Own Today	Very Good
Truth in Numbers: What is Really Driving Construction Cost Increases	Good
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	Excellent

Q11 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**

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

Just right

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

No, thanks.

Q14 Any final comments, suggestions, or compliments?

Respondent skipped this question

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

6 (Detractor)

#9

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Wednesday, November 15, 2017 7:00:18 PM
Last Modified: Wednesday, November 15, 2017 7:07:48 PM
Time Spent: 00:07:30
First Name: Sean
Last Name: Scott
Email: sean.scott@marcusmillichap.com
IP Address: 12.117.168.50

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

I work for the host company.

Q2 How well did the conference meet your expectations? **Not Very Well**

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

Keep investing in multifamily.

Q4 What was the most valuable aspect of this conference?

The networking.

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

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.

Q6 Do you have any specific suggestions for improvement?

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.

Q7 Which of the following geographies also interest you or your firm for multifamily summits? **Respondent skipped this question**

Q8 How did you hear about the conference?

Other (please specify):

I work for Marcus & Millichap.

Page 2

Q9 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
Sheraton Conference Center	Fair
Food & Beverage	Poor
Audio / Visual	Good
GreenPearl Staff	Poor
Execution	Fair

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

Multifamily State of the Market: National vs North Texas Markets	Very Good
Exceeding Expectations: A Market Performance Update	Very Good
Special Presentation: The Fort Worth Development Outlook	Fair
No End In Sight?: Multifamily Development in DFW and Nationally	Very Good
Pivot Point: Reassessing the Multifamily Investment Business Plan	N/A - Did not attend
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	N/A - Did not attend
Embracing Innovation: Top Amenities and Services to Consider Next	N/A - Did not attend
The Hitchhiker's Guide to Alternate Investments	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Very Good
Value Add Hacks: Making the Most out of What You Own Today	N/A - Did not attend
Truth in Numbers: What is Really Driving Construction Cost Increases	N/A - Did not attend
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	Excellent

Page 3

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

More info on Secondary Markets. (BTW, I can present on that.)

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

Too short

Q13 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.:
(972) 755-5311

Q14 Any final comments, suggestions, or compliments?

I hope the team has the logistics down better for the next event.

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

6 (Detractor)