

#1

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, November 02, 2017 7:00:59 PM
Last Modified: Thursday, November 02, 2017 7:03:01 PM
Time Spent: 00:02:01
First Name: Hanna
Last Name: Azar
Email: hannajazar@gmail.com
IP Address: 75.101.56.126

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

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?

Networking is very important. C class properties seems to outperform other asset classes.

Q4 What was the most valuable aspect of this conference?

Networking with other investors. Learning from professionals and developers.

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?

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	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Crowne Plaza	Excellent
Food & Beverage	Excellent
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. Bay Area Markets	Excellent
Morning Keynote: Michael Schall, President & CEO, Essex Property Trust	Very Good
Increasing NOI & NAV with Smart Building Technologies & Intelligent Data	Fair
Jeff Hendler, President, Energy Technology Savings	Fair
Building the Bay: A Pipeline Update from Some of the Biggest Deal Makers	Good
A Challenging Environment: Raising Capital and Borrowing Funds Today	Excellent
Boosting the Bottom-Line: Management and Operations Strategies	Fair
When Push Comes to Shove: Succeeding in Value-Add Today	Good

Page 3

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?	Respondent skipped this question
---	----------------------------------

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?

Extremely likely - 10 (Promoter)

#2

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, November 02, 2017 7:02:50 PM
Last Modified: Thursday, November 02, 2017 7:09:02 PM
Time Spent: 00:06:12
First Name: Joel
Last Name: Villamil
Email: joel_villamil@marxokubo.com
IP Address: 73.70.50.13

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Keeping up with industry forecasts.

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 will attract tenants for projects currently in the pipeline.

Q4 What was the most valuable aspect of this conference?

Networking.

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

The lunch presentation. This was a mistake. It was difficult to network at lunch with tablemates with a lecturer trying to talk over the crowd. This was distracting to us, and possibly demoralizing for the presenter.

Q6 Do you have any specific suggestions for improvement?

Stop over-lunch lectures.

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

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

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
Crowne Plaza	Good
Food & Beverage	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. Bay Area Markets	N/A - Did not attend
Morning Keynote: Michael Schall, President & CEO, Essex Property Trust	Very Good
Increasing NOI & NAV with Smart Building Technologies & Intelligent Data	Fair
Jeff Hendler, President, Energy Technology Savings	Fair
Building the Bay: A Pipeline Update from Some of the Biggest Deal Makers	Good
A Challenging Environment: Raising Capital and Borrowing Funds Today	N/A - Did not attend
Boosting the Bottom-Line: Management and Operations Strategies	Excellent
When Push Comes to Shove: Succeeding in Value-Add Today	Very Good
Penciling Out: Finding Deals When the Rules Have Changed	N/A - Did not attend
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Poor
Max Returns: Tenant Liability Insurance Programs	Good
Afternoon Keynote Fireside Chat: Bob Hart, President & CEO, TruAmerica Multifamily	Very Good
Trailblazing: Innovative Design & Construction Approaches	Fair

Comments: :

The Tax Incentives talk was poorly received because it occurred the same time as networking over lunch. The Design & Construction Approaches really did not talk about construction at all. Modular construction, CLT, wood over podium? None was discussed. And, no time was left for questions.

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

Construction cost mitigation

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?

Yes, please contact me.

Please include your contact info if you would like us to contact you.:

Joel Villamil joel_villamil@marxokubo.com Our group (Marx Okubo Associates) may be interested in speaking or exhibiting at a future event if it aligns with our expertise.

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?

7 (Passive)

#3

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, November 02, 2017 7:02:59 PM
Last Modified: Thursday, November 02, 2017 7:12:41 PM
Time Spent: 00:09:41
First Name: Fred
Last Name: Morse
Email: fredamorse@gmail.com
IP Address: 73.93.25.170

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

New information 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?

That's captive insurance is a coming thing

Q4 What was the most valuable aspect of this conference?

Same

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?

I guess I prefer questions coming from the floor from people themselves rather than by text But I understand that in the comments by moderator is probably the best way to cover subjects succinctly

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

Houston,
Boston,
Seattle,
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	Excellent
Speaker Quality	Very Good
Networking Opportunities	Very Good
Crowne Plaza	Excellent
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. Bay Area Markets	Good
Morning Keynote: Michael Schall, President & CEO, Essex Property Trust	Good
Increasing NOI & NAV with Smart Building Technologies & Intelligent Data	N/A - Did not attend
Jeff Hendler, President, Energy Technology Savings	N/A - Did not attend
Building the Bay: A Pipeline Update from Some of the Biggest Deal Makers	Good
A Challenging Environment: Raising Capital and Borrowing Funds Today	Good
Boosting the Bottom-Line: Management and Operations Strategies	Good
When Push Comes to Shove: Succeeding in Value-Add Today	Very Good
Penciling Out: Finding Deals When the Rules Have Changed	N/A - Did not attend
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Max Returns: Tenant Liability Insurance Programs	Very Good
Afternoon Keynote Fireside Chat: Bob Hart, President & CEO, TruAmerica Multifamily	Good
Trailblazing: Innovative Design & Construction Approaches	Very Good

Page 3

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,

Comments:

I didn't stay for the cocktail hour because I had to get across the bay before the bridge got absolutely nuts which happened around 3 o'clock

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?

7 (Passive)

#4

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, November 02, 2017 7:21:14 PM
Last Modified: Thursday, November 02, 2017 7:23:48 PM
Time Spent: 00:02:34
First Name: Vince
Last Name: Lee
Email: vince.lee@sheaproperties.com
IP Address: 64.58.181.66

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Market info 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?

Steady as she goes

Q4 What was the most valuable aspect of this conference?

Bay Area info

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

No

Q6 Do you have any specific suggestions for improvement?

Metrics on current return expectations

Q7 Which of the following geographies also interest you or your firm for multifamily summits? **Los Angeles, Seattle**

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

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

Respondent skipped this question

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

Multifamily State of the Market: National vs. Bay Area Markets	Excellent
Morning Keynote: Michael Schall, President & CEO, Essex Property Trust	Excellent
Increasing NOI & NAV with Smart Building Technologies & Intelligent Data	Excellent
Jeff Hendler, President, Energy Technology Savings	Excellent
Building the Bay: A Pipeline Update from Some of the Biggest Deal Makers	Excellent
A Challenging Environment: Raising Capital and Borrowing Funds Today	Excellent
Boosting the Bottom-Line: Management and Operations Strategies	Excellent
When Push Comes to Shove: Succeeding in Value-Add Today	Excellent
Penciling Out: Finding Deals When the Rules Have Changed	Excellent
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Excellent
Max Returns: Tenant Liability Insurance Programs	Excellent
Afternoon Keynote Fireside Chat: Bob Hart, President & CEO, TruAmerica Multifamily	Excellent
Trailblazing: Innovative Design & Construction Approaches	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?

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?

9 (Promoter)

#5

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, November 02, 2017 7:19:28 PM
Last Modified: Thursday, November 02, 2017 7:26:44 PM
Time Spent: 00:07:16
First Name: Stephen
Last Name: Hegedus
Email: Shegedus@bararch.com
IP Address: 50.247.122.61

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To hear what the keynote speakers and panelists had to say about our MF market conditions. 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?

Understanding our challenges in the bay area market are not unique to our projects.

Q4 What was the most valuable aspect of this conference?

Listening

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

The innovative panel could have been more innovative. Didn't think the conversation leaned toward innovations in MF housing.

Q6 Do you have any specific suggestions for improvement?

Overall, I was pleased, so no suggestions. I look forward to attending again.

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

Q8 How did you hear about the conference?

Email from Marcus & Millichap,
Millichap

Other (please specify):

Our firm has attended in the past.

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Excellent
Speaker Quality	Very Good
Networking Opportunities	Excellent
Crowne Plaza	Good
Food & Beverage	Good
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. Bay Area Markets	Very Good
Morning Keynote: Michael Schall, President & CEO, Essex Property Trust	Very Good
Increasing NOI & NAV with Smart Building Technologies & Intelligent Data	Fair
Jeff Hendler, President, Energy Technology Savings	Fair
Building the Bay: A Pipeline Update from Some of the Biggest Deal Makers	N/A - Did not attend
A Challenging Environment: Raising Capital and Borrowing Funds Today	Very Good
Boosting the Bottom-Line: Management and Operations Strategies	N/A - Did not attend
When Push Comes to Shove: Succeeding in Value-Add Today	Very Good
Penciling Out: Finding Deals When the Rules Have Changed	N/A - Did not attend
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Fair
Max Returns: Tenant Liability Insurance Programs	N/A - Did not attend
Afternoon Keynote Fireside Chat: Bob Hart, President & CEO, TruAmerica Multifamily	Very Good
Trailblazing: Innovative Design & Construction Approaches	Fair

Page 3

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

No

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?

Please include your contact info if you would like us to contact you.:
Possibly. Contact BAR Architects' Director of Marketing, Linda Crouse.

Q14 Any final comments, suggestions, or compliments?

No

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

8 (Passive)

#6

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, November 02, 2017 7:51:22 PM
Last Modified: Thursday, November 02, 2017 7:56:11 PM
Time Spent: 00:04:49
First Name: Bill
Last Name: Henle
Email: wfhenle@henleassociates.com
IP Address: 73.12.190.72

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Information

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 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?

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

Q8 How did you hear about the conference?

Other (please specify):
 Guest of conference sponsor

Page 2

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

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

Comments: :

Audio was good. Screens for visual displays were too far from speakers positions so audience could not see both speaker and slides together

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

Multifamily State of the Market: National vs. Bay Area Markets	Very Good
Morning Keynote: Michael Schall, President & CEO, Essex Property Trust	Excellent
Increasing NOI & NAV with Smart Building Technologies & Intelligent Data	Very Good
Jeff Hendler, President, Energy Technology Savings	Very Good
Building the Bay: A Pipeline Update from Some of the Biggest Deal Makers	Very Good
A Challenging Environment: Raising Capital and Borrowing Funds Today	Very Good
Boosting the Bottom-Line: Management and Operations Strategies	Very Good
When Push Comes to Shove: Succeeding in Value-Add Today	Very Good
Penciling Out: Finding Deals When the Rules Have Changed	Very Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Good
Max Returns: Tenant Liability Insurance Programs	Good
Afternoon Keynote Fireside Chat: Bob Hart, President & CEO, TruAmerica Multifamily	Very Good
Trailblazing: Innovative Design & Construction Approaches	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? **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?

9 (Promoter)

#7

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, November 02, 2017 8:34:10 PM
Last Modified: Thursday, November 02, 2017 8:37:35 PM
Time Spent: 00:03:25
First Name: Keith
Last Name: Goodman
Email: keithlgoodman@gmail.com
IP Address: 73.92.180.7

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking as well as catching up with M&M agents and management.

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?

Very well rounded. I liked the combination of both individual speakers as well as panels.

Q4 What was the most valuable aspect of this conference?

Networking

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?

Other (please specify):
Bay Area

Q8 How did you hear about the conference?

Other (please specify):
Phone call from David Nelson

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Crowne Plaza	Good
Food & Beverage	Good
Audio / Visual	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. Bay Area Markets	Excellent
Morning Keynote: Michael Schall, President & CEO, Essex Property Trust	Excellent
Increasing NOI & NAV with Smart Building Technologies & Intelligent Data	Very Good
Jeff Hendler, President, Energy Technology Savings	Very Good
Building the Bay: A Pipeline Update from Some of the Biggest Deal Makers	Excellent
A Challenging Environment: Raising Capital and Borrowing Funds Today	Excellent
Boosting the Bottom-Line: Management and Operations Strategies	Excellent
When Push Comes to Shove: Succeeding in Value-Add Today	Excellent
Penciling Out: Finding Deals When the Rules Have Changed	Excellent
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Excellent
Max Returns: Tenant Liability Insurance Programs	Excellent
Afternoon Keynote Fireside Chat: Bob Hart, President & CEO, TruAmerica Multifamily	Excellent
Trailblazing: Innovative Design & Construction Approaches	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? **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?

Extremely likely - 10 (Promoter)

#8

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, November 02, 2017 11:52:43 PM
Last Modified: Thursday, November 02, 2017 11:58:48 PM
Time Spent: 00:06:04
First Name: Cindy
Last Name: Bustamante
Email: cbustamante@lpas.com
IP Address: 135.26.153.51

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Information 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?

Caution.

Q4 What was the most valuable aspect of this conference?

Seeing clients and meeting new prospects.

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

Hated the infomercial during lunch. Felt very sorry for this guy. It was annoying.

Q6 Do you have any specific suggestions for improvement?

Ealier lunch. Liked getting out earlier.

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 ,

Other (please specify):

Have attended annually.

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

Subject Matter / Topics	Good
Attendee Quality	Very Good
Speaker Quality	Good
Networking Opportunities	Very Good
Crowne Plaza	Very Good
Food & Beverage	Very Good
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. Bay Area Markets	Very Good
Morning Keynote: Michael Schall, President & CEO, Essex Property Trust	Good
Increasing NOI & NAV with Smart Building Technologies & Intelligent Data	Good
Jeff Hendler, President, Energy Technology Savings	Fair
Building the Bay: A Pipeline Update from Some of the Biggest Deal Makers	Very Good
A Challenging Environment: Raising Capital and Borrowing Funds Today	N/A - Did not attend
Boosting the Bottom-Line: Management and Operations Strategies	Good
When Push Comes to Shove: Succeeding in Value-Add Today	Good
Penciling Out: Finding Deals When the Rules Have Changed	N/A - Did not attend
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Max Returns: Tenant Liability Insurance Programs	N/A - Did not attend
Afternoon Keynote Fireside Chat: Bob Hart, President & CEO, TruAmerica Multifamily	Very Good
Trailblazing: Innovative Design & Construction Approaches	Very Good

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

Senior and affordable housing.

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?

8 (Passive)

#9

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, November 03, 2017 9:21:55 AM
Last Modified: Friday, November 03, 2017 9:30:34 AM
Time Spent: 00:08:39
First Name: Richard
Last Name: Reisman
Email: richard.reisman@marcusmillichap.com
IP Address: 12.197.116.214

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking. I am a Marcus & Millichap agent.

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?

Adjust efforts for different listing types.

Q4 What was the most valuable aspect of this conference?

It lived up to its billing

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

Presentations by the exhibitors were sub-par and not what people were there for, in my opinion.

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?

Los Angeles,
Other (please specify):
Denver

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	Excellent
Speaker Quality	Very Good
Networking Opportunities	Excellent
Crowne Plaza	Very Good
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Excellent

Comments: :

Minor suggestion: Easel mounted signs directing to the concurrent sessions could have been better.

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

Multifamily State of the Market: National vs. Bay Area Markets	Excellent
Morning Keynote: Michael Schall, President & CEO, Essex Property Trust	Good
Increasing NOI & NAV with Smart Building Technologies & Intelligent Data	Fair
Jeff Hendler, President, Energy Technology Savings	Fair
Building the Bay: A Pipeline Update from Some of the Biggest Deal Makers	Very Good
A Challenging Environment: Raising Capital and Borrowing Funds Today	Very Good
Boosting the Bottom-Line: Management and Operations Strategies	N/A - Did not attend
When Push Comes to Shove: Succeeding in Value-Add Today	N/A - Did not attend
Penciling Out: Finding Deals When the Rules Have Changed	Excellent
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Max Returns: Tenant Liability Insurance Programs	Fair
Afternoon Keynote Fireside Chat: Bob Hart, President & CEO, TruAmerica Multifamily	Very Good
Trailblazing: Innovative Design & Construction Approaches	Good

Page 3

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,

Comments:

This is an important aspect and it is great that you got it right.

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.:

Richard C. Reisman, Marcus & Millichap, 2626 Hanover Street, Palo Alto, CA 94304, 650.391.1805

Q14 Any final comments, suggestions, or compliments?

I do more land for development, including multi-family. So, I overlap heavily with this group but do not specialized in selling operating multi-family properties.

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

Extremely likely - 10 (Promoter)

#10

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, November 06, 2017 2:41:01 PM
Last Modified: Monday, November 06, 2017 2:45:47 PM
Time Spent: 00:04:46
First Name: Amanda
Last Name: Thompson
Email: Amanda.Thomson@fpimgt.com
IP Address: 71.202.170.118

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Gather information for my company and clients

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?

Must amp up resident services at all sites.

Q4 What was the most valuable aspect of this conference?

Looking at trends

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

no

Q6 Do you have any specific suggestions for improvement?

more break out session options

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

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
Crowne Plaza	Good
Food & Beverage	Excellent
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. Bay Area Markets	Excellent
Morning Keynote: Michael Schall, President & CEO, Essex Property Trust	Very Good
Increasing NOI & NAV with Smart Building Technologies & Intelligent Data	Fair
Jeff Hendler, President, Energy Technology Savings	Fair
Building the Bay: A Pipeline Update from Some of the Biggest Deal Makers	N/A - Did not attend
A Challenging Environment: Raising Capital and Borrowing Funds Today	N/A - Did not attend
Boosting the Bottom-Line: Management and Operations Strategies	Very Good
When Push Comes to Shove: Succeeding in Value-Add Today	Excellent
Penciling Out: Finding Deals When the Rules Have Changed	Good
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Poor
Max Returns: Tenant Liability Insurance Programs	Fair
Afternoon Keynote Fireside Chat: Bob Hart, President & CEO, TruAmerica Multifamily	Excellent
Trailblazing: Innovative Design & Construction Approaches	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? **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?

9 (Promoter)