

#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

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

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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?

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 3:40:51 PM
Last Modified: Tuesday, November 14, 2017 3:48:39 PM
Time Spent: 00:07:47
First Name: Jody
Last Name: Ambrose
Email: josephambrose3@gmail.com
IP Address: 107.77.200.152

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Education

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?

Everyone is in the same boat and no one has or will share solutions to the questions all owners have.

Q4 What was the most valuable aspect of this conference?

Networking and learning answer to #3.

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

Non specific answers.

Q6 Do you have any specific suggestions for improvement?

Ask speakers to specially answer the questions with more how tos.

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	Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Sheraton Conference Center	Good
Food & Beverage	Very Good
Audio / Visual	Excellent
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	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	Good
Embracing Innovation: Top Amenities and Services to Consider Next	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	Fair
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	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?

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?

7 (Passive)

#3

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 3:35:58 PM
Last Modified: Tuesday, November 14, 2017 3:50:51 PM
Time Spent: 00:14:53
First Name: Juan
Last Name: Torruella
Email: jetjhas@gmail.com
IP Address: 107.77.200.37

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

I am an investor

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?

All content was very much on point , smart , and helpful.

Q4 What was the most valuable aspect of this conference?

The content .

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?

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 GreenPearl,
Email from Marcus &
Millichap

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Sheraton Conference Center	Fair
Food & Beverage	Fair
Audio / Visual	Very Good
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	Excellent
Special Presentation: The Fort Worth Development Outlook	Excellent
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	Excellent
Embracing Innovation: Top Amenities and Services to Consider Next	Excellent
The Hitchhiker's Guide to Alternate Investments	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Excellent
Value Add Hacks: Making the Most out of What You Own Today	Excellent
Truth in Numbers: What is Really Driving Construction Cost Increases	Excellent
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?

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)

#4

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 3:52:35 PM
Last Modified: Tuesday, November 14, 2017 3:55:35 PM
Time Spent: 00:02:59
First Name: Debbie
Last Name: Horridge
Email: debbie@buildersupdate.com
IP Address: 107.77.221.32

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To make the right contacts

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

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

Not too come back to this conference.

Q4 What was the most valuable aspect of this conference?

No value all off out

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

All of it be honest when selling sponsorships

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? **Word of Mouth**

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?

Respondent skipped this question

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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?

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?

Respondent skipped this question

#5

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 4:17:56 PM
Last Modified: Tuesday, November 14, 2017 4:20:05 PM
Time Spent: 00:02:08
First Name: Jason
Last Name: Thornton
Email: jthornton@bhmanagement.com
IP Address: 107.77.198.76

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Industry info.

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? **Respondent skipped this question**

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

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

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Very Good
Sheraton Conference Center	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 North Texas Markets	Excellent
Exceeding Expectations: A Market Performance Update	Excellent
Special Presentation: The Fort Worth Development Outlook	Excellent
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	Excellent
Embracing Innovation: Top Amenities and Services to Consider Next	Excellent
The Hitchhiker's Guide to Alternate Investments	Excellent
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Excellent
Value Add Hacks: Making the Most out of What You Own Today	Excellent
Truth in Numbers: What is Really Driving Construction Cost Increases	Excellent
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?

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)

#6

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 4:18:27 PM
Last Modified: Tuesday, November 14, 2017 4:22:18 PM
Time Spent: 00:03:50
First Name: Elissa
Last Name: Plotsky
Email: eplotsky@senderatitle.com
IP Address: 107.77.197.69

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Information, Networking and supporting Marcus&Millichap

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?

All info was useful

Q4 What was the most valuable aspect of this conference?

Information and people attending

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

The food and servers. Ran out of food - wait time excessive. Took 45 min to get pre- ordered GF meal.
Ran out if plates. Heard numerous complaints from attendees

Q6 Do you have any specific suggestions for improvement?

Better catering

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

Other (please specify):
Texas

Q8 How did you hear about the conference?

Other (please specify):
I go every year

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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?

Respondent skipped this question

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?

Respondent skipped this question

#7

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 4:25:04 PM
Last Modified: Tuesday, November 14, 2017 4:30:44 PM
Time Spent: 00:05:39
First Name: David
Last Name: Garza
Email: dgarza@ipausa.com
IP Address: 12.117.168.50

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

to learn where the market it at today and where it is going in the future

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?

to watch rent growth and trends in the baby boomer to see what they are looking for as they down size

Q4 What was the most valuable aspect of this conference?

to here where DFW stands in job growth to the rest of the country and how the future still looks good

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

expectations where meet and exceeded

Q6 Do you have any specific suggestions for improvement?

making the doors from the lobby to the main room quite as people continue to leave and enter while speakers are talking.

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

Other (please specify):
none

Q8 How did you hear about the conference?

Speaker or Sponsor (please tell us who below)

Other (please specify):

Drew Kile

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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	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	Good
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	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

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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?

no, I was there for the total market outlook.

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)

#8

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 4:36:28 PM
Last Modified: Tuesday, November 14, 2017 4:39:48 PM
Time Spent: 00:03:20
First Name: Tom
Last Name: Laurencelle
Email: tom.laurencelle@marcusmillichap.com
IP Address: 47.42.83.143

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Capital Support for Fort Worth Office

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?

The statistics on the over all market

Q4 What was the most valuable aspect of this conference?

Financing

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?

Better food

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

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

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?

Respondent skipped this question

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?

Respondent skipped this question

#9

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 4:51:57 PM
Last Modified: Tuesday, November 14, 2017 4:55:30 PM
Time Spent: 00:03:32
First Name: Jeff
Last Name: Rogers
Email: jrogers@doughertymarkets.com
IP Address: 165.225.34.131

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Multifamily 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? **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?

Ran out of food, plates and silverware at the buffet line

Q6 Do you have any specific suggestions for improvement?

Better planning on lunch

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	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Sheraton Conference Center	Fair
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	Excellent
Special Presentation: The Fort Worth Development Outlook	Excellent
No End In Sight?: Multifamily Development in DFW and Nationally	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	Very Good
Value Add Hacks: Making the Most out of What You Own Today	Fair
Truth in Numbers: What is Really Driving Construction Cost Increases	Poor

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?

Move the conference to North Dallas and out of downtown.

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

9 (Promoter)

#10

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 5:07:35 PM
Last Modified: Tuesday, November 14, 2017 5:11:44 PM
Time Spent: 00:04:08
First Name: Roger
Last Name: Clark
Email: rclark@ulcoleman.com
IP Address: 70.196.13.159

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Data. 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?

Data. Networking

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

No bottled water available.

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	Very Good
Sheraton Conference Center	Very 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 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	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	Good
Embracing Innovation: Top Amenities and Services to Consider Next	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	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? 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?

8 (Passive)

#11

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 5:36:24 PM
Last Modified: Tuesday, November 14, 2017 5:42:05 PM
Time Spent: 00:05:40
First Name: Nate
Last Name: Galata
Email: nate.galata@stewart.com
IP Address: 107.77.197.79

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking and Multi-family market updates

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? **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	Very Good
Attendee Quality	Excellent
Speaker Quality	Very Good
Networking Opportunities	Excellent
Sheraton Conference Center	Very Good
Food & Beverage	Excellent
Audio / Visual	Very Good
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	Excellent
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	Very Good
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	Very Good
The Hitchhiker's Guide to Alternate Investments	Very Good
Value Add Hacks: Making the Most out of What You Own Today	Excellent
Truth in Numbers: What is Really Driving Construction Cost Increases	Good
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? **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?

Extremely likely - 10 (Promoter)

#12

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 6:10:57 PM
Last Modified: Tuesday, November 14, 2017 6:23:14 PM
Time Spent: 00:12:16
First Name: Michael
Last Name: Monarch
Email: mdjil@aol.com
IP Address: 50.84.215.165

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Knowledge of the market, education of the business and contacts

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?

Don't know that I can say it was one main thing!

Q4 What was the most valuable aspect of this conference?

Ross Perot, Jr

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	Very Good
Sheraton Conference Center	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 North Texas Markets	Excellent
Exceeding Expectations: A Market Performance Update	Excellent
Special Presentation: The Fort Worth Development Outlook	Excellent
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	Excellent
Embracing Innovation: Top Amenities and Services to Consider Next	Excellent
The Hitchhiker's Guide to Alternate Investments	Excellent
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	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

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)

#13

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, Little Rock

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

Page 3

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)

#14

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

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?

6 (Detractor)

#15

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, November 14, 2017 9:28:26 PM
Last Modified: Tuesday, November 14, 2017 9:30:28 PM
Time Spent: 00:02:01
First Name: Mark
Last Name: Cantrell
Email: mcantrell@cmi-tax.com
IP Address: 76.183.187.204

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Sponsor

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?

Networking

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

Food was below average

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?

Respondent skipped this question

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

Respondent skipped this question

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?

Respondent skipped this question

#16

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.
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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)

#17

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

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?

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)

#18

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Wednesday, November 15, 2017 9:24:24 AM
Last Modified: Wednesday, November 15, 2017 9:32:43 AM
Time Spent: 00:08:19
First Name: Gary
Last Name: McCoy
Email: gary.mccoy@texenergy.org
IP Address: 98.6.12.34

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking and market trends

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?

There was an interesting mix of positive and negative trends in the market.

Q4 What was the most valuable aspect of this conference?

The networking aspect

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

The direction of where the individual sessions were was a bit lacking and In years past I felt that there was more of an unbiased look at the market and yesterday felt a bit too much like Marcus & Millichap was trying to get prospective clients.

Q6 Do you have any specific suggestions for improvement?

I would spend much more time explaining and directing people to the sessions and have more content

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

Q8 How did you hear about the conference?

Email from GreenPearl,
Email from 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	Good
Networking Opportunities	Excellent
Sheraton Conference Center	Good
Food & Beverage	Very Good
Audio / Visual	Excellent
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	Very Good
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	Very Good
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	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?

I would like to hear more about construction costs and government lobby efforts

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.:

Gary.McCoy@TexenergySolutions.org

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)

#19

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)

#20

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)

#21

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**

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)

#22

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Wednesday, November 15, 2017 11:39:06 AM
Last Modified: Wednesday, November 15, 2017 11:52:34 AM
Time Spent: 00:13:28
First Name: Kelly
Last Name: Ansley
Email: kelly.ansley@stewart.com
IP Address: 199.253.16.1

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

See my clients and meet new people.

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?

outlook for 2018-19 given by Greg Willett

Q4 What was the most valuable aspect of this conference?

Seeing clients and friends in the industry and discussing existing and future business.

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

It wasn't a big item but the accessibility of drinks for lunch or for anything during the conference. A pitcher of ice water on the tables would have been great. Having little plastic cups with water and only accessible in the back of the room or in the lobby was quite odd.

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

Q8 How did you hear about the conference?

**Email from GreenPearl,
Email from Marcus &
Millichap**

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

Subject Matter / Topics	Very Good
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Very Good
Sheraton Conference Center	Good
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Excellent
Execution	Excellent
Comments: :	attendee list with names along with the company names would be great especially for the price of function. Contact information wouldn't be necessary.

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	Excellent
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	Excellent
Embracing Innovation: Top Amenities and Services to Consider Next	Excellent
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	Excellent
Truth in Numbers: What is Really Driving Construction Cost Increases	Excellent
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,**
Comments:
It held my attention the entire event.

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)

#23

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Wednesday, November 15, 2017 12:27:40 PM
Last Modified: Wednesday, November 15, 2017 12:33:15 PM
Time Spent: 00:05:34
First Name: Traci
Last Name: Kane
Email: tkane@pantherfw.com
IP Address: 24.240.235.146

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

2018 projections and insight on market changes since 2016

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?

Multifamily is still strong and a good investment for our group.

Q4 What was the most valuable aspect of this conference?

Overall market update

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

Not enough seats at tables so we were stuck in back against wall. It was distracting with people in and out and I had a hard time hearing.

Q6 Do you have any specific suggestions for improvement?

At check in, have a friendlier greeter to give a quick overview of things. The girl that checked us in did not even know there were parking vouchers.

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

Other (please specify):
Phoenix

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	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Sheraton Conference Center	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	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	Very Good
No End In Sight?: Multifamily Development in DFW and Nationally	Very Good
Pivot Point: Reassessing the Multifamily Investment Business Plan	Excellent
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	Excellent
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? **Respondent skipped this question**

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?

Thank you for hosting.

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

8 (Passive)

#24

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Wednesday, November 15, 2017 12:57:34 PM
Last Modified: Wednesday, November 15, 2017 1:00:38 PM
Time Spent: 00:03:04
First Name: Jim
Last Name: McGinley
Email: JMcGinley@monogramres.com
IP Address: 199.36.142.90

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

hearing about local market, 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? **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? **San Francisco,**
Boston,
Los Angeles,
Washington D.C.

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	Very Good
Networking Opportunities	Good
Sheraton Conference Center	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 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	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
Truth in Numbers: What is Really Driving Construction Cost Increases	Fair
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	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**

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?

7 (Passive)

#25

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Wednesday, November 15, 2017 3:57:05 PM
Last Modified: Wednesday, November 15, 2017 4:02:07 PM
Time Spent: 00:05:01
First Name: Mick
Last Name: Granlund
Email: mick.granlund@obrienarch.com
IP Address: 64.129.60.126

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Business Development

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?

Overall good prognosis for the next year or two

Q4 What was the most valuable aspect of this conference?

Content

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

It is always a struggle to keep people in the audience between speakers, and you did a great job but it didn't give us much opportunity to visit with others at our immediate table. Not sure I have a solution though.

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

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	Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
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	Very Good
No End In Sight?: Multifamily Development in DFW and Nationally	Excellent
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	Very Good
Embracing Innovation: Top Amenities and Services to Consider Next	Excellent
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	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

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?

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

Possibly, depending on the topic

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)

#26

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Wednesday, November 15, 2017 5:20:21 PM
Last Modified: Wednesday, November 15, 2017 5:22:07 PM
Time Spent: 00:01:46
First Name: Paul
Last Name: Nguyen
Email: nguyenp@dcad.org
IP Address: 199.227.136.66

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Market trends

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?

No

Q6 Do you have any specific suggestions for improvement?

No

Q7 Which of the following geographies also interest you or your firm for multifamily summits? Other (please specify):
Dallas/Fort Worth

Q8 How did you hear about the conference?

Email from GreenPearl,

Email from Marcus & Millichap ,

Other (please specify):

Past attendance

Page 2

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?

Respondent skipped this question

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?

Respondent skipped this question

#27

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)

#28

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Thursday, November 16, 2017 1:16:41 PM
Last Modified: Thursday, November 16, 2017 1:26:20 PM
Time Spent: 00:09:38
First Name: Keith
Last Name: Kirkpatrick
Email: klkirkpatrick@terracon.com
IP Address: 161.69.22.122

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Understand the state of the market and make multifamily connections.

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?

That the DFW market will continue to be a strong market.

Q4 What was the most valuable aspect of this conference?

connections to new people and meeting Mike Berry and Ross Perot Jr.

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 really enjoyed the event!

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

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

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	Very Good
Sheraton Conference Center	Very Good
Food & Beverage	Very 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	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	Excellent
Pivot Point: Reassessing the Multifamily Investment Business Plan	Very Good
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	Very Good
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	Very Good
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

Page 3

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

you covered it very well!

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.,

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

We exhibited, and will again! no need to contact.

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)

#29

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, November 17, 2017 8:27:44 AM
Last Modified: Friday, November 17, 2017 8:31:40 AM
Time Spent: 00:03:55
First Name: Daniel
Last Name: Barak
Email: danbarak@usa.net
IP Address: 71.194.164.231

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

networking and information update

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?

Understanding what the city of Dallas is doing regarding multifamily

Q4 What was the most valuable aspect of this conference?

connections formed

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

Did NOT STAY ON SCHEDULE and that messed me up with commitments and plans.
Also the invite only session room assignment was confusing and I ended up missing most of it as I was told the wrong room.

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):
NONE

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
Sheraton Conference Center	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Fair
Comments: :	did not follow schedule times invite only session room assignment was not clear

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	Very Good
Pivot Point: Reassessing the Multifamily Investment Business Plan	Very Good
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	Very Good
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	Very Good
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	Very Good

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)

#30

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, November 17, 2017 10:22:34 AM
Last Modified: Friday, November 17, 2017 10:31:35 AM
Time Spent: 00:09:01
First Name: Andrew
Last Name: Paderanga
Email: apaderanga@rgmiller.com
IP Address: 66.193.240.6

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Market updates for the north Texas region & Networking

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?

Create more opportunities in Multifamily markets in North Texas

Q4 What was the most valuable aspect of this conference?

Spending time with clients and discussing market updates from the Forum

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

The way the rooms were utilized as there were not enough tables and seating capacity. I.E. The divider could have been opened for the last session with the Hillwood group session.

Q6 Do you have any specific suggestions for improvement?

Logistics and utilization of the rooms for a more comfortable seating and table venue.

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	Excellent
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Very 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	Excellent
No End In Sight?: Multifamily Development in DFW and Nationally	Excellent
Pivot Point: Reassessing the Multifamily Investment Business Plan	Very Good
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	Excellent
Embracing Innovation: Top Amenities and Services to Consider Next	Very Good
The Hitchhiker's Guide to Alternate Investments	Good
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	Very Good
Truth in Numbers: What is Really Driving Construction Cost Increases	Good
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?

No, but continue to add Speakers like Ross Perot, Jr. (Titans in the industry)

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)

#31

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Friday, November 17, 2017 1:40:05 PM
Last Modified: Friday, November 17, 2017 2:00:26 PM
Time Spent: 00:20:21
First Name: Demetria
Last Name: Hall
Email: halldemetria@tx.rr.com
IP Address: 107.77.201.170

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To begin networking with other like-minded professionals in the real estate industry. We are new to multi-family and are under contract for our first MF property.

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?

Cost Segregation! The Engineered Tax presentation contained valuable information.

Q4 What was the most valuable aspect of this conference?

I was able to meet a couple who are on similar paths, however, they are steps ahead. They offered to connect with us to share more information.

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

The parking situation wasn't very clear upfront, so a lot of time was wasted trying to figure it out.

Q6 Do you have any specific suggestions for improvement?

Make sure the ballroom has enough seating for all attendees. I stood up some of the time to hear presentations.

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 ,

Speaker or Sponsor (please tell us who below) ,

Other (please specify):

Matt Aslan

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	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	Very Good
Exceeding Expectations: A Market Performance Update	N/A - Did not attend
Special Presentation: The Fort Worth Development Outlook	N/A - Did not attend
No End In Sight?: Multifamily Development in DFW and Nationally	Very Good
Pivot Point: Reassessing the Multifamily Investment Business Plan	Very Good
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	Very Good
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	Very Good
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	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?

Smaller break-out sessions on multi-family acquisition process for newbies.

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?

8 (Passive)

#32

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, November 20, 2017 12:57:16 PM
Last Modified: Monday, November 20, 2017 1:04:36 PM
Time Spent: 00:07:20
First Name: Brodie
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Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To gain others insight to market trends, outlooks, and projections.

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?

tax analysis

Q4 What was the most valuable aspect of this conference?

having so many different opinions from individuals with heavy presence in the market.

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

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

Subject Matter / Topics	Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Fair
Sheraton Conference Center	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 North Texas Markets	Good
Exceeding Expectations: A Market Performance Update	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	Very Good
Embracing Innovation: Top Amenities and Services to Consider Next	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	Very Good
Truth in Numbers: What is Really Driving Construction Cost Increases	Good
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	Very Good

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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?

No, thanks.,

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

bdittmar@lumacorp.com

Q14 Any final comments, suggestions, or compliments?

I hope we get the slides emailed to us soon.

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

8 (Passive)

#33

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, November 27, 2017 11:12:57 AM
Last Modified: Monday, November 27, 2017 11:16:17 AM
Time Spent: 00:03:20
First Name: Matt
Last Name: Lutz
Email: matt.lutz@capstonemanagement.com
IP Address: 67.200.194.164

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

market forecasts and contact 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?

n/a

Q4 What was the most valuable aspect of this conference?

forecasted data

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?

n/a

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

Other (please specify):
Texas

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
Sheraton Conference Center	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? Respondent skipped this question

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? 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?

9 (Promoter)
