

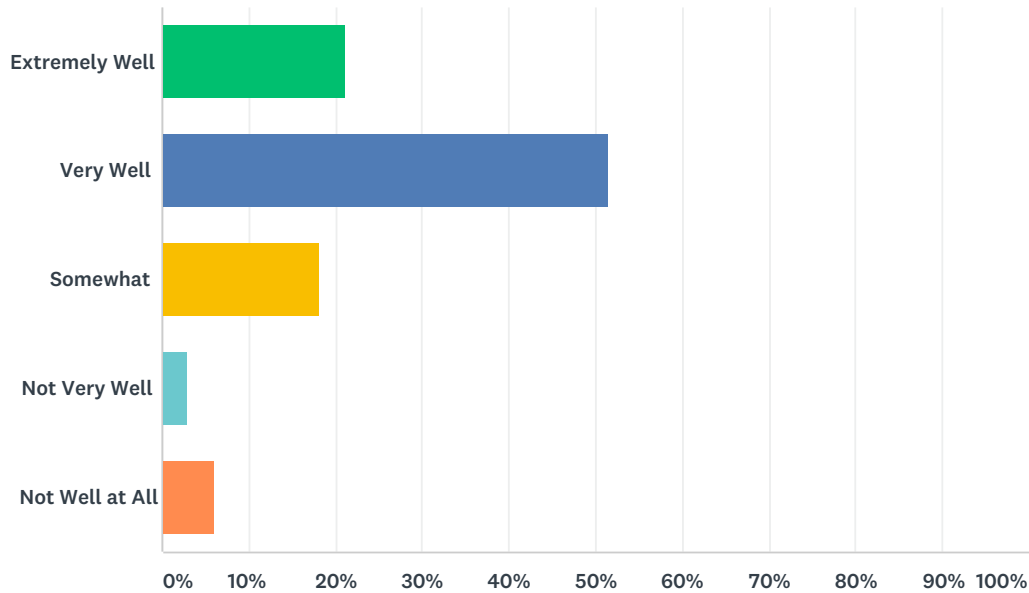
Q1 What was your primary reason for attending this conference?

Answered: 33 Skipped: 0

#	RESPONSES	DATE
1	market forecasts and contact networking.	11/27/2017 11:15 AM
2	To gain others insight to market trends, outlooks, and projections.	11/20/2017 1:01 PM
3	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.	11/17/2017 1:53 PM
4	Market updates for the north Texas region & Networking	11/17/2017 10:28 AM
5	networking and information update	11/17/2017 8:30 AM
6	Understand the state of the market and make multifamily connections.	11/16/2017 1:24 PM
7	I work for the host company.	11/15/2017 7:05 PM
8	Market trends	11/15/2017 5:22 PM
9	Business Development	11/15/2017 4:00 PM
10	hearing about local market, networking,	11/15/2017 12:59 PM
11	2018 projections and insight on market changes since 2016	11/15/2017 12:31 PM
12	See my clients and meet new people.	11/15/2017 11:44 AM
13	Networking and getting up-to-date on the latest market news.	11/15/2017 11:05 AM
14	Meet new clients and vendors.	11/15/2017 10:04 AM
15	To learn about latest multi-family trends and networking	11/15/2017 9:56 AM
16	Networking and market trends	11/15/2017 9:30 AM
17	Networking	11/15/2017 8:11 AM
18	to meet new contacts for a specific purpose that i told this venue would be participating and that was not the case	11/14/2017 11:19 PM
19	Sponsor	11/14/2017 9:30 PM
20	Understanding future demand for MF housing in DFW	11/14/2017 6:53 PM
21	We are mixed-use master plan developers and need to stay near our customers.	11/14/2017 6:30 PM
22	Knowledge of the market, education of the business and contacts	11/14/2017 6:21 PM
23	Networking and Multi-family market updates	11/14/2017 5:39 PM
24	Data. Networking.	11/14/2017 5:09 PM
25	Multifamily information and networking	11/14/2017 4:53 PM
26	Capital Support for Fort Worth Office	11/14/2017 4:40 PM
27	to learn where the market it at today and where it is going in the future	11/14/2017 4:29 PM
28	Information, Networking and supporting Marcus&Millichap	11/14/2017 4:22 PM
29	Industry info.	11/14/2017 4:19 PM
30	To make the right contacts	11/14/2017 3:56 PM
31	Education	11/14/2017 3:45 PM
32	I am an investor	11/14/2017 3:45 PM
33	Get updated information on the markets	11/14/2017 3:44 PM

Q2 How well did the conference meet your expectations?

Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely Well	21.21%	7
Very Well	51.52%	17
Somewhat	18.18%	6
Not Very Well	3.03%	1
Not Well at All	6.06%	2
TOTAL		33

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

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

Answered: 25 Skipped: 8

#	RESPONSES	DATE
1	n/a	11/27/2017 11:15 AM
2	tax analysis	11/20/2017 1:01 PM
3	Cost Segregation! The Engineered Tax presentation contained valuable information.	11/17/2017 1:53 PM
4	Create more opportunities in Multifamily markets in North Texas	11/17/2017 10:28 AM
5	Understanding what the city of Dallas is doing regarding multifamily	11/17/2017 8:30 AM
6	That the DFW market will continue to be a strong market.	11/16/2017 1:24 PM
7	Keep investing in multifamily.	11/15/2017 7:05 PM
8	Overall good prognosis for the next year or two	11/15/2017 4:00 PM
9	Multifamily is still strong and a good investment for our group.	11/15/2017 12:31 PM
10	outlook for 2018-19 given by Greg Willett	11/15/2017 11:44 AM
11	Ross Perot Jr.'s advice to closely watch how the upcoming changes in the tax laws will affect the real estate industry.	11/15/2017 11:05 AM
12	The content was great and maybe have more key speakers for longer times.	11/15/2017 10:04 AM
13	There wasn't really any new information presented that I would take away.	11/15/2017 9:56 AM
14	There was an interesting mix of positive and negative trends in the market.	11/15/2017 9:30 AM
15	i will not attend these events	11/14/2017 11:19 PM
16	SA, Austin and DFW can expect to experience a decrease in MF construction in the coming years.	11/14/2017 6:53 PM
17	I have seen most of the information in various other venues and publications.	11/14/2017 6:30 PM
18	Don't know that I can say it was one main thing!	11/14/2017 6:21 PM
19	The statistics on the over all market	11/14/2017 4:40 PM
20	to watch rent growth and trends in the baby boomer to see what they are looking for as they down size	11/14/2017 4:29 PM
21	All info was useful	11/14/2017 4:22 PM
22	Not too come back to this conference.	11/14/2017 3:56 PM
23	Everyone is in the same boat and no one has or will share solutions to the questions all owners have.	11/14/2017 3:45 PM
24	All content was very much on point , smart , and helpful.	11/14/2017 3:45 PM
25	Value add	11/14/2017 3:44 PM

Q4 What was the most valuable aspect of this conference?

Answered: 27 Skipped: 6

#	RESPONSES	DATE
1	forecasted data	11/27/2017 11:15 AM
2	having so many different opinions from individuals with heavy presence in the market.	11/20/2017 1:01 PM
3	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.	11/17/2017 1:53 PM
4	Spending time with clients and discussing market updates from the Forum	11/17/2017 10:28 AM
5	connections formed	11/17/2017 8:30 AM
6	connections to new people and meeting Mike Berry and Ross Perot Jr.	11/16/2017 1:24 PM
7	The networking.	11/15/2017 7:05 PM
8	Content	11/15/2017 4:00 PM
9	Overall market update	11/15/2017 12:31 PM
10	Seeing clients and friends in the industry and discussing existing and future business.	11/15/2017 11:44 AM
11	Market analysis and updates from the first two speakers and investor insight from the panelists.	11/15/2017 11:05 AM
12	How dallas is doing compared to other key markets.	11/15/2017 10:04 AM
13	learning about the trends of where people and jobs are moving to so I can know where to focus efforts.	11/15/2017 9:56 AM
14	The networking aspect	11/15/2017 9:30 AM
15	Networking and content	11/15/2017 8:11 AM
16	leaving	11/14/2017 11:19 PM
17	Networking	11/14/2017 9:30 PM
18	The slides from the morning session will be very useful.	11/14/2017 6:30 PM
19	Ross Perot, Jr	11/14/2017 6:21 PM
20	Data. Networking	11/14/2017 5:09 PM
21	Financing	11/14/2017 4:40 PM
22	to here where DFW stands in job growth to the rest of the country and how the future still looks good	11/14/2017 4:29 PM
23	Information and people attending	11/14/2017 4:22 PM
24	No value all off out	11/14/2017 3:56 PM
25	Networking and learning answer to #3.	11/14/2017 3:45 PM
26	The content .	11/14/2017 3:45 PM
27	Updates	11/14/2017 3:44 PM

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

Answered: 26 Skipped: 7

#	RESPONSES	DATE
1	n/a	11/27/2017 11:15 AM
2	The parking situation wasn't very clear upfront, so a lot of time was wasted trying to figure it out.	11/17/2017 1:53 PM
3	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.	11/17/2017 10:28 AM
4	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.	11/17/2017 8:30 AM
5	Yes, several. Registration couldn't find my info. Didn't like the venue. No food at lunch. Not enough parking validation stickers. One of the sponsors seemed pretty disappointed in the whole thing.	11/15/2017 7:05 PM
6	No	11/15/2017 5:22 PM
7	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.	11/15/2017 4:00 PM
8	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.	11/15/2017 12:31 PM
9	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.	11/15/2017 11:44 AM
10	N/A	11/15/2017 11:05 AM
11	Everything was good.	11/15/2017 10:04 AM
12	The first panel offered to be available afterwards for discussion but by the time I moved rooms they were gone.	11/15/2017 9:56 AM
13	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.	11/15/2017 9:30 AM
14	Insufficient networking time. Keynote Ross Perot did not happen	11/15/2017 8:11 AM
15	yes, all of it, i was misled	11/14/2017 11:19 PM
16	Food was below average	11/14/2017 9:30 PM
17	Construction session was useless. Waste of time. The speaker was not prepared and probably not qualified.	11/14/2017 6:30 PM
18	No bottled water available.	11/14/2017 5:09 PM
19	Ran out of food, plates and silverware at the buffet line	11/14/2017 4:53 PM
20	no	11/14/2017 4:40 PM
21	expectations where meet and exceeded	11/14/2017 4:29 PM
22	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	11/14/2017 4:22 PM
23	All of it be honest when selling sponsorships	11/14/2017 3:56 PM
24	Non specific answers.	11/14/2017 3:45 PM
25	No	11/14/2017 3:45 PM

26	Amenities of the future just was a rehash if the same things that have been discussed for years now. Nothing new or innovative	11/14/2017 3:44 PM
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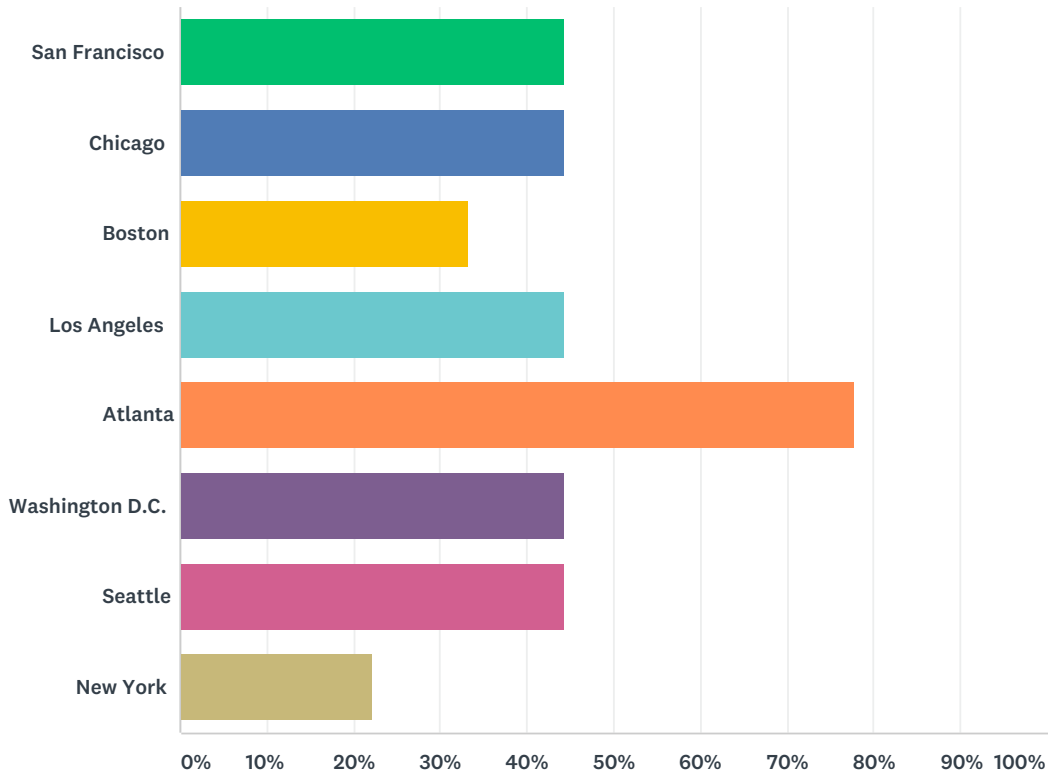
Q6 Do you have any specific suggestions for improvement?

Answered: 18 Skipped: 15

#	RESPONSES	DATE
1	n/a	11/27/2017 11:15 AM
2	Make sure the ballroom has enough seating for all attendees. I stood up some of the time to hear presentations.	11/17/2017 1:53 PM
3	Logistics and utilization of the rooms for a more comfortable seating and table venue.	11/17/2017 10:28 AM
4	I really enjoyed the event!	11/16/2017 1:24 PM
5	Yes, many. Go back to the last venue, or another that's better. Have enough food, and keep it simple. Have enough parking validation stickers. Register me for next year's conference today. I'll be there.	11/15/2017 7:05 PM
6	No	11/15/2017 5:22 PM
7	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.	11/15/2017 12:31 PM
8	The site felt really cramped. There was insufficient table seating in the main banquet room. The buffet lines and the vendors were all squeezed in together with very little room for attendees to move around.	11/15/2017 11:05 AM
9	Have the event at a hotel closer to the Dallas M&M Office and close to major airports such as Addison or Las Colinas. Downtown is not ideal with parking and traffic. No close airport near by. I think there was a shortage on food.	11/15/2017 10:04 AM
10	The construction cost talk was very disappointing. There were no solutions offered only finger pointing. I would like to learn what we can do to actually make a difference in construction cost beyond "pick cheaper finishes" that is low hanging fruit and not creative. I would like to know what other aspects could be controlled or changed in order to save on costs.	11/15/2017 9:56 AM
11	I would spend much more time explaining and directing people to the sessions and have more content	11/15/2017 9:30 AM
12	please be honest in your target audience when asked if this would be the proper venue	11/14/2017 11:19 PM
13	More data driven presentations. I would have appreciated a session by Realpage. Also a qualified analytical session of construction costs.	11/14/2017 6:30 PM
14	Better planning on lunch	11/14/2017 4:53 PM
15	Better food	11/14/2017 4:40 PM
16	making the doors from the lobby to the main room quite as people continue to leave and enter while speakers are talking.	11/14/2017 4:29 PM
17	Better catering	11/14/2017 4:22 PM
18	Ask speakers to specially answer the questions with more how tos.	11/14/2017 3:45 PM

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

Answered: 9 Skipped: 24



ANSWER CHOICES	RESPONSES
San Francisco	44.44% 4
Chicago	44.44% 4
Boston	33.33% 3
Los Angeles	44.44% 4
Atlanta	77.78% 7
Washington D.C.	44.44% 4
Seattle	44.44% 4
New York	22.22% 2
Total Respondents: 9	

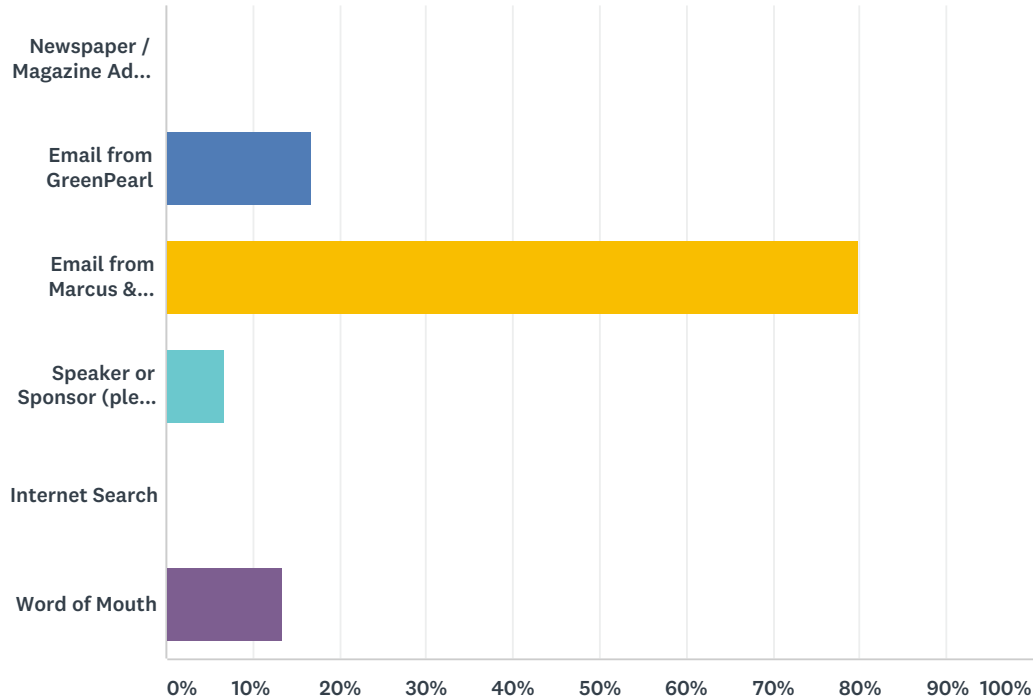
#	OTHER (PLEASE SPECIFY)	DATE
1	Texas	11/27/2017 11:15 AM
2	NONE	11/17/2017 8:30 AM
3	Dallas/Fort Worth	11/15/2017 5:22 PM
4	Phoenix	11/15/2017 12:31 PM

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

5	Phoenix	11/15/2017 9:56 AM
6	Denver, Littlerock	11/14/2017 6:30 PM
7	none	11/14/2017 4:29 PM
8	Texas	11/14/2017 4:22 PM
9	Dallas	11/14/2017 3:44 PM

Q8 How did you hear about the conference?

Answered: 30 Skipped: 3

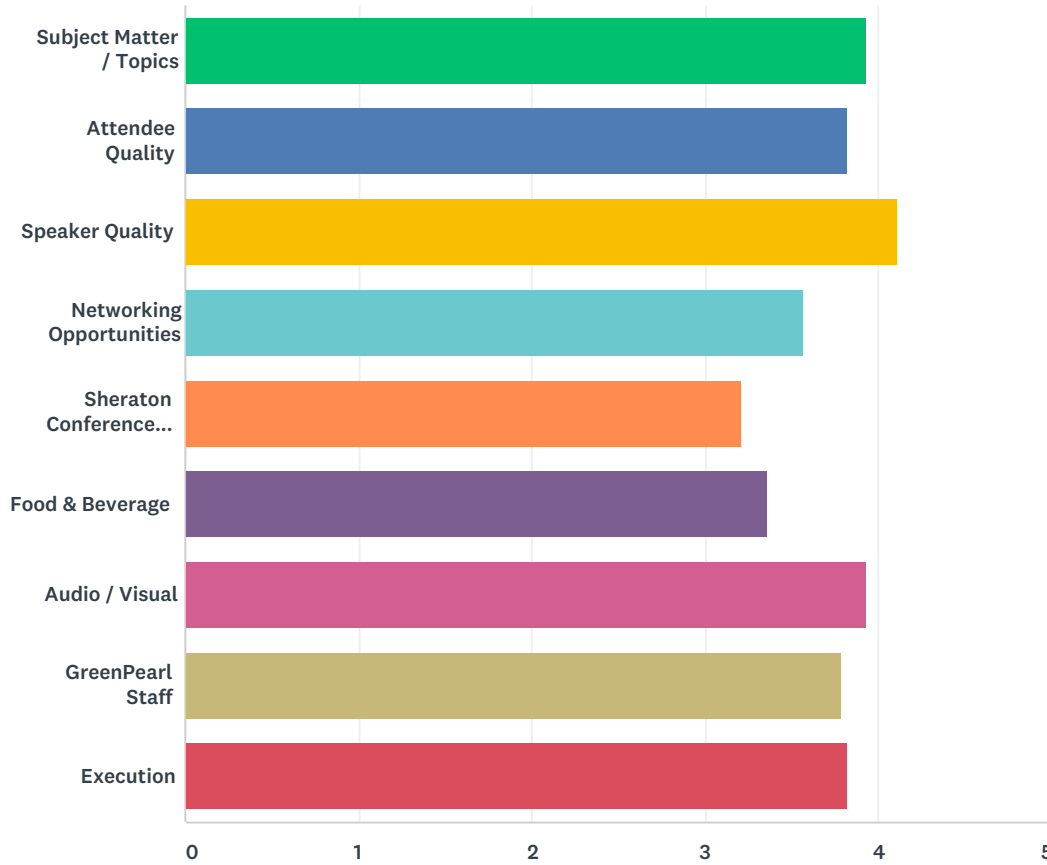


ANSWER CHOICES	RESPONSES	
Newspaper / Magazine Ad (enter name of publication below)	0.00%	0
Email from GreenPearl	16.67%	5
Email from Marcus & Millichap	80.00%	24
Speaker or Sponsor (please tell us who below)	6.67%	2
Internet Search	0.00%	0
Word of Mouth	13.33%	4
Total Respondents: 30		

#	OTHER (PLEASE SPECIFY)	DATE
1	Matt Aslan	11/17/2017 1:53 PM
2	I work for Marcus & Millichap.	11/15/2017 7:05 PM
3	Past attendance	11/15/2017 5:22 PM
4	Work recommended	11/15/2017 9:56 AM
5	Drew Kile	11/14/2017 4:29 PM
6	I go every year	11/14/2017 4:22 PM

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

Answered: 28 Skipped: 5



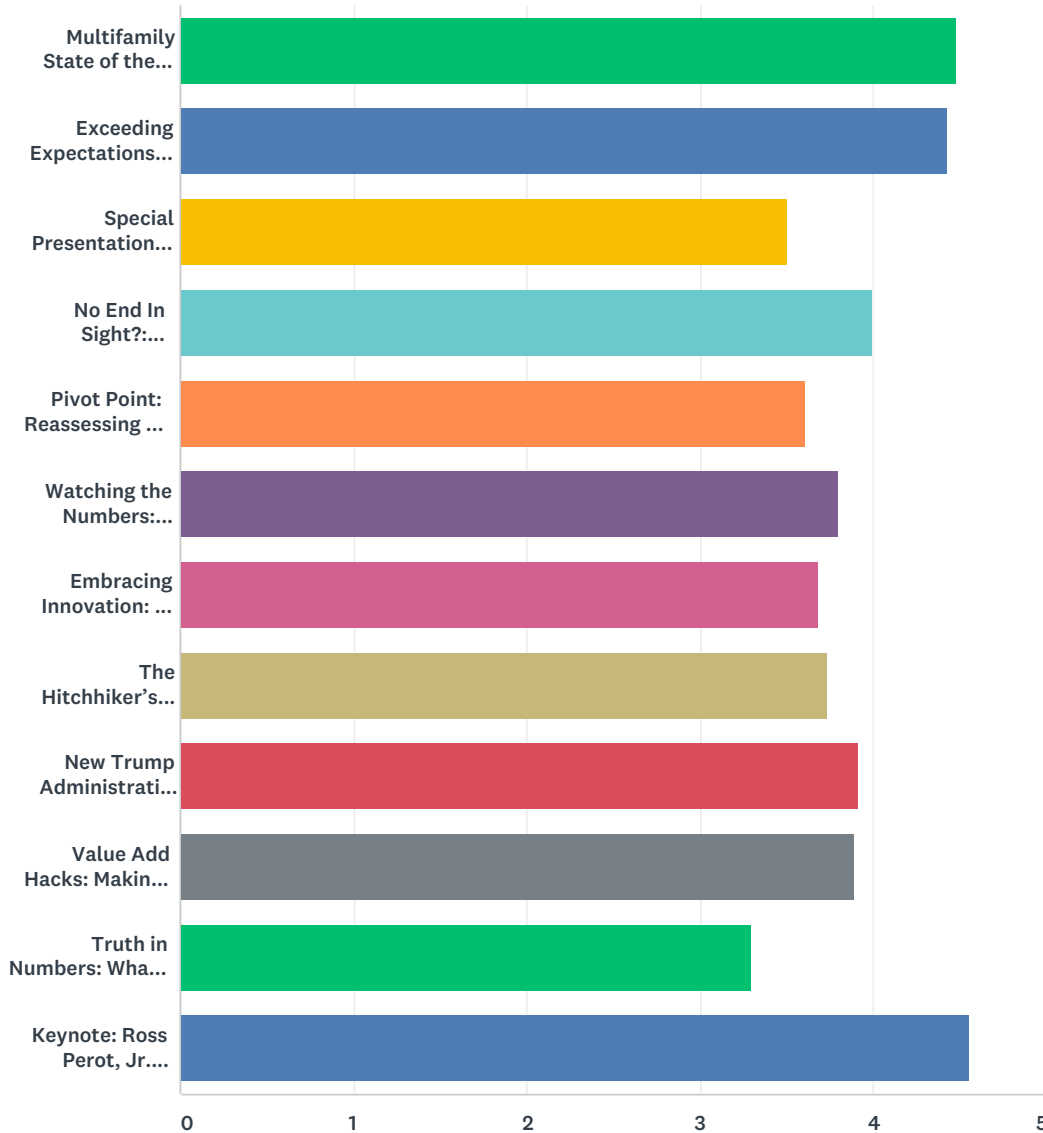
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	28.57% 8	42.86% 12	25.00% 7	0.00% 0	3.57% 1	28	3.93
Attendee Quality	14.29% 4	60.71% 17	21.43% 6	0.00% 0	3.57% 1	28	3.82
Speaker Quality	35.71% 10	50.00% 14	7.14% 2	3.57% 1	3.57% 1	28	4.11
Networking Opportunities	14.29% 4	46.43% 13	28.57% 8	3.57% 1	7.14% 2	28	3.57
Sheraton Conference Center	0.00% 0	50.00% 14	28.57% 8	14.29% 4	7.14% 2	28	3.21
Food & Beverage	10.71% 3	46.43% 13	21.43% 6	10.71% 3	10.71% 3	28	3.36
Audio / Visual	14.29% 4	64.29% 18	21.43% 6	0.00% 0	0.00% 0	28	3.93
GreenPearl Staff	21.43% 6	53.57% 15	14.29% 4	3.57% 1	7.14% 2	28	3.79
Execution	28.57% 8	42.86% 12	14.29% 4	10.71% 3	3.57% 1	28	3.82

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#	COMMENTS:	DATE
1	did not follow schedule times invite only session room assignment was not clear	11/17/2017 8:31 AM
2	attendee list with names along with the company names would be great especially for the price of function. Contact information wouldn't be necessary.	11/15/2017 11:52 AM
3	I loved the Tazo tea booth, but it was gone at lunchtime when I would have liked a refill.	11/15/2017 11:08 AM
4	please contact me by telephone	11/14/2017 11:20 PM

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

Answered: 27 Skipped: 6



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Multifamily State of the Market: National vs North Texas Markets	59.26% 16	33.33% 9	3.70% 1	3.70% 1	0.00% 0	0.00% 0	27	4.48
Exceeding Expectations: A Market Performance Update	55.56% 15	33.33% 9	3.70% 1	0.00% 0	3.70% 1	3.70% 1	27	4.42
Special Presentation: The Fort Worth Development Outlook	22.22% 6	29.63% 8	18.52% 5	25.93% 7	0.00% 0	3.70% 1	27	3.50
No End In Sight?: Multifamily Development in DFW and Nationally	29.63% 8	48.15% 13	18.52% 5	0.00% 0	3.70% 1	0.00% 0	27	4.00

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

Pivot Point: Reassessing the Multifamily Investment Business Plan	22.22% 6	22.22% 6	29.63% 8	7.41% 2	3.70% 1	14.81% 4	27	3.61
Watching the Numbers: Strategies for Making the Most of Class B and C Properties	22.22% 6	25.93% 7	14.81% 4	11.11% 3	0.00% 0	25.93% 7	27	3.80
Embracing Innovation: Top Amenities and Services to Consider Next	19.23% 5	26.92% 7	15.38% 4	7.69% 2	3.85% 1	26.92% 7	26	3.68
The Hitchhiker's Guide to Alternate Investments	8.00% 2	20.00% 5	12.00% 3	4.00% 1	0.00% 0	56.00% 14	25	3.73
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	8.33% 2	29.17% 7	4.17% 1	4.17% 1	0.00% 0	54.17% 13	24	3.91
Value Add Hacks: Making the Most out of What You Own Today	15.38% 4	42.31% 11	7.69% 2	7.69% 2	0.00% 0	26.92% 7	26	3.89
Truth in Numbers: What is Really Driving Construction Cost Increases	11.11% 3	25.93% 7	18.52% 5	11.11% 3	7.41% 2	25.93% 7	27	3.30
Keynote: Ross Perot, Jr. interviewed by Mike Berry, President, Hillwood	53.85% 14	19.23% 5	0.00% 0	0.00% 0	3.85% 1	23.08% 6	26	4.55

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

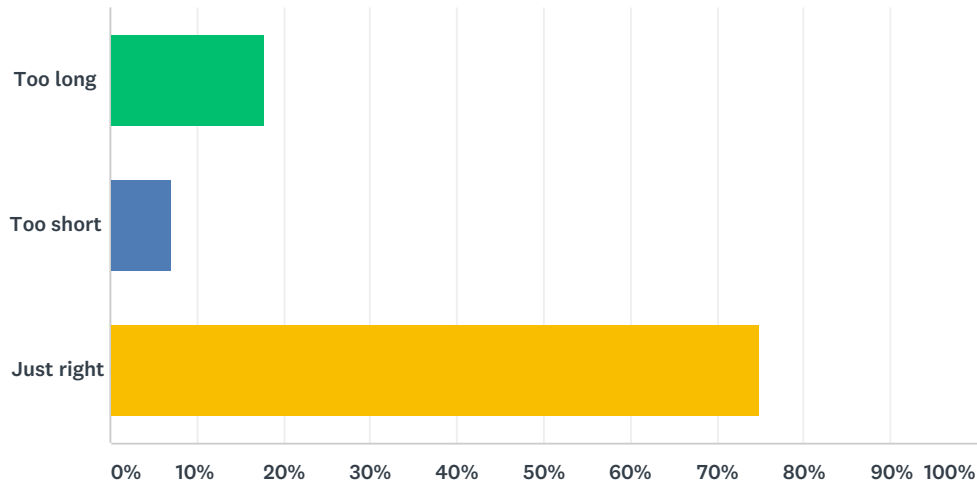
Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 10 Skipped: 23

#	RESPONSES	DATE
1	Smaller break-out sessions on multi-family acquisition process for newbies.	11/17/2017 2:00 PM
2	No, but continue to add Speakers like Ross Perot, Jr. (Titans in the industry)	11/17/2017 10:31 AM
3	you covered it very well!	11/16/2017 1:26 PM
4	More info on Secondary Markets. (BTW, I can present on that.)	11/15/2017 7:08 PM
5	N/A	11/15/2017 10:06 AM
6	It would be interesting to have someone that is an expert on the upcoming technology that is coming to the market.	11/15/2017 9:59 AM
7	I would like to hear more about construction costs and government lobby efforts	11/15/2017 9:33 AM
8	high rise condo developement	11/14/2017 11:21 PM
9	See previous answers	11/14/2017 6:32 PM
10	no, I was there for the total market outlook.	11/14/2017 4:31 PM

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

Answered: 28 Skipped: 5

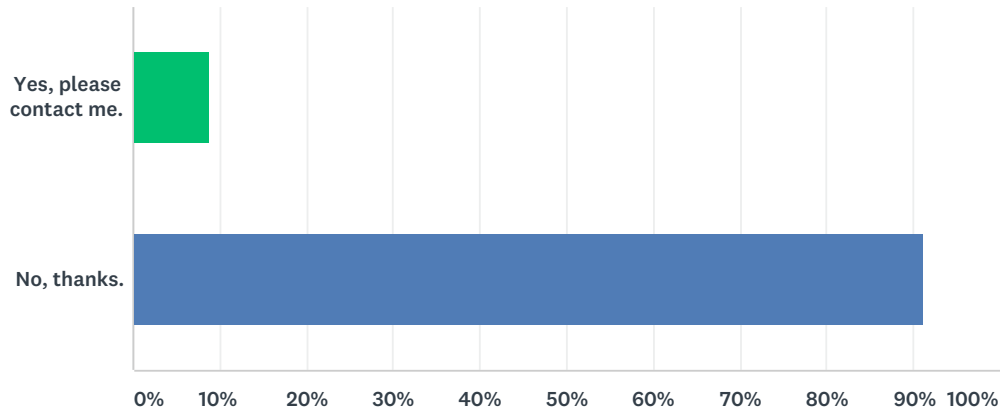


ANSWER CHOICES	RESPONSES	
Too long	17.86%	5
Too short	7.14%	2
Just right	75.00%	21
TOTAL		28

#	COMMENTS	DATE
1	It held my attention the entire event.	11/15/2017 11:53 AM

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

Answered: 23 Skipped: 10



ANSWER CHOICES	RESPONSES
Yes, please contact me.	8.70% 2
No, thanks.	91.30% 21
TOTAL	23

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	bdittmar@lumacorp.com	11/20/2017 1:05 PM
2	We exhibited, and will again! no need to contact.	11/16/2017 1:26 PM
3	(972) 755-5311	11/15/2017 7:08 PM
4	Possibly, depending on the topic	11/15/2017 4:02 PM
5	Gary.McCoy@TexenergySolutions.org	11/15/2017 9:33 AM

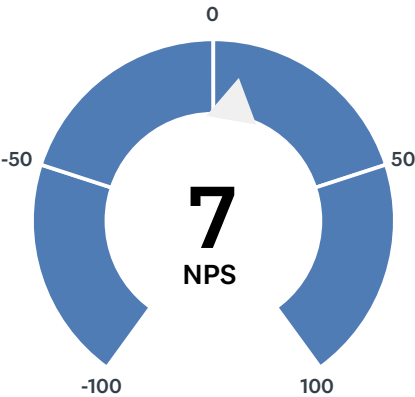
Q14 Any final comments, suggestions, or compliments?

Answered: 6 Skipped: 27

#	RESPONSES	DATE
1	I hope we get the slides emailed to us soon.	11/20/2017 1:05 PM
2	I hope the team has the logistics down better for the next event.	11/15/2017 7:08 PM
3	Thank you for hosting.	11/15/2017 12:33 PM
4	N/A	11/15/2017 10:06 AM
5	please contact me by telephone if you are reading this	11/14/2017 11:21 PM
6	Move the conference to North Dallas and out of downtown.	11/14/2017 4:55 PM

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

Answered: 28 Skipped: 5



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
32% 9	29% 8	39% 11	7