

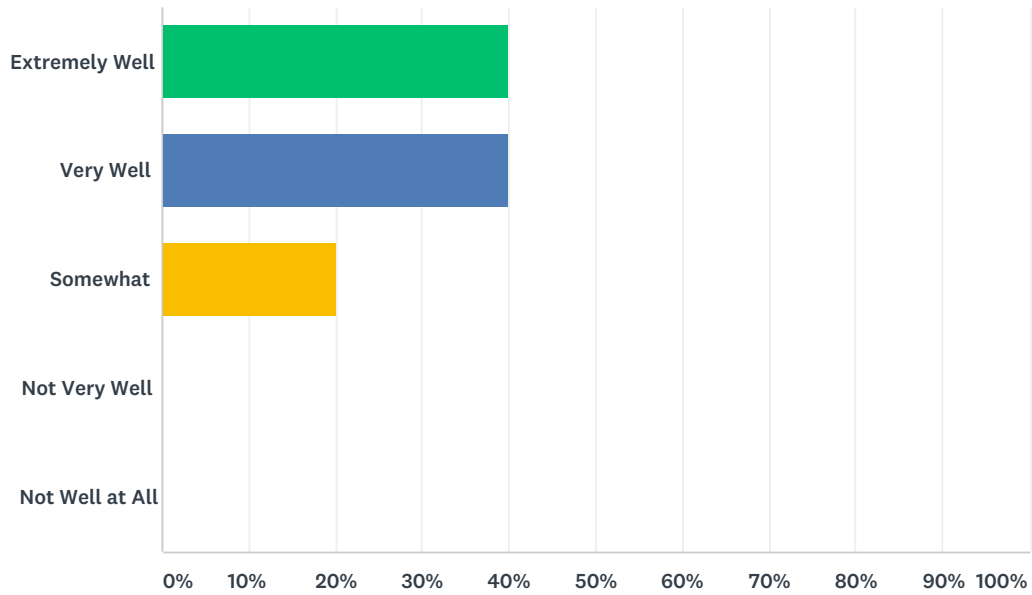
## Q1 What was your primary reason for attending this conference?

Answered: 15 Skipped: 0

#	RESPONSES	DATE
1	Understanding current real estate market fundamentals and predictions for the upcoming year	3/27/2018 4:11 PM
2	Get updated on Atl & Southeast MF market	3/27/2018 10:03 AM
3	Networking and gaining current knowledge about MF in the SE.	3/23/2018 11:49 AM
4	Networking.	3/23/2018 10:25 AM
5	I was going to be in Atlanta	3/22/2018 8:30 PM
6	Industry knowledge	3/22/2018 5:17 PM
7	networking	3/22/2018 4:53 PM
8	Learn about MDU trends, network with other leaders.	3/22/2018 3:31 PM
9	Networking	3/22/2018 3:30 PM
10	Network in MF development community	3/22/2018 3:29 PM
11	Networking with potential multifamily developer clients.	3/22/2018 3:20 PM
12	Content and networking	3/22/2018 3:19 PM
13	Knowledge on Atlanta market conditions, developments, and areas of opportunity.	3/22/2018 3:14 PM
14	hear from industry leaders	3/22/2018 3:09 PM
15	Networking	3/22/2018 3:07 PM

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

Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES
Extremely Well	40.00% 6
Very Well	40.00% 6
Somewhat	20.00% 3
Not Very Well	0.00% 0
Not Well at All	0.00% 0
<b>TOTAL</b>	<b>15</b>

#	NEITHER (PLEASE EXPLAIN)	DATE
	There are no responses.	

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

Answered: 14 Skipped: 1

#	RESPONSES	DATE
1	Based on Atlanta's strong job growth, under-supply of housing and projected Class C rent growth, we will continue to search for Class C acquisitions rather than sit on the sidelines and hold cash.	3/27/2018 4:11 PM
2	Dive deeper in the city of Atlanta market. This is where opportunities will be available over the next 5 to 10 years.	3/27/2018 10:03 AM
3	Cap rates are compressing by asset type. Some investors are trading up.	3/23/2018 10:25 AM
4	when talking to borrowers/operators, talking about the immediate market and the amenities packages or several other things on the property/market. additionally, exploring the tax subject further.	3/22/2018 8:30 PM
5	Discuss alternate markets and asset classes with our clients, whom have been extremely focused on one asset class in one market.	3/22/2018 5:17 PM
6	tax strategy updates with new tax code	3/22/2018 4:53 PM
7	There were several potential new clients in the building.	3/22/2018 3:31 PM
8	networking	3/22/2018 3:30 PM
9	Opportunities to develop MF / mixed-use	3/22/2018 3:29 PM
10	I am going to follow up with a potential partner that's a tax advisor, not developer.	3/22/2018 3:20 PM
11	Sell my apartments	3/22/2018 3:19 PM
12	Invest where the big guys aren't, ??.	3/22/2018 3:14 PM
13	look at the regional scale before the metro scale	3/22/2018 3:09 PM
14	Bring more business cards. This was one of the best events I've been to with a lot of important players in the industry.	3/22/2018 3:07 PM

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

Answered: 14 Skipped: 1

#	RESPONSES	DATE
1	Understanding Atlanta's market dynamics and the impact it will have on our business.	3/27/2018 4:11 PM
2	John Serbee & Atlanta head of planning were the highlights of conference to me. Relevant information on the market and the factors that would attract new investment.	3/27/2018 10:03 AM
3	MF update by John Sebree	3/23/2018 10:25 AM
4	hearing what are on the minds of investors, owners, developers, operators	3/22/2018 8:30 PM
5	The transparency of the speakers. Their willingness to share their experiences and insights were invaluable.	3/22/2018 5:17 PM
6	networking	3/22/2018 4:53 PM
7	Real Decision makers in the audience.	3/22/2018 3:31 PM
8	networking	3/22/2018 3:30 PM
9	Market perspectives of panelists	3/22/2018 3:29 PM
10	The networking was ok - need more developers. The sessions were pretty good, though somewhat repetitive.	3/22/2018 3:20 PM
11	Content from Marvin banks and jay Clark	3/22/2018 3:19 PM
12	That institutional buyers are still bullish on Atlanta for the unforeseeable future.	3/22/2018 3:14 PM
13	get insights from the industry leaders	3/22/2018 3:09 PM
14	Networking and meeting M&M brokers from outside the state of GA where we are looking to do some deals.	3/22/2018 3:07 PM

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

Answered: 11 Skipped: 4

#	RESPONSES	DATE
1	No, not really. Great conference.	3/27/2018 4:11 PM
2	The Capital Sources & Investment Opportunities sessions did not meet my expectations.	3/27/2018 10:03 AM
3	n/a	3/23/2018 10:25 AM
4	maybe not the right audience but the conversations around affordability were rather shallow but this might be expected as making money higher up in the AMII is easier to do than on the lower side. The business models that work at the lower end don't seem to be of interest, once again this might be due to the attendance/audience and a subject not intended for this event	3/22/2018 8:30 PM
5	yes, lack of scheduling ahead of time. I had the event in my calendar as 8 AM to 3:30 PM, which was obviously known ahead of time but not shared with me. It is a real problem.	3/22/2018 4:53 PM
6	content was underwhelming or repetitive from other conferences. Although I really enjoyed the speaker from the zoning office as this was unique.	3/22/2018 3:30 PM
7	The networking was ok - need more developers. The sessions were pretty good, though somewhat repetitive.	3/22/2018 3:20 PM
8	Location wasn't convenient for me	3/22/2018 3:19 PM
9	Not really. It was well done.	3/22/2018 3:14 PM
10	not enough drill down on the other top metros in the southeast region	3/22/2018 3:09 PM
11	No, great event just like every year.	3/22/2018 3:07 PM

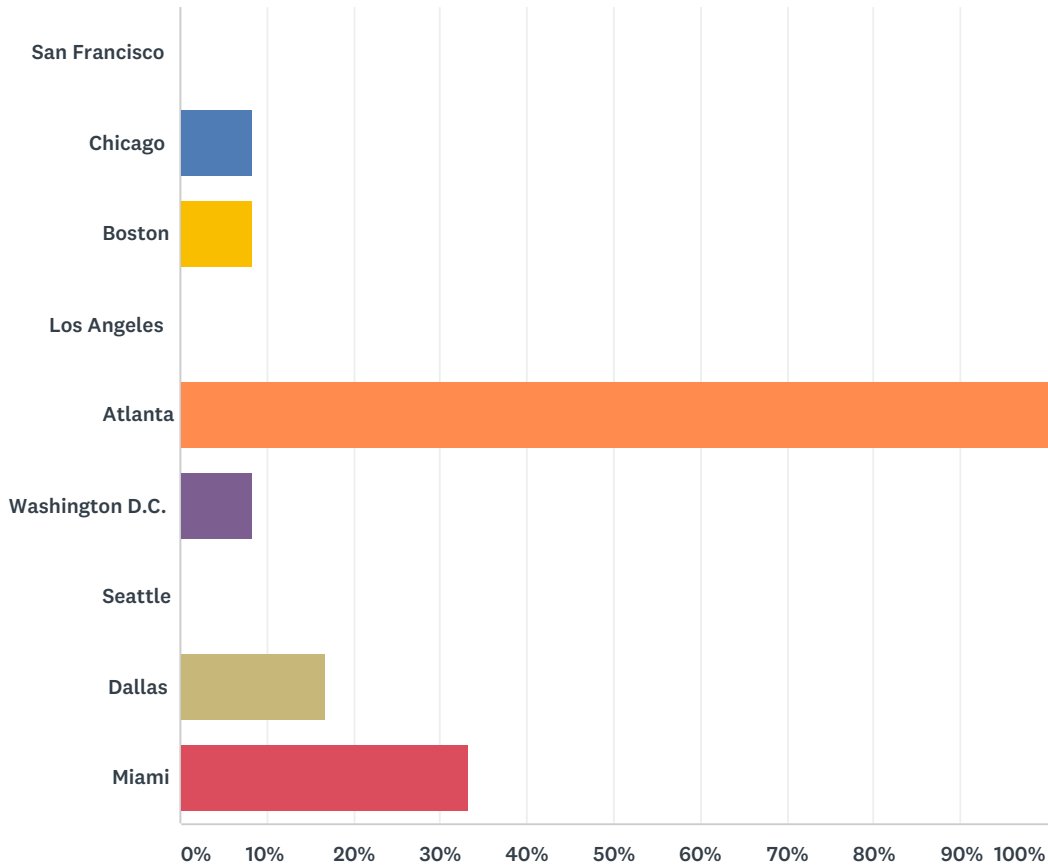
## Q6 Do you have any specific suggestions for improvement?

Answered: 11 Skipped: 4

#	RESPONSES	DATE
1	Needed more space for the property management breakout panel discussion. Keep the food options on the healthy side.	3/27/2018 4:11 PM
2	Be a little more focused on the subject matter of the sessions. The discussions and Q & A from the 2 sessions mentioned above were very similar. Vet panelists and what they bring to the table.	3/27/2018 10:03 AM
3	There needs to be a capital markets discussion. This year only one panelist was from a lender. More lenders would be nice and having a panel geared more toward lending would be interesting.	3/23/2018 11:49 AM
4	MF performance of prime Carolinas markets would be appreciated, not just Atlanta	3/23/2018 10:25 AM
5	none	3/22/2018 8:30 PM
6	communicate.	3/22/2018 4:53 PM
7	better content	3/22/2018 3:30 PM
8	Directions off MARTA were not great. Location is a bit challenged, so I understand, but ...	3/22/2018 3:29 PM
9	Host in Buckhead	3/22/2018 3:19 PM
10	Lower the attendance price. More peoe could benefit from attending, but the high price scares them off. Only suggestion. All else is great.	3/22/2018 3:14 PM
11	None, continue how it is.	3/22/2018 3:07 PM

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

Answered: 12 Skipped: 3



ANSWER CHOICES	RESPONSES	
San Francisco	0.00%	0
Chicago	8.33%	1
Boston	8.33%	1
Los Angeles	0.00%	0
Atlanta	100.00%	12
Washington D.C.	8.33%	1
Seattle	0.00%	0
Dallas	16.67%	2
Miami	33.33%	4
Total Respondents: 12		

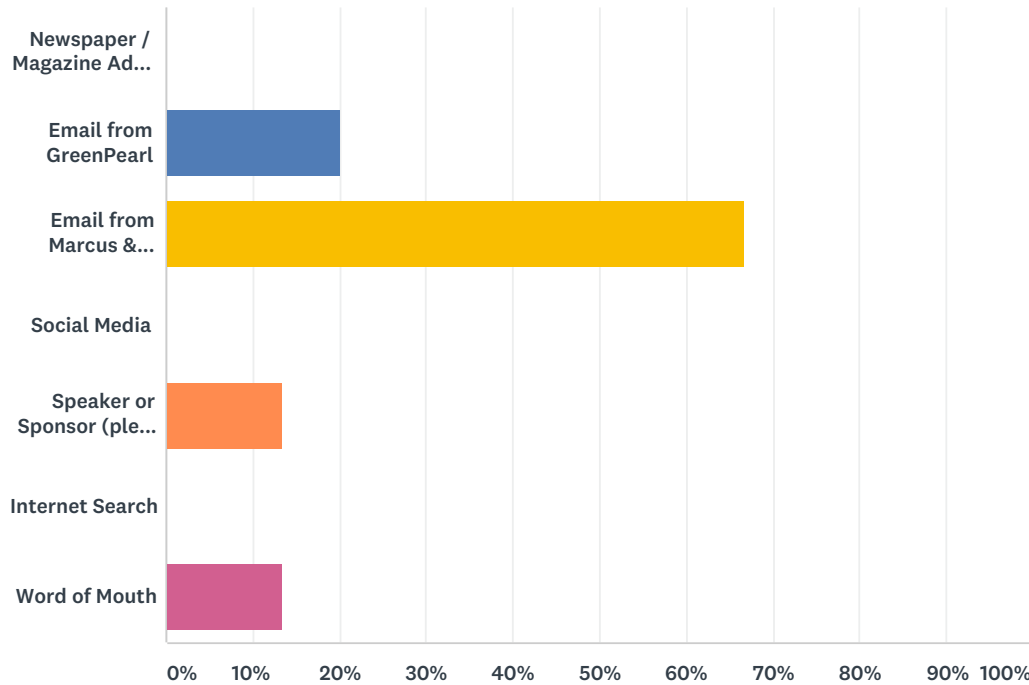
#	OTHER (PLEASE SPECIFY)	DATE
1	New York, Carolinas, Memphis	3/27/2018 10:03 AM





## Q8 How did you hear about the conference?

Answered: 15 Skipped: 0

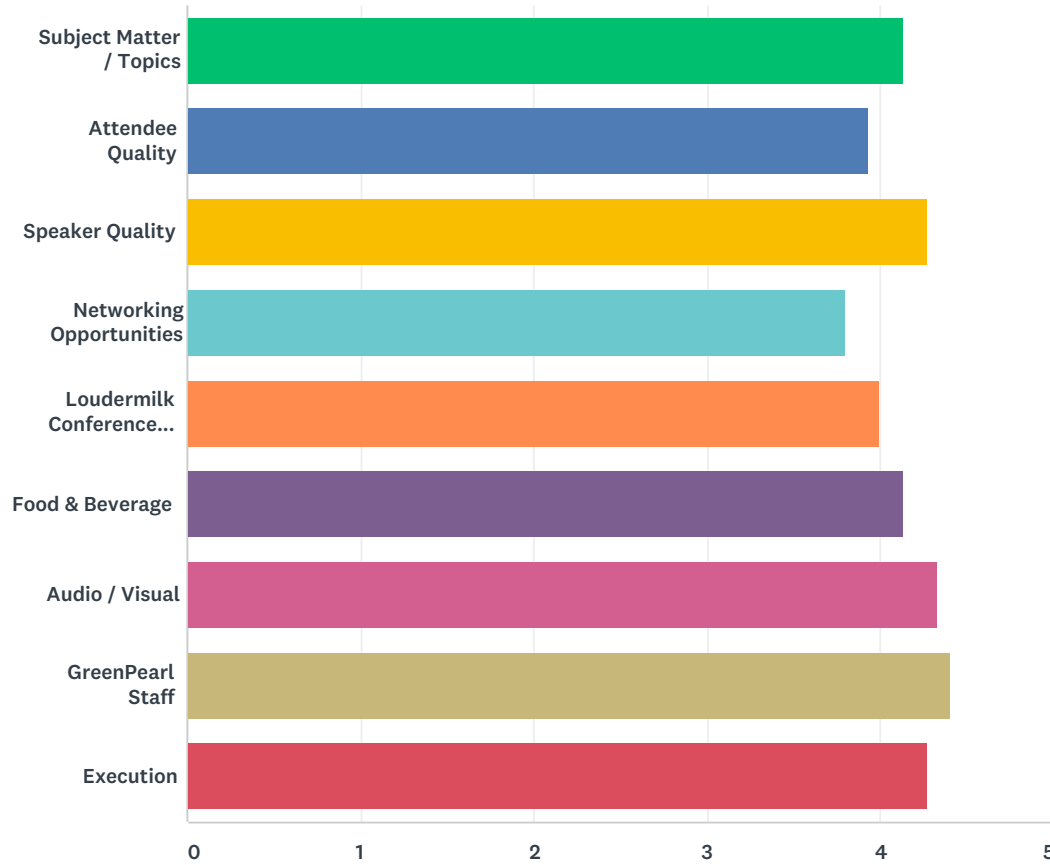


ANSWER CHOICES	RESPONSES	
Newspaper / Magazine Ad (enter name of publication below)	0.00%	0
Email from GreenPearl	20.00%	3
Email from Marcus & Millichap	66.67%	10
Social Media	0.00%	0
Speaker or Sponsor (please tell us who below)	13.33%	2
Internet Search	0.00%	0
Word of Mouth	13.33%	2
Total Respondents: 15		

#	OTHER (PLEASE SPECIFY)	DATE
1	Invitation from Adrian Provost.	3/22/2018 3:14 PM

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

Answered: 15 Skipped: 0



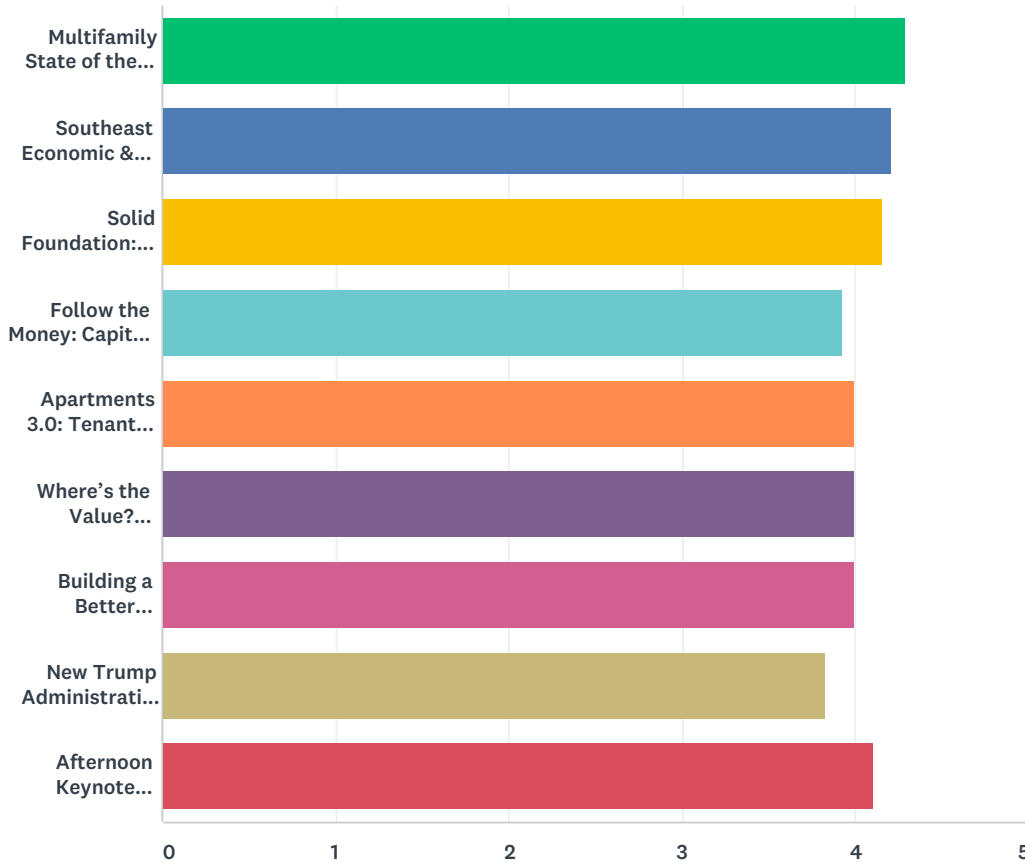
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	40.00% 6	40.00% 6	13.33% 2	6.67% 1	0.00% 0	15	4.13
Attendee Quality	26.67% 4	46.67% 7	20.00% 3	6.67% 1	0.00% 0	15	3.93
Speaker Quality	40.00% 6	46.67% 7	13.33% 2	0.00% 0	0.00% 0	15	4.27
Networking Opportunities	20.00% 3	46.67% 7	26.67% 4	6.67% 1	0.00% 0	15	3.80
Loudermilk Conference Center	26.67% 4	53.33% 8	13.33% 2	6.67% 1	0.00% 0	15	4.00
Food & Beverage	33.33% 5	46.67% 7	20.00% 3	0.00% 0	0.00% 0	15	4.13
Audio / Visual	40.00% 6	53.33% 8	6.67% 1	0.00% 0	0.00% 0	15	4.33
GreenPearl Staff	53.33% 8	40.00% 6	0.00% 0	6.67% 1	0.00% 0	15	4.40
Execution	40.00% 6	46.67% 7	13.33% 2	0.00% 0	0.00% 0	15	4.27

## 4th annual Marcus & Millichap Multifamily Forum: Southeast

#	COMMENTS:	DATE
1	communication was poor, so I was set up to fail	3/22/2018 4:55 PM
2	It wasn't very clear in the program that you had an option for networking lunch or eating during a session.	3/22/2018 3:25 PM

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

Answered: 15 Skipped: 0



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Multifamily State of the Market: National vs. Southeast Markets	40.00% 6	40.00% 6	13.33% 2	0.00% 0	0.00% 0	6.67% 1	15	4.29
Southeast Economic & Development: Policy Maker Discusses the Keys to Growth Throughout the Region	40.00% 6	33.33% 5	20.00% 3	0.00% 0	0.00% 0	6.67% 1	15	4.21
Solid Foundation: Successful Development Strategies in an Uncertain Market	42.86% 6	28.57% 4	14.29% 2	7.14% 1	0.00% 0	7.14% 1	14	4.15
Follow the Money: Capital Sources Discuss the Southeast	33.33% 5	20.00% 3	13.33% 2	13.33% 2	0.00% 0	20.00% 3	15	3.92
Apartments 3.0: Tenant Drivers, Technology, and the Evolution of Property Management	14.29% 2	14.29% 2	14.29% 2	0.00% 0	0.00% 0	57.14% 8	14	4.00
Where's the Value? Investment Opportunities Around the Southeast	33.33% 5	26.67% 4	6.67% 1	13.33% 2	0.00% 0	20.00% 3	15	4.00
Building a Better Tomorrow: Emerging Construction Trends	14.29% 2	7.14% 1	14.29% 2	0.00% 0	0.00% 0	64.29% 9	14	4.00

## 4th annual Marcus & Millichap Multifamily Forum: Southeast

New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	14.29%	7.14%	21.43%	0.00%	0.00%	57.14%	14	3.83
	2	1	3	0	0	8		
Afternoon Keynote Fireside Chat: Egbert Perry	20.00%	33.33%	13.33%	0.00%	0.00%	33.33%	15	4.10
	3	5	2	0	0	5		

#	COMMENTS:	DATE
1	many of the speakers on the panels are junior level guys.	3/22/2018 4:55 PM
2	It would be nice to have a broader diversity of speakers.	3/22/2018 3:25 PM
3	I look forward to attending next year. Thanks again!	3/22/2018 3:16 PM

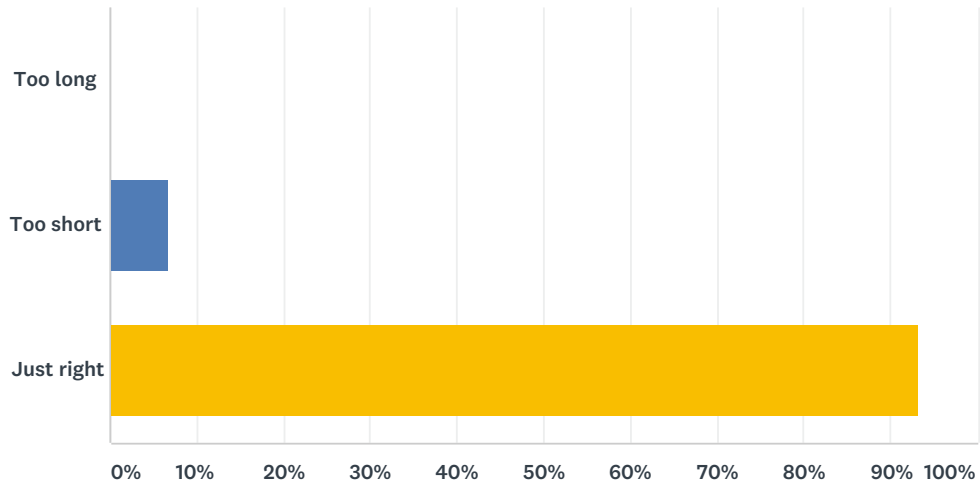
## Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 6 Skipped: 9

#	RESPONSES	DATE
1	n/a	3/23/2018 10:29 AM
2	What makes a smart building and some practical examples.	3/22/2018 3:33 PM
3	more on local trends. I'd like to hear more from Atlanta policy makers, developers, etc about challenges, strategies, future of the city, beltline and other public initiatives that could benefit the private sector.	3/22/2018 3:33 PM
4	The new green loans from Fannie Mae, Freddie Mac, and HUD.	3/22/2018 3:25 PM
5	No	3/22/2018 3:21 PM
6	No.	3/22/2018 3:16 PM

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

Answered: 15 Skipped: 0

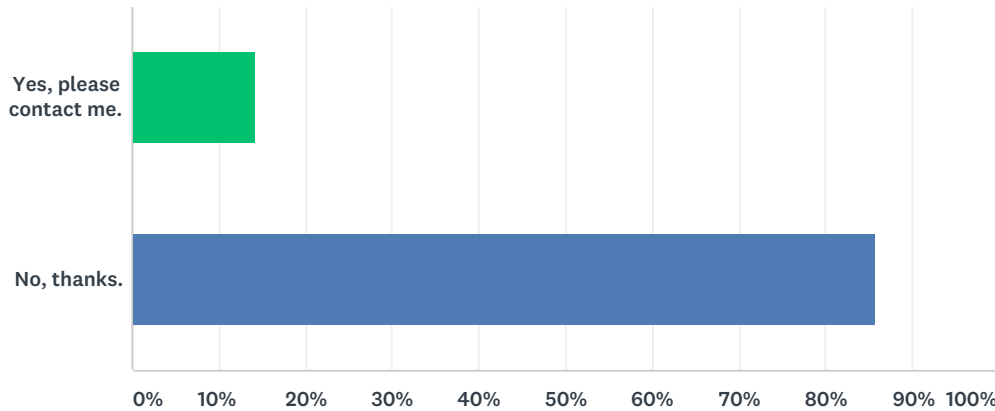


ANSWER CHOICES	RESPONSES
Too long	0.00% 0
Too short	6.67% 1
Just right	93.33% 14
<b>TOTAL</b>	<b>15</b>

#	COMMENTS	DATE
1	maybe full day?	3/22/2018 8:32 PM
2	I like the fact that it was the entire day so you can come in and out as your schedule permits	3/22/2018 3:09 PM

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

Answered: 14 Skipped: 1



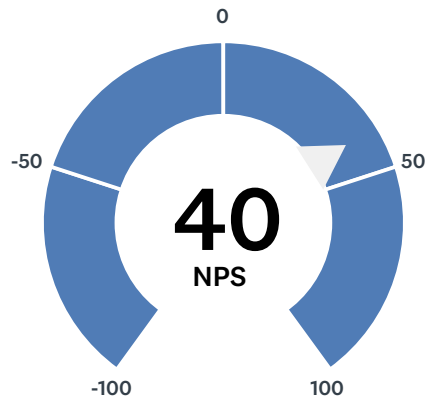
ANSWER CHOICES	RESPONSES	
Yes, please contact me.	14.29%	2
No, thanks.	85.71%	12
TOTAL		14

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	RJCox@EvergreenIR.com	3/22/2018 5:19 PM
2	Trey Gaskins, President of IOT Solutions, Symphony Technology Solutions. trey.gaskins@symphonyts.com	3/22/2018 3:33 PM



# Q14 How likely is it that you would recommend this conference to a friend or colleague?

Answered: 15 Skipped: 0



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
13% 2	33% 5	53% 8	40