

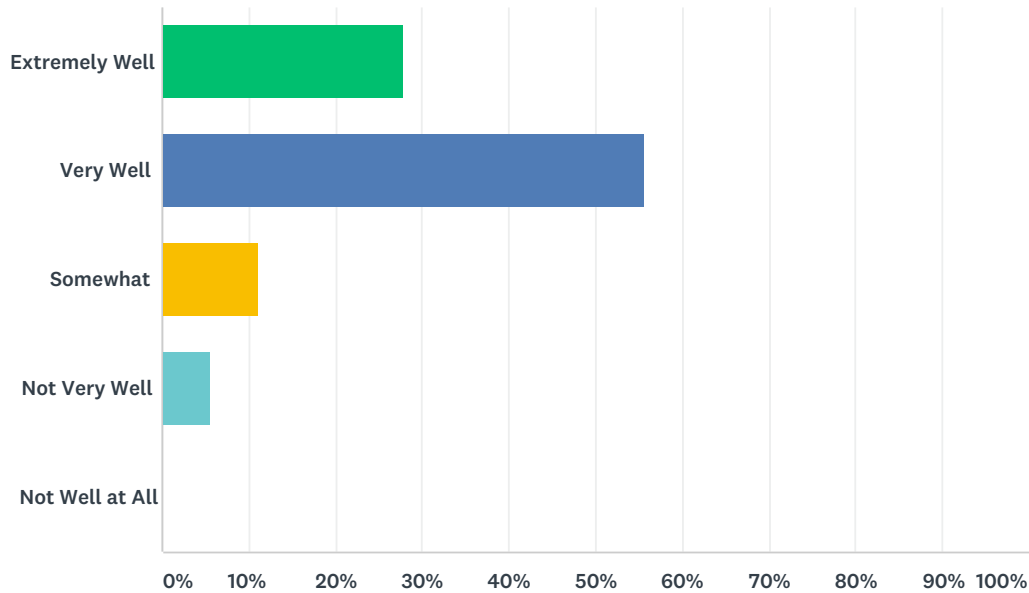
Q1 What was your primary reason for attending this conference?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Networking	4/24/2018 12:35 PM
2	networking and learning about the current multifamily development market	4/24/2018 12:06 PM
3	First time attendee. To gain insight from the variety of perspectives slated	4/23/2018 9:00 PM
4	check the pulse on the Chicago market	4/23/2018 4:00 PM
5	Pulse of the industry, networking.	4/23/2018 3:36 PM
6	Networking	4/23/2018 2:26 PM
7	Networking	4/23/2018 2:19 PM
8	hear speakers and make contact with developers, architect, construction companies.	4/23/2018 2:19 PM
9	Get info on MF market, new ideas, meet key individuals	4/23/2018 12:48 PM
10	To represent my company and connect with other multifamily professionals	4/23/2018 12:35 PM
11	Education, information and networking	4/23/2018 12:11 PM
12	Education	4/23/2018 12:06 PM
13	Connect with others	4/23/2018 11:55 AM
14	Networking, information gathering.	4/23/2018 11:52 AM
15	Networking, predictive future trends	4/23/2018 11:52 AM
16	work	4/23/2018 11:48 AM
17	Am part of a partner company. Also to learn more about the Chicago markets from the broker perspective	4/23/2018 11:46 AM
18	Networking	4/23/2018 11:45 AM
19	Education and networking	4/23/2018 11:42 AM

Q2 How well did the conference meet your expectations?

Answered: 18 Skipped: 1



ANSWER CHOICES		RESPONSES	
Extremely Well		27.78%	5
Very Well		55.56%	10
Somewhat		11.11%	2
Not Very Well		5.56%	1
Not Well at All		0.00%	0
TOTAL			18

#	NEITHER (PLEASE EXPLAIN)	DATE
1	Lack of diversity on panels	4/23/2018 12:06 PM
2	I did not attend	4/23/2018 11:48 AM

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

Answered: 17 Skipped: 2

#	RESPONSES	DATE
1	2018 Market forecast	4/24/2018 12:35 PM
2	Relationship building	4/24/2018 12:06 PM
3	Continue to apply the business model I currently have in place, with the consciousness of flexibility to adopt to market dynamics	4/23/2018 9:00 PM
4	pay attention to job growth over population statistics	4/23/2018 4:00 PM
5	Nothing tangible today but the commentary around value-add and secondary city pricing (separately) will likely be part of our conversations throughout the rest of the year.	4/23/2018 3:36 PM
6	Financing alternatives	4/23/2018 2:26 PM
7	Information about the capital markets	4/23/2018 2:19 PM
8	tehnology design and deployment	4/23/2018 2:19 PM
9	Info on "amenities war" and market direction	4/23/2018 12:48 PM
10	That there is a ton of competition in MF financing	4/23/2018 12:35 PM
11	Explore terciary markets	4/23/2018 12:06 PM
12	Relationships are key	4/23/2018 11:55 AM
13	N/A	4/23/2018 11:52 AM
14	N/A	4/23/2018 11:52 AM
15	I did not attend	4/23/2018 11:48 AM
16	Keeping watch on how value-add assets fair in the current market condition. There was a lot of back and forth on whether this is something that will be extremely profitable or only return minimal gains	4/23/2018 11:46 AM
17	Chicago is a tough market. Lots of apartments on the market. No condo's.	4/23/2018 11:42 AM

Q4 What was the most valuable aspect of this conference?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Meeting potential investors	4/24/2018 12:35 PM
2	Meeting the developers and architects that are using our products	4/24/2018 12:06 PM
3	I enjoyed listening to Equity Property's chief investment officer, in particular his comment of "opportunity seeker's" is their business.	4/23/2018 9:00 PM
4	networking	4/23/2018 4:00 PM
5	Open forum of industry participants provides an atmosphere that is more conducive for competitor's to share their common experiences.	4/23/2018 3:36 PM
6	Networking and learning more about what other firms are doing in the market	4/23/2018 2:26 PM
7	Networking	4/23/2018 2:19 PM
8	key contacts and industry up dates.	4/23/2018 2:19 PM
9	Quality of panelists - excellent job by moderators, too (kept everyone on time, included all panelists in discussion, very knowledgeable, good questions)	4/23/2018 12:48 PM
10	I particularly enjoyed John Sebree's speaking engagements	4/23/2018 12:35 PM
11	Speakers who came and spoke about different aspects of multifamily.	4/23/2018 12:11 PM
12	I liked the audience participation facilitated by technology	4/23/2018 12:06 PM
13	Good crowd	4/23/2018 11:55 AM
14	Time interacting with prospective clients	4/23/2018 11:52 AM
15	Networking	4/23/2018 11:52 AM
16	I did not attend	4/23/2018 11:48 AM
17	The panel of developers. An interesting take that I don't get very often on current market conditions and their 3-5 year plan	4/23/2018 11:46 AM
18	Meeting people	4/23/2018 11:45 AM
19	Networking	4/23/2018 11:42 AM

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

Answered: 16 Skipped: 3

#	RESPONSES	DATE
1	Not enough investor prospects	4/24/2018 12:35 PM
2	The photos after the main stage presentations interrupted my time with meeting the presenter(s) as they left the stage. It would be best to do the photos ahead of their presentations. Breakfast was not included in the roundtable and by the time we were finished the main buffet was gone.	4/24/2018 12:06 PM
3	No	4/23/2018 9:00 PM
4	lunch service was disorganized	4/23/2018 4:00 PM
5	Space constraints. We didn't have enough space for our tax presentation. All chairs were filled and there was overflow we weren't able to accommodate.	4/23/2018 2:26 PM
6	Yes, the cost	4/23/2018 2:19 PM
7	speakers were not as strong as previous events. breakouts were a lot more impressive in the past.lunch was cold and served to late.	4/23/2018 2:19 PM
8	The tax discussion was a little out of my area of needs -	4/23/2018 12:48 PM
9	none	4/23/2018 12:35 PM
10	No	4/23/2018 12:11 PM
11	really long coatcheck line that I asked one of the staff to call additional staff and she told me she'd talk to someone and then literally turned 90 degrees to face away from the line and didn't speak to anyone, bad food and bad coffee	4/23/2018 12:06 PM
12	No	4/23/2018 11:52 AM
13	For an all-day event, there needed to be more food.	4/23/2018 11:52 AM
14	I did not attend	4/23/2018 11:48 AM
15	None, event was what I expected and more	4/23/2018 11:46 AM
16	The food situation is terrible. There isn't enough room to navigate the tables and there isn't enough food.	4/23/2018 11:42 AM

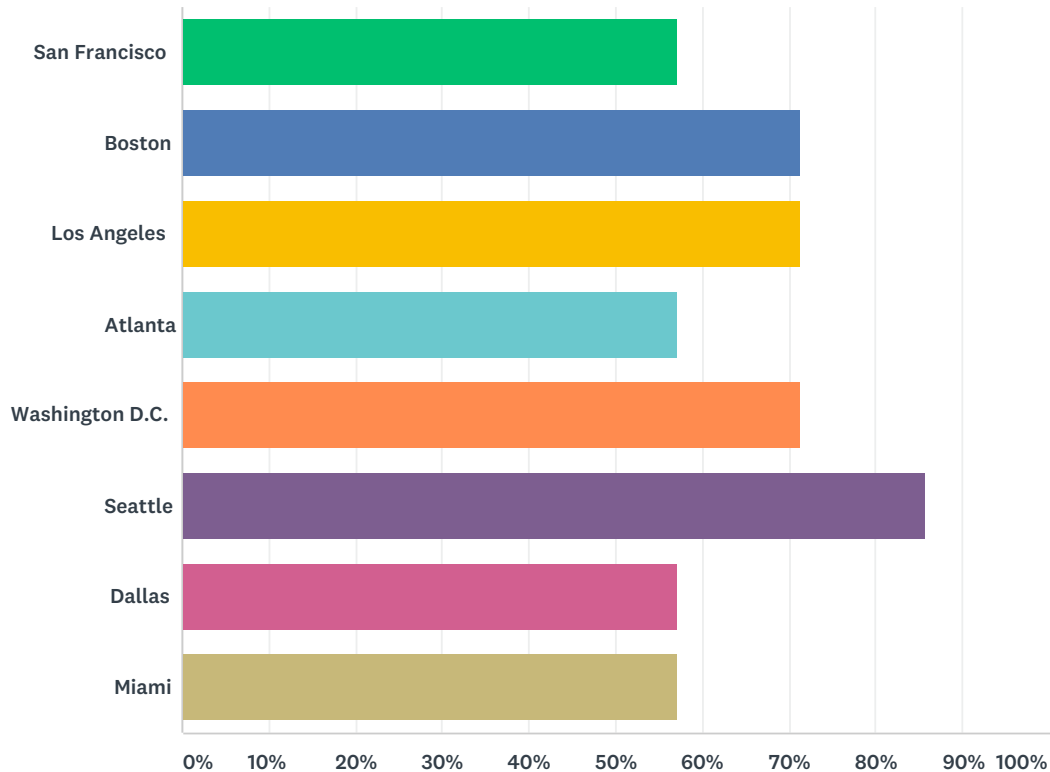
Q6 Do you have any specific suggestions for improvement?

Answered: 12 Skipped: 7

#	RESPONSES	DATE
1	Breakout sessions	4/24/2018 12:35 PM
2	See number 5 above.	4/24/2018 12:06 PM
3	two identical buffet lines, separate table for silverware/napkins	4/23/2018 4:00 PM
4	More space for presentations	4/23/2018 2:26 PM
5	Better speaker selection, be more accommodating to your customers. I have been to many of your conferences this was the weakest forum I have ever attended was not as well planned and thought out. Don;t know If i would attend same set up again.	4/23/2018 2:19 PM
6	A little more time for questions from audience - Although I liked the interactive option	4/23/2018 12:48 PM
7	none	4/23/2018 12:35 PM
8	Listed above	4/23/2018 12:06 PM
9	No	4/23/2018 11:52 AM
10	More food: the breakfast was not out long enough for those that got stuck in traffic and arrived late, not enough snacks, I was super hungry by the time the absurdly late lunch was served that I couldnt even pay attention to the presentations and didn't want to talk to anyone at all.	4/23/2018 11:52 AM
11	I had a last minute conflict and could not attend, and was given no possibility of even a partial refund. That's ridiculous, I would not recommend green pearl, they should have a way to refund for this kind of money.	4/23/2018 11:48 AM
12	The food	4/23/2018 11:42 AM

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

Answered: 7 Skipped: 12



ANSWER CHOICES		RESPONSES
San Francisco		57.14% 4
Boston		71.43% 5
Los Angeles		71.43% 5
Atlanta		57.14% 4
Washington D.C.		71.43% 5
Seattle		85.71% 6
Dallas		57.14% 4
Miami		57.14% 4
Total Respondents: 7		

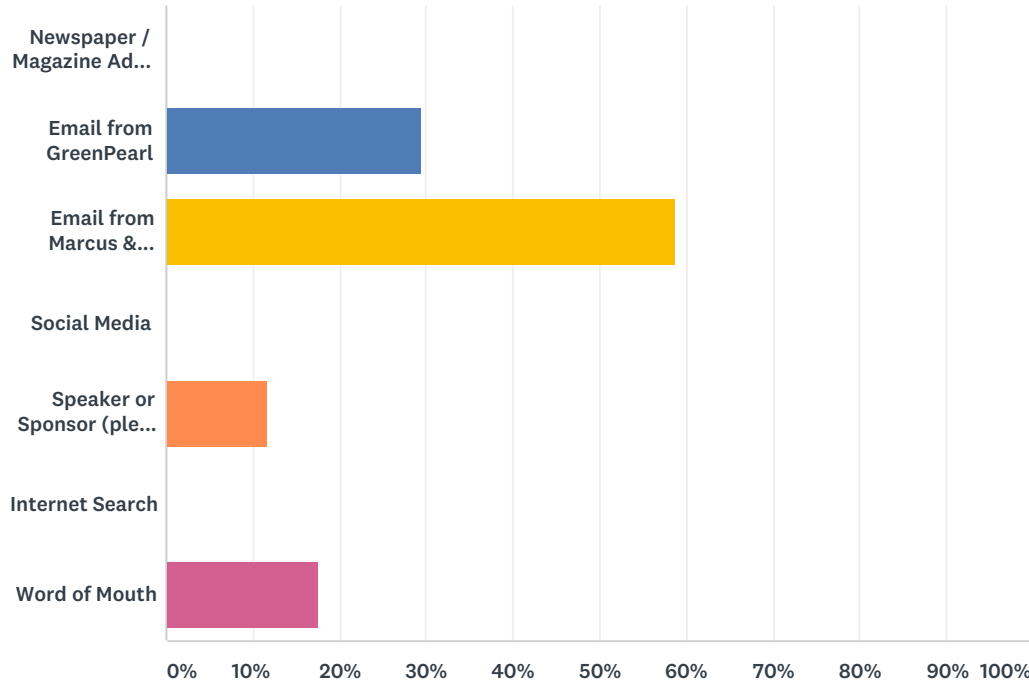
#	OTHER (PLEASE SPECIFY)	DATE
1	Nevada	4/24/2018 12:35 PM
2	Milwaukee	4/24/2018 12:06 PM
3	Cleveland, Ohio	4/23/2018 2:19 PM
4	midwest	4/23/2018 12:35 PM

5th Marcus & Millichap Multifamily Forum: Chicago Attendee Survey

5	Chicago	4/23/2018 11:52 AM
6	I did not attend	4/23/2018 11:48 AM

Q8 How did you hear about the conference?

Answered: 17 Skipped: 2

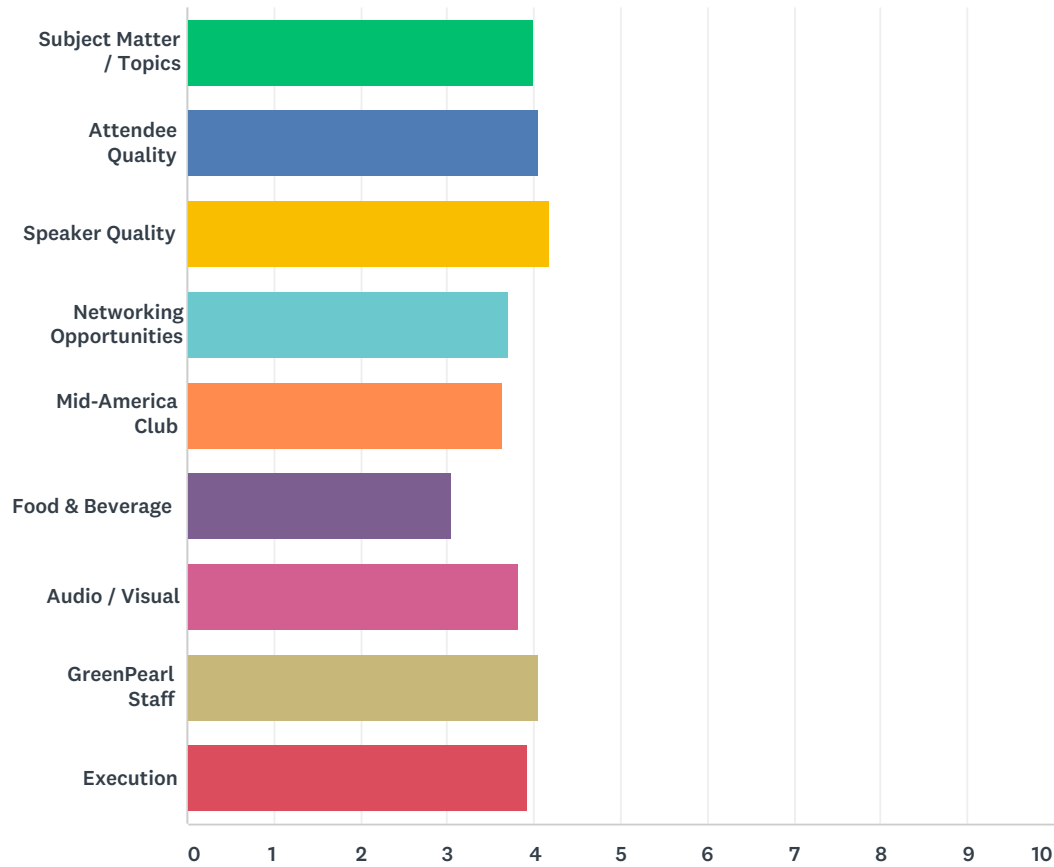


ANSWER CHOICES		RESPONSES	
Newspaper / Magazine Ad (enter name of publication below)		0.00%	0
Email from GreenPearl		29.41%	5
Email from Marcus & Millichap		58.82%	10
Social Media		0.00%	0
Speaker or Sponsor (please tell us who below)		11.76%	2
Internet Search		0.00%	0
Word of Mouth		17.65%	3
Total Respondents: 17			

#	OTHER (PLEASE SPECIFY)	DATE
1	Company	4/24/2018 12:35 PM
2	Tom Heitzman @ M&M	4/23/2018 3:36 PM

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

Answered: 17 Skipped: 2



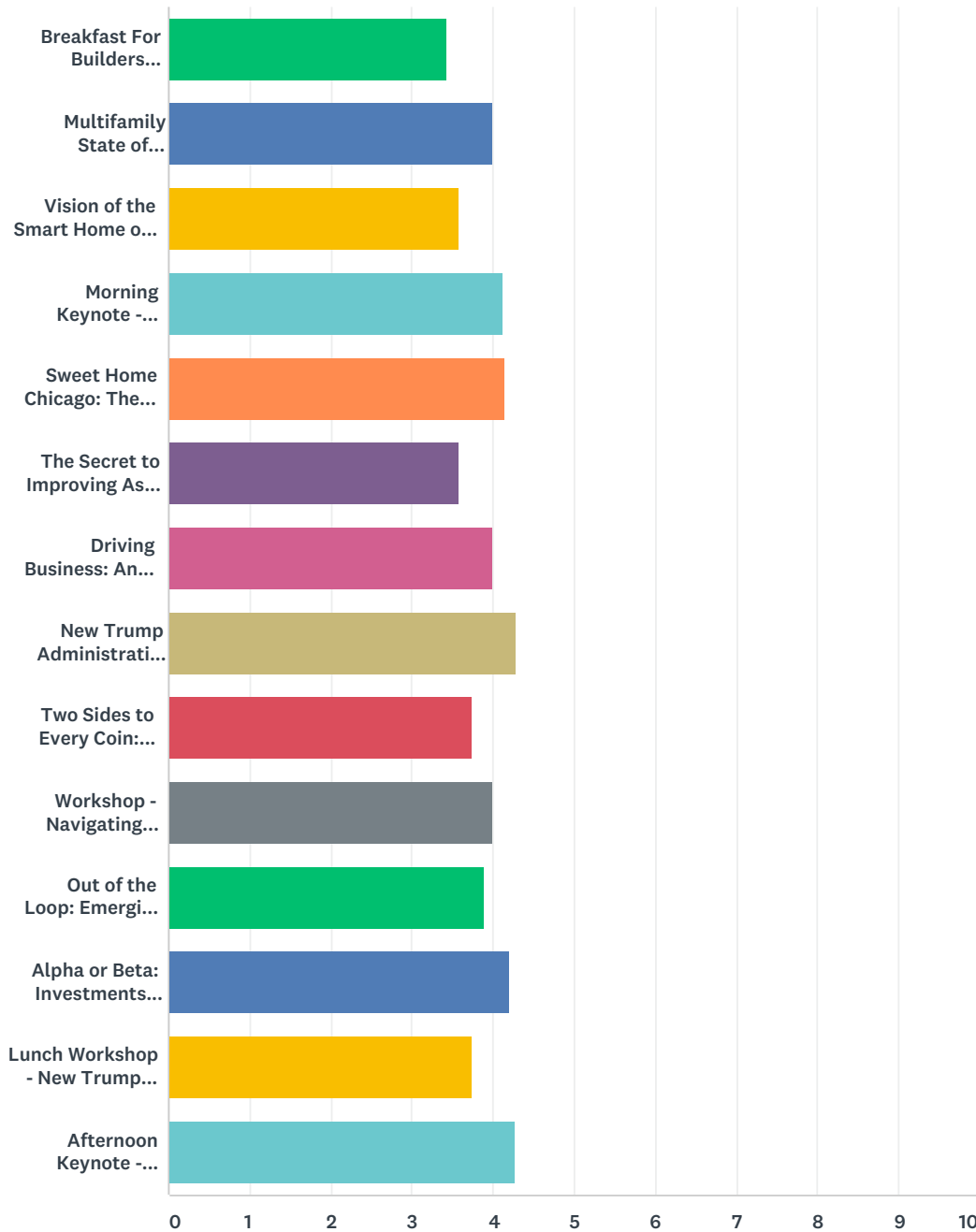
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	29.41% 5	47.06% 8	17.65% 3	5.88% 1	0.00% 0	17	4.00
Attendee Quality	35.29% 6	41.18% 7	17.65% 3	5.88% 1	0.00% 0	17	4.06
Speaker Quality	41.18% 7	41.18% 7	11.76% 2	5.88% 1	0.00% 0	17	4.18
Networking Opportunities	17.65% 3	47.06% 8	23.53% 4	11.76% 2	0.00% 0	17	3.71
Mid-America Club	23.53% 4	29.41% 5	35.29% 6	11.76% 2	0.00% 0	17	3.65
Food & Beverage	23.53% 4	11.76% 2	29.41% 5	17.65% 3	17.65% 3	17	3.06
Audio / Visual	29.41% 5	29.41% 5	35.29% 6	5.88% 1	0.00% 0	17	3.82
GreenPearl Staff	41.18% 7	35.29% 6	17.65% 3	0.00% 0	5.88% 1	17	4.06
Execution	35.29% 6	35.29% 6	23.53% 4	0.00% 0	5.88% 1	17	3.94

5th Marcus & Millichap Multifamily Forum: Chicago Attendee Survey

#	COMMENTS:	DATE
1	Thank you.	4/23/2018 9:02 PM
2	Allow 1 more slot for networking?? A pretty content-heavy program.	4/23/2018 12:59 PM
3	The break out rooms need to be bigger	4/23/2018 11:54 AM
4	I did not attend	4/23/2018 11:48 AM

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

Answered: 17 Skipped: 2



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Breakfast For Builders Roundtable	0.00% 0	29.41% 5	17.65% 3	5.88% 1	0.00% 0	47.06% 8	17	3.44
Multifamily State of Market: National vs. Chicago & Midwest Markets	17.65% 3	70.59% 12	5.88% 1	5.88% 1	0.00% 0	0.00% 0	17	4.00

5th Marcus & Millichap Multifamily Forum: Chicago Attendee Survey

Vision of the Smart Home of the Future	5.88% 1	47.06% 8	0.00% 0	17.65% 3	0.00% 0	29.41% 5	17	3.58
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	35.29% 6	41.18% 7	11.76% 2	5.88% 1	0.00% 0	5.88% 1	17	4.13
Sweet Home Chicago: The State of the Market From A Developer's Perspective	25.00% 4	50.00% 8	12.50% 2	0.00% 0	0.00% 0	12.50% 2	16	4.14
The Secret to Improving Asset Value	6.25% 1	50.00% 8	6.25% 1	6.25% 1	6.25% 1	25.00% 4	16	3.58
Driving Business: An Economic Outlook From the Commercial Sector	6.67% 1	66.67% 10	6.67% 1	0.00% 0	0.00% 0	20.00% 3	15	4.00
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	18.75% 3	18.75% 3	6.25% 1	0.00% 0	0.00% 0	56.25% 9	16	4.29
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	12.50% 2	18.75% 3	12.50% 2	6.25% 1	0.00% 0	50.00% 8	16	3.75
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	18.75% 3	18.75% 3	18.75% 3	0.00% 0	0.00% 0	43.75% 7	16	4.00
Out of the Loop: Emerging Neighborhoods and Suburban Development	6.25% 1	43.75% 7	12.50% 2	0.00% 0	0.00% 0	37.50% 6	16	3.90
Alpha or Beta: Investments Opportunities Around the Midwest	20.00% 3	40.00% 6	6.67% 1	0.00% 0	0.00% 0	33.33% 5	15	4.20
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	6.25% 1	37.50% 6	0.00% 0	0.00% 0	6.25% 1	50.00% 8	16	3.75
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	25.00% 4	37.50% 6	6.25% 1	0.00% 0	0.00% 0	31.25% 5	16	4.27

#	COMMENTS:	DATE
1	The capital sources discussion could have been so much better but the panel was diverse enough that the conversation was disjointed and didn't really provide much new information.	4/23/2018 3:38 PM
2	I did not attend	4/23/2018 11:48 AM

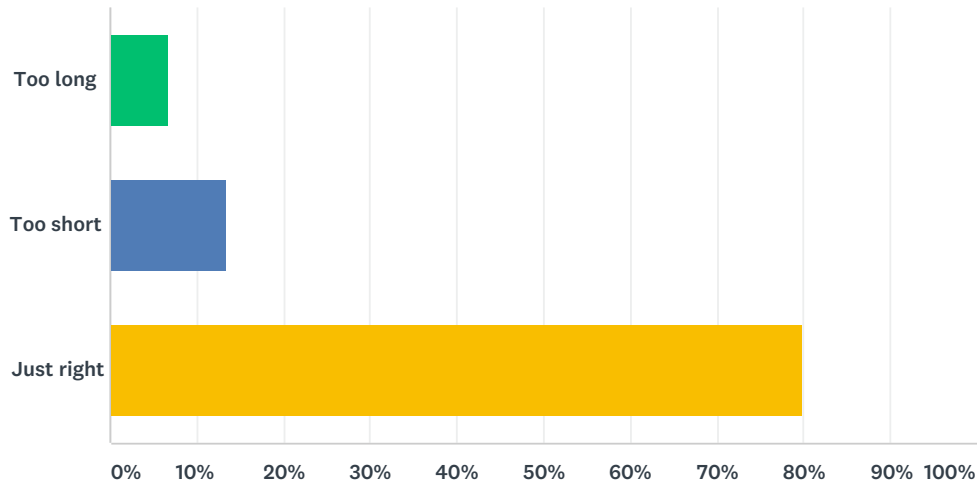
Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 10 Skipped: 9

#	RESPONSES	DATE
1	n/a	4/24/2018 12:37 PM
2	Architectural design considerations for construction	4/24/2018 12:08 PM
3	cook county assessor?	4/23/2018 4:02 PM
4	More emphasis on technology and the role it will play	4/23/2018 2:22 PM
5	No	4/23/2018 2:21 PM
6	Perhaps a representative from a successful nonprofit affordable housing developer.	4/23/2018 1:01 PM
7	n/a	4/23/2018 12:37 PM
8	Women panelists were entirely absent from the morning sessions	4/23/2018 12:08 PM
9	I did not attend	4/23/2018 11:48 AM
10	Freddie Mac speaker. Just to see difference between the two agencies	4/23/2018 11:48 AM

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

Answered: 15 Skipped: 4

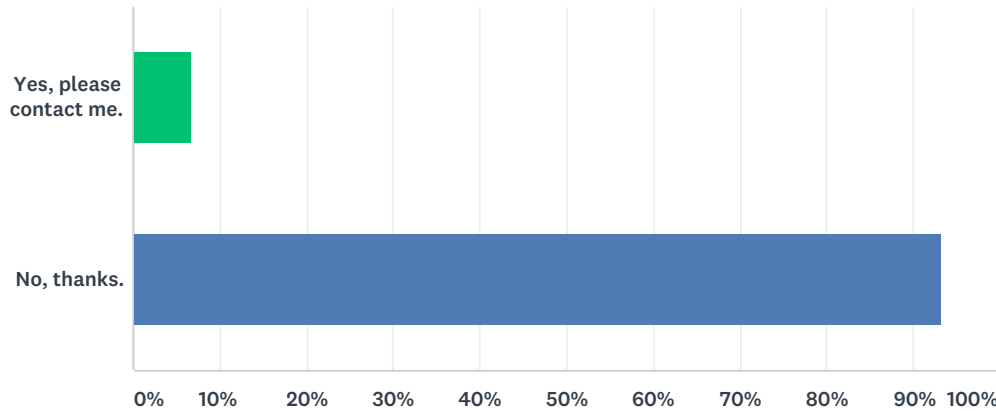


ANSWER CHOICES	RESPONSES
Too long	6.67% 1
Too short	13.33% 2
Just right	80.00% 12
TOTAL	15

#	COMMENTS	DATE
1	Although I was not able to attend the entire day and was not interested in all the topics, I thought the variety was very good.	4/23/2018 9:04 PM
2	As noted, I think adding 1-2 short (15 min) breaks for networking would have been good, and not extend the event too long.	4/23/2018 1:01 PM
3	I did not attend	4/23/2018 11:48 AM

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

Answered: 15 Skipped: 4

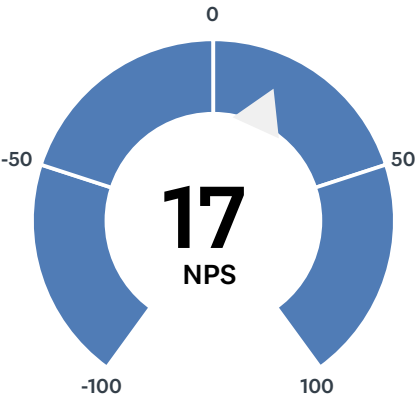


ANSWER CHOICES		RESPONSES	
Yes, please contact me.		6.67%	1
No, thanks.		93.33%	14
TOTAL			15

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	I did not attend	4/23/2018 11:48 AM

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

Answered: 18 Skipped: 1



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
28% 5	28% 5	44% 8	17