

#1

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 11:39:55 AM
Last Modified: Monday, April 23, 2018 11:42:52 AM
Time Spent: 00:02:57
First Name: Diana
Last Name: Brockway
Email: DBrockway@mbfinancial.com
IP Address: 65.204.120.4

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Education 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?

Chicago is a tough market. Lots of apartments on the market. No condo's.

Q4 What was the most valuable aspect of this conference?

Networking

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

The food situation is terrible. There isn't enough room to navigate the tables and there isn't enough food.

Q6 Do you have any specific suggestions for improvement?

The food

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **Respondent skipped this question**

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	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Mid-America Club	Fair
Food & Beverage	Poor
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

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

Breakfast For Builders Roundtable	Very Good
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	Very Good
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Very Good
Sweet Home Chicago: The State of the Market From A Developer's Perspective	N/A - Did not attend
The Secret to Improving Asset Value	N/A - Did not attend
Driving Business: An Economic Outlook From the Commercial Sector	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	N/A - Did not attend
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	N/A - Did not attend
Out of the Loop: Emerging Neighborhoods and Suburban Development	Very Good
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	Very Good

5th Marcus & Millichap Multifamily Forum: Chicago Attendee Survey

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

7 (Passive)

#2

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 11:45:43 AM
Last Modified: Monday, April 23, 2018 11:47:56 AM
Time Spent: 00:02:13
Email: Marianne@jsmliving.com
IP Address: 66.253.167.2

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

work

Q2 How well did the conference meet your expectations? Neither (please explain):
I did not attend

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

I did not attend

Q4 What was the most valuable aspect of this conference?

I did not attend

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

I did not attend

Q6 Do you have any specific suggestions for improvement?

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.

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? Other (please specify):
I did not attend

Q8 How did you hear about the conference?

Respondent skipped this question

Page 2

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

Comments: :

I did not attend

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

Comments::

I 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?

I did not attend

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

Comments:

I did not
attend

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.:

I did not
attend

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

4 (Detractor)

#3

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 11:43:39 AM
Last Modified: Monday, April 23, 2018 11:48:13 AM
Time Spent: 00:04:33
Email: sethlblumenthal@gmail.com
IP Address: 108.30.136.206

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

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?

Meeting people

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 real estate multifamily forums?

San Francisco,
Boston,
Los Angeles,
Atlanta,
Washington D.C.,
Seattle,
Miami

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	Excellent
Speaker Quality	Excellent
Networking Opportunities	Very Good
Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Breakfast For Builders Roundtable	N/A - Did not attend
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	N/A - Did not attend
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Excellent
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Excellent
The Secret to Improving Asset Value	Good
Driving Business: An Economic Outlook From the Commercial Sector	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Excellent
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	Fair
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	Good
Out of the Loop: Emerging Neighborhoods and Suburban Development	Very Good
Alpha or Beta: Investments Opportunities Around the Midwest	Very Good
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	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 How likely is it that you would recommend this conference to a friend or colleague?

Extremely likely - 10 (Promoter)

#4

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 11:41:06 AM
Last Modified: Monday, April 23, 2018 11:48:16 AM
Time Spent: 00:07:09
Email: mason.mcdowell@pgim.com
IP Address: 12.42.50.52

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Am part of a partner company. Also to learn more about the Chicago markets from the broker perspective

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?

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

Q4 What was the most valuable aspect of this conference?

The panel of developers. An interesting take that I don't get very often on current market conditions and their 3-5 year plan

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

None, event was what I expected and more

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 real estate multifamily forums?

San Francisco,
Boston,
Los Angeles,
Atlanta,
Washington D.C.,
Seattle,
Dallas,
Miami

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	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Good
Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Breakfast For Builders Roundtable	N/A - Did not attend
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	N/A - Did not attend
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Excellent
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Excellent
The Secret to Improving Asset Value	Very Good
Driving Business: An Economic Outlook From the Commercial Sector	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	Excellent
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	N/A - Did not attend
Out of the Loop: Emerging Neighborhoods and Suburban Development	N/A - Did not attend
Alpha or Beta: Investments Opportunities Around the Midwest	Excellent
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	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?

Freddie Mac speaker. Just to see difference between the two agencies

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

9 (Promoter)

#5

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 11:50:57 AM
Last Modified: Monday, April 23, 2018 11:53:53 AM
Time Spent: 00:02:56
Email: srachman@marcusmillichap.com
IP Address: 38.104.99.34

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking, information gathering.

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?

N/A

Q4 What was the most valuable aspect of this conference?

Time interacting with prospective clients

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 real estate multifamily forums? **Respondent skipped this question**

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	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Mid-America Club	Good
Food & Beverage	Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent
Comments: :	The break out rooms need to be bigger

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

Breakfast For Builders Roundtable	N/A - Did not attend
Multifamily State of Market: National vs. Chicago & Midwest Markets	Excellent
Vision of the Smart Home of the Future	Excellent
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Excellent
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Excellent
The Secret to Improving Asset Value	Excellent
Driving Business: An Economic Outlook From the Commercial Sector	Excellent
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Excellent
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	Excellent
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	Excellent
Out of the Loop: Emerging Neighborhoods and Suburban Development	Excellent
Alpha or Beta: Investments Opportunities Around the Midwest	Excellent
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Excellent
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	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 How likely is it that you would recommend this conference to a friend or colleague?

Extremely likely - 10 (Promoter)

#6

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 11:49:08 AM
Last Modified: Monday, April 23, 2018 11:54:12 AM
Time Spent: 00:05:03
First Name: Lauren
Last Name: Zangl
Email: LZangl@pioneerEES.com
IP Address: 12.180.227.130

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking, predictive future 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?

N/A

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?

For an all-day event, there needed to be more food.

Q6 Do you have any specific suggestions for improvement?

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.

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

Other (please specify):
Chicago

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	Very Good
Mid-America Club	Very Good
Food & Beverage	Poor
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

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

Breakfast For Builders Roundtable	N/A - Did not attend
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	Fair
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Very Good
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Very Good
The Secret to Improving Asset Value	Very Good
Driving Business: An Economic Outlook From the Commercial Sector	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	N/A - Did not attend
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	N/A - Did not attend
Out of the Loop: Emerging Neighborhoods and Suburban Development	Good
Alpha or Beta: Investments Opportunities Around the Midwest	N/A - Did not attend
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	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 How likely is it that you would recommend this conference to a friend or colleague?

6 (Detractor)

#7

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 11:54:25 AM
Last Modified: Monday, April 23, 2018 11:55:06 AM
Time Spent: 00:00:40
First Name: Vijen
Last Name: Patel
Email: vijen@usepressbox.com
IP Address: 67.167.204.127

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Connect wit hothers

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?

Relationships are key

Q4 What was the most valuable aspect of this conference?

Good crowd

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 real estate multifamily forums?

Boston,
Washington D.C.,
Seattle,
Dallas

Q8 How did you hear about the conference?

Speaker or Sponsor (please tell us who below)

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

Respondent skipped this question

#8

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 12:01:57 PM
Last Modified: Monday, April 23, 2018 12:07:31 PM
Time Spent: 00:05:33
Email: christinek@focusrealestate.com
IP Address: 38.142.126.194

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Education

Q2 How well did the conference meet your expectations? **Not Very Well,**
Neither (please
explain):
Lack of diversity on
panels

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

Explore tertiary markets

Q4 What was the most valuable aspect of this conference?

I liked the audience participation facilitated by technology

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

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

Q6 Do you have any specific suggestions for improvement?

Listed above

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **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	Fair
Attendee Quality	Fair
Speaker Quality	Fair
Networking Opportunities	Fair
Mid-America Club	Fair
Food & Beverage	Poor
Audio / Visual	Fair
GreenPearl Staff	Poor
Execution	Poor

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

Breakfast For Builders Roundtable	Fair
Multifamily State of Market: National vs. Chicago & Midwest Markets	Fair
Vision of the Smart Home of the Future	N/A - Did not attend
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Very Good
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Good
The Secret to Improving Asset Value	N/A - Did not attend
Driving Business: An Economic Outlook From the Commercial Sector	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	N/A - Did not attend
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	N/A - Did not attend
Out of the Loop: Emerging Neighborhoods and Suburban Development	N/A - Did not attend
Alpha or Beta: Investments Opportunities Around the Midwest	N/A - Did not attend
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	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?

Women panelists were entirely absent from the morning sessions

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?

No, thanks.

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

3 (Detractor)

#9

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 11:55:11 AM
Last Modified: Monday, April 23, 2018 12:17:08 PM
Time Spent: 00:21:56
Email: om.obasuyi@gmail.com
IP Address: 50.247.130.113

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Education, 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?

Speakers who came and spoke about different aspects of multifamily.

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 real estate multifamily forums? **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
Mid-America Club	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?

Breakfast For Builders Roundtable	Very Good
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	Very Good
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Excellent
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Very Good
The Secret to Improving Asset Value	N/A - Did not attend
Driving Business: An Economic Outlook From the Commercial Sector	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Very Good
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	N/A - Did not attend
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	Very Good
Out of the Loop: Emerging Neighborhoods and Suburban Development	N/A - Did not attend
Alpha or Beta: Investments Opportunities Around the Midwest	Very Good
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	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 How likely is it that you would recommend this conference to a friend or colleague?

Extremely likely - 10 (Promoter)

#10

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 12:29:43 PM
Last Modified: Monday, April 23, 2018 12:36:34 PM
Time Spent: 00:06:50
Email: douglas.michalak@sabalcap.com
IP Address: 64.22.154.228

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To represent my company and connect with other multifamily professionals

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 there is a ton of competition in MF financing

Q4 What was the most valuable aspect of this conference?

I particularly enjoyed John Sebree's speaking engagements

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

none

Q6 Do you have any specific suggestions for improvement?

none

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

Other (please specify):
midwest

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	Excellent
Speaker Quality	Very Good
Networking Opportunities	Very Good
Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Breakfast For Builders Roundtable	Very Good
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	Very Good
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Fair
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Very Good
The Secret to Improving Asset Value	Very Good
Driving Business: An Economic Outlook From the Commercial Sector	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Very Good
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	Very Good
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	Very Good
Out of the Loop: Emerging Neighborhoods and Suburban Development	Very Good
Alpha or Beta: Investments Opportunities Around the Midwest	Very Good
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	Very Good

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

9 (Promoter)

#11

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 12:44:52 PM
Last Modified: Monday, April 23, 2018 1:01:33 PM
Time Spent: 00:16:40
Email: rcassidy@sgcmail.com
IP Address: 173.9.194.93

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Get info on MF market, new ideas, meet key individuals

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?

Info on "amenities war" and market direction

Q4 What was the most valuable aspect of this conference?

Quality of panelists - excellent job by moderators, too (kept everyone on time, included all panelists in discussion, very knowledgeable, good questions)

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

The tax discussion was a little out of my area of needs -

Q6 Do you have any specific suggestions for improvement?

A little more time for questions from audience - Although I liked the interactive option

5th Marcus & Millichap Multifamily Forum: Chicago Attendee Survey

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

San Francisco,
Boston,
Los Angeles,
Atlanta,
Washington D.C.,
Seattle,
Dallas,
Miami

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	Very Good
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Good
Mid-America Club	Good
Food & Beverage	Excellent
Audio / Visual	Good
GreenPearl Staff	Excellent
Execution	Excellent
Comments: :	Allow 1 more slot for networking?? A pretty content-heavy program.

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

Breakfast For Builders Roundtable	N/A - Did not attend
Multifamily State of Market: National vs. Chicago & Midwest Markets	Excellent
Vision of the Smart Home of the Future	Very Good
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Very Good
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Excellent
The Secret to Improving Asset Value	Fair
Driving Business: An Economic Outlook From the Commercial Sector	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	N/A - Did not attend
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	N/A - Did not attend
Out of the Loop: Emerging Neighborhoods and Suburban Development	N/A - Did not attend
Alpha or Beta: Investments Opportunities Around the Midwest	Very Good
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	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?

Perhaps a representative from a successful nonprofit affordable housing developer.

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

Too short,
Comments:
As noted, I think adding 1-2 short (15 min) breaks for networking would have been good, and not extend the event too long.

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

No, thanks.

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

9 (Promoter)

#12

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 2:16:15 PM
Last Modified: Monday, April 23, 2018 2:21:08 PM
Time Spent: 00:04:53
Email: sahabmuhammad@hannacre.com
IP Address: 107.10.201.64

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

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?

Information about the capital markets

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?

Yes, the cost

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 real estate multifamily forums?

Atlanta,
Washington D.C.,
Miami,
Other (please specify):
Cleveland, Ohio

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	Excellent
Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Good
GreenPearl Staff	Very Good
Execution	Very Good

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

Breakfast For Builders Roundtable	Good
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	Very Good
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Very Good
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Very Good
The Secret to Improving Asset Value	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Very Good
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	Very Good
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	Very Good
Out of the Loop: Emerging Neighborhoods and Suburban Development	Very Good
Alpha or Beta: Investments Opportunities Around the Midwest	Very Good
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	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?

No

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.

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

Extremely likely - 10 (Promoter)

#13

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 2:06:02 PM
Last Modified: Monday, April 23, 2018 2:22:05 PM
Time Spent: 00:16:02
First Name: Ira
Last Name: Bey
Email: ibey@qypsys.com
IP Address: 71.194.40.176

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

hear speakers and make contact with developers, architect, construction companies.

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?

technology design and deployment

Q4 What was the most valuable aspect of this conference?

key contacts and industry updates.

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

speakers were not as strong as previous events. breakouts were a lot more impressive in the past. lunch was cold and served too late.

Q6 Do you have any specific suggestions for improvement?

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.

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

San Francisco,
Boston,
Los Angeles,
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	Good
Attendee Quality	Good
Speaker Quality	Good
Networking Opportunities	Very Good
Mid-America Club	Good
Food & Beverage	Fair
Audio / Visual	Good
GreenPearl Staff	Very Good
Execution	Good

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

Breakfast For Builders Roundtable	Good
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	Very Good
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Good
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Very Good
The Secret to Improving Asset Value	Very Good
Driving Business: An Economic Outlook From the Commercial Sector	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Good
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	Good
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	Good
Out of the Loop: Emerging Neighborhoods and Suburban Development	Very Good
Alpha or Beta: Investments Opportunities Around the Midwest	Good
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Poor
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	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?

More emphasis on technology and the role it will play

Q12 How did you feel about the length of the conference?	Too short
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Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event?	Respondent skipped this question
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Q14 How likely is it that you would recommend this conference to a friend or colleague?

5 (Detractor)

#14

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 2:23:09 PM
Last Modified: Monday, April 23, 2018 2:28:51 PM
Time Spent: 00:05:42
Email: cbultinck@wipfli.com
IP Address: 50.249.107.123

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?

Financing alternatives

Q4 What was the most valuable aspect of this conference?

Networking and learning more about what other firms are doing in the market

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

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.

Q6 Do you have any specific suggestions for improvement?

More space for presentations

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **Respondent skipped this question**

Q8 How did you hear about the conference?

Email from Marcus & Millichap ,
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	Good
Mid-America Club	Good
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Good
Execution	Good

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

Breakfast For Builders Roundtable	N/A - Did not attend
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	N/A - Did not attend
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	N/A - Did not attend
Sweet Home Chicago: The State of the Market From A Developer's Perspective	N/A - Did not attend
The Secret to Improving Asset Value	Very Good
Driving Business: An Economic Outlook From the Commercial Sector	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	N/A - Did not attend
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	Excellent
Out of the Loop: Emerging Neighborhoods and Suburban Development	N/A - Did not attend
Alpha or Beta: Investments Opportunities Around the Midwest	N/A - Did not attend
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	N/A - Did not attend

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

7 (Passive)

#15

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 3:31:15 PM
Last Modified: Monday, April 23, 2018 3:38:33 PM
Time Spent: 00:07:17
Email: jd@3lre.com
IP Address: 96.95.114.102

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Pulse of the industry, 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?

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.

Q4 What was the most valuable aspect of this conference?

Open forum of industry participants provides an atmosphere that is more conducive for competitor's to share their common experiences.

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 real estate multifamily forums?

Respondent skipped this question

Q8 How did you hear about the conference?

Speaker or Sponsor (please tell us who below)

Other (please specify):

Tom Heitzman @ M&M

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

Subject Matter / Topics	Excellent
Attendee Quality	Good
Speaker Quality	Excellent
Networking Opportunities	Fair
Mid-America Club	Very Good
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Good
Execution	Very Good

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

Breakfast For Builders Roundtable	N/A - Did not attend
Multifamily State of Market: National vs. Chicago & Midwest Markets	Excellent
Vision of the Smart Home of the Future	Fair
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Excellent
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Very Good
The Secret to Improving Asset Value	Poor
Driving Business: An Economic Outlook From the Commercial Sector	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	Good
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	N/A - Did not attend
Out of the Loop: Emerging Neighborhoods and Suburban Development	N/A - Did not attend
Alpha or Beta: Investments Opportunities Around the Midwest	Very Good
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	N/A - Did not attend
Comments::	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.

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

8 (Passive)

#16

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 3:56:03 PM
Last Modified: Monday, April 23, 2018 4:02:17 PM
Time Spent: 00:06:14
First Name: Meghan
Last Name: Czechowski
Email: meghan.czechowski@cushwake.com
IP Address: 38.142.19.242

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

check the pulse on the Chicago market

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?

pay attention to job growth over population statistics

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?

lunch service was disorganized

Q6 Do you have any specific suggestions for improvement?

two identical buffet lines, separate table for silverware/napkins

Q7 Which of the following geographies also interest you or your firm for real estate multifamily forums? **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	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Excellent
Mid-America Club	Good
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Good

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

Breakfast For Builders Roundtable	N/A - Did not attend
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	Very Good
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Very Good
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Very Good
The Secret to Improving Asset Value	Very Good
Driving Business: An Economic Outlook From the Commercial Sector	Very Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	Very Good
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	N/A - Did not attend
Out of the Loop: Emerging Neighborhoods and Suburban Development	Very Good
Alpha or Beta: Investments Opportunities Around the Midwest	N/A - Did not attend
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	Very Good

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

cook county assessor?

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

7 (Passive)

#17

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, April 23, 2018 8:53:04 PM
Last Modified: Monday, April 23, 2018 9:03:37 PM
Time Spent: 00:10:33
Email: bhanson2002@sbcglobal.net
IP Address: 107.193.198.244

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

First time attendee. To gain insight from the variety of perspectives slated

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?

Continue to apply the business model I currently have in place, with the consciousness of flexibility to adopt to market dynamics

Q4 What was the most valuable aspect of this conference?

I enjoyed listening to Equity Property's chief investment officer, in particular his comment of "opportunity seeker's" is their business.

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 real estate multifamily forums?

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
Mid-America Club	Very Good
Food & Beverage	Fair
Audio / Visual	Very Good
GreenPearl Staff	Good
Execution	Good
Comments: :	Thank you.

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

Breakfast For Builders Roundtable	Good
Multifamily State of Market: National vs. Chicago & Midwest Markets	Good
Vision of the Smart Home of the Future	Fair
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Very Good
Sweet Home Chicago: The State of the Market From A Developer's Perspective	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? Comments:
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.

Q13 Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? No, thanks.

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

8 (Passive)

#18

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, April 24, 2018 12:02:24 PM
Last Modified: Tuesday, April 24, 2018 12:08:15 PM
Time Spent: 00:05:50
Email: h.harker@msprecast.com
IP Address: 97.88.253.66

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

networking and learning about the current multifamily development market

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?

Relationship building

Q4 What was the most valuable aspect of this conference?

Meeting the developers and architects that are using our products

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

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.

Q6 Do you have any specific suggestions for improvement?

See number 5 above.

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

Other (please specify):
Milwaukee

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	Good
Attendee Quality	Very Good
Speaker Quality	Good
Networking Opportunities	Very Good
Mid-America Club	Good
Food & Beverage	Fair
Audio / Visual	Good
GreenPearl Staff	Excellent
Execution	Very Good

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

Breakfast For Builders Roundtable	Very Good
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	N/A - Did not attend
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Good
The Secret to Improving Asset Value	N/A - Did not attend
Driving Business: An Economic Outlook From the Commercial Sector	Good
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	N/A - Did not attend
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	N/A - Did not attend
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	Good
Out of the Loop: Emerging Neighborhoods and Suburban Development	Good
Alpha or Beta: Investments Opportunities Around the Midwest	N/A - Did not attend
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	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?

Architectural design considerations for construction

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

6 (Detractor)

#19

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, April 24, 2018 12:15:34 PM
Last Modified: Tuesday, April 24, 2018 12:37:12 PM
Time Spent: 00:21:38
Email: roby.mcknight@katerra.com
IP Address: 98.174.195.250

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

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?

2018 Market forecast

Q4 What was the most valuable aspect of this conference?

Meeting potential investors

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

Not enough investor prospects

Q6 Do you have any specific suggestions for improvement?

Breakout sessions

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

Los Angeles,
Seattle,
Dallas,
Other (please specify):
Nevada

Q8 How did you hear about the conference?	Other (please specify): Company
--	------------------------------------

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
Mid-America Club	Excellent
Food & Beverage	Very Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Breakfast For Builders Roundtable	Very Good
Multifamily State of Market: National vs. Chicago & Midwest Markets	Very Good
Vision of the Smart Home of the Future	Very Good
Morning Keynote - Fireside Chat with Alan George, CIO, Equity Residential	Excellent
Sweet Home Chicago: The State of the Market From A Developer's Perspective	Very Good
The Secret to Improving Asset Value	Very Good
Driving Business: An Economic Outlook From the Commercial Sector	N/A - Did not attend
New Trump Administration Updates: Federal, State & Local Energy & Specialty Tax Incentives	Excellent
Two Sides to Every Coin: Which Capital Sources are Doing Deals and Which Ones are Not	N/A - Did not attend
Workshop - Navigating Uncharted Waters: Understanding the Impact of Tax Reform on Real Estate	Excellent
Out of the Loop: Emerging Neighborhoods and Suburban Development	Very Good
Alpha or Beta: Investments Opportunities Around the Midwest	Excellent
Lunch Workshop - New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	Very Good
Afternoon Keynote - Fireside Chat with Doug Bibby, President, NMHC	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?

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

9 (Promoter)