

#1

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:01:52 AM  
**Last Modified:** Friday, April 27, 2018 11:03:39 AM  
**Time Spent:** 00:01:47  
**First Name:** Marc  
**Last Name:** Tropp  
**Email:** mtropp@easternuc.com  
**IP Address:** 50.253.7.193

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Page 1: Event Overview

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

networking

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**Q2** How well did the conference meet your expectations? **Very Well**

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**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**

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**Q4** What was the most valuable aspect of this conference? **Respondent skipped this question**

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

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**Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question**

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

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**Q8** How did you hear about the conference? **Email from GreenPearl**

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Hyatt Regency	<b>Excellent</b>
Food & Beverage	<b>Excellent</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Excellent</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Good</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Excellent</b>
The Truth Is Out There: The Case with Capital	<b>Excellent</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Excellent</b>
Roundtable - Deep Dive for Developers	<b>Excellent</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>Very Good</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>Excellent</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>Good</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>Excellent</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>Excellent</b>
Upsetting the Applecart: Trends & Technology in Development	<b>Excellent</b>
Afternoon Keynote - Andrew Florance	<b>Excellent</b>

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

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

**Just right**

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

**No, thanks.**

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

**8 (Passive)**

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## #2

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:02:50 AM  
**Last Modified:** Friday, April 27, 2018 11:03:40 AM  
**Time Spent:** 00:00:50  
**Email:** mhorwitz@costar.com  
**IP Address:** 207.235.62.152

## Page 1: Event Overview

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

sponser

**Q2** How well did the conference meet your expectations? **Very Well**

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

**Q4** What was the most valuable aspect of this conference? **Respondent skipped this question**

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

**Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question**

**Q7** Which of the following geographies also interest you or your firm for real estate multifamily forums? Other (please specify):  
Washington DC

**Q8** How did you hear about the conference? **Speaker or Sponsor (please tell us who below)**,  
Other (please specify):  
CoStar

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

Respondent skipped this question

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

Respondent skipped this question

Page 3

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

#3

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:03:08 AM  
**Last Modified:** Friday, April 27, 2018 11:04:07 AM  
**Time Spent:** 00:00:59  
**First Name:** Sean  
**Last Name:** Brown  
**Email:** sean.brown@marcusmillichap.com  
**IP Address:** 98.117.217.35

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Page 1: Event Overview

**Q1** What was your primary reason for attending this conference? Respondent skipped this question

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**Q2** How well did the conference meet your expectations? Extremely Well

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**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

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

The guest speakers

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

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

More water bottles

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

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**Q8** How did you hear about the conference? Respondent skipped this question

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**Q9** How would you rate the following aspects of this conference? Respondent skipped this question

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

Respondent skipped this question

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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

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

Respondent skipped this question

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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?

Extremely likely - 10 (Promoter)

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#4

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:01:40 AM  
**Last Modified:** Friday, April 27, 2018 11:07:16 AM  
**Time Spent:** 00:05:35  
**First Name:** steve  
**Last Name:** Gresham  
**Email:** steve@nilesbolton.com  
**IP Address:** 23.24.127.50

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Page 1: Event Overview

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

learn about trends in multifamily in the DC area and networking

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**Q2** How well did the conference meet your expectations? **Somewhat**

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

contacts made

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

networking

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

The subjects most of the panels weren't of interest. Those subjects that should have been of interest went off topic and weren't very deep.

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

Respondent skipped this question

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

Respondent skipped this question

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**Q8** How did you hear about the conference?

Email from Marcus & Millichap

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

Subject Matter / Topics	Fair
Attendee Quality	Good
Speaker Quality	Good
Networking Opportunities	Very Good
Hyatt Regency	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?

Multifamily State of Market: National vs. Mid-Atlantic Markets	Very Good
Morning Keynote - Don Peebles & Don Peebles III	Fair
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	Fair
The Truth Is Out There: The Case with Capital	N/A - Did not attend
The Devil is in the Details: Property Management Strategies for Survival	N/A - Did not attend
Roundtable - Deep Dive for Developers	N/A - Did not attend
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	Fair
Chasing Value: Investment Strategies in a Frothy Market	N/A - Did not attend
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	N/A - Did not attend
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	Fair
Upsetting the Applecart: Trends & Technology in Development	Fair
Afternoon Keynote - Andrew Florance	Good

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

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

**Just right**

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

**No, thanks.**

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

**5 (Detractor)**

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## #5

## INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:09:22 AM  
**Last Modified:** Friday, April 27, 2018 11:10:26 AM  
**Time Spent:** 00:01:03  
**Email:** christina.galifianakis@clarkenterprises.com  
**IP Address:** 38.100.63.122

## Page 1: Event Overview

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

I did not have the chance to attend. I inquired whether or not I could have my registration pass transferred to me since my boss has been hospitalized and could not attend, but never received an answer back. I lost the entire cost of the forum.

**Q2** How well did the conference meet your expectations? **Not Well at All**
**Q3** With regard to the content of the event, what is your #1 takeaway that you will implement in the next year? **Respondent skipped this question**
**Q4** What was the most valuable aspect of this conference? **Respondent skipped this question**
**Q5** Were there any aspects of the event which did not meet your expectations? If so, what were they? **Respondent skipped this question**
**Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question**
**Q7** Which of the following geographies also interest you or your firm for real estate multifamily forums? **Respondent skipped this question**
**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? **Respondent skipped this question**

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

Respondent skipped this question

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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

#6

**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:07:40 AM  
**Last Modified:** Friday, April 27, 2018 11:12:08 AM  
**Time Spent:** 00:04:27  
**Email:** afarley@bklarch.com  
**IP Address:** 67.216.24.146

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## 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?

Learning about the market and meeting with others in the industry

**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?

**Los Angeles,**  
**Atlanta,**  
**Chicago,**  
**Dallas,**  
Other (please specify):  
Austin

**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	<b>Very Good</b>
Attendee Quality	<b>Very Good</b>
Speaker Quality	<b>Very Good</b>
Networking Opportunities	<b>Very Good</b>
Hyatt Regency	<b>Very Good</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Good</b>
GreenPearl Staff	<b>Very Good</b>
Execution	<b>Good</b>

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Excellent</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Excellent</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Excellent</b>
The Truth Is Out There: The Case with Capital	<b>Excellent</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Excellent</b>
Roundtable - Deep Dive for Developers	<b>Excellent</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>Excellent</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>Excellent</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>Excellent</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>Excellent</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>Excellent</b>
Upsetting the Applecart: Trends & Technology in Development	<b>Excellent</b>
Afternoon Keynote - Andrew Florance	<b>Excellent</b>

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

More about design trends

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

**Too long**

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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?

**Extremely likely - 10 (Promoter)**

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#7

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:02:17 AM  
**Last Modified:** Friday, April 27, 2018 11:12:12 AM  
**Time Spent:** 00:09:55  
**Email:** kayley.duval@bfsaul.com  
**IP Address:** 38.68.203.117

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## Page 1: Event Overview

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

Local market information

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**Q2** How well did the conference meet your expectations? **Somewhat**

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**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**

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**Q4** What was the most valuable aspect of this conference? **Respondent skipped this question**

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

The morning keynote was a waste of time.

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

Better space planning and seating arrangements. The lunch experience was crowded, seating was poorly laid out. Much of the open seating was crowded close to the stage and facing the wrong direction.

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

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

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

Subject Matter / Topics	<b>Good</b>
Attendee Quality	<b>Good</b>
Speaker Quality	<b>Good</b>
Networking Opportunities	<b>Good</b>
Hyatt Regency	<b>Fair</b>
Food & Beverage	<b>Good</b>
Audio / Visual	<b>Good</b>
GreenPearl Staff	<b>Fair</b>
Execution	<b>Fair</b>
Comments: :	Speaker quality rating excludes the morning keynote.

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Very Good</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Poor</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Good</b>
The Truth Is Out There: The Case with Capital	<b>N/A - Did not attend</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Good</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets	<b>N/A - Did not attend</b>
Beyond The Urban Core	
Chasing Value: Investment Strategies in a Frothy Market	<b>Very Good</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>Very Good</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>Very Good</b>
Upsetting the Applecart: Trends & Technology in Development	<b>N/A - Did not attend</b>
Afternoon Keynote - Andrew Florance	<b>N/A - Did not attend</b>

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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**

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**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?

**5 (Detractor)**

#8

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:08:55 AM  
**Last Modified:** Friday, April 27, 2018 11:12:38 AM  
**Time Spent:** 00:03:42  
**Email:** rwilliams@dchfa.org  
**IP Address:** 173.66.235.68

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Page 1: Event Overview

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

Networking

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**Q2** How well did the conference meet your expectations? **Somewhat**

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**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**

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

Networking

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

The seating and setup.

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

Larger space, so you can hear the speakers and not the networkers in the common areas.

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

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**Q8** How did you hear about the conference?

**Email from Marcus & Millichap**

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Page 2

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

Subject Matter / Topics	<b>Very Good</b>
Attendee Quality	<b>Good</b>
Speaker Quality	<b>Very Good</b>
Networking Opportunities	<b>Very Good</b>
Hyatt Regency	<b>Fair</b>
Food & Beverage	<b>Fair</b>
Audio / Visual	<b>Good</b>
GreenPearl Staff	<b>Good</b>
Execution	<b>Poor</b>

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Very Good</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Excellent</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Very Good</b>
The Truth Is Out There: The Case with Capital	<b>Very Good</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Very Good</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>Good</b>

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? **No, thanks.**

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

**6 (Detractor)**

#9

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:17:25 AM  
**Last Modified:** Friday, April 27, 2018 11:25:36 AM  
**Time Spent:** 00:08:11  
**Email:** wshekarian@frbrealtycapital.com  
**IP Address:** 73.128.72.16

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## Page 1: Event Overview

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

Networking. Meeting sponsors and capital sources.

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**Q2** How well did the conference meet your expectations? **Very Well**

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

The party may be coming to an end

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

Connecting with developers

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

Attendance died down after lunch

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

Have deal making session

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

**San Francisco,**  
**Boston,**  
**Los Angeles,**  
**Atlanta,**  
**Chicago,**  
**Seattle,**  
**Dallas,**  
**Miami**

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**Q8** How did you hear about the conference?

**Email from Marcus &  
Millichap**

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Page 2

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

**Respondent skipped this question**

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

**Respondent skipped this question**

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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**

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#10

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:24:43 AM  
**Last Modified:** Friday, April 27, 2018 11:27:26 AM  
**Time Spent:** 00:02:43  
**First Name:** Richard  
**Last Name:** Martinez  
**Email:** richard\_martinez@freddiemac.com  
**IP Address:** 161.107.1.137

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Page 1: Event Overview

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

Speaker and a few sessions

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**Q2** How well did the conference meet your expectations? **Somewhat**

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**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**

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

panel on supply in the morning.

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

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

Venue. not enough seats and only one way in to the room. Very uncomfortable and made me leave early.

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

**Atlanta,**  
**Chicago,**  
**Dallas,**  
**Miami**

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**Q8** How did you hear about the conference?

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

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Page 2

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

Subject Matter / Topics	<b>Very Good</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Very Good</b>
Hyatt Regency	<b>Poor</b>
Food & Beverage	<b>Poor</b>
Audio / Visual	<b>Fair</b>
GreenPearl Staff	<b>Very Good</b>
Execution	<b>Very Good</b>
Comments: :	Venue was horrible.

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Very Good</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Good</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Excellent</b>
The Truth Is Out There: The Case with Capital	<b>Excellent</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>N/A - Did not attend</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>N/A - Did not attend</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>N/A - Did not attend</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>N/A - Did not attend</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>N/A - Did not attend</b>
Upsetting the Applecart: Trends & Technology in Development	<b>N/A - Did not attend</b>
Afternoon Keynote - Andrew Florance	<b>N/A - Did not attend</b>

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**

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**Q12** How did you feel about the length of the conference? **Just right**

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**Q13** Do you have interest in speaking, sponsoring or exhibiting at a future GreenPearl Event? **Yes, please contact me.**

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

**7 (Passive)**

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#11

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:25:48 AM  
**Last Modified:** Friday, April 27, 2018 11:32:18 AM  
**Time Spent:** 00:06:30  
**Email:** aross@tollbrothers.com  
**IP Address:** 174.205.26.195

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## Page 1: Event Overview

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

Networking and keeping informed re latest trends in MF.

---

**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 to my responsibilities.

---

**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?

I was not sure what the connection was between the interview with Don and Donahue Peebles and current trends in the MF industry.

---

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

I would keep the macro economic overview (1st session) a little shorter. It was well done, but a little long for 1st thing in the morning.

---

**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
Hyatt Regency	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Very Good

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	Good
Morning Keynote - Don Peebles & Don Peebles III	Fair
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	Very Good
The Truth Is Out There: The Case with Capital	Very Good
The Devil is in the Details: Property Management Strategies for Survival	N/A - Did not attend
Roundtable - Deep Dive for Developers	N/A - Did not attend
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	Very Good
Chasing Value: Investment Strategies in a Frothy Market	N/A - Did not attend
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	N/A - Did not attend
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	Very Good
Upsetting the Applecart: Trends & Technology in Development	Very Good
Afternoon Keynote - Andrew Florance	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?

**7 (Passive)**

---

# #12

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 11:53:09 AM  
**Last Modified:** Friday, April 27, 2018 12:07:19 PM  
**Time Spent:** 00:14:09  
**Email:** vc105k@att.com  
**IP Address:** 144.160.226.91

---

## Page 1: Event Overview

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

Meeting developers, property management 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? **Respondent skipped this question**

---

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

Developers speak about their projects, communities and Property Management companies what is important for their residents/ how they are adapting to different types of renters.

---

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

Yes - check in/networking area was too small, loud ...very hard to network and meet participants I wanted to meet. Food / drinks were not very good - serving chlorinated tap water and not bottled water at a \$420 event was shocking and disappointing.

---

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

Bigger welcome and networking space - more networking time in between sessions/breaks  
Need improvement on food choice /drinks for breakfast and lunch, not just chlorinated tap water- juice-coffee

---

**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?

Other (please specify):  
Colleague

---

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

Subject Matter / Topics	<b>Good</b>
Attendee Quality	<b>Good</b>
Speaker Quality	<b>Good</b>
Networking Opportunities	<b>Fair</b>
Hyatt Regency	<b>Poor</b>
Food & Beverage	<b>Poor</b>
Audio / Visual	<b>Good</b>
GreenPearl Staff	<b>Good</b>
Execution	<b>Fair</b>

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>N/A - Did not attend</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Good</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Fair</b>
The Truth Is Out There: The Case with Capital	<b>Fair</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Fair</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>Fair</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>Fair</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>N/A - Did not attend</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>N/A - Did not attend</b>
Upsetting the Applecart: Trends & Technology in Development	<b>N/A - Did not attend</b>
Afternoon Keynote - Andrew Florance	<b>N/A - Did not attend</b>

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

yes

right now we are facing a major increase in the way people use the internet and its forecasted to explode in the next five years like we've never seen before. As developers and leaders in the multifamily industry, what are your folks doing to prepare yourselves for this massive uptick for your residents in the building?

---

**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?

**5 (Detractor)**

---

# #13

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 12:09:54 PM  
**Last Modified:** Friday, April 27, 2018 12:15:03 PM  
**Time Spent:** 00:05:09  
**First Name:** Alysha  
**Last Name:** Buck  
**Email:** alyshabuck@coopercarry.com  
**IP Address:** 168.215.135.86

---

## Page 1: Event Overview

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

Business Development

---

**Q2** How well did the conference meet your expectations? **Very Well,**  
Neither (please  
explain):  
The roster of panelists was extremely impressive. However,  
the event staff on site seemed somewhat unorganized.

---

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

The Industrial market sector is a good area to focus over the next few years.

---

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

Business Development.

---

**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?

Conference organizers on site the day of could be more organized/ informed about where panelists need to meet and when.

---

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

---

**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	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Hyatt Regency	<b>Fair</b>
Food & Beverage	<b>Fair</b>
Audio / Visual	<b>Very Good</b>
GreenPearl Staff	<b>Fair</b>
Execution	<b>Fair</b>

---

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>N/A - Did not attend</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>N/A - Did not attend</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>N/A - Did not attend</b>
The Truth Is Out There: The Case with Capital	<b>N/A - Did not attend</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>N/A - Did not attend</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>N/A - Did not attend</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>N/A - Did not attend</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>N/A - Did not attend</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>N/A - Did not attend</b>
Upsetting the Applecart: Trends & Technology in Development	<b>Very Good</b>
Afternoon Keynote - Andrew Florance	<b>Excellent</b>

---

## 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?

**Yes, please contact me.**

---

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

**9 (Promoter)**

---

# #14

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 12:11:03 PM  
**Last Modified:** Friday, April 27, 2018 12:15:51 PM  
**Time Spent:** 00:04:48  
**Email:** genef@midcityfinancial.com  
**IP Address:** 174.200.27.76

---

## Page 1: Event Overview

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

1. Support a co worker
  2. Meet J Feldman
- 

**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?

See answer 1

---

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

Not a great space  
Too many M&M guys hanging by the doors

---

**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	Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Hyatt Regency	Fair
Food & Beverage	Fair
Audio / Visual	Good
Execution	Good

---

**Q10** How would you rate the following sessions of this conference? Respondent skipped this question

---

Page 3

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

---

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

**5 (Detractor)**

---

#15

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 12:15:06 PM  
**Last Modified:** Friday, April 27, 2018 12:29:04 PM  
**Time Spent:** 00:13:57  
**First Name:** David  
**Last Name:** Mensh  
**Email:** dmensh@davisconstruction.com  
**IP Address:** 208.87.234.202

---

Page 1: Event Overview

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

Prognostication of near future construction 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?

Sites with local amenities to support development of projects with limited amenities

---

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

Understanding market trends.

---

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

Some of the discussions seemed like advertisements for particular companies or "feel good sessions"

---

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

How will we realistically control future construction costs

---

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

Other (please specify):  
Just DC Metro

---

**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	<b>Good</b>
Attendee Quality	<b>Good</b>
Speaker Quality	<b>Very Good</b>
Networking Opportunities	<b>Good</b>
Hyatt Regency	<b>Fair</b>
Food & Beverage	<b>Fair</b>
Audio / Visual	<b>Fair</b>
GreenPearl Staff	<b>Good</b>
Execution	<b>Good</b>
Comments: :	Room was tight with only one point of egress. Room was hot creating poor atmosphere for participant comfort. Food did not provide alternatives for someone who does not eat sweets or salted items. Outside conference rooms became very noisy and a distracton.

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Excellent</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Fair</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Good</b>
The Truth Is Out There: The Case with Capital	<b>Good</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>Good</b>
Upsetting the Applecart: Trends & Technology in Development	<b>Very Good</b>

Page 3

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

Less marketing, more construction trends

**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?

**6 (Detractor)**

---

#16

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 12:54:12 PM  
**Last Modified:** Friday, April 27, 2018 12:58:57 PM  
**Time Spent:** 00:04:44  
**Email:** jeff@orlo.com  
**IP Address:** 96.68.255.73

---

Page 1: Event Overview

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

Learning and Networking

---

**Q2** How well did the conference meet your expectations? **Not Well at All**,  
**All**  
Neither (please explain):  
Morning Key note was terrible waste of time not informative at all Venue was hard to find, parking was tight, cramped room downstairs. Please consider another location next year

---

**Q3** With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?  
we will stay in the real estate business

---

**Q4** What was the most valuable aspect of this conference? **Respondent skipped this question**

---

**Q5** Were there any aspects of the event which did not meet your expectations? If so, what were they?  
Sessions were not moderated properly so speaker went on and on without being directed to give the audience appropriate info

---

**Q6** Do you have any specific suggestions for improvement?  
Much less speakers per panel and better moderators to ensure info to all

---

**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	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Good</b>
Networking Opportunities	<b>Good</b>
Hyatt Regency	<b>Poor</b>
Food & Beverage	<b>Good</b>
Audio / Visual	<b>Good</b>
GreenPearl Staff	<b>Good</b>
Execution	<b>Good</b>

---

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Very Good</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Poor</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Excellent</b>
The Truth Is Out There: The Case with Capital	<b>N/A - Did not attend</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Poor</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>

---

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?

**Not at all likely - 0 (Detractor)**

---

#17

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 2:00:22 PM  
**Last Modified:** Friday, April 27, 2018 2:05:00 PM  
**Time Spent:** 00:04:38  
**Email:** jameswb2@gmail.com  
**IP Address:** 174.226.12.28

---

Page 1: Event Overview

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

learning more about multifamily investing, needs and trends.

---

**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?

looking for submarket opportunities.

---

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

connecting with other professionals

---

**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? **Word of Mouth**

---

Page 2

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Hyatt Regency	<b>Very Good</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Very Good</b>
GreenPearl Staff	<b>Very Good</b>
Execution	<b>Very Good</b>

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Excellent</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Excellent</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Good</b>
The Truth Is Out There: The Case with Capital	<b>Very Good</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>N/A - Did not attend</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>Very Good</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>N/A - Did not attend</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>Very Good</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>Good</b>
Upsetting the Applecart: Trends & Technology in Development	<b>Good</b>
Afternoon Keynote - Andrew Florance	<b>Excellent</b>

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?

**8 (Passive)**

#18

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 27, 2018 4:04:02 PM  
**Last Modified:** Friday, April 27, 2018 4:08:07 PM  
**Time Spent:** 00:04:04  
**Email:** mfranceski@gmail.com  
**IP Address:** 209.104.251.250

---

Page 1: Event Overview

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

My job is research so I go to these events to gain insights and learn what others have to say about the 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?

Be more aggressive with underwriting.

---

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

Networking opportunities and hearing from knowledgeable speakers.

---

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

the Peebles thing, I don't understand who that was for. It was a pitch for their new office and a chance for a child to rub their success in everyone's face. Who cares.

---

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

Eliminate the double track structure. Both panels were good each time but I could only attend one. Also, find space with windows.

---

**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?

Other (please specify):  
attended last year

---

**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
Hyatt Regency	Very Good
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Excellent
Execution	Excellent

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	Very Good
Morning Keynote - Don Peebles & Don Peebles III	Fair
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	Excellent
The Truth Is Out There: The Case with Capital	N/A - Did not attend
The Devil is in the Details: Property Management Strategies for Survival	N/A - Did not attend
Roundtable - Deep Dive for Developers	N/A - Did not attend
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	N/A - Did not attend
Chasing Value: Investment Strategies in a Frothy Market	Excellent
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	N/A - Did not attend
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	Very Good
Upsetting the Applecart: Trends & Technology in Development	Good
Afternoon Keynote - Andrew Florance	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?

**7 (Passive)**

---

#19

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Monday, April 30, 2018 11:18:39 AM  
**Last Modified:** Monday, April 30, 2018 11:19:20 AM  
**Time Spent:** 00:00:40  
**First Name:** Erin  
**Last Name:** Beitz  
**Email:** ebeitz@carmelpartners.com  
**IP Address:** 38.94.132.194

---

## Page 1: Event Overview

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

Speaker on the Investments panel

**Q2** How well did the conference meet your expectations? **Very Well****Q3** With regard to the content of the event, what is your #1 takeaway that you will implement in the next year? **Respondent skipped this question****Q4** What was the most valuable aspect of this conference? **Respondent skipped this question****Q5** Were there any aspects of the event which did not meet your expectations? If so, what were they? **Respondent skipped this question****Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question****Q7** Which of the following geographies also interest you or your firm for real estate multifamily forums? **San Francisco,**  
Other (please specify):  
New York**Q8** How did you hear about the conference? **Email from GreenPearl**

## Page 2

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

#20

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Monday, April 30, 2018 11:12:50 AM  
**Last Modified:** Monday, April 30, 2018 11:26:54 AM  
**Time Spent:** 00:14:04  
**First Name:** Lynda  
**Last Name:** Ellis  
**Email:** Lynda@capitolconciierge.com  
**IP Address:** 69.199.169.26

---

## Page 1: Event Overview

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

Hearing thought leaders about the future of the Multifamily industry as well as being a moderator.

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

The rate at which multifamily is needing to satisfy the growing age difference providing services attractive to all.

---

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

Hearing the strong opinions and meeting several of the panelists.

---

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

The venue was difficult in terms of the seating and ability to see/interact with the panelists. Difficulty in hearing as so many conversations going on outside of the session room(s). The venue also didn't provide good acoustics particularly in blocking out sound of conversations.

The food table set up was awkward and not efficient - lots of traffic jams trying to get to sessions - didn't appear hotel staff ready / knowledgeable out layout.

---

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

Additional seating to accommodate the registered guests/speakers / quieter 'conversation' area identified.

---

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

Other (please specify):

Orlando, Charleston SC, Charlotte NC, New York

---

**Q8** How did you hear about the conference?

Email from GreenPearl

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Good
Hyatt Regency	Fair
Food & Beverage	Fair
Audio / Visual	Good
GreenPearl Staff	Excellent
Execution	Very Good

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	Very Good
Morning Keynote - Don Peebles & Don Peebles III	Very Good
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	Good
The Truth Is Out There: The Case with Capital	Very Good
The Devil is in the Details: Property Management Strategies for Survival	Very Good
Roundtable - Deep Dive for Developers	Good
Beyond The Beltway: Exploring Markets and Submarkets	N/A - Did not attend
Beyond The Urban Core	
Chasing Value: Investment Strategies in a Frothy Market	N/A - Did not attend
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	N/A - Did not attend
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	N/A - Did not attend
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	N/A - Did not attend
Upsetting the Applecart: Trends & Technology in Development	N/A - Did not attend
Afternoon Keynote - Andrew Florance	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? **Yes, please contact me.**

---

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

**9 (Promoter)**

---

#21

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Monday, April 30, 2018 11:21:33 AM  
**Last Modified:** Monday, April 30, 2018 11:29:49 AM  
**Time Spent:** 00:08:16  
**Email:** stuart.cain@livelmc.com  
**IP Address:** 72.221.6.215

---

## Page 1: Event Overview

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

Keep informed on the state of the market.

---

**Q2** How well did the conference meet your expectations? **Somewhat,**

Neither (please explain):

I thought the first panel with Peebles was primarily a way for the company to advertise for themselves, their company, and their personal lives rather than a meaningful state of the market.

---

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

Much of the proposed shift will be to the suburbs in the upcoming years.

---

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

Panel with Duball, JBGS, etc.

---

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

First panel with Peebles. See above. I also think the moderators could have pushed with better questions.

---

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

More hard hitting market data and research. Also, a panel on design innovations would be good. Some of the panel discussing IT trends was informative. But more on the design and market demands would be good.

---

**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	<b>Good</b>
Attendee Quality	<b>Very Good</b>
Speaker Quality	<b>Good</b>
Networking Opportunities	<b>Very Good</b>
Hyatt Regency	<b>Good</b>
Food & Beverage	<b>Good</b>
Audio / Visual	<b>Very Good</b>
GreenPearl Staff	<b>Good</b>
Execution	<b>Good</b>

---

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Excellent</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Fair</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Good</b>
The Truth Is Out There: The Case with Capital	<b>N/A - Did not attend</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Very Good</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>N/A - Did not attend</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>Very Good</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>Very Good</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>Very Good</b>
Upsetting the Applecart: Trends & Technology in Development	<b>Very Good</b>
Afternoon Keynote - Andrew Florance	<b>N/A - Did not attend</b>
Comments::	The tax implications on Multifamily is a very tough and dry topic just after lunch.

---

Page 3

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

See previous comments.

---

**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?

**5 (Detractor)**

---

#22

**COMPLETE**

**Collector:** Email Invitation 1 (Email)  
**Started:** Monday, April 30, 2018 11:48:19 AM  
**Last Modified:** Monday, April 30, 2018 11:49:45 AM  
**Time Spent:** 00:01:26  
**Email:** tamdur@housingonline.com  
**IP Address:** 50.242.223.57

---

## 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? **Respondent skipped this question**

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

**Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question**

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

**San Francisco,**  
**Boston,**  
**Los Angeles,**  
**Atlanta,**  
**Chicago,**  
**Seattle,**  
**Dallas,**  
**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	<b>Good</b>
Attendee Quality	<b>Good</b>
Speaker Quality	<b>Good</b>
Networking Opportunities	<b>Good</b>
Hyatt Regency	<b>Good</b>
Food & Beverage	<b>Good</b>
Audio / Visual	<b>Good</b>
GreenPearl Staff	<b>Good</b>
Execution	<b>Good</b>

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Very Good</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Fair</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>N/A - Did not attend</b>
The Truth Is Out There: The Case with Capital	<b>N/A - Did not attend</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>N/A - Did not attend</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>N/A - Did not attend</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>N/A - Did not attend</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>N/A - Did not attend</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>N/A - Did not attend</b>
Upsetting the Applecart: Trends & Technology in Development	<b>N/A - Did not attend</b>
Afternoon Keynote - Andrew Florance	<b>N/A - Did not attend</b>

## 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?

**5 (Detractor)**

---

#23

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Monday, April 30, 2018 12:00:40 PM  
**Last Modified:** Monday, April 30, 2018 12:06:24 PM  
**Time Spent:** 00:05:44  
**Email:** Sean.Beuche@marcusmillichap.com  
**IP Address:** 174.201.26.203

---

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?

Manage debt and development expectations.

---

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

Diversity of viewpoints on topics. Would like less institutional opinions.

---

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

Ended early with a 3pm happy hour.

---

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

More private clients and content focused on 1-30M assets

---

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

Other (please specify):  
Philadelphia

---

**Q8** How did you hear about the conference?

Email from GreenPearl,

Email from Marcus & Millichap

Speaker or Sponsor (please tell us who below)

Other (please specify):

Drane

---

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
Hyatt Regency	Very Good
Food & Beverage	Very Good
Audio / Visual	Excellent
GreenPearl Staff	Good
Execution	Excellent

---

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Excellent</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Fair</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>N/A - Did not attend</b>
The Truth Is Out There: The Case with Capital	<b>Very Good</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>N/A - Did not attend</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>Very Good</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>Very Good</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>Very Good</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>Excellent</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>Excellent</b>
Upsetting the Applecart: Trends & Technology in Development	<b>Very Good</b>
Afternoon Keynote - Andrew Florance	<b>Excellent</b>

---

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? **Yes, please contact me.** ,  
Please include your contact info if you would like us to contact you.:  
Philadelphia

---

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

**Extremely likely - 10 (Promoter)**

---

#24

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Monday, April 30, 2018 12:43:53 PM  
**Last Modified:** Monday, April 30, 2018 12:50:05 PM  
**Time Spent:** 00:06:12  
**Email:** dlealbruce@starry.com  
**IP Address:** 65.207.79.74

---

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?

It's all about millennials.

---

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

Both the networking as well as the content of the talks were excellent.

---

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

No, the conference surpassed all expectations.

---

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

Lunch could have been a bit more organized- there seemed to be two events happening simultaneously.

---

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

**Boston,**  
**Los Angeles,**  
**Atlanta,**  
**Chicago,**  
**Dallas,**  
**Miami**

---

**Q8** How did you hear about the conference?

**Internet Search**

---

Page 2

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Very Good</b>
Hyatt Regency	<b>Very Good</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Very Good</b>
GreenPearl Staff	<b>Very Good</b>
Execution	<b>Very Good</b>

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Excellent</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Excellent</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Very Good</b>
The Truth Is Out There: The Case with Capital	<b>N/A - Did not attend</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Very Good</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>Very Good</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>Very Good</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>Good</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>Good</b>
Upsetting the Applecart: Trends & Technology in Development	<b>Good</b>
Afternoon Keynote - Andrew Florance	<b>Very Good</b>

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?

**Yes, please contact me.**

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

Daniel Leal-Bruce  
dlealbruce@starry.com

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

**9 (Promoter)**



#25

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Monday, April 30, 2018 1:10:31 PM  
**Last Modified:** Monday, April 30, 2018 1:18:34 PM  
**Time Spent:** 00:08:03  
**Email:** nstancill@urbanpace.com  
**IP Address:** 108.45.109.134

---

## Page 1: Event Overview

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

Supporting my colleague participating on a panel and for 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?

Very interesting to get the various perspective of market drivers and trends - there is still and under supply of for sale residential units so there are still opportunities out there.

---

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

Having a chance to meet/spend time with some top real estate executives on the panels and attending

---

**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?

Tends to be a long day and people starting filtering out after lunch. Not sure the best way to address but this but noticed the crowd dropped off quite a bit in the afternoon. WiFi wasn't so hot in the basement either.

---

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

**Chicago,**  
**Miami,**  
Other (please specify):  
We're starting to track opportunities in these markets

---

**Q8** How did you hear about the conference?

Email from Marcus & Millichap

Speaker or Sponsor (please tell us who below)

Other (please specify):

Clint Mann

---

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
Hyatt Regency	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Excellent

---

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>N/A - Did not attend</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Excellent</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Excellent</b>
The Truth Is Out There: The Case with Capital	<b>N/A - Did not attend</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>N/A - Did not attend</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>Very Good</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>Very Good</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>Very Good</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>N/A - Did not attend</b>
Upsetting the Applecart: Trends & Technology in Development	<b>Excellent</b>
Afternoon Keynote - Andrew Florance	<b>Excellent</b>

---

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? **Respondent skipped this question**

---

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

**9 (Promoter)**

---

#26

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Monday, April 30, 2018 1:57:04 PM  
**Last Modified:** Monday, April 30, 2018 2:02:22 PM  
**Time Spent:** 00:05:17  
**Email:** alitman1@aol.com  
**IP Address:** 108.48.42.45

---

Page 1: Event Overview

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

To gain knowledge and insight

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

The tax changes and dates that are best to sell

---

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

Meeting and greeting.

---

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

Peebles is not a credible person to represent development. He has defaulted on a lot of loans--or so I am told and read.

---

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

Find a way to interject less dry facts and more humor and interaction

---

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

Other (please specify):

DC, MD & VA

---

**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	<b>Excellent</b>
Attendee Quality	<b>Very Good</b>
Speaker Quality	<b>Good</b>
Networking Opportunities	<b>Excellent</b>
Hyatt Regency	<b>Excellent</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Excellent</b>
Execution	<b>Very Good</b>

---

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Very Good</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Poor</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Very Good</b>
The Truth Is Out There: The Case with Capital	<b>Very Good</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Excellent</b>
Roundtable - Deep Dive for Developers	<b>Good</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>Very Good</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>Very Good</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>Very Good</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>Excellent</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>N/A - Did not attend</b>
Upsetting the Applecart: Trends & Technology in Development	<b>Good</b>
Afternoon Keynote - Andrew Florance	<b>Good</b>

---

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'd like more specifics of things and less generalities.

---

**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)**

---

#27

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Monday, April 30, 2018 4:16:06 PM  
**Last Modified:** Monday, April 30, 2018 4:21:14 PM  
**Time Spent:** 00:05:07  
**First Name:** Edward  
**Last Name:** Murn  
**Email:** emurn@writ.com  
**IP Address:** 199.230.119.122

---

Page 1: Event Overview

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

I was a speaker on one of the panels

---

**Q2** How well did the conference meet your expectations? **Somewhat**

---

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

---

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

The networking with other folks

---

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

The interview with Don Peebles and his son was not directly related to multifamily product and could have been a better use of the time.

---

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

Better program for lunch. Lunch time speaker was not a good idea since the rooms were broken up.

---

**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	<b>Good</b>
Attendee Quality	<b>Good</b>
Speaker Quality	<b>Good</b>
Networking Opportunities	<b>Very Good</b>
Hyatt Regency	<b>Fair</b>
Food & Beverage	<b>Fair</b>
Audio / Visual	<b>Fair</b>
GreenPearl Staff	<b>Good</b>
Execution	<b>Good</b>

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Good</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Poor</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Good</b>
The Truth Is Out There: The Case with Capital	<b>N/A - Did not attend</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Good</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>N/A - Did not attend</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>Good</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>N/A - Did not attend</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>N/A - Did not attend</b>
Upsetting the Applecart: Trends & Technology in Development	<b>N/A - Did not attend</b>
Afternoon Keynote - Andrew Florance	<b>N/A - Did not attend</b>

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**

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**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?

**5 (Detractor)**

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#28

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Tuesday, May 01, 2018 8:43:56 AM  
**Last Modified:** Tuesday, May 01, 2018 8:45:58 AM  
**Time Spent:** 00:02:01  
**First Name:** Nicholas  
**Last Name:** Bralove  
**Email:** nicholas.t.bralove@chase.com  
**IP Address:** 159.53.174.141

---

Page 1: Event Overview

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

Networking and Panel Discussions

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**Q2** How well did the conference meet your expectations? **Very Well**

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**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**

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**Q4** What was the most valuable aspect of this conference? **Respondent skipped this question**

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

Keynote Speaker (Peebles). Disappointing and not relevant. Felt more like a sales pitch on their end to recruit employees or advertise themselves.

---

**Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question**

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

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**Q8** How did you hear about the conference? **Email from GreenPearl**

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**Q9** How would you rate the following aspects of this conference? **Respondent skipped this question**

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**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

---

#29

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Tuesday, May 01, 2018 9:02:08 PM  
**Last Modified:** Tuesday, May 01, 2018 9:08:17 PM  
**Time Spent:** 00:06:08  
**Email:** jgoldshine@novodev.com  
**IP Address:** 108.51.132.64

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Page 1: Event Overview

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

I was a guest speaker.

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**Q2** How well did the conference meet your expectations? **Extremely Well**

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

Stay positive and look for desks that make sense.

---

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

Networking.

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

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**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? **Respondent skipped this question**

---

Page 2

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Very Good</b>
Speaker Quality	<b>Very Good</b>
Networking Opportunities	<b>Excellent</b>
Hyatt Regency	<b>Excellent</b>
Food & Beverage	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>
Comments: :	Well done..everyone pleasant and helpful.

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>N/A - Did not attend</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>N/A - Did not attend</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>N/A - Did not attend</b>
The Truth Is Out There: The Case with Capital	<b>N/A - Did not attend</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Excellent</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>Excellent</b>

Page 3

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

Would like to see owners of large development firms in roundtable conversation.

**Q12** How did you feel about the length of the conference? **Just right**

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

**Yes, please contact me.**

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

Jeff Goldshine jgoldshine@liven

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

**9 (Promoter)**

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#30

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, May 02, 2018 10:44:45 AM  
**Last Modified:** Wednesday, May 02, 2018 11:47:52 AM  
**Time Spent:** 01:03:06  
**Email:** keith\_grayson@graysoncommercialre.com  
**IP Address:** 71.244.207.236

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## Page 1: Event Overview

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

I was invited and events like this one with a plethora of industry professionals is always good to educate oneself on what's going on in the market place as well as predications on what's to come.

---

### 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?

Too many to single out

---

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

The Developers Break-Out Session

---

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

1). The AM Keynote Speakers' agenda I felt was self-serving and didn't add meaningful industry content to an otherwise high-level content day. I love Don Peebles but felt it was just an announcement that they are back in the DC market and looking for deals. And, 2). The Tax Session was timed awkwardly so I could not attend.

---

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

More break-out sessions.

---

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

### Q8 How did you hear about the conference?

Other (please specify):  
Terrell Hutchins from Marcus & Millichap

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Page 2

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Good</b>
Hyatt Regency	<b>Very Good</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Very Good</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>Very Good</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>Fair</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Very Good</b>
The Truth Is Out There: The Case with Capital	<b>Excellent</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>Excellent</b>
Roundtable - Deep Dive for Developers	<b>Excellent</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>N/A - Did not attend</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>Very Good</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>N/A - Did not attend</b>
Upsetting the Applecart: Trends & Technology in Development	<b>Very Good</b>
Afternoon Keynote - Andrew Florance	<b>Very Good</b>

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Page 3

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

Tom Bozzuto as a Guest Speaker..... A Session or two gear towards addressing Smaller Multi-Family Investments and Investors

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

**Too short,**

Comments:

There was so much quality information and sessions that it could have been longer

---

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

**No, thanks.**

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

**Extremely likely - 10 (Promoter)**

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#31

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, May 02, 2018 12:31:25 PM  
**Last Modified:** Wednesday, May 02, 2018 12:37:36 PM  
**Time Spent:** 00:06:10  
**Email:** mhuynhba@bohlereng.com  
**IP Address:** 75.150.56.242

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Page 1: Event Overview

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

Panel discussion that one of our managers participated in.

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**Q2** How well did the conference meet your expectations? **Very Well**

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

---

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

networking

---

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

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

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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
Hyatt Regency	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent
Comments: :	The moderator botched how you pronounce 'Bohler', not the worst thing in the world. Our Logo looked blurry on all the boards. Would have been nice to be able to send you a different logo if the quality was no good. Other than that, this conference was great and had a great attendee turnout, so the networking was wonderful. Thank you!

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

Multifamily State of Market: National vs. Mid-Atlantic Markets	<b>N/A - Did not attend</b>
Morning Keynote - Don Peebles & Don Peebles III	<b>N/A - Did not attend</b>
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	<b>Excellent</b>
The Truth Is Out There: The Case with Capital	<b>N/A - Did not attend</b>
The Devil is in the Details: Property Management Strategies for Survival	<b>N/A - Did not attend</b>
Roundtable - Deep Dive for Developers	<b>N/A - Did not attend</b>
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	<b>N/A - Did not attend</b>
Chasing Value: Investment Strategies in a Frothy Market	<b>N/A - Did not attend</b>
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	<b>N/A - Did not attend</b>
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	<b>N/A - Did not attend</b>
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	<b>N/A - Did not attend</b>
Upsetting the Applecart: Trends & Technology in Development	<b>N/A - Did not attend</b>
Afternoon Keynote - Andrew Florance	<b>N/A - Did not attend</b>
Comments::	Was purely there for some morning networking and the 'Juggling Oversupply, Rising Costs & An Uncertain Future' Panel.

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? **Yes, please contact me.**  
Please include your contact info if you would like us to contact you.:  
Michelle Huynh-ba Bohler Engineering  
mhuynhba@bohlereng.com

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

**Extremely likely - 10 (Promoter)**

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