

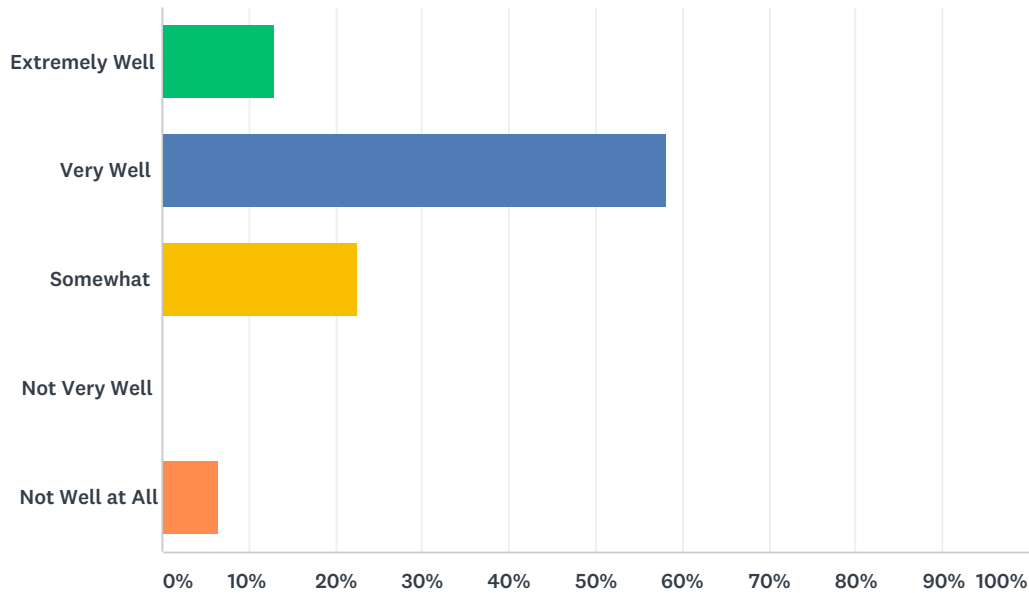
# Q1 What was your primary reason for attending this conference?

Answered: 30   Skipped: 1

#	RESPONSES	DATE
1	Panel discussion that one of our managers participated in.	5/2/2018 12:32 PM
2	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.	5/2/2018 11:30 AM
3	I was a guest speaker.	5/1/2018 9:04 PM
4	Networking and Panel Discussions	5/1/2018 8:46 AM
5	I was a speaker on one of the panels	4/30/2018 4:19 PM
6	To gain knowledge and insight	4/30/2018 2:00 PM
7	Supporting my colleague participating on a panel and for networking	4/30/2018 1:17 PM
8	Networking	4/30/2018 12:48 PM
9	Networking	4/30/2018 12:04 PM
10	networking	4/30/2018 11:49 AM
11	Keep informed on the state of the market.	4/30/2018 11:27 AM
12	Hearing thought leaders about the future of the Multifamily industry as well as being a moderator.	4/30/2018 11:25 AM
13	Speaker on the Investments panel	4/30/2018 11:19 AM
14	My job is research so I go to these events to gain insights and learn what others have to say about the market.	4/27/2018 4:07 PM
15	learning more about mutifamily investing, needs and trends.	4/27/2018 2:03 PM
16	Learning and Networking	4/27/2018 12:58 PM
17	Prognostication of near future construction trends	4/27/2018 12:21 PM
18	Business Development	4/27/2018 12:14 PM
19	1. Support a co worker 2. Meet J Feldman	4/27/2018 12:13 PM
20	Meeting developers, property management companies	4/27/2018 12:02 PM
21	Networking and keeping informed re latest trends in MF.	4/27/2018 11:30 AM
22	Speaker and a few sessions	4/27/2018 11:26 AM
23	Networking. Meeting sponsors and capital sources.	4/27/2018 11:26 AM
24	Networking	4/27/2018 11:11 AM
25	Networking	4/27/2018 11:11 AM
26	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.	4/27/2018 11:10 AM
27	Local market information	4/27/2018 11:10 AM
28	learn about trends in multifamily in the DC area and networking	4/27/2018 11:05 AM
29	sponser	4/27/2018 11:04 AM
30	networking	4/27/2018 11:02 AM

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

Answered: 31 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely Well	12.90%	4
Very Well	58.06%	18
Somewhat	22.58%	7
Not Very Well	0.00%	0
Not Well at All	6.45%	2
TOTAL		31

#	NEITHER (PLEASE EXPLAIN)	DATE
1	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.	4/30/2018 11:27 AM
2	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	4/27/2018 12:58 PM
3	The roster of panelists was extremely impressive. However, the event staff on site seemed somewhat unorganized.	4/27/2018 12:14 PM

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

Answered: 17   Skipped: 14

#	RESPONSES	DATE
1	Too many to single out	5/2/2018 11:30 AM
2	Stay positive and look for desks that make sense.	5/1/2018 9:04 PM
3	The tax changes and dates that are best to sell	4/30/2018 2:00 PM
4	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.	4/30/2018 1:17 PM
5	It's all about millennials.	4/30/2018 12:48 PM
6	Manage debt and development expectations.	4/30/2018 12:04 PM
7	Much of the proposed shift will be to the suburbs in the upcoming years.	4/30/2018 11:27 AM
8	The rate at which multifamily is needing to satisfy the growing age difference providing services attractive to all.	4/30/2018 11:25 AM
9	Be more aggressive with underwriting.	4/27/2018 4:07 PM
10	looking for submarket opportunities.	4/27/2018 2:03 PM
11	we will stay in the real estate business	4/27/2018 12:58 PM
12	Sites with local amenities to support development of projects with limited amenities	4/27/2018 12:21 PM
13	The Industrial market sector is a good area to focus over the next few years.	4/27/2018 12:14 PM
14	N/A	4/27/2018 12:13 PM
15	N/A to my responsibilities.	4/27/2018 11:30 AM
16	The party may be coming to an end	4/27/2018 11:26 AM
17	contacts made	4/27/2018 11:05 AM

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

Answered: 23 Skipped: 8

#	RESPONSES	DATE
1	networking	5/2/2018 12:32 PM
2	The Developers Break-Out Session	5/2/2018 11:30 AM
3	Networking.	5/1/2018 9:04 PM
4	The networking with other folks	4/30/2018 4:19 PM
5	Meeting and greeting.	4/30/2018 2:00 PM
6	Having a chance to meet/spend time with some top real estate executives on the panels and attending	4/30/2018 1:17 PM
7	Both the networking as well as the content of the talks were excellent.	4/30/2018 12:48 PM
8	Diversity of viewpoints on topics. Would like less institutional opinions.	4/30/2018 12:04 PM
9	Panel with Duball, JBGS, etc.	4/30/2018 11:27 AM
10	Hearing the strong opinions and meeting several of the panelists.	4/30/2018 11:25 AM
11	Networking opportunities and hearing from knowledgeable speakers.	4/27/2018 4:07 PM
12	connecting with other professionals	4/27/2018 2:03 PM
13	Understanding market trends.	4/27/2018 12:21 PM
14	Business Development.	4/27/2018 12:14 PM
15	See answer 1	4/27/2018 12:13 PM
16	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.	4/27/2018 12:02 PM
17	Networking.	4/27/2018 11:30 AM
18	panel on supply in the morning.	4/27/2018 11:26 AM
19	Connecting with developers	4/27/2018 11:26 AM
20	Learning about the market and meeting with others in the industry	4/27/2018 11:11 AM
21	Networking	4/27/2018 11:11 AM
22	networking	4/27/2018 11:05 AM
23	The guest speakers	4/27/2018 11:04 AM

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

Answered: 18   Skipped: 13

#	RESPONSES	DATE
1	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.	5/2/2018 11:30 AM
2	Keynote Speaker (Peebles). Disappointing and not relevant. Felt more like a sales pitch on their end to recruit employees or advertise themselves.	5/1/2018 8:46 AM
3	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.	4/30/2018 4:19 PM
4	Peebles is not a credible person to represent development. He has defaulted on a lot of loans--or so I am told and read.	4/30/2018 2:00 PM
5	No, the conference surpassed all expectations.	4/30/2018 12:48 PM
6	Ended early with a 3pm happy hour.	4/30/2018 12:04 PM
7	First panel with Peebles. See above. I also think the moderators could have pushed with better questions.	4/30/2018 11:27 AM
8	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 about layout.	4/30/2018 11:25 AM
9	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.	4/27/2018 4:07 PM
10	Sessions were not moderated properly so speaker went on and on without being directed to give the audience appropriate info	4/27/2018 12:58 PM
11	Some of the discussions seemed like advertisements for particular companies or "feel good sessions"	4/27/2018 12:21 PM
12	Not a great space Too many M&M guys hanging by the doors	4/27/2018 12:13 PM
13	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.	4/27/2018 12:02 PM
14	I was not sure what the connection was between the interview with Don and Donahue Peebles and current trends in the MF industry.	4/27/2018 11:30 AM
15	Attendance died down after lunch	4/27/2018 11:26 AM
16	The seating and setup.	4/27/2018 11:11 AM
17	The morning keynote was a waste of time.	4/27/2018 11:10 AM
18	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.	4/27/2018 11:05 AM

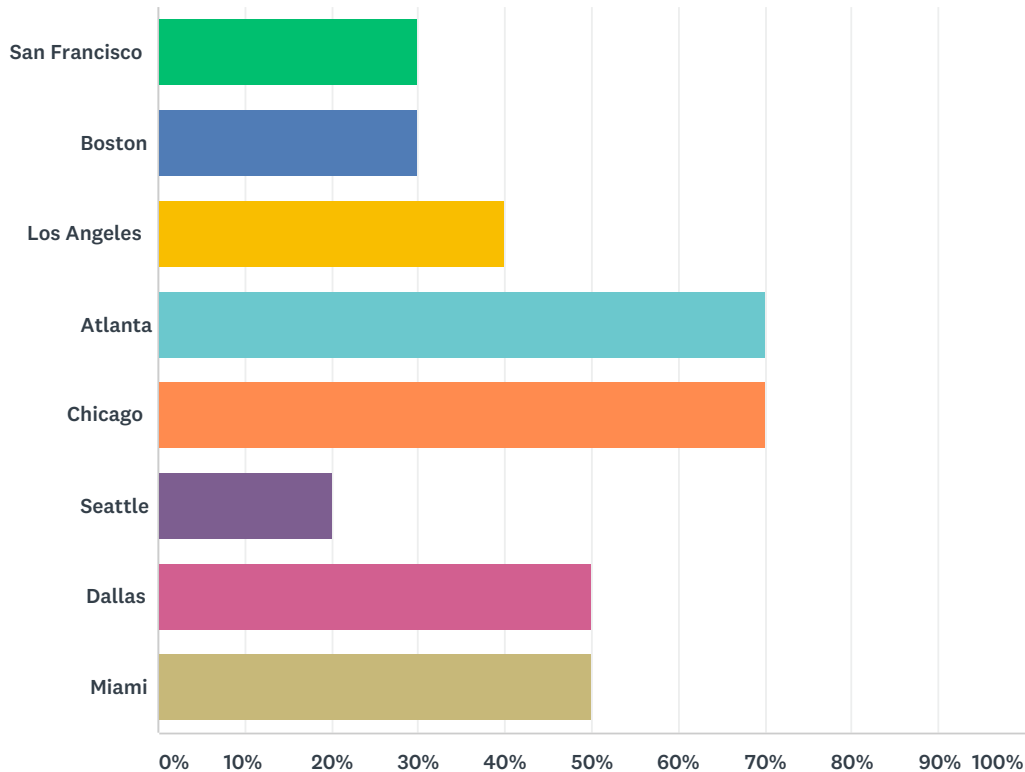
## Q6 Do you have any specific suggestions for improvement?

Answered: 19    Skipped: 12

#	RESPONSES	DATE
1	More break-out sessions.	5/2/2018 11:30 AM
2	Better program for lunch. Lunch time speaker was not a good idea since the rooms were broken up.	4/30/2018 4:19 PM
3	Find a way to interject less dry facts and more humor and interaction	4/30/2018 2:00 PM
4	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.	4/30/2018 1:17 PM
5	Lunch could have been a bit more organized- there seemed to be two events happening simultaneously.	4/30/2018 12:48 PM
6	More private clients and content focused on 1-30M assets	4/30/2018 12:04 PM
7	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.	4/30/2018 11:27 AM
8	Additional seating to accommodate the registered guests/speakers / quieter 'conversation' area identified.	4/30/2018 11:25 AM
9	Eliminate the double track structure. Both panels were good each time but I could only attend one. Also, find space with windows.	4/27/2018 4:07 PM
10	Much less speakers per panel and better moderators to ensure info to all	4/27/2018 12:58 PM
11	How will we realistically control future construction costs	4/27/2018 12:21 PM
12	Conference organizers on site the day of could be more organized/ informed about where panelists need to meet and when.	4/27/2018 12:14 PM
13	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	4/27/2018 12:02 PM
14	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.	4/27/2018 11:30 AM
15	Venue. not enough seats and only one way in to the room. Very uncomfortable and made me leave early.	4/27/2018 11:26 AM
16	Have deal making session	4/27/2018 11:26 AM
17	Larger space, so you can hear the speakers and not the networkers in the common areas.	4/27/2018 11:11 AM
18	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.	4/27/2018 11:10 AM
19	More water bottles	4/27/2018 11:04 AM

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

Answered: 10 Skipped: 21



ANSWER CHOICES	RESPONSES
San Francisco	30.00% 3
Boston	30.00% 3
Los Angeles	40.00% 4
Atlanta	70.00% 7
Chicago	70.00% 7
Seattle	20.00% 2
Dallas	50.00% 5
Miami	50.00% 5
Total Respondents: 10	

#	OTHER (PLEASE SPECIFY)	DATE
1	DC, MD & VA	4/30/2018 2:00 PM
2	We're starting to track opportunities in these markets	4/30/2018 1:17 PM
3	Philadelphia	4/30/2018 12:04 PM
4	Orlando, Charleston SC, Charlotte NC, New York	4/30/2018 11:25 AM

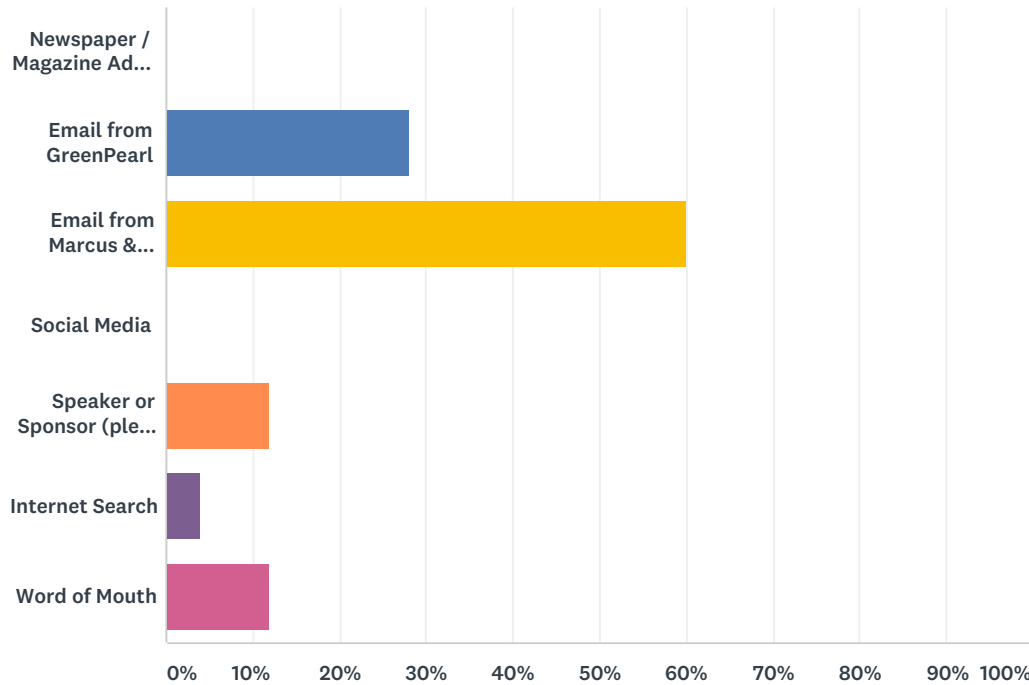
7th annual Marcus & Millichap Multifamily Forum: Mid-Atlantic Attendee Survey

5	New York	4/30/2018 11:19 AM
6	Just DC Metro	4/27/2018 12:21 PM
7	Austin	4/27/2018 11:11 AM
8	Washington DC	4/27/2018 11:04 AM



## Q8 How did you hear about the conference?

Answered: 25 Skipped: 6

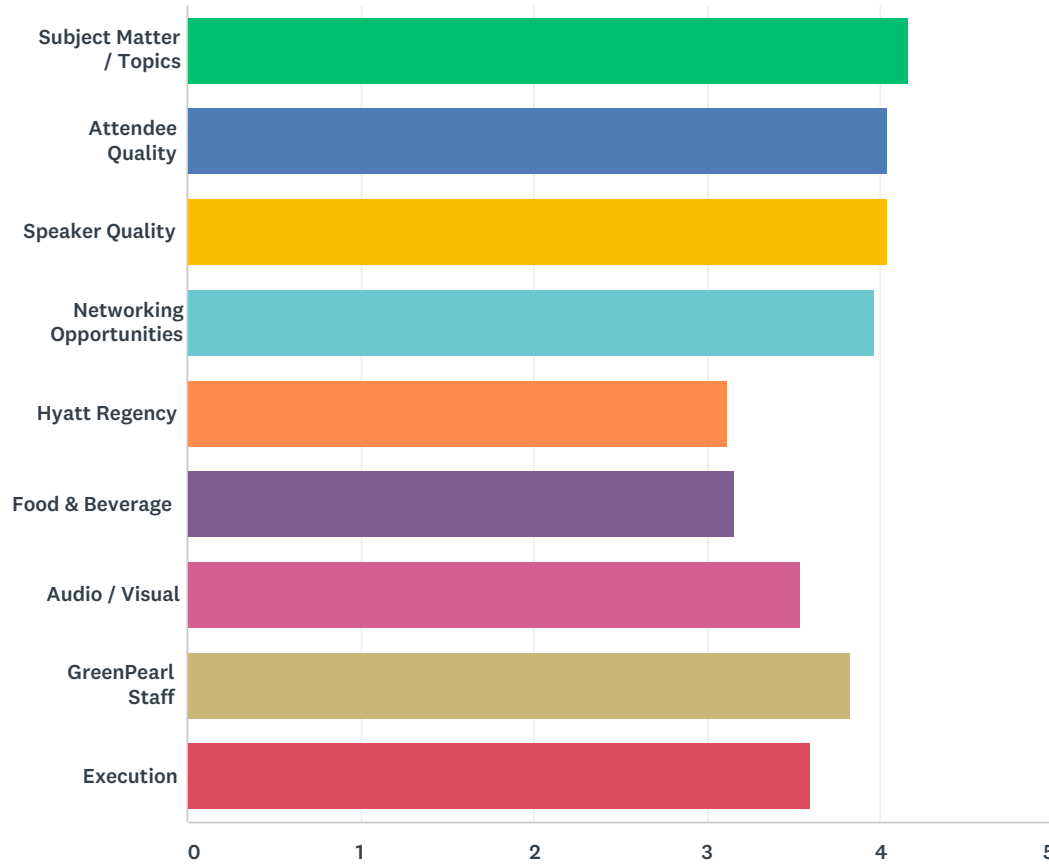


ANSWER CHOICES	RESPONSES	
Newspaper / Magazine Ad (enter name of publication below)	0.00%	0
Email from GreenPearl	28.00%	7
Email from Marcus & Millichap	60.00%	15
Social Media	0.00%	0
Speaker or Sponsor (please tell us who below)	12.00%	3
Internet Search	4.00%	1
Word of Mouth	12.00%	3
Total Respondents: 25		

#	OTHER (PLEASE SPECIFY)	DATE
1	Terell Hutchins from Marcus & Millichap	5/2/2018 11:30 AM
2	Clint Mann	4/30/2018 1:17 PM
3	Drane	4/30/2018 12:04 PM
4	attended last year	4/27/2018 4:07 PM
5	Colleage	4/27/2018 12:02 PM
6	CoStar	4/27/2018 11:04 AM

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

Answered: 25 Skipped: 6



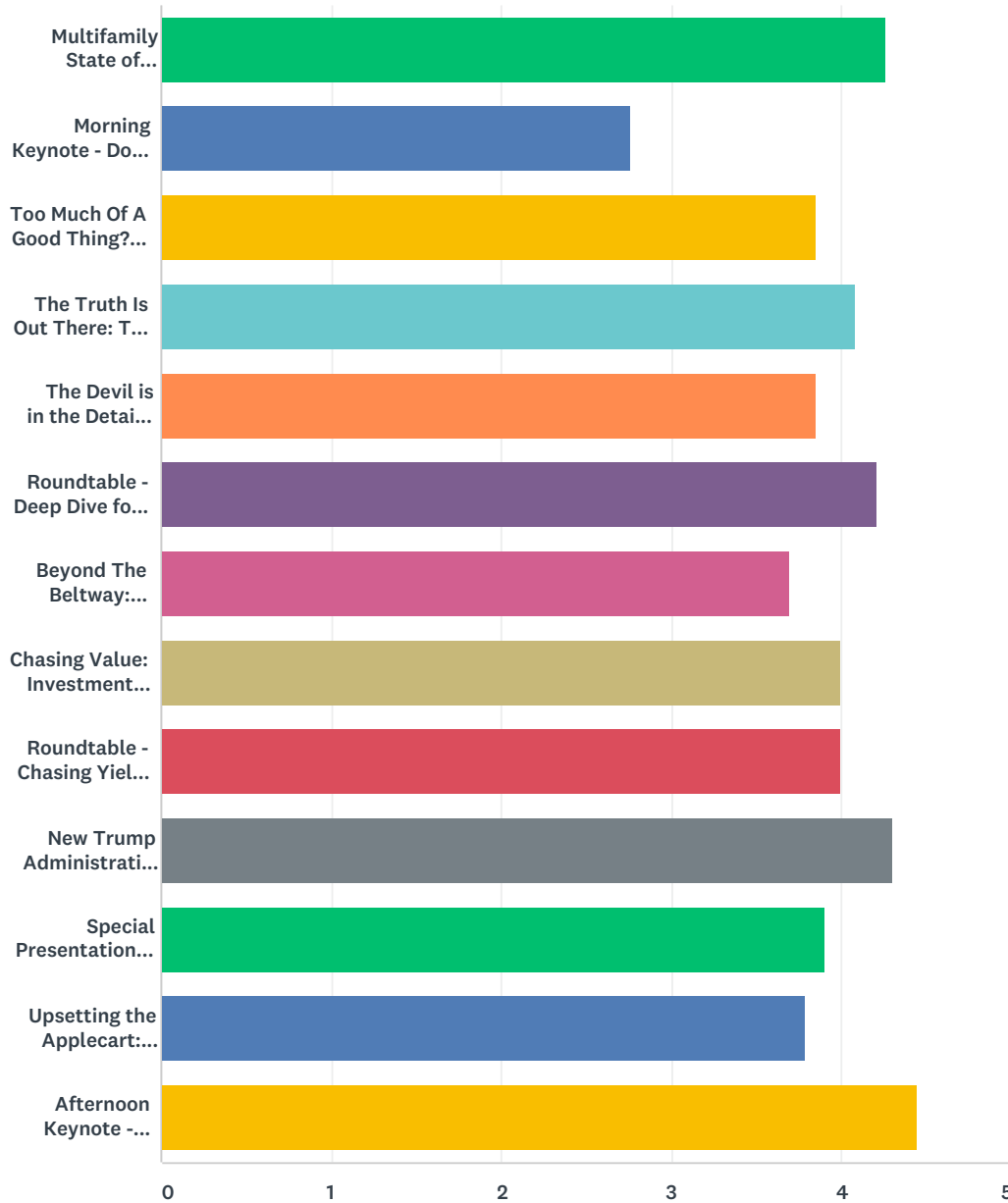
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	48.00% 12	24.00% 6	24.00% 6	4.00% 1	0.00% 0	25	4.16
Attendee Quality	36.00% 9	32.00% 8	32.00% 8	0.00% 0	0.00% 0	25	4.04
Speaker Quality	36.00% 9	32.00% 8	32.00% 8	0.00% 0	0.00% 0	25	4.04
Networking Opportunities	32.00% 8	36.00% 9	28.00% 7	4.00% 1	0.00% 0	25	3.96
Hyatt Regency	16.00% 4	32.00% 8	12.00% 3	28.00% 7	12.00% 3	25	3.12
Food & Beverage	12.00% 3	32.00% 8	24.00% 6	24.00% 6	8.00% 2	25	3.16
Audio / Visual	16.67% 4	33.33% 8	37.50% 9	12.50% 3	0.00% 0	24	3.54
GreenPearl Staff	34.78% 8	21.74% 5	34.78% 8	8.70% 2	0.00% 0	23	3.83
Execution	28.00% 7	24.00% 6	32.00% 8	12.00% 3	4.00% 1	25	3.60

## 7th annual Marcus & Millichap Multifamily Forum: Mid-Atlantic Attendee Survey

#	COMMENTS:	DATE
1	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!	5/2/2018 12:37 PM
2	Well done..everyone pleasant and helpful.	5/1/2018 9:06 PM
3	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.	4/27/2018 12:27 PM
4	Venue was horrible.	4/27/2018 11:27 AM
5	Speaker quality rating excludes the morning keynote.	4/27/2018 11:12 AM

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

Answered: 24 Skipped: 7



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Multifamily State of Market: National vs. Mid-Atlantic Markets	29.17% 7	41.67% 10	8.33% 2	0.00% 0	0.00% 0	20.83% 5	24	4.26
Morning Keynote - Don Peebles & Don Peebles III	20.83% 5	4.17% 1	12.50% 3	33.33% 8	16.67% 4	12.50% 3	24	2.76
Too Much Of A Good Thing? Juggling Oversupply, Rising Costs & An Uncertain Future	29.17% 7	20.83% 5	25.00% 6	8.33% 2	0.00% 0	16.67% 4	24	3.85

## 7th annual Marcus & Millichap Multifamily Forum: Mid-Atlantic Attendee Survey

The Truth Is Out There: The Case with Capital	16.67% 4	25.00% 6	4.17% 1	4.17% 1	0.00% 0	50.00% 12	24	4.08
The Devil is in the Details: Property Management Strategies for Survival	21.74% 5	17.39% 4	8.70% 2	4.35% 1	4.35% 1	43.48% 10	23	3.85
Roundtable - Deep Dive for Developers	14.29% 3	0.00% 0	9.52% 2	0.00% 0	0.00% 0	76.19% 16	21	4.20
Beyond The Beltway: Exploring Markets and Submarkets Beyond The Urban Core	9.09% 2	31.82% 7	9.09% 2	9.09% 2	0.00% 0	40.91% 9	22	3.69
Chasing Value: Investment Strategies in a Frothy Market	15.00% 3	30.00% 6	5.00% 1	5.00% 1	0.00% 0	45.00% 9	20	4.00
Roundtable - Chasing Yield: Alternative Investment in Today's Environment	5.00% 1	10.00% 2	5.00% 1	0.00% 0	0.00% 0	80.00% 16	20	4.00
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives	20.00% 4	25.00% 5	5.00% 1	0.00% 0	0.00% 0	50.00% 10	20	4.30
Special Presentation: What the Tax Cuts & Jobs Act Mean for Multifamily	15.00% 3	20.00% 4	10.00% 2	5.00% 1	0.00% 0	50.00% 10	20	3.90
Upsetting the Applecart: Trends & Technology in Development	14.29% 3	28.57% 6	19.05% 4	4.76% 1	0.00% 0	33.33% 7	21	3.79
Afternoon Keynote - Andrew Florance	35.00% 7	10.00% 2	10.00% 2	0.00% 0	0.00% 0	45.00% 9	20	4.45

#	COMMENTS:	DATE
1	Was purely there for some morning networking and the 'Juggling Oversupply, Rising Costs & An Uncertain Future' Panel.	5/2/2018 12:37 PM
2	The tax implications on Multifamily is a very tough and dry topic just after lunch.	4/30/2018 11:30 AM

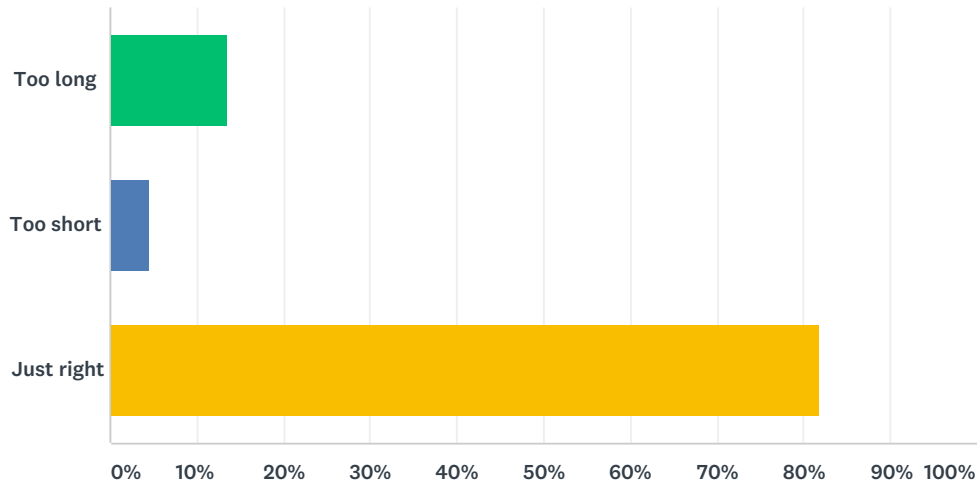
## Q11 Was there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 8 Skipped: 23

#	RESPONSES	DATE
1	Tom Bozzuto as a Guest Speaker..... A Session or two gear towards addressing Smaller Multi-Family Investments and Investors	5/2/2018 11:47 AM
2	Would like to see owners of large development firms in roundtable conversation.	5/1/2018 9:08 PM
3	I'd like more specifics of things and less generalities.	4/30/2018 2:02 PM
4	See previous comments.	4/30/2018 11:30 AM
5	Less marketing, more construction trends	4/27/2018 12:29 PM
6	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?	4/27/2018 12:07 PM
7	No	4/27/2018 11:13 AM
8	More about design trends	4/27/2018 11:12 AM

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

Answered: 22 Skipped: 9

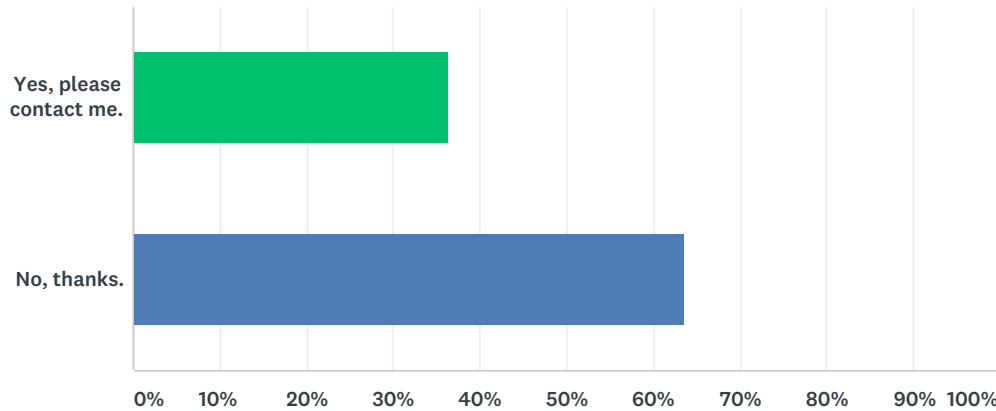


ANSWER CHOICES	RESPONSES	
Too long	13.64%	3
Too short	4.55%	1
Just right	81.82%	18
TOTAL		22

#	COMMENTS	DATE
1	There was so much quality information and sessions that it could have been longer	5/2/2018 11:47 AM

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

Answered: 22 Skipped: 9



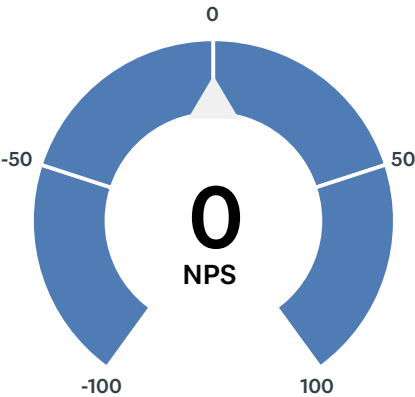
ANSWER CHOICES		RESPONSES	
Yes, please contact me.		36.36%	8
No, thanks.		63.64%	14
TOTAL			22

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	Michelle Huynh-ba Bohler Engineering mhuyhba@bohlereng.com	5/2/2018 12:38 PM
2	Jeff Goldshine jgoldshine@liven	5/1/2018 9:08 PM
3	Daniel Leal-Bruce dlealbruce@starry.com	4/30/2018 12:50 PM
4	Philadelphia	4/30/2018 12:06 PM



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

Answered: 26 Skipped: 5



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
38% 10	23% 6	38% 10	0