

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

Answered: 39 Skipped: 1

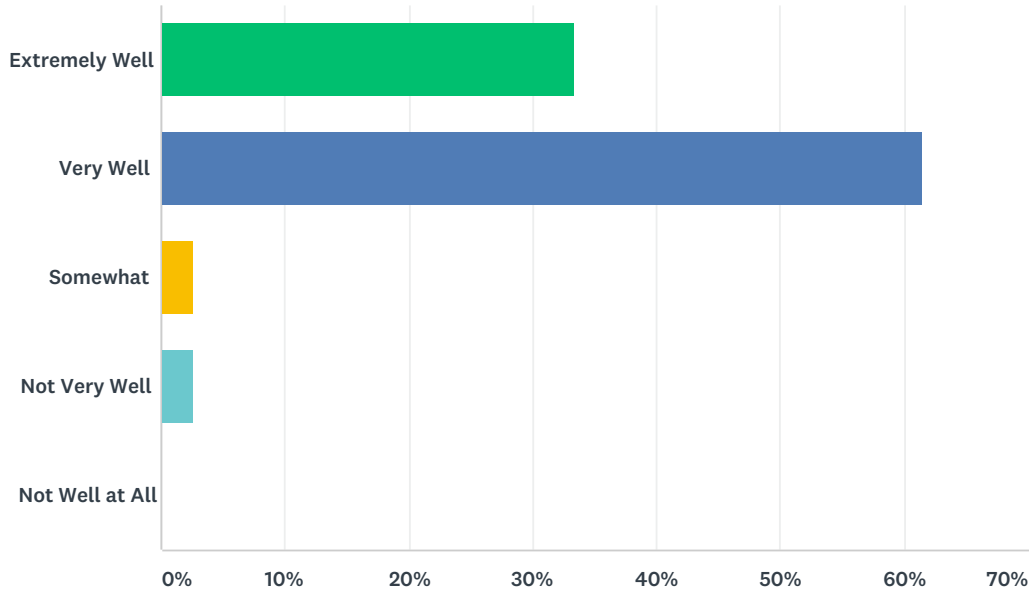
#	RESPONSES	DATE
1	Learn about the state of Multifamily Appointment real estate	9/27/2018 11:21 PM
2	Market data, networking.	9/27/2018 5:33 PM
3	market knowledge and seeing those in the industry I don't often see.	9/27/2018 4:05 PM
4	Meet real estate developers and showcase our product	9/27/2018 3:00 PM
5	Speaker	9/27/2018 2:39 PM
6	Meeting like-minded investors and looking for business opportunities.	9/27/2018 2:29 PM
7	Learn more about multifamily real estate	9/27/2018 2:07 PM
8	to meet folks in this industry	9/27/2018 1:48 PM
9	Speakers	9/27/2018 1:47 PM
10	Hearing the perspective of industry leaders on the market outlook for 2019.	9/27/2018 1:37 PM
11	Learn about the industry, larger trends, network	9/27/2018 1:36 PM
12	Economic and market intel	9/27/2018 1:34 PM
13	To learn more about what is going on in the market and to network with other professionals.	9/27/2018 1:33 PM
14	Market update.	9/27/2018 1:26 PM
15	Education and networking	9/26/2018 7:58 PM
16	Networking	9/26/2018 5:09 PM
17	Meeting local mortgage brokers	9/26/2018 4:02 PM
18	Catch up on Trends Networkingj	9/26/2018 3:23 PM
19	Gaining additional knowledge about the industry and most importantly looking for the forecast.	9/26/2018 1:23 PM
20	To learn more about the market south of the border.	9/26/2018 11:52 AM
21	Information and networking	9/26/2018 11:11 AM
22	Update on local real estate investment trends/issues	9/26/2018 10:18 AM
23	I run a very large team in Seattle for Marcus & Millichap and this was a chance to see clients and have them understand the power of our platform and the scope of the firm.	9/26/2018 9:41 AM
24	Industry update	9/26/2018 9:36 AM
25	to learn about the MF economic situation, forecasts and state of affairs.	9/25/2018 11:45 PM
26	Market info and networking	9/25/2018 11:00 PM
27	To learn and network	9/25/2018 10:57 PM
28	Networking	9/25/2018 9:08 PM
29	Connect with potential customers and gain insights.	9/25/2018 8:58 PM
30	market update and networking	9/25/2018 8:36 PM
31	Networking and information	9/25/2018 8:06 PM
32	knowledge and networking	9/25/2018 7:08 PM
33	to learn from speakers	9/25/2018 7:02 PM

## 6th annual Marcus & Millichap / IPA Multifamily Forum: Pacific Northwest Attendee Survey

34	I wanted to get an update on the local and regional market, meet other property owner and investors to learn more and find some deal flow. However the primary reason was I wanted to learn about the new tax policy / tax reform laws, opportunity zones... and hear Michael D'Onofrio's presentation.	9/25/2018 6:54 PM
35	Learn about the state of Multi-Family industry in Seattle	9/25/2018 6:46 PM
36	Update on the Pacific Northwest RE market as well as meet with RE sponsors.	9/25/2018 6:43 PM
37	Get current information on multifamily market.	9/25/2018 6:40 PM
38	I am involved in the multifamily market	9/25/2018 6:40 PM
39	Market info	9/25/2018 6:37 PM

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

Answered: 39 Skipped: 1



ANSWER CHOICES	RESPONSES	
Extremely Well	33.33%	13
Very Well	61.54%	24
Somewhat	2.56%	1
Not Very Well	2.56%	1
Not Well at All	0.00%	0
<b>TOTAL</b>		<b>39</b>

#	COMMENTS	DATE
1	Ended w economist which meant people left early. Keynote at end would have made final networking hour much better	9/27/2018 2:39 PM
2	More breaks are needed between presentations	9/27/2018 2:07 PM
3	The networking was not what I expected as I had hoped that more Portland professionals would be represented.	9/26/2018 7:58 PM
4	Incredible subject matter experts.	9/26/2018 1:23 PM
5	The Forum was an overall exceptional experience. Every aspect from the facility, the staffing, the organization, the topics, the moderators and panelists and the over all message.	9/26/2018 9:41 AM
6	I really enjoyed the opening presentations - especially the review of the MF performance around the country and here locally.	9/25/2018 11:45 PM
7	Company names were hard ro read on badges. Also, maybe I missed it, but it would be great to receive a list of registered attendees.	9/25/2018 9:08 PM
8	I thought it was a well thought out event and great location.	9/25/2018 8:36 PM
9	Great content, great mix of actual owners/investors and great venue.	9/25/2018 6:54 PM
10	I particularity enjoyed Hessam Nadjji's talk and slides!	9/25/2018 6:43 PM



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

Answered: 31 Skipped: 9

#	RESPONSES	DATE
1	Buy conservatively	9/27/2018 11:21 PM
2	Really like the texting question app	9/27/2018 2:39 PM
3	Encourage investors to take advantage of interest rates now before they continue to climb	9/27/2018 2:07 PM
4	Mgmt operations tips /products	9/27/2018 1:47 PM
5	Value add renovations in outlying markets. Tax implications of recent policy change.	9/27/2018 1:37 PM
6	Better focus on the why trends are shifting.	9/27/2018 1:36 PM
7	Ops strategies from our small group breakout meeting	9/27/2018 1:34 PM
8	what ammenities sell well.	9/27/2018 1:33 PM
9	A lot of the property management/amenity ideas.	9/27/2018 1:26 PM
10	I enjoyed the development panel and found some of their insights very useful.	9/26/2018 7:58 PM
11	Stay the course. Develop great product in A+ locations.	9/26/2018 5:09 PM
12	Millennial movement	9/26/2018 4:02 PM
13	Various approaches to incorporating affordable units into projects, in Seattle and Bellevue	9/26/2018 3:23 PM
14	Better understanding of the markets and the state of the economy.	9/26/2018 1:23 PM
15	Improvements in bulding amenities	9/26/2018 11:52 AM
16	It's still time to create wealth in this market. Very stable growth and continued expansion of jobs in the market.	9/26/2018 9:41 AM
17	Trends in what the users of multifamily homes want	9/26/2018 9:36 AM
18	Stay the course with our rent increase strategy to catch up with all of the increases in taxes, etc.	9/25/2018 11:45 PM
19	Focus on managing tech platforms thoughtfully	9/25/2018 11:00 PM
20	Understanding of market conditions	9/25/2018 10:57 PM
21	Caution w/ condos	9/25/2018 9:08 PM
22	?	9/25/2018 8:58 PM
23	Invest more, stay the course.	9/25/2018 8:06 PM
24	no recession	9/25/2018 7:08 PM
25	information on future	9/25/2018 7:02 PM
26	Implement strategies per new tax reform and do cost segregation studies w/ Mike at ETS	9/25/2018 6:54 PM
27	Tax engineering	9/25/2018 6:46 PM
28	Multi use Multifamily construction -much more of an urban village style of construction in the "value add", as well as the New Ways to access the capital markets for Multi-Family	9/25/2018 6:43 PM
29	Refurbishment expensing	9/25/2018 6:40 PM
30	If there isn't new content I likely won't attend	9/25/2018 6:40 PM
31	Market is slowing and take necessary steps.	9/25/2018 6:37 PM

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

Answered: 32 Skipped: 8

#	RESPONSES	DATE
1	Interview with mr. Hesam Nadji	9/27/2018 11:21 PM
2	Introducing our product to more prospects.	9/27/2018 3:00 PM
3	Networking.	9/27/2018 2:39 PM
4	The people	9/27/2018 2:29 PM
5	learning about what other investors in the market are doing	9/27/2018 2:07 PM
6	Provides perspective on region's from an operations and development perspective	9/27/2018 1:47 PM
7	The people.	9/27/2018 1:37 PM
8	The roundtables and presenters	9/27/2018 1:36 PM
9	Market and Economic data	9/27/2018 1:34 PM
10	the networking	9/27/2018 1:33 PM
11	State of the market. The tax info.	9/27/2018 1:26 PM
12	The education.	9/26/2018 7:58 PM
13	People attending. Some of the content.	9/26/2018 5:09 PM
14	Networking and first two sessions	9/26/2018 4:02 PM
15	Hearing developer's opinions about how the develop their projects	9/26/2018 3:23 PM
16	Subject matter experts.	9/26/2018 1:23 PM
17	Different perspective.	9/26/2018 11:52 AM
18	The connections my team made with our clients were without a doubt the most valuable of the conference.	9/26/2018 9:41 AM
19	data	9/26/2018 9:36 AM
20	Hearing from the panel of experts; learning about plans for the area.	9/25/2018 11:45 PM
21	Market trends and underlying fundamentals data	9/25/2018 11:00 PM
22	Connections	9/25/2018 10:57 PM
23	Networking	9/25/2018 9:08 PM
24	Networking	9/25/2018 8:58 PM
25	The connections that I was able to make	9/25/2018 8:36 PM
26	people	9/25/2018 7:08 PM
27	networking	9/25/2018 7:02 PM
28	Meeting Mike w/ ETS will help save me \$	9/25/2018 6:54 PM
29	Excellent speakers and solid content	9/25/2018 6:46 PM
30	Listening to what is working in the Pacific Northwest Multi Family space	9/25/2018 6:43 PM
31	Overall market view.	9/25/2018 6:40 PM
32	Anything to do with market forecast	9/25/2018 6:40 PM

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

Answered: 23 Skipped: 17

#	RESPONSES	DATE
1	No	9/27/2018 11:21 PM
2	there should have been a separate time for the lunch and the workshop	9/27/2018 2:07 PM
3	Happy hour. Should have had more bartenders to decrease the line.	9/27/2018 1:36 PM
4	Lots of overlap with other conferences	9/27/2018 1:34 PM
5	I thought the economist could have been a bit better.	9/27/2018 1:33 PM
6	NA	9/27/2018 1:26 PM
7	Lack of Portland/other aspects of the NW as presenters, participants. Not enough diversity in the panelists.	9/26/2018 7:58 PM
8	The food was not great. Need more gluten free options.	9/26/2018 5:09 PM
9	The technology session	9/26/2018 3:23 PM
10	No.	9/26/2018 1:23 PM
11	Not one!	9/26/2018 9:41 AM
12	Wish lunch was earlier	9/26/2018 9:36 AM
13	Would appreciate gluten-free options.	9/25/2018 11:45 PM
14	More background on speakers puts their comments in context. If it was available I missed it	9/25/2018 11:00 PM
15	Economist at the end was not engaging speaker	9/25/2018 9:08 PM
16	What's next presentation did not present the next.	9/25/2018 8:58 PM
17	Food was good but was surprised to see lunch run out	9/25/2018 8:36 PM
18	all good	9/25/2018 7:08 PM
19	none	9/25/2018 7:02 PM
20	N/A	9/25/2018 6:54 PM
21	Line for lunch was very long	9/25/2018 6:46 PM
22	A pre-event networking app like Bella would be nice or a list of attendees so I could reach out pre and post event.	9/25/2018 6:43 PM
23	Same panel members with same commentary	9/25/2018 6:40 PM

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

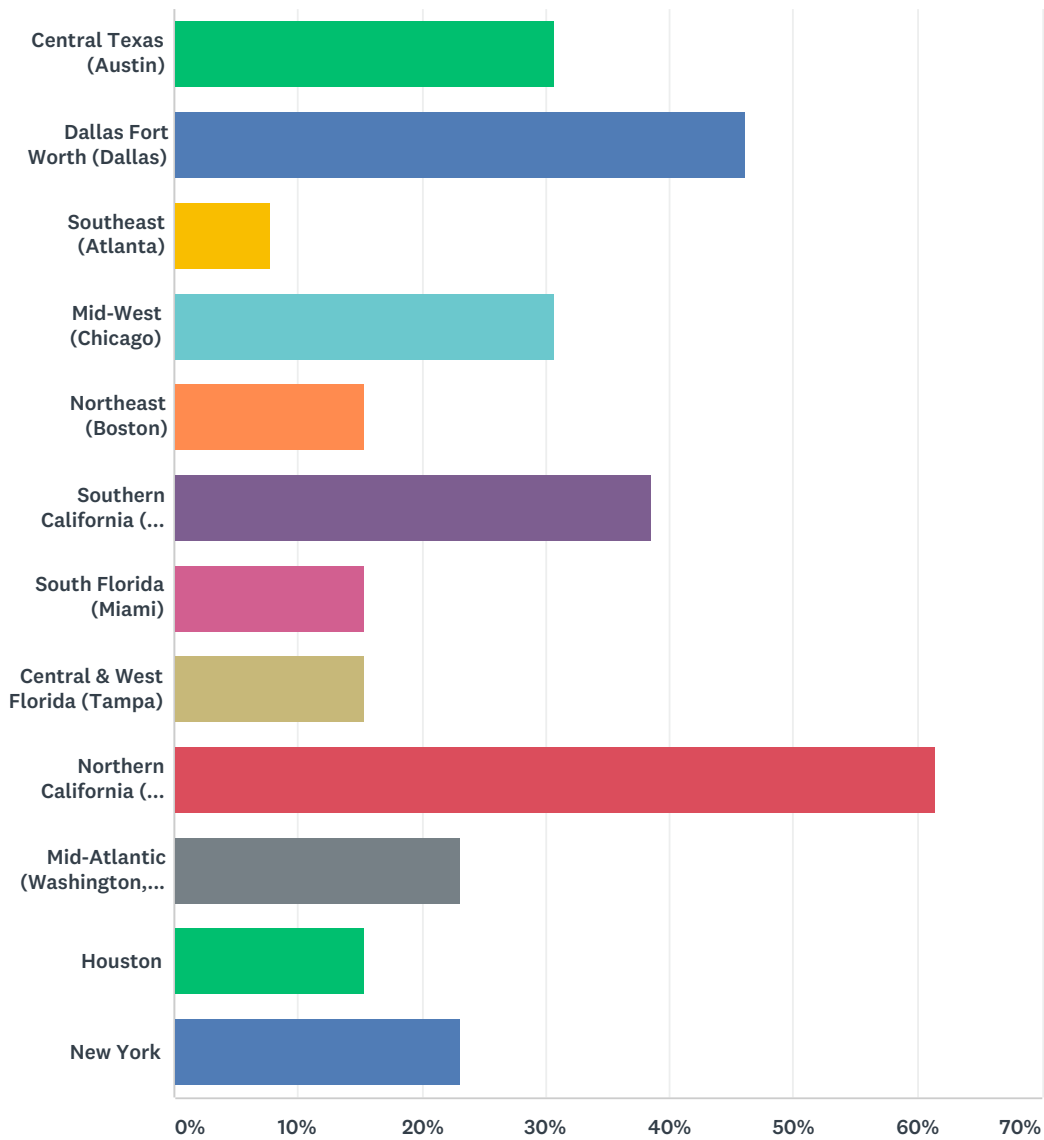
Answered: 18 Skipped: 22

#	RESPONSES	DATE
1	Now	9/27/2018 11:21 PM
2	Another bartender. Only one so long line.	9/27/2018 2:39 PM
3	I would like to see more diversity in the panel participants.	9/27/2018 1:37 PM
4	More bartenders.	9/27/2018 1:36 PM
5	NA	9/27/2018 1:26 PM
6	1. Incorporate more of the Portland real estate community so that the conference truly represents the NW. 2. Start lunch earlier - the content was great, but some of it could have been pushed to after lunch. 3. Put tax related topics earlier in the day. 4. Add some humor to the event since the content level is pretty deep. 5. More diversity in the presenters.	9/26/2018 7:58 PM
7	Earlier lunch break.	9/26/2018 5:09 PM
8	Omit the private invitation sessions (with the cored dots on I'd badges). That makes the rest of us feel second class...	9/26/2018 3:23 PM
9	No.	9/26/2018 1:23 PM
10	The only change I would make is to grow the event with more attendees.	9/26/2018 9:41 AM
11	Make lunch earlier	9/26/2018 9:36 AM
12	no, forum was great! thank you!	9/25/2018 11:45 PM
13	I want Tea and Bree to have wine with me next time :)	9/25/2018 8:36 PM
14	none	9/25/2018 7:02 PM
15	I like seafood, especially shrimp and king crab legs. Given there is great local seafood around, how about a large bowl of all you can eat shrimp, crab legs and perhaps smoked salmon to go with the beers at the reception?	9/25/2018 6:54 PM
16	Quicker lunch service setup.	9/25/2018 6:46 PM
17	Better networking technology	9/25/2018 6:43 PM
18	New panel members. Markets other than Seattle were mentioned but nothing specific.	9/25/2018 6:40 PM



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

Answered: 13 Skipped: 27



ANSWER CHOICES	RESPONSES	
Central Texas (Austin)	30.77%	4
Dallas Fort Worth (Dallas)	46.15%	6
Southeast (Atlanta)	7.69%	1
Mid-West (Chicago)	30.77%	4
Northeast (Boston)	15.38%	2
Southern California (Los Angeles)	38.46%	5
South Florida (Miami)	15.38%	2

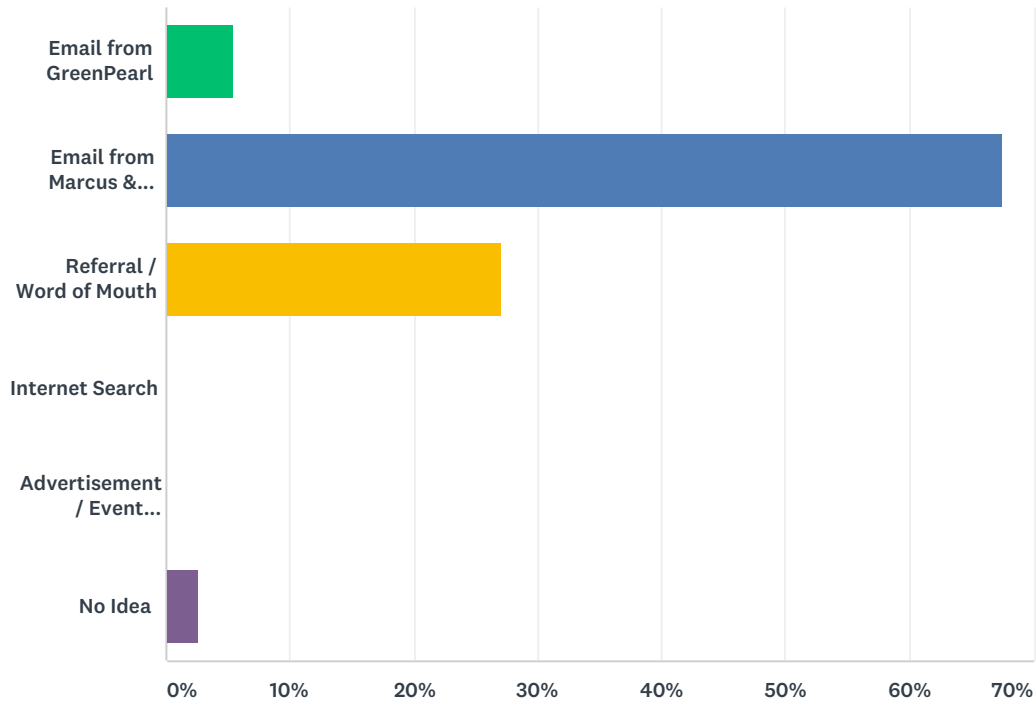
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Central & West Florida (Tampa)	15.38%	2
Northern California (San Francisco)	61.54%	8
Mid-Atlantic (Washington, D.C.)	23.08%	3
Houston	15.38%	2
New York	23.08%	3
Total Respondents: 13		

#	OTHER (PLEASE SPECIFY)	DATE
1	Northwest	9/27/2018 11:21 PM
2	SW	9/27/2018 2:39 PM
3	West Coast	9/26/2018 3:23 PM
4	Pheonix	9/26/2018 1:23 PM
5	Phoenix Denver Salt Lake City	9/25/2018 11:00 PM
6	Seattle	9/25/2018 8:58 PM
7	pacific northwest	9/25/2018 7:08 PM
8	Seattle	9/25/2018 7:02 PM
9	Charlotte, NC!!	9/25/2018 6:54 PM

## Q8 How did you hear about the conference?

Answered: 37 Skipped: 3

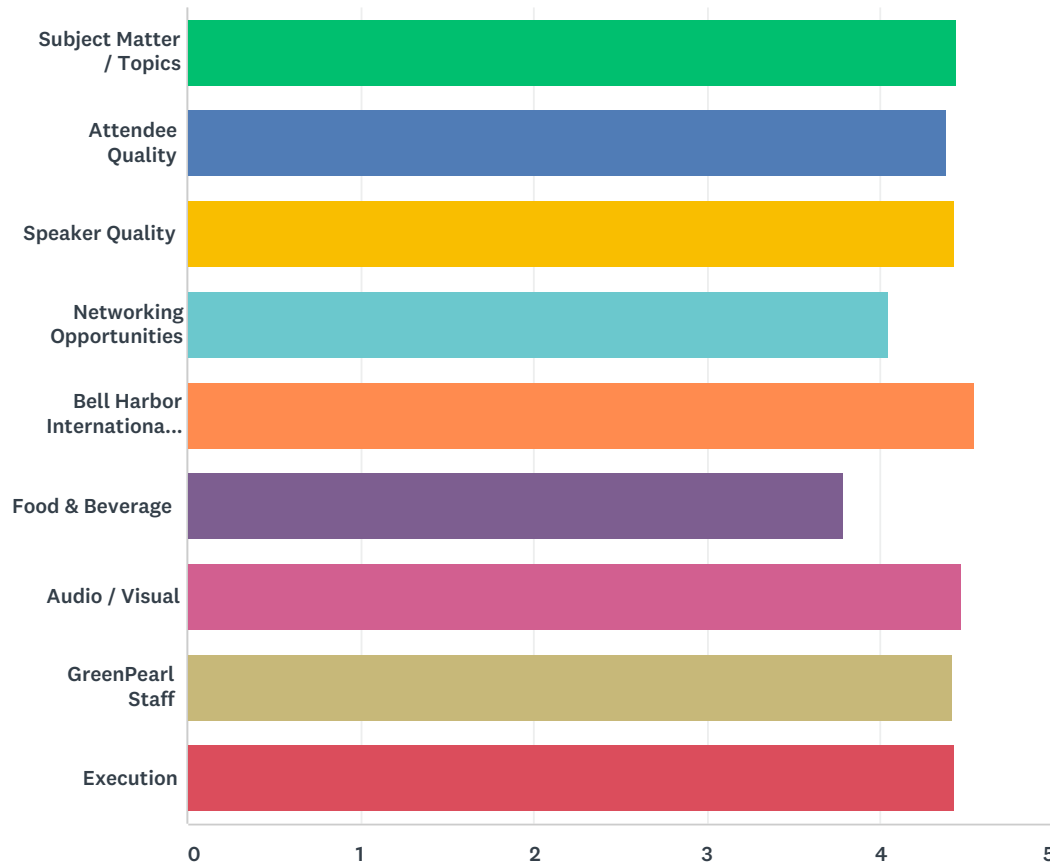


ANSWER CHOICES	RESPONSES	
Email from GreenPearl	5.41%	2
Email from Marcus & Millichap	67.57%	25
Referral / Word of Mouth	27.03%	10
Internet Search	0.00%	0
Advertisement / Event Calendar Listing	0.00%	0
No Idea	2.70%	1
Total Respondents: 37		

#	OTHER (PLEASE SPECIFY)	DATE
1	My Marcus & Millichap team invited me.	9/26/2018 1:23 PM
2	Marcus & Millichap	9/25/2018 7:03 PM

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

Answered: 38 Skipped: 2



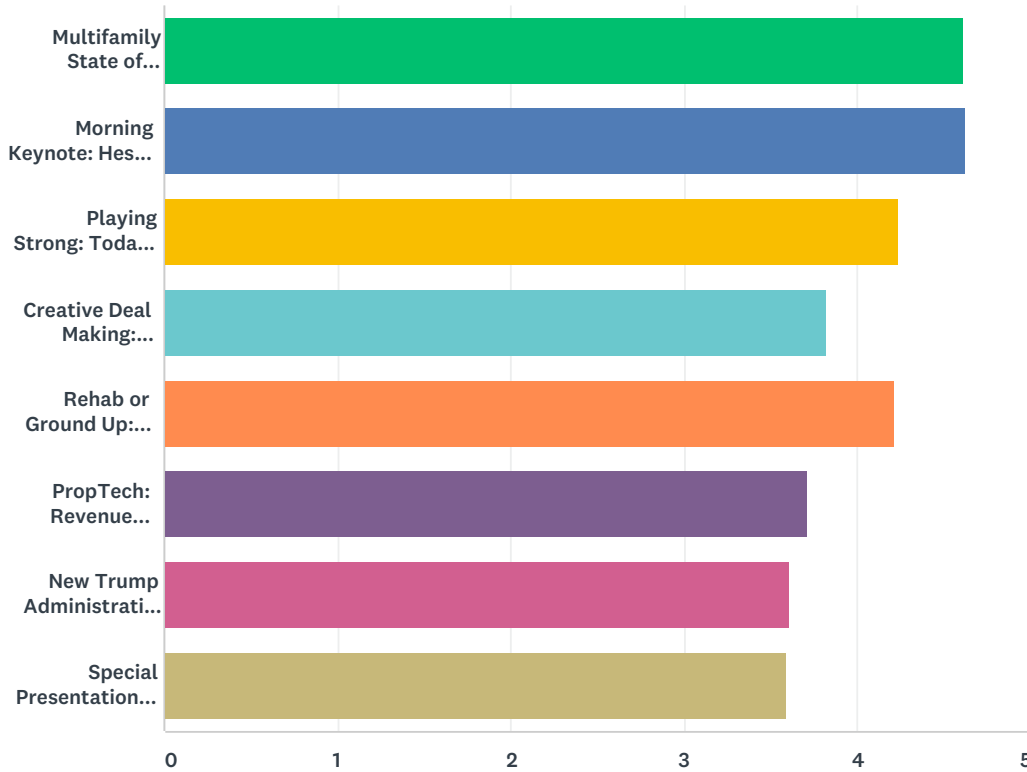
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	48.65% 18	45.95% 17	5.41% 2	0.00% 0	0.00% 0	37	4.43
Attendee Quality	48.65% 18	43.24% 16	5.41% 2	2.70% 1	0.00% 0	37	4.38
Speaker Quality	52.63% 20	39.47% 15	5.26% 2	2.63% 1	0.00% 0	38	4.42
Networking Opportunities	34.21% 13	36.84% 14	28.95% 11	0.00% 0	0.00% 0	38	4.05
Bell Harbor International Conference Center	62.16% 23	29.73% 11	8.11% 3	0.00% 0	0.00% 0	37	4.54
Food & Beverage	21.05% 8	52.63% 20	13.16% 5	10.53% 4	2.63% 1	38	3.79
Audio / Visual	57.89% 22	34.21% 13	5.26% 2	2.63% 1	0.00% 0	38	4.47
GreenPearl Staff	51.35% 19	37.84% 14	10.81% 4	0.00% 0	0.00% 0	37	4.41
Execution	50.00% 19	42.11% 16	7.89% 3	0.00% 0	0.00% 0	38	4.42

6th annual Marcus & Millichap / IPA Multifamily Forum: Pacific Northwest Attendee Survey

#	COMMENTS:	DATE
1	Well done	9/27/2018 11:27 PM
2	I am requesting copies of the slide decks for images that the speakers referenced	9/26/2018 3:28 PM
3	would love to see more gluten-free options	9/25/2018 11:49 PM
4	The initial morning discussion was the best.	9/25/2018 10:59 PM
5	Need some shrimp, crab legs and salmon!	9/25/2018 6:55 PM

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

Answered: 38 Skipped: 2



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Multifamily State of Market: National vs. Pacific Northwest	62.16% 23	32.43% 12	2.70% 1	0.00% 0	0.00% 0	2.70% 1	37	4.61
Morning Keynote: Hessam Nadji	72.97% 27	18.92% 7	5.41% 2	2.70% 1	0.00% 0	0.00% 0	37	4.62
Playing Strong: Today's Multifamily Investment and Development Activity	43.24% 16	40.54% 15	13.51% 5	2.70% 1	0.00% 0	0.00% 0	37	4.24
Creative Deal Making: Deploying / Raising Capital and Borrowing Funds Today	19.44% 7	47.22% 17	19.44% 7	8.33% 3	0.00% 0	5.56% 2	36	3.82
Rehab or Ground Up: Investment & Development Opportunities Beyond the Urban Core	37.84% 14	43.24% 16	16.22% 6	0.00% 0	0.00% 0	2.70% 1	37	4.22
PropTech: Revenue Boosting and Cost Saving Innovations for Multifamily Operators	27.03% 10	27.03% 10	24.32% 9	10.81% 4	2.70% 1	8.11% 3	37	3.71
New Trump Administration Updates: Federal, State and Local Energy & Specialty Tax Incentives (Lunch Workshop)	24.32% 9	21.62% 8	10.81% 4	13.51% 5	5.41% 2	24.32% 9	37	3.61

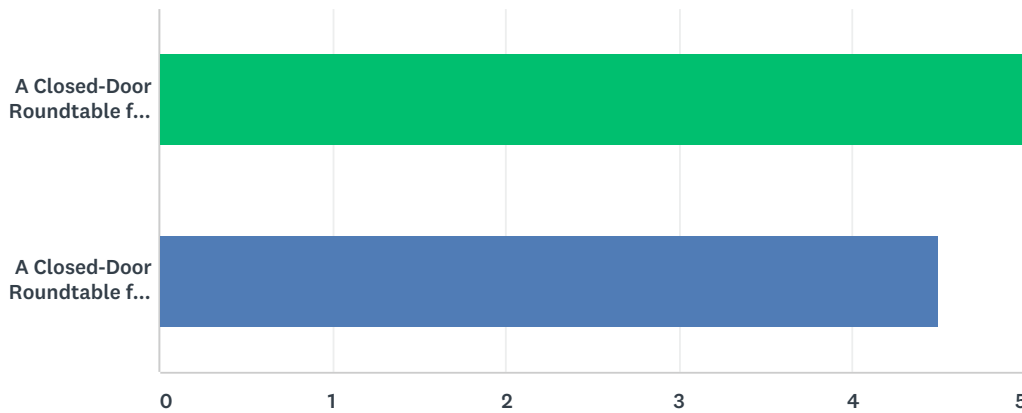
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Special Presentation: What's Next for the Economy in the Pacific Northwest	29.73%	18.92%	18.92%	10.81%	8.11%	13.51%		
	11	7	7	4	3	5	37	3.59

#	COMMENTS:	DATE
1	Need the slides please	9/26/2018 3:28 PM
2	i would have liked to have attended the PropTech session, but I didn't have the appropriate-colored dot.	9/25/2018 11:49 PM
3	Mike D'Onofrio w/ ETS was the best	9/25/2018 6:55 PM

### Q11 If you participated in a closed-door roundtable, please rate the roundtable that you attended.

Answered: 28 Skipped: 12



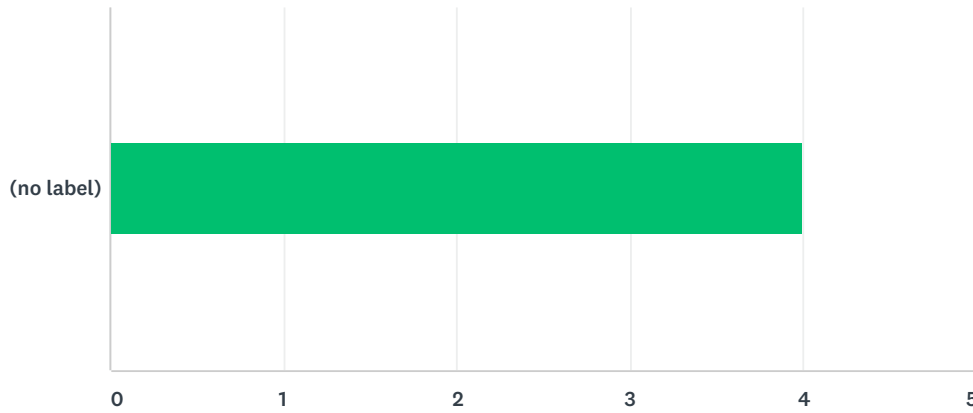
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
A Closed-Door Roundtable for Operational Leaders	3.57% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	96.43% 27	28	5.00
A Closed-Door Roundtable for Ground-Up Developers	3.57% 1	3.57% 1	0.00% 0	0.00% 0	0.00% 0	92.86% 26	28	4.50

#	COMMENTS:	DATE
1	I would have liked to attend the 1st round table for operational leaders.	9/27/2018 2:31 PM
2	This was considered elitist	9/26/2018 3:28 PM
3	i would have loved to have heard both of these - are they available via webcast?	9/25/2018 11:49 PM



## Q12 Did you use the 1-to-1 Meetings Software? If so, please rate below.

Answered: 31 Skipped: 9



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT USE	TOTAL	WEIGHTED AVERAGE
(no label)	9.68%	6.45%	3.23%	3.23%	0.00%	77.42%	31	4.00
	3	2	1	1	0	24		

#	COMMENTS:	DATE
1	I never was able to find the meeting location but I found the guy I had a meeting with. You need a more obvious dedicated area for this. None of your staff knew what I was talking about when I asked about it.	9/26/2018 5:12 PM
2	could not figure out how to get into the software. Tried numerous times	9/25/2018 7:03 PM
3	Wasn't aware of it	9/25/2018 6:44 PM

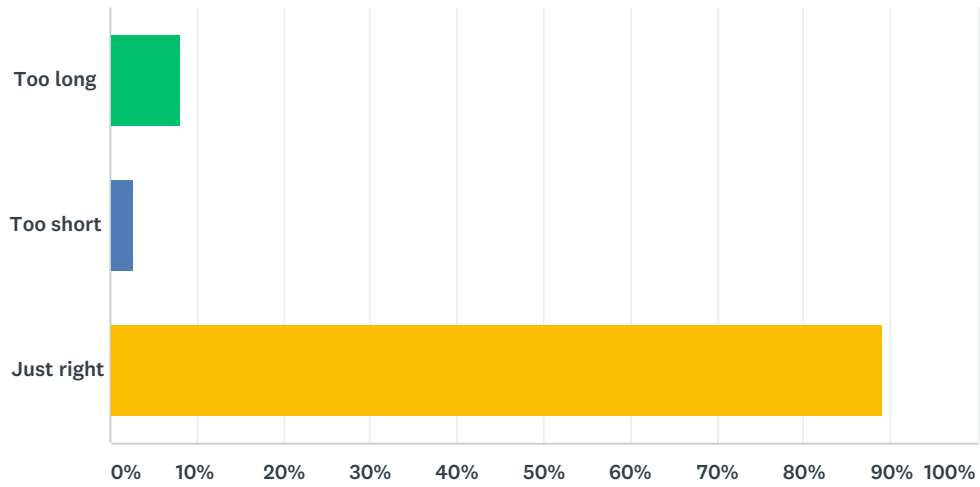
## Q13 Was there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 7 Skipped: 33

#	RESPONSES	DATE
1	No	9/27/2018 11:28 PM
2	Opportunity Zones	9/27/2018 2:09 PM
3	More in depth discussion of the background on the statistical analysis presented in several presentations - where/how is information gleaned and processed.	9/27/2018 1:39 PM
4	More on the process of raising capital in the current economic and banking climate.	9/26/2018 5:13 PM
5	No.	9/26/2018 1:26 PM
6	tech innovations to help property mgt	9/25/2018 11:49 PM
7	Opportunity Zones as mentioned briefly by Mike D'Onofrio w/ ETS	9/25/2018 6:56 PM

## Q14 How did you feel about the length of the conference?

Answered: 37 Skipped: 3

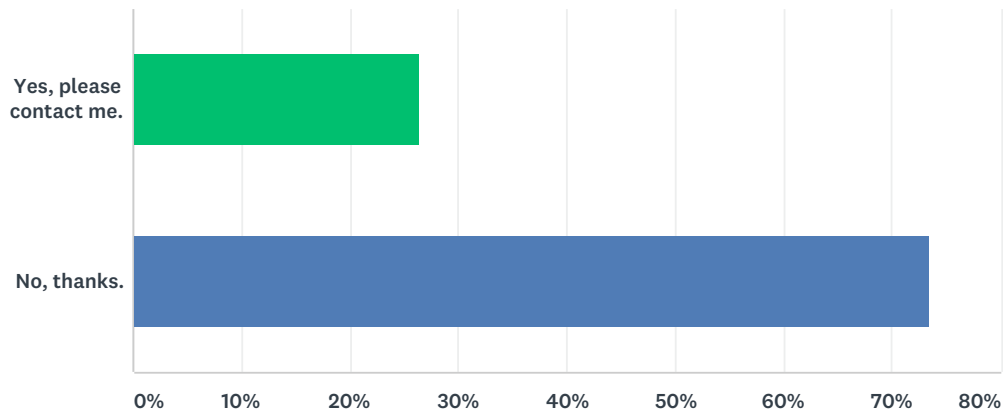


ANSWER CHOICES	RESPONSES
Too long	8.11% 3
Too short	2.70% 1
Just right	89.19% 33
<b>TOTAL</b>	<b>37</b>

#	COMMENTS	DATE
1	Bit lengthy in the morning but quick in the afternoon. Could have been broken up a bit better but not terrible.	9/27/2018 1:28 PM
2	Later start time would be better	9/25/2018 6:43 PM

## Q15 Do you or your firm have interest in speaking, sponsoring or exhibiting at a future event?

Answered: 34 Skipped: 6

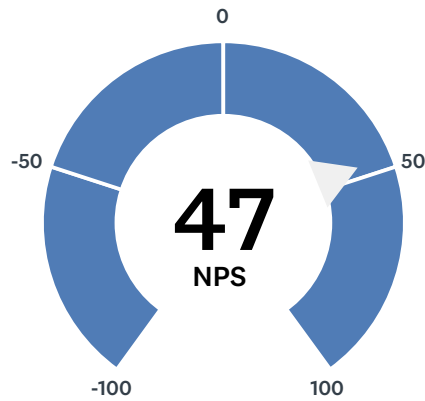


ANSWER CHOICES	RESPONSES	
Yes, please contact me.	26.47%	9
No, thanks.	73.53%	25
TOTAL		34

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	Keepe on-demand maintenance for multifamily. liz@keepe.com	9/27/2018 2:32 PM
2	Yvonne Inserra First American Title National Commercial Services 200 SW Market Street, Suite 250 Portland, OR 97201 Ph: 503-926-3195 Email: yinserra@firstam.com	9/26/2018 8:00 PM
3	For these opportunities, please reach out to Taylor Morgan taylorm@columbiapacific.com	9/26/2018 4:04 PM
4	Tim Ufkes. Timothy.Ufkes@marcusmillichap.com. 206-399-9337	9/26/2018 9:44 AM

## Q16 How likely is it that you would recommend this conference to a friend or colleague?

Answered: 38 Skipped: 2



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
8% 3	37% 14	55% 21	47