

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

Answered: 52   Skipped: 0

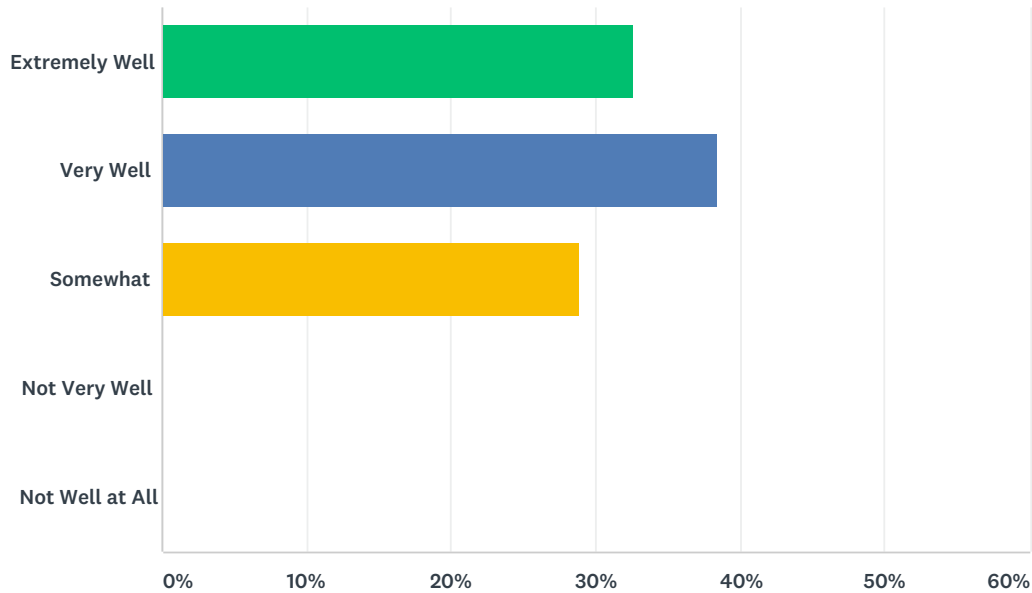
#	RESPONSES	DATE
1	Get to know clients	11/18/2018 7:35 PM
2	looking for property to purchase	11/18/2018 6:34 PM
3	Asked to attend by my lender.	11/17/2018 1:34 PM
4	clients attending	11/16/2018 8:12 PM
5	Education and networking	11/16/2018 7:22 PM
6	Listen to experts.	11/16/2018 7:07 PM
7	Education and networking	11/16/2018 1:30 PM
8	Learn what RE investors are doing and looking for other areas to invest in.	11/15/2018 6:44 PM
9	To connect with developers for business development	11/15/2018 6:31 PM
10	Hearing from industry leaders and networking	11/15/2018 5:26 PM
11	Value-add apartment buyer.	11/15/2018 2:51 PM
12	Market Informationand networking	11/15/2018 2:31 PM
13	for updates on the market and networking	11/15/2018 2:12 PM
14	To update my knowledge base and learn about market trends and new developments.	11/15/2018 2:10 PM
15	Gain insights on real estate industry. Networking.	11/15/2018 1:20 PM
16	Information	11/15/2018 1:16 PM
17	Networking	11/15/2018 9:26 AM
18	Learning about the multi family market and trends	11/15/2018 2:59 AM
19	understand the market on a macro and micro level.....learn from the experts.	11/15/2018 1:17 AM
20	Understand the experts current thought process of the market.	11/15/2018 12:26 AM
21	Agent w/ Marcus & Millichap	11/15/2018 12:24 AM
22	i was a speaker.	11/14/2018 10:54 PM
23	Networking and learning.	11/14/2018 10:11 PM
24	To gain more insight on market and to hear from other industry leaders.	11/14/2018 10:03 PM
25	Education on the multi family market	11/14/2018 9:34 PM
26	Become informed on issues related to multi-family investments	11/14/2018 9:33 PM
27	Information	11/14/2018 9:02 PM
28	Obtain insight from market leaders on upcoming trends	11/14/2018 9:02 PM
29	Understanding the current status of the investment cycle	11/14/2018 8:59 PM
30	Hear market opinions from panelists.	11/14/2018 8:49 PM
31	Networking and interest in the content.	11/14/2018 8:49 PM
32	Networking	11/14/2018 8:15 PM
33	Network and learn about the state of financing for construction.	11/14/2018 8:07 PM
34	See future trends	11/14/2018 7:59 PM
35	Networking with prominent players in the multi family business.	11/14/2018 7:57 PM

## 6th annual Marcus & Millichap / IPA Multifamily Forum: Northern California Attendee Survey

36	Information	11/14/2018 7:49 PM
37	Client relations	11/14/2018 7:44 PM
38	Market knowledge	11/14/2018 7:36 PM
39	To learn and to promote business with clients.	11/14/2018 7:36 PM
40	General multi-family market intelligence	11/14/2018 7:33 PM
41	Networking	11/14/2018 7:26 PM
42	Outlook on markets next year.	11/14/2018 7:26 PM
43	Knowledge	11/14/2018 7:23 PM
44	networking, education	11/14/2018 7:19 PM
45	Networking and getting our name brand out to the market.	11/14/2018 7:14 PM
46	Market update	11/14/2018 7:11 PM
47	Meeting mortgage brokers	11/14/2018 7:11 PM
48	Learn more about the multifamily segment	11/14/2018 7:07 PM
49	Networking	11/14/2018 7:07 PM
50	MF Market Updates and general networking.	11/14/2018 7:06 PM
51	This was my first conference. I was simply interested to see what it offered.	11/14/2018 7:06 PM
52	Market updates, networking, visiting with clients.	11/14/2018 7:04 PM

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

Answered: 52 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely Well	32.69%	17
Very Well	38.46%	20
Somewhat	28.85%	15
Not Very Well	0.00%	0
Not Well at All	0.00%	0
TOTAL		52

#	COMMENTS	DATE
1	Very informative and interesting booths	11/18/2018 7:35 PM
2	Dynamic speakers, extremely informative and well presented.	11/17/2018 1:34 PM
3	There were so many M&M Brokers it was hard to network with the principals.	11/16/2018 7:22 PM
4	I really enjoyed the format used to offer questions to the panel.	11/16/2018 1:30 PM
5	This year there seem to have been less large (80-200-unit) multifamily developers than there has ever been before, and more small (5-20-unit), first-time developers/owners, which isn't in our target zone. Normally it's much more of a target-rich environment. It was a very well-run event.	11/15/2018 6:31 PM
6	Panelists were uniformly good, informative, candid	11/15/2018 1:17 AM
7	Most of the content I was already aware of	11/14/2018 9:34 PM
8	I wish the AM keynote can be delayed until 10AM or so, as rush hour traffic from east bay took us more than 1 hour to reach Foster City after dropping kids at schools, and thus missed a portion of the 9AM keynote presentation	11/14/2018 8:59 PM
9	Some of the sessions were good, but most seemed to be geared towards the finance side of things.	11/14/2018 8:49 PM
10	Didn't present more detail info for rental. Info presented is too general.	11/14/2018 7:59 PM

## 6th annual Marcus & Millichap / IPA Multifamily Forum: Northern California Attendee Survey

11	It was mostly just info that an intelligent and well-informed investor would have, but nonetheless worthwhile	11/14/2018 7:33 PM
12	The space is too small, cramped, and dated. There are better hotels that can accommodate the number of people. For the price that we pay, you guys should look at better places.	11/14/2018 7:26 PM
13	I thought that the panels were thought out very well. Despite unforeseen circumstances (fire alarm) your team kept everything on schedule so well and did a great job. The food was great, networking was great, education was great. My only negative feedback would be the lack of available seats during the beginning of sessions.	11/14/2018 7:19 PM
14	Green pearl marketing/email blast volume seemed to have been reduced. If it hasn't changed than the mails started going into junk/quarantined and my perception is completely wrong???	11/14/2018 7:14 PM

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

Answered: 40    Skipped: 12

#	RESPONSES	DATE
1	Aspects involving the lending business	11/18/2018 7:35 PM
2	Value add properties is the market that I want to focus on.	11/17/2018 1:34 PM
3	more networking	11/16/2018 8:12 PM
4	Steady as we go as long as nothing tragic happens.	11/16/2018 7:22 PM
5	Understanding what other companies are working on.	11/16/2018 7:07 PM
6	Continue to build relationships.	11/16/2018 1:30 PM
7	Will be looking for lower class multifamily assets to hedge against a slowdown in the economy.	11/15/2018 6:44 PM
8	Market is shifting...hold steady	11/15/2018 5:26 PM
9	EV charging is not an amenity that many developers consider necessary yet.	11/15/2018 2:31 PM
10	I especially enjoyed the construction panel where cost/sf etc., was shared	11/15/2018 2:12 PM
11	very interested in the new tax law regarding 100% depreciation of Personal Property and Bonus Depreciation of Personal Property. More time needed for that topic. That was very informative and potentially valuable. Also Opportunity zone information was helpful but cut very short due to time restrictions. It really needed more time.	11/15/2018 2:10 PM
12	Recognition of the narrowing spread between core and core-plus value add properties and shifting my own investment focus to the former.	11/15/2018 1:20 PM
13	Rents are flattening and interest rates may increase a bit.	11/15/2018 1:16 PM
14	Normal Upgrades and smart/tech upgrades of all units.	11/15/2018 2:59 AM
15	refi to pull equity out of some of my properties.....prioritize the amenities that we add to our properties	11/15/2018 1:17 AM
16	More time focused on value add. Strategic underwritings	11/15/2018 12:26 AM
17	The deltas between Class A & Class C	11/15/2018 12:24 AM
18	Market conditions and overviews and outlook on different asset classes	11/14/2018 10:03 PM
19	I'm already going to be going into the suburbs to invest	11/14/2018 9:34 PM
20	Continue seeking investments that will enhance current portfolio	11/14/2018 9:33 PM
21	Prop 10 threat	11/14/2018 9:02 PM
22	The forecasted demand changes within our market, a proactive approach to alleviate pressure with regards to rent control	11/14/2018 9:02 PM
23	cautious on new investment, reduce leveraging level	11/14/2018 8:59 PM
24	Necessity to pursue policies to mitigate pressure to adopt rent control post Prop 10.	11/14/2018 8:49 PM
25	It's just more discussion about the same topics regarding MF development.	11/14/2018 8:49 PM
26	Overall confirmation of trends I have also been observing and ranking of them among wide group.	11/14/2018 8:15 PM
27	Look to upgrade from C class to A class.	11/14/2018 8:07 PM
28	Buy, sell, hold decisions for apartment owners	11/14/2018 7:59 PM
29	Avoid new construction projects for now.	11/14/2018 7:57 PM
30	Be more creative in looking at development opportunities	11/14/2018 7:49 PM

## 6th annual Marcus & Millichap / IPA Multifamily Forum: Northern California Attendee Survey

31	John Sebree economic report	11/14/2018 7:44 PM
32	Costa Hawkins	11/14/2018 7:36 PM
33	More client contact	11/14/2018 7:36 PM
34	N/A	11/14/2018 7:33 PM
35	Probably good time to sell	11/14/2018 7:26 PM
36	Most likely	11/14/2018 7:14 PM
37	Secure each investment for a longer hold period and operate through the coming cycle.	11/14/2018 7:11 PM
38	diversify a bit from value add to core	11/14/2018 7:07 PM
39	Even bright people can't predict the future	11/14/2018 7:07 PM
40	MF projects regionally need creative design solutions for project delivery to get projects to pencil due to high standard construction costs.	11/14/2018 7:06 PM

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

Answered: 42   Skipped: 10

#	RESPONSES	DATE
1	Keynote speakers	11/18/2018 7:35 PM
2	The overview of markets in the bay area and the scarcity of housing now and in the near future.	11/17/2018 1:34 PM
3	access to players' in industry	11/16/2018 8:12 PM
4	Networking and information	11/16/2018 7:22 PM
5	Economic Updates.	11/16/2018 7:07 PM
6	Education.	11/16/2018 1:30 PM
7	Speaker presentations and finding out that renters now require in unit laundry.	11/15/2018 6:44 PM
8	The attendees--having the major multifamily players in the room	11/15/2018 6:31 PM
9	Hearing the current state of the market	11/15/2018 5:26 PM
10	Networking	11/15/2018 2:51 PM
11	Networking	11/15/2018 2:31 PM
12	the construction panel + learning about the other aspects surrounding the multifamily market	11/15/2018 2:12 PM
13	Tax law information and update on market trends and local developer insights.	11/15/2018 2:10 PM
14	Panelists with deep experience in their respective areas of real estate.	11/15/2018 1:20 PM
15	Knowledge from top leaders of the industry.	11/15/2018 2:59 AM
16	Hearing first hand observations from successful developers....Working with my contact on how to best fit my needs.	11/15/2018 1:17 AM
17	All of the knowledge was valuable.	11/15/2018 12:26 AM
18	Networking and staying up-to-date with market trends	11/15/2018 12:24 AM
19	Industry Leaders	11/14/2018 10:03 PM
20	I have market outlook informational books I picked up at the event tables with trends etc I find useful	11/14/2018 9:34 PM
21	Potential to learn about new tax issues + meet other people in the industry	11/14/2018 9:33 PM
22	Credibility for the Firm	11/14/2018 9:02 PM
23	Learning from other leaders in the industry	11/14/2018 9:02 PM
24	different prospective from various folks in the related industries	11/14/2018 8:59 PM
25	Ability to network	11/14/2018 8:49 PM
26	Talking to key clients.	11/14/2018 8:49 PM
27	Great group, quality event, benefits per above.	11/14/2018 8:15 PM
28	Networking	11/14/2018 8:07 PM
29	Economic trend predictions	11/14/2018 7:59 PM
30	Seeing people that I do business with. but rarely get to see in person.	11/14/2018 7:57 PM
31	Networking and up to date industry info	11/14/2018 7:49 PM
32	Client relations	11/14/2018 7:44 PM
33	Costa Hawkins overview.	11/14/2018 7:36 PM
34	Developer panel and interview of Mr. Witte	11/14/2018 7:36 PM

## 6th annual Marcus & Millichap / IPA Multifamily Forum: Northern California Attendee Survey

35	Not sure there was one large value	11/14/2018 7:33 PM
36	The fireside chat was most interesting to me. The most valuable aspect would be the amount of quality contacts I made.	11/14/2018 7:19 PM
37	Met a handful of good prospects to do deals with in the future.	11/14/2018 7:14 PM
38	The cautionary advice from veterans...you can succeed but be careful.	11/14/2018 7:11 PM
39	Networking opportunities	11/14/2018 7:11 PM
40	keynotes -- very informational and kept my interest; A+ speakers	11/14/2018 7:07 PM
41	General state of the union on the market outlook.	11/14/2018 7:06 PM
42	Strong panels of various real estate groups.	11/14/2018 7:04 PM



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

Answered: 36    Skipped: 16

#	RESPONSES	DATE
1	Name tag distribution and the time it took to process guests	11/18/2018 7:35 PM
2	I came with an open mind and no expectations.	11/17/2018 1:34 PM
3	all met	11/16/2018 8:12 PM
4	It's sooooo crowded.	11/16/2018 7:22 PM
5	None	11/16/2018 1:30 PM
6	There were too many roundtable discussions. The transfer of information is not as dense and efficient than a speaker presentation.	11/15/2018 6:44 PM
7	This year there seem to have been less large (80-200-unit) multifamily developers than there has ever been before, and more small (5-20-unit), first-time developers/owners, which isn't in our target zone.	11/15/2018 6:31 PM
8	Room was too small, crowded and the back door were open with people standing; too much noise from the lobby	11/15/2018 5:26 PM
9	There was a time issue, not sure why because I arrived about 12:30 p.m. Too bad because several areas could have used more time to explain in more depth and detail.	11/15/2018 2:10 PM
10	All my expectations were met.	11/15/2018 1:20 PM
11	Suggest different venue next year.	11/15/2018 9:26 AM
12	No women speakers at all. Strange.	11/15/2018 2:59 AM
13	None.	11/15/2018 12:26 AM
14	The fire alarm went off - disrupted the flow slightly	11/15/2018 12:24 AM
15	Value Add session did not lend it's self to be very valuable. I found that the panelist while good intention may not have been the best to speak on QVT as they left a lot of current industry QVT ideas out. In addition did not speak on how they pencil ROI on their QVT.	11/14/2018 10:03 PM
16	Seating,refreshments,food	11/14/2018 9:34 PM
17	None	11/14/2018 9:33 PM
18	Seating shortage	11/14/2018 9:02 PM
19	Organization and lack of decent behavior from other attendees	11/14/2018 9:02 PM
20	AM keypoint started too early, recommend to delay until 10AM	11/14/2018 8:59 PM
21	No	11/14/2018 8:49 PM
22	The networking breaks were not adequate and there were a lot of people coming in and out of the ballroom, which was distracting.	11/14/2018 8:49 PM
23	no	11/14/2018 8:15 PM
24	Fire Alarm was a disaster, but the hotel and staff did a good job of coordinating the movement of people.	11/14/2018 8:07 PM
25	None	11/14/2018 7:59 PM
26	No	11/14/2018 7:44 PM
27	Non	11/14/2018 7:36 PM
28	The hotel is too small and not up to par with the event.	11/14/2018 7:36 PM

## 6th annual Marcus & Millichap / IPA Multifamily Forum: Northern California Attendee Survey

29	Better speakers for teh breakouts	11/14/2018 7:33 PM
30	Space is #1. But moderators need to know how to moderate. Phuong Dang should not be a moderator just because he pays.	11/14/2018 7:26 PM
31	Seating.	11/14/2018 7:19 PM
32	No	11/14/2018 7:11 PM
33	I wish there were more networking opportunities. It was also a little hard to network in the space (long and narrow) and it was hard to move around in the track halls. But did like the location—easy airport access.	11/14/2018 7:11 PM
34	No;	11/14/2018 7:07 PM
35	No	11/14/2018 7:06 PM
36	Networking - there should be a specific timeslot to really encourage meet/greet on a quick intro basis.	11/14/2018 7:04 PM

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

Answered: 32 Skipped: 20

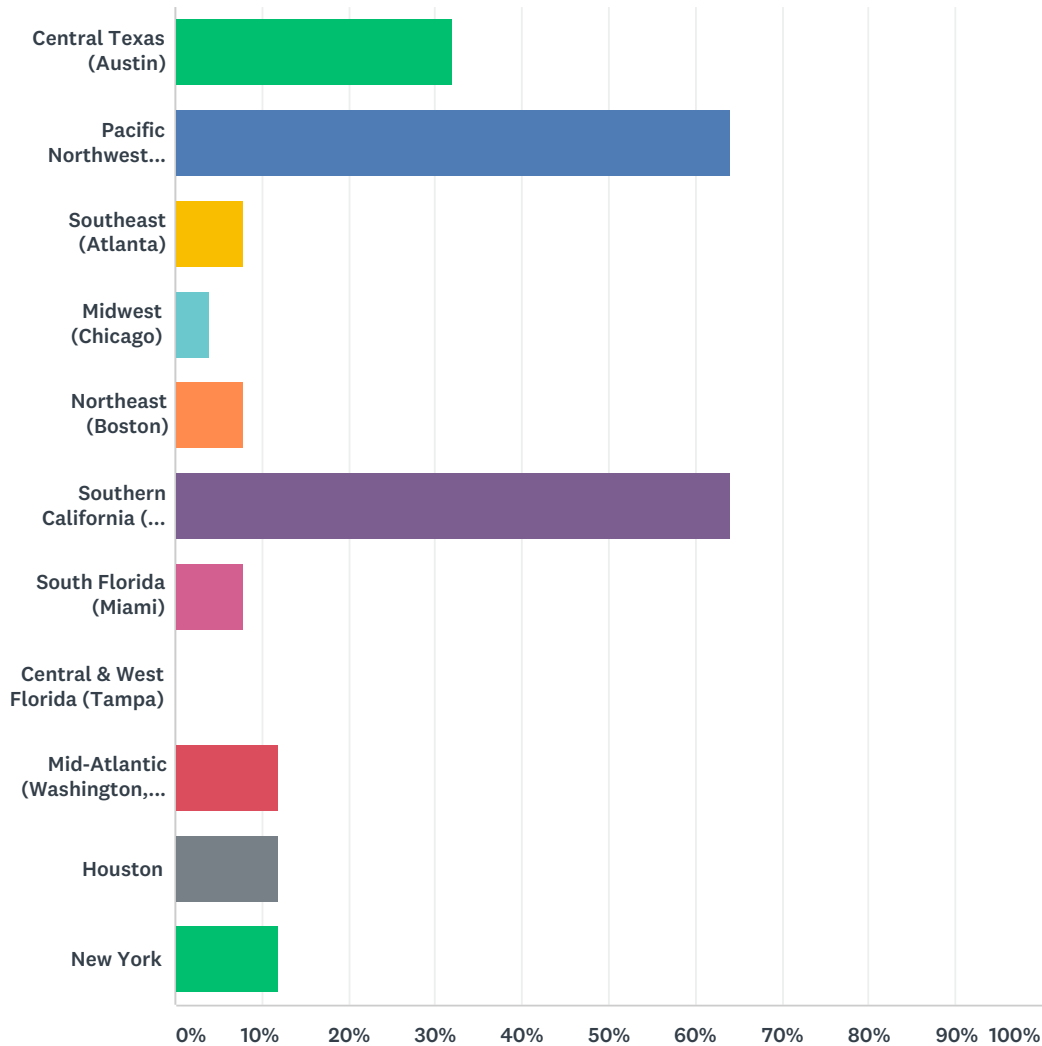
#	RESPONSES	DATE
1	More seating	11/18/2018 7:35 PM
2	More jokes	11/17/2018 1:34 PM
3	Bigger venue.	11/16/2018 7:22 PM
4	It was great and hopefully repeated.	11/16/2018 1:30 PM
5	Fewer roundtable discussions and more seating.	11/15/2018 6:44 PM
6	Temperature control--it became super cold every 10 mins or so in the ballroom, which was very uncomfortable. Other than that, it was a very well-run event.	11/15/2018 6:31 PM
7	Hold in area with better public transportation. Too long to drive in the morning and then back to office at the end of event. S.F. or Oakland would be wonderful locations	11/15/2018 5:26 PM
8	Allow more time and time for questions and discussions.	11/15/2018 2:10 PM
9	Would've liked to see more panels specifically on development. I also wouldn't mind if each workshop session were longer so that the panelists can go into greater detail, and have more time for Q&A. It would also be nice if the venue were in San Francisco for better transit access.	11/15/2018 1:20 PM
10	Refill water jugs in between each session - and have more water in general. Two three jugs per table.	11/15/2018 2:59 AM
11	Perhaps even more education - related sessions for those of us who could use some better understanding of the nuances that the panelists already understand	11/15/2018 1:17 AM
12	None.	11/15/2018 12:26 AM
13	Not anything that they can't already figure out	11/15/2018 12:24 AM
14	The main ballroom was extremely cold all day. Also it was very distracting to have so many people in the back standing during the morning session. Unclear how there were not enough seats.	11/14/2018 10:03 PM
15	See above	11/14/2018 9:34 PM
16	No	11/14/2018 9:33 PM
17	Organizers being more proactive regarding behavior. At the onset of one of the sessions attendees were speaking over the speakers for several minutes causing me to not hear the content at all. The fire alarm after that and throughout the meeting odd behaviors, for example during the final morning session a gentelman walked into the room with about 10 minutes remaining on the presentation with a plate of food, sat down next to me and began eating his lunch. Many similar examples took place, just seemed a bit "free for all" in regards to professional behaviors.	11/14/2018 9:02 PM
18	more seating, larger area, delay of AM keynote to 10AM	11/14/2018 8:59 PM
19	No	11/14/2018 8:49 PM
20	I think since it's a Bay Area MF event it would be nice to alternate between havin the Conference in San Francisco one year and then San Jose the other year instead of San Mateo which isn't convenient to either place. It's extremely inconvenient to get to Foster City and nearly impossible via public transit.	11/14/2018 8:49 PM
21	On the positive side, attendance was excellent and remained so longer in the day than usual. That said, there was quite a drop off for the last panel about Prop 10. I think that is because the election had passed so the topic was of lesser importance to some in the audience.	11/14/2018 8:15 PM
22	More data	11/14/2018 7:44 PM
23	Use the Hyatt Burlingame or Hotel Sofitel in Redwood Shores.	11/14/2018 7:36 PM
24	Better speakers for breakouts More food lines!	11/14/2018 7:33 PM

## 6th annual Marcus & Millichap / IPA Multifamily Forum: Northern California Attendee Survey

25	See points above.	11/14/2018 7:26 PM
26	More for smaller apt owners	11/14/2018 7:26 PM
27	Do not have break out sessions. Wanted to attend both sessions.	11/14/2018 7:23 PM
28	Sponsors happy hour the night before	11/14/2018 7:14 PM
29	Maybe differentiate people by category on name tags (whether by colored dots, etc.). For example, different colors for investors, sales brokers, finance folks, and third parties.	11/14/2018 7:11 PM
30	Nope. Great event	11/14/2018 7:07 PM
31	Separate the multi-family oriented events from the developer events during each time slot. Don't have two great multi-family events at the same time. Make it easier to attend all of the multifamily events (or all the developer events).	11/14/2018 7:07 PM
32	I personally like more design focused discussions, but that is not the intent of this forum.	11/14/2018 7:06 PM

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

Answered: 25 Skipped: 27



ANSWER CHOICES	RESPONSES	
Central Texas (Austin)	32.00%	8
Pacific Northwest (Seattle)	64.00%	16
Southeast (Atlanta)	8.00%	2
Midwest (Chicago)	4.00%	1
Northeast (Boston)	8.00%	2
Southern California (Los Angeles)	64.00%	16
South Florida (Miami)	8.00%	2
Central & West Florida (Tampa)	0.00%	0
Mid-Atlantic (Washington, D.C.)	12.00%	3

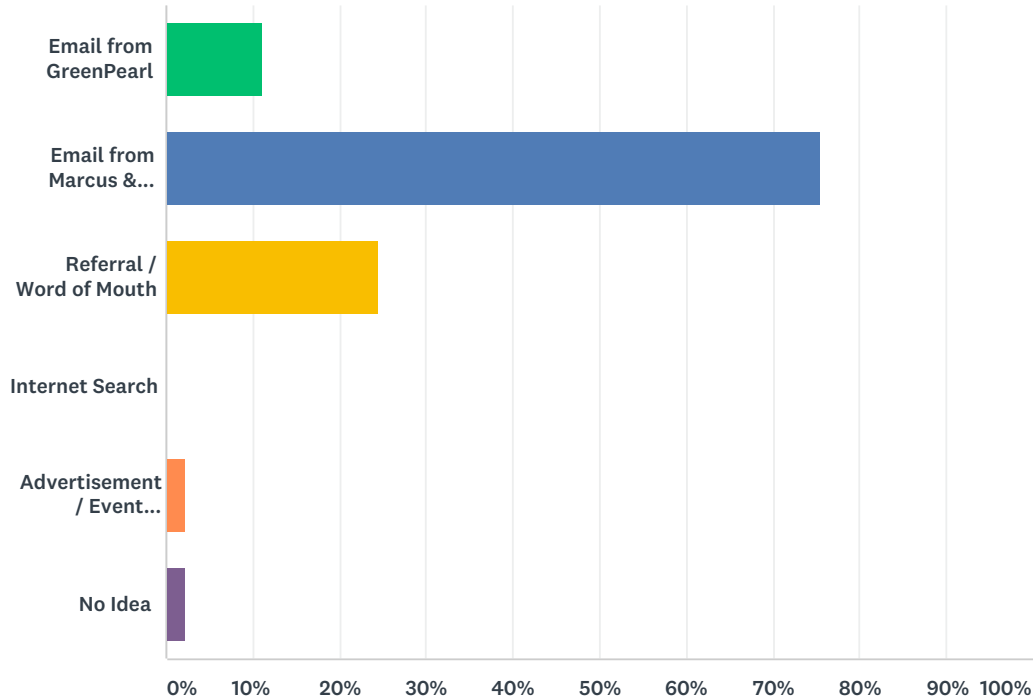
6th annual Marcus & Millichap / IPA Multifamily Forum: Northern California Attendee Survey

Houston	12.00%	3
New York	12.00%	3
Total Respondents: 25		

#	OTHER (PLEASE SPECIFY)	DATE
1	Bay Area	11/18/2018 6:34 PM
2	Portland / Oregon	11/17/2018 1:34 PM
3	Bay Area	11/16/2018 7:07 PM
4	Portland and other MSAs easily accessible from SFO	11/15/2018 6:44 PM
5	Nevada and Arazona	11/15/2018 2:10 PM
6	Northern California	11/15/2018 12:24 AM
7	Northern California	11/14/2018 9:34 PM
8	Northern California	11/14/2018 9:33 PM
9	NAME	11/14/2018 8:49 PM
10	None	11/14/2018 7:44 PM
11	Nashville orlando	11/14/2018 7:26 PM
12	All of them	11/14/2018 7:14 PM
13	Bay area	11/14/2018 7:07 PM

## Q8 How did you hear about the conference?

Answered: 45 Skipped: 7

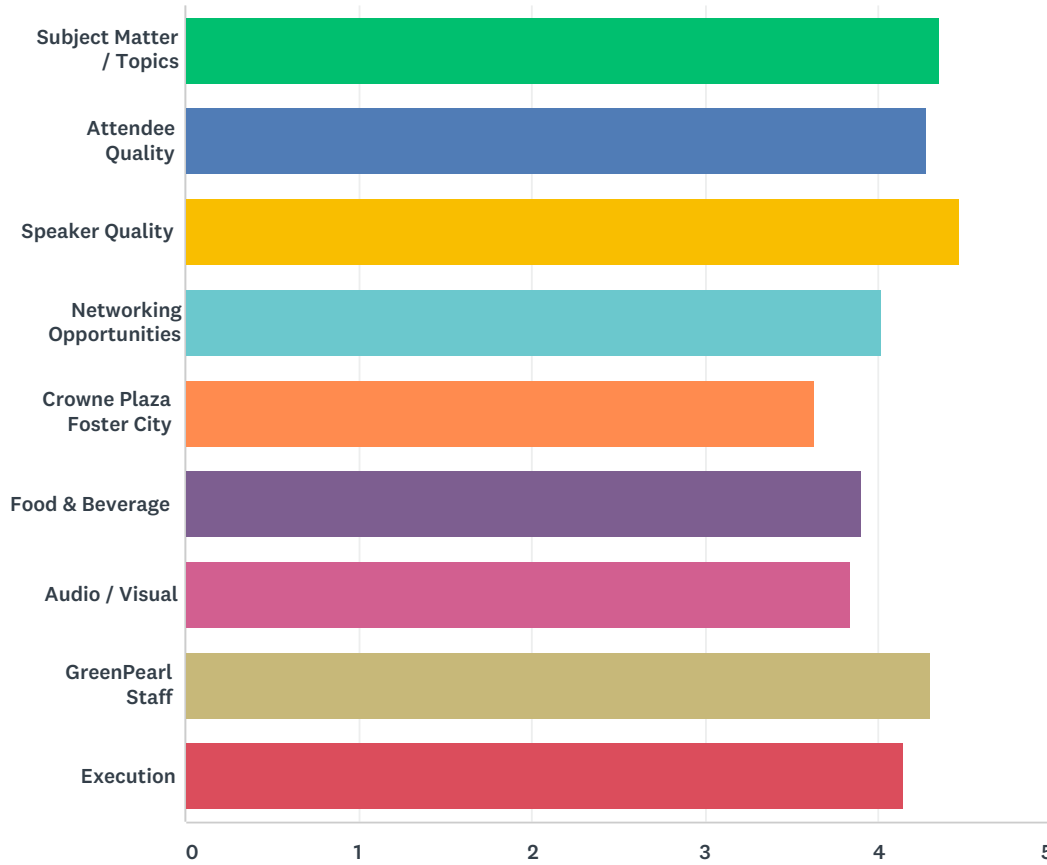


ANSWER CHOICES	RESPONSES	
Email from GreenPearl	11.11%	5
Email from Marcus & Millichap	75.56%	34
Referral / Word of Mouth	24.44%	11
Internet Search	0.00%	0
Advertisement / Event Calendar Listing	2.22%	1
No Idea	2.22%	1
Total Respondents: 45		

#	OTHER (PLEASE SPECIFY)	DATE
1	Lending Institution	11/17/2018 1:34 PM
2	Have attended in prior years	11/15/2018 5:26 PM
3	Have done business with M & M got invitation from them, my daughter works for M&M	11/15/2018 2:10 PM
4	my contact at Marcus and Millichap, Darija Walker told me about it.	11/15/2018 1:17 AM
5	attended before	11/14/2018 8:59 PM
6	I work at Marcus & Millichap and attend every year.	11/14/2018 8:15 PM
7	My agent mr. gonella	11/14/2018 7:26 PM
8	Used to work at M&M	11/14/2018 7:14 PM
9	IPA guys	11/14/2018 7:07 PM

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

Answered: 43 Skipped: 9



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	51.16% 22	34.88% 15	11.63% 5	2.33% 1	0.00% 0	43	4.35
Attendee Quality	44.19% 19	41.86% 18	11.63% 5	2.33% 1	0.00% 0	43	4.28
Speaker Quality	53.49% 23	39.53% 17	6.98% 3	0.00% 0	0.00% 0	43	4.47
Networking Opportunities	30.23% 13	44.19% 19	23.26% 10	2.33% 1	0.00% 0	43	4.02
Crowne Plaza Foster City	25.58% 11	39.53% 17	16.28% 7	9.30% 4	9.30% 4	43	3.63
Food & Beverage	30.95% 13	40.48% 17	19.05% 8	7.14% 3	2.38% 1	42	3.90
Audio / Visual	30.23% 13	39.53% 17	18.60% 8	6.98% 3	4.65% 2	43	3.84
GreenPearl Staff	42.50% 17	47.50% 19	7.50% 3	2.50% 1	0.00% 0	40	4.30
Execution	37.21% 16	44.19% 19	13.95% 6	4.65% 2	0.00% 0	43	4.14

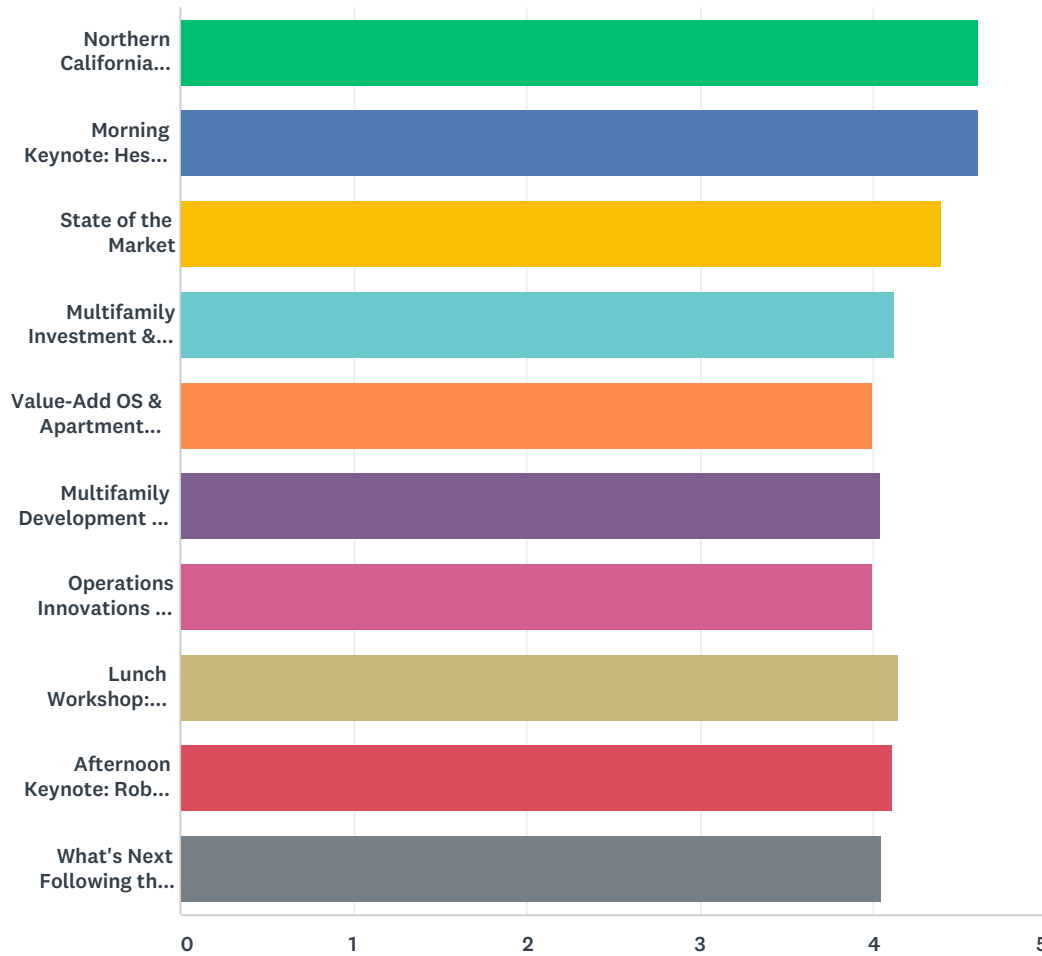


6th annual Marcus & Millichap / IPA Multifamily Forum: Northern California Attendee Survey

#	COMMENTS:	DATE
1	Well done!	11/17/2018 1:36 PM
2	Looking forward to receiving the slide decks from the presentations. I gave my card, however have not received them. Please send to ppucci@ortc.com thank you, Pam	11/16/2018 1:33 PM
3	Everyone disappears for the after conference networking. If you had desserts out at that time and cheese and cut veggies, you might get more people to stay.	11/15/2018 2:14 PM
4	Some time issues but in general a very well run and great presentation, with excellent food as well	11/15/2018 2:13 PM
5	The fire alarm was so annoying but of course was not Green Pearl's or M&M's doing. But the adjustment of moving everything out 20 minutes actually worked remarkably well.	11/14/2018 8:18 PM
6	Well done!	11/14/2018 7:48 PM
7	The audio went out several times and the meeting rooms were over crowded.	11/14/2018 7:39 PM
8	The podium blocked the view for the audience sitting on the left. The audience should be able to see all panelists.	11/14/2018 7:29 PM

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

Answered: 42   Skipped: 10



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Northern California Multifamily Market Data & Analysis	60.98% 25	19.51% 8	2.44% 1	0.00% 0	2.44% 1	14.63% 6	41	4.60
Morning Keynote: Hessam Nadji, Marcus & Millichap	60.00% 24	20.00% 8	7.50% 3	0.00% 0	0.00% 0	12.50% 5	40	4.60
State of the Market	55.00% 22	27.50% 11	10.00% 4	0.00% 0	2.50% 1	5.00% 2	40	4.39
Multifamily Investment & Financing	26.32% 10	23.68% 9	13.16% 5	2.63% 1	0.00% 0	34.21% 13	38	4.12
Value-Add OS & Apartment Upgrades	21.62% 8	24.32% 9	10.81% 4	5.41% 2	0.00% 0	37.84% 14	37	4.00
Multifamily Development & Construction	27.78% 10	19.44% 7	25.00% 9	0.00% 0	0.00% 0	27.78% 10	36	4.04
Operations Innovations & Technology Trends	15.79% 6	10.53% 4	10.53% 4	2.63% 1	0.00% 0	60.53% 23	38	4.00

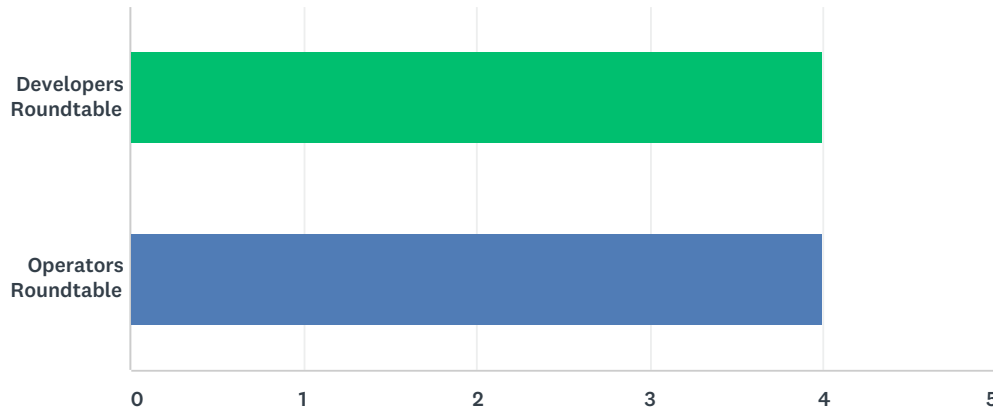
# 6th annual Marcus & Millichap / IPA Multifamily Forum: Northern California Attendee Survey

Lunch Workshop: Opportunity Zones & Specialty Tax Incentives	16.67% 6	13.89% 5	5.56% 2	2.78% 1	0.00% 0	61.11% 22	36	4.14
Afternoon Keynote: Robert Freed of Summerhill Housing Group & Bill Witte of Related California	23.08% 9	33.33% 13	15.38% 6	0.00% 0	0.00% 0	28.21% 11	39	4.11
What's Next Following the Vote to Repeal Costa Hawkins	23.68% 9	15.79% 6	13.16% 5	0.00% 0	2.63% 1	44.74% 17	38	4.05

#	COMMENTS:	DATE
1	Unable to attend afternoon sessions	11/14/2018 9:37 PM
2	It was completely one sided and there was no one to offer other options. They barely touched on whether Prop 10 will come back in a new form in 2020.	11/14/2018 8:52 PM
3	Didn't find solutions just defense	11/14/2018 8:03 PM
4	Great job.	11/14/2018 7:48 PM

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

Answered: 33 Skipped: 19



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Developers Roundtable	6.06% 2	6.06% 2	6.06% 2	0.00% 0	0.00% 0	81.82% 27	33	4.00
Operators Roundtable	3.23% 1	3.23% 1	3.23% 1	0.00% 0	0.00% 0	90.32% 28	31	4.00

#	COMMENTS:	DATE
	There are no responses.	

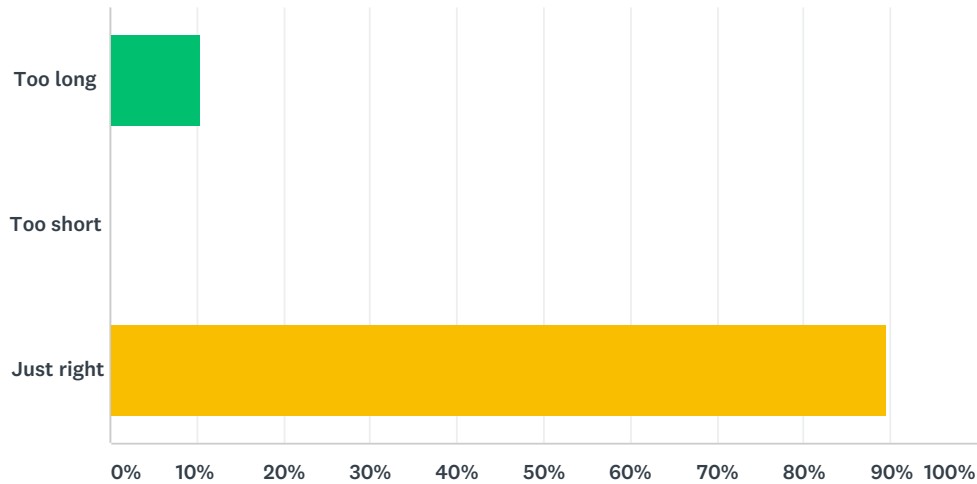
## Q12 Is there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 11 Skipped: 41

#	RESPONSES	DATE
1	You did a good job on topics.	11/17/2018 1:38 PM
2	yes--JCM	11/16/2018 8:13 PM
3	More market analysis and risk analysis.	11/15/2018 6:48 PM
4	No	11/15/2018 5:31 PM
5	No	11/15/2018 12:27 AM
6	No	11/14/2018 9:38 PM
7	No	11/14/2018 9:34 PM
8	I think more discussion on Multifamily that isn't necessarily market rate t affordable. What about senior, workforce, student housing?	11/14/2018 8:54 PM
9	No	11/14/2018 8:52 PM
10	No	11/14/2018 7:49 PM
11	No	11/14/2018 7:39 PM

## Q13 How did you feel about the length of the conference?

Answered: 38 Skipped: 14

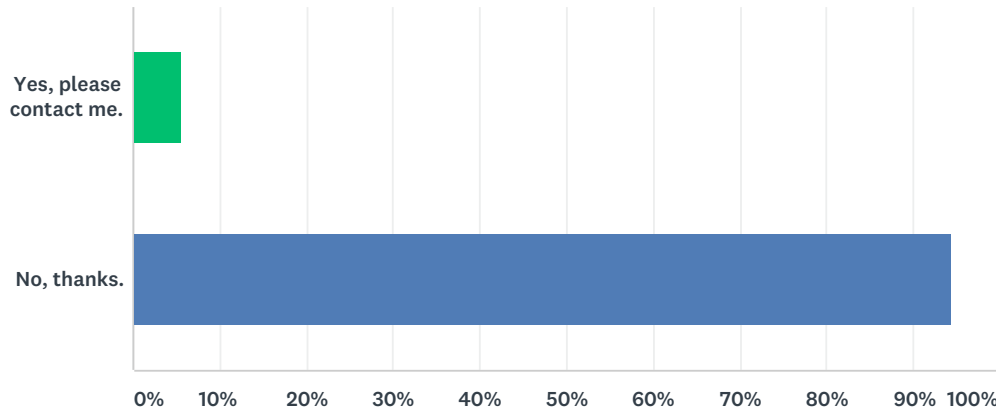


ANSWER CHOICES	RESPONSES	
Too long	10.53%	4
Too short	0.00%	0
Just right	89.47%	34
TOTAL		38

#	COMMENTS	DATE
1	Speakers were great but could be condensed a little bit	11/18/2018 7:37 PM
2	It met more than my expectations. No opinion on length	11/17/2018 1:38 PM
3	Maybe a later start time for those who are traveling out of the area. This may help encourage a better turn out for the post event reception.	11/16/2018 1:36 PM
4	It's tough to get to the hotel in the morning as the commute is brutal.	11/15/2018 2:15 PM
5	I am just sorry I could not attend the morning session due to conflicts in my schedule	11/15/2018 2:14 PM
6	I think the overall length of the conference was just right, but I'd also support longer individual workshops and maybe just have the in-between networking time saved for the end.	11/15/2018 1:23 PM
7	Only attended morning sessions	11/14/2018 9:38 PM
8	More networking time	11/14/2018 7:52 PM
9	The timing went a little long, but maybe by an hour.	11/14/2018 7:06 PM

## Q14 Do you or your firm have interest in speaking, sponsoring or exhibiting at a future event?

Answered: 35 Skipped: 17

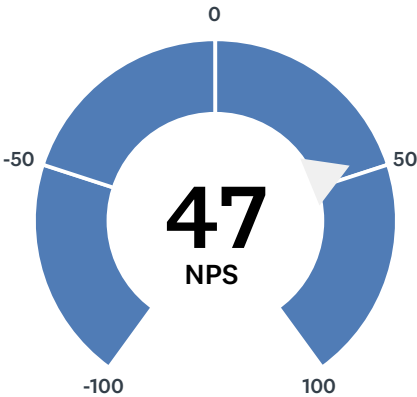


ANSWER CHOICES		RESPONSES	
Yes, please contact me.		5.71%	2
No, thanks.		94.29%	33
TOTAL			35

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	Ljarret@pliteq.com	11/14/2018 7:21 PM

Q15 How likely is it that you would recommend this conference to a friend or colleague?

Answered: 45    Skipped: 7



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
11% 5	31% 14	58% 26	47