

Q1 What was your primary reason for attending this conference?

Answered: 39 Skipped: 0

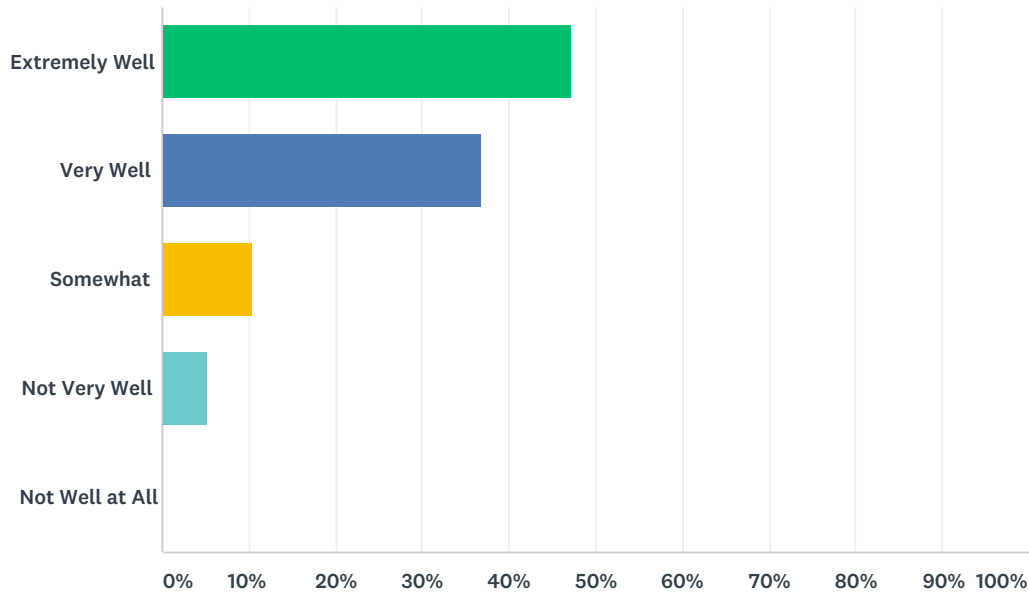
#	RESPONSES	DATE
1	Learn, collect market updates and notes to provide to office.	3/21/2019 2:16 PM
2	Networking	3/20/2019 1:40 PM
3	networking and updates on the market	3/20/2019 12:01 PM
4	Networking and Insights	3/20/2019 10:59 AM
5	To learn more about the multifamily industry and the players therein	3/20/2019 10:54 AM
6	Networking & getting information on the industry.	3/20/2019 8:33 AM
7	Hear current trends and network	3/19/2019 11:12 PM
8	Networking	3/19/2019 10:34 PM
9	Speaker	3/19/2019 7:52 PM
10	Make connections in the Construction Industry and, get new investment ideas.	3/19/2019 7:18 PM
11	Networking with Marcus & Millichap brokers and other lenders	3/19/2019 2:57 PM
12	Networking and learning	3/19/2019 1:45 PM
13	I was a speaker	3/19/2019 1:08 PM
14	see people	3/19/2019 12:48 PM
15	Meeting clients & getting market info.	3/19/2019 12:40 PM
16	To network and meet new clients	3/19/2019 12:29 PM
17	Networking	3/19/2019 12:11 PM
18	Networking	3/19/2019 11:53 AM
19	Part of the developers round table	3/19/2019 11:42 AM
20	Information on market	3/19/2019 11:39 AM
21	Guest panel	3/19/2019 11:35 AM
22	State of the industry update, hear from speakers	3/19/2019 11:33 AM
23	Meeting developers and learning more about the State of the Industry.	3/18/2019 3:06 PM
24	Industry updates and trends.	3/18/2019 12:03 PM
25	learn more and network	3/16/2019 11:33 AM
26	networking	3/15/2019 11:51 AM
27	networking and presentations	3/15/2019 11:38 AM
28	To be kept informed of the current market conditions	3/15/2019 8:39 AM
29	I needed to learn about the multifamily market in GA and the Carolinas. 5	3/14/2019 10:53 PM
30	To hear Hessam	3/14/2019 6:14 PM
31	Networking	3/14/2019 5:55 PM
32	sharing time with clients	3/14/2019 5:53 PM
33	market updates	3/14/2019 4:12 PM
34	Education and networking	3/14/2019 4:08 PM
35	Networking and information.	3/14/2019 3:51 PM

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36	Invited by Ethan Armentrout	3/14/2019 3:45 PM
37	Networking	3/14/2019 3:39 PM
38	Networking	3/14/2019 3:39 PM
39	Information & networking	3/14/2019 3:32 PM

Q2 How well did the conference meet your expectations?

Answered: 38 Skipped: 1



ANSWER CHOICES	RESPONSES	
Extremely Well	47.37%	18
Very Well	36.84%	14
Somewhat	10.53%	4
Not Very Well	5.26%	2
Not Well at All	0.00%	0
TOTAL		38

#	COMMENTS	DATE
1	I reconnected with many people and made some new contacts	3/19/2019 10:34 PM
2	Got great ideas on the operations round table and learned about a few trends in the capital markets.	3/19/2019 1:45 PM
3	Well-attended, felt high end, good venue	3/19/2019 1:08 PM
4	Great food and great information	3/19/2019 12:48 PM
5	Well organized, great format and panel discussions	3/19/2019 12:29 PM
6	I would be helpful if you all had a way of sharing the attendee list prior to the meetings and facilitate through technology the ability for attendees to reach out to each other to schedule mtgs. Also in regard to the by invite sessions only, it would be valuable to have ability to attend these as observer.	3/19/2019 12:11 PM
7	I was surprised that the roundtable was closed for others to attend and I know for a fact that many left the conference because of this; not a well-thought-out idea whatsoever.	3/19/2019 11:42 AM
8	A little to much break time.	3/18/2019 12:03 PM
9	Great venue.	3/14/2019 5:55 PM

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

Answered: 33 Skipped: 6

#	RESPONSES	DATE
1	Continue to build my relationships with brokers.	3/20/2019 1:40 PM
2	opportunity zone	3/20/2019 12:01 PM
3	continue to be more aware of developers constraints and opportunities to be of service to the industry.	3/20/2019 10:59 AM
4	Atlanta is still a robust & viable market.	3/20/2019 8:33 AM
5	How difficult it is to get new deals done	3/19/2019 11:12 PM
6	Patience	3/19/2019 10:34 PM
7	Focus more on research	3/19/2019 7:52 PM
8	Will look into moving some of my retirement funds into a Apartment Rental investment REIT.	3/19/2019 7:18 PM
9	The relationships that I made	3/19/2019 2:57 PM
10	There were several experiential best practices for residents shared by a few people in our round table.	3/19/2019 1:45 PM
11	timing sessions better-- the session before us ran long and then we were rushed	3/19/2019 1:08 PM
12	Register earlier.	3/19/2019 12:40 PM
13	Emphasizes the value of investing in Opportunity Zones	3/19/2019 12:29 PM
14	look at more suburban opportunities.	3/19/2019 12:11 PM
15	Sell my apartments	3/19/2019 11:53 AM
16	See above and less time spent at the podium with sponsors trying to sell their business	3/19/2019 11:42 AM
17	I'm a Class B-C owner/operator, and it looked like there were several attendees in the same boat. Most of the panels were focused on Class A+ spaces and it wasn't entirely relevant.	3/19/2019 11:39 AM
18	Slowing of economy likely but not bad	3/19/2019 11:35 AM
19	Branding of new buildings	3/19/2019 11:33 AM
20	Still a solid market.	3/18/2019 3:06 PM
21	More comfort that market is stable.	3/18/2019 12:03 PM
22	I don't think there was 1 thing, but I just got a ton of information from the panels, specifically from the value-add players	3/16/2019 11:33 AM
23	made some good contacts for potential property sales	3/15/2019 11:38 AM
24	I will take a closer look at what specific events the properties are doing to generate a community feeling.	3/15/2019 8:39 AM
25	I will improve our internal metrics to better understand our existing business.	3/14/2019 10:53 PM
26	Very informative	3/14/2019 5:55 PM
27	the recession has not started yet	3/14/2019 5:53 PM
28	Class b and workforce house if is lacking	3/14/2019 4:08 PM
29	Always tough to find deals, but if you don't overleverage you can ride out a storm.	3/14/2019 3:51 PM
30	On agency deals, lower the cap rate on the exit test for shorter term loans.	3/14/2019 3:45 PM
31	Taking advantage of opportunity zones.	3/14/2019 3:39 PM

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32	Keep doing what we're doing	3/14/2019 3:39 PM
33	Keep building!	3/14/2019 3:32 PM

Q4 What was the most valuable aspect of this conference?

Answered: 36 Skipped: 3

#	RESPONSES	DATE
1	Some of the speakers were very good and provided good feedback/insight into their current businesses.	3/21/2019 2:16 PM
2	Networking and Market Watch Info	3/20/2019 1:40 PM
3	hearing others in the same market conditions navigating through	3/20/2019 12:01 PM
4	Bringing everyone together. Creating a day of sharing ideas within the industry	3/20/2019 10:59 AM
5	The networking!	3/20/2019 8:33 AM
6	Networking and various thoughts on market conditions	3/19/2019 11:12 PM
7	Networking	3/19/2019 10:34 PM
8	Capital markets	3/19/2019 7:52 PM
9	Description of current trends.	3/19/2019 7:18 PM
10	Hearing Hessam Nadji	3/19/2019 2:57 PM
11	Great information shared	3/19/2019 1:45 PM
12	networking	3/19/2019 1:08 PM
13	Hasseim speaking was great. It showed a strong commitment to the event.	3/19/2019 12:40 PM
14	Panel discussions with industry experts	3/19/2019 12:29 PM
15	networking	3/19/2019 12:11 PM
16	Networking contacts	3/19/2019 11:53 AM
17	Mediocre at best	3/19/2019 11:42 AM
18	The content was great	3/19/2019 11:39 AM
19	Hassam speaking and networking	3/19/2019 11:35 AM
20	Industry statistics	3/19/2019 11:33 AM
21	Hearing from solid industry leaders.	3/18/2019 12:03 PM
22	the panel discussions	3/16/2019 11:33 AM
23	John Sebree presentation was excellent	3/15/2019 11:51 AM
24	networking	3/15/2019 11:38 AM
25	Roundtable was interesting.	3/15/2019 8:39 AM
26	Understanding the marketplace.	3/14/2019 10:53 PM
27	Hearing about which markets investors are interested in	3/14/2019 6:14 PM
28	Panelist were so good and hearing Mark's comments about Avalon.	3/14/2019 5:55 PM
29	networking time	3/14/2019 5:53 PM
30	updates on market, quality panelists	3/14/2019 4:12 PM
31	The developers panel	3/14/2019 4:08 PM
32	Economic outlook	3/14/2019 3:51 PM
33	I met several people that could be potential customers and some that I'm already working with.	3/14/2019 3:45 PM
34	Networking.	3/14/2019 3:39 PM

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35	Probably will not attend again	3/14/2019 3:39 PM
36	Meeting new people and receiving great information regarding the market	3/14/2019 3:32 PM

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

Answered: 27 Skipped: 12

#	RESPONSES	DATE
1	Way too much showboating Marcus & Millichap and their services. I thought we were paying for content and access to information, not to have a seat at the M&M show.	3/21/2019 2:16 PM
2	No	3/20/2019 1:40 PM
3	Not that I can think of	3/20/2019 12:01 PM
4	Breakfast was difficult to eat without adequate tables	3/20/2019 10:59 AM
5	No	3/19/2019 11:12 PM
6	None	3/19/2019 10:34 PM
7	I thought there was going to be a reception after conference with adult beverages.	3/19/2019 7:18 PM
8	nope	3/19/2019 2:57 PM
9	I really wanted to get into the developers round table but I didn't see any where that I could register early to select that option.	3/19/2019 12:40 PM
10	Wi-Fi connection was weak	3/19/2019 12:29 PM
11	see note above.	3/19/2019 12:11 PM
12	Operations/property management panel was weak with only class A content	3/19/2019 11:53 AM
13	See above	3/19/2019 11:42 AM
14	N/A	3/19/2019 11:35 AM
15	Wish there was more developer attendees.	3/18/2019 3:06 PM
16	Too much break time, Would rather have more time with the speakers.	3/18/2019 12:03 PM
17	no	3/16/2019 11:33 AM
18	n/a	3/15/2019 11:38 AM
19	The General Session room was freezing which may it hard to concentrate.	3/15/2019 8:39 AM
20	None	3/14/2019 10:53 PM
21	Need more seating	3/14/2019 6:14 PM
22	Everything was perfect.	3/14/2019 5:55 PM
23	yes, the limited round table events were not appreciated. I had a developer client who spent his time, joining us for conference who was not able to attend. The whole notion is garbage.	3/14/2019 5:53 PM
24	No	3/14/2019 4:08 PM
25	No.	3/14/2019 3:51 PM
26	Overlap of lunch networking with a speaker session.	3/14/2019 3:39 PM
27	Overlap of lunch networking with a session. Room was freezing cold. People left early.	3/14/2019 3:39 PM

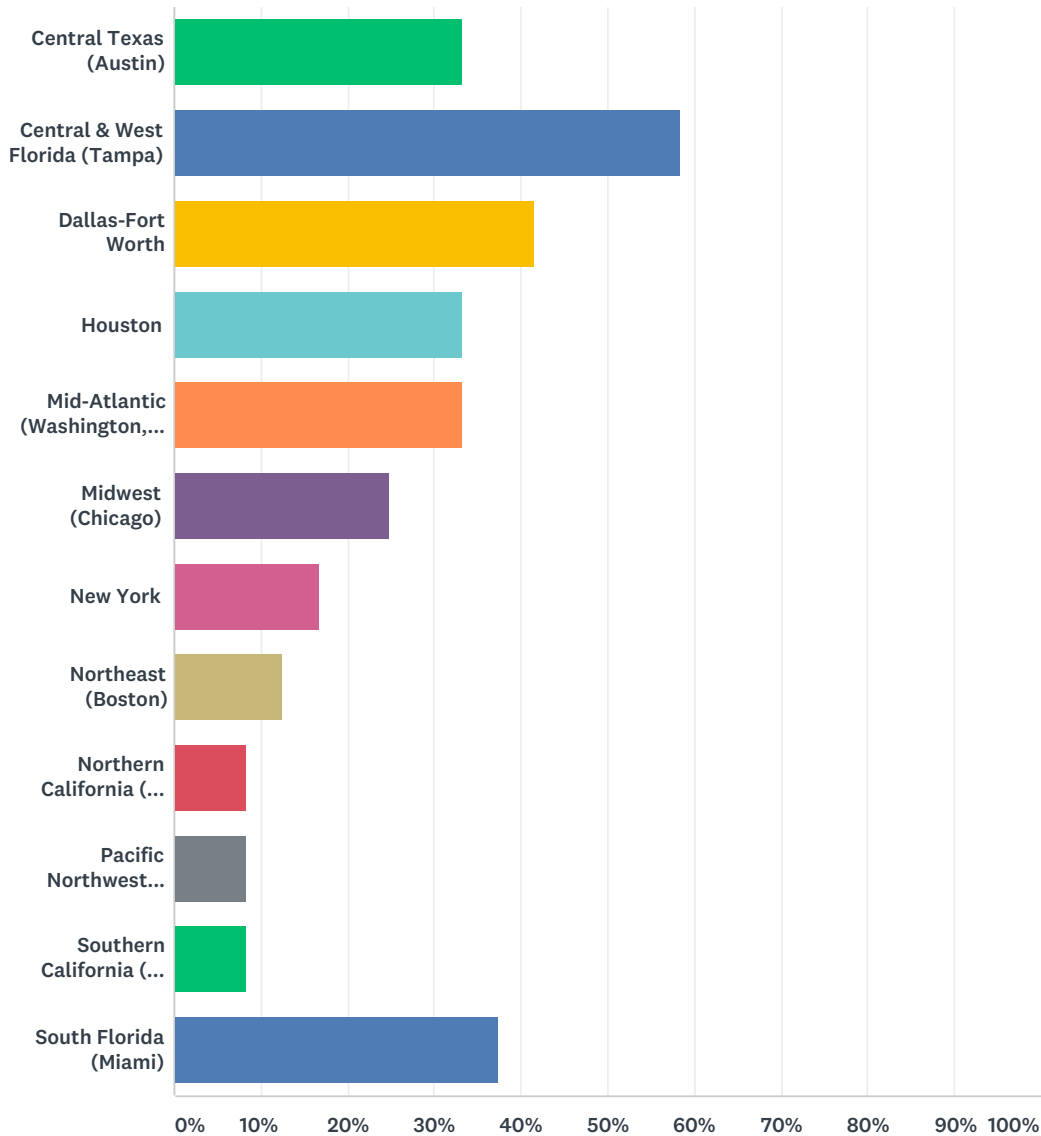
Q6 Do you have any specific suggestions for improvement?

Answered: 29 Skipped: 10

#	RESPONSES	DATE
1	Send the presentation slides to attendees who requested them in a timely manner. I trust many attendees are reporting back and sharing information with their employer/coworkers after the event. It would be great to provide the back-up data.	3/21/2019 2:16 PM
2	Not at this time	3/20/2019 1:40 PM
3	none	3/20/2019 12:01 PM
4	No	3/20/2019 10:59 AM
5	There's an app called Mixtroz.com that would enhance networking & keep people from just talking to people they know.	3/20/2019 8:33 AM
6	No	3/19/2019 11:12 PM
7	None	3/19/2019 10:34 PM
8	Y'all did a great job. Can't think of anything. Maybe get some of the speakers to set up tables outside auditorium. Provide opportunity for one on one time with speakers.	3/19/2019 7:18 PM
9	Nope it was great	3/19/2019 2:57 PM
10	No	3/19/2019 1:45 PM
11	Having more preparation for speakers. One week before the event is not enough time to plan.	3/19/2019 1:08 PM
12	Maybe for breakfast some more of finger foods or breakfast bars or something simple to pick up.	3/19/2019 12:40 PM
13	I would like for these to be held more than once a year as some clients are unable to attend due to scheduling conflicts	3/19/2019 12:29 PM
14	see note above	3/19/2019 12:11 PM
15	Reduce price, we almost didn't come	3/19/2019 11:53 AM
16	See above	3/19/2019 11:42 AM
17	Would be nice to have a list of attendees before hand.	3/18/2019 3:06 PM
18	Less break time. More time for the speakers.	3/18/2019 12:03 PM
19	no	3/16/2019 11:33 AM
20	some breakout sessions were restricted. Was this previously communicated?	3/15/2019 11:38 AM
21	Be sure to keep the temperature a little warmer in the General Session room.	3/15/2019 8:39 AM
22	No	3/14/2019 10:53 PM
23	larger venue	3/14/2019 6:14 PM
24	Lot more smaller high tables in the main area so you could meet more people during food breaks, etc.	3/14/2019 5:55 PM
25	change the limited round table to accommodate the attendees who want to participate	3/14/2019 5:53 PM
26	Move the location from downtown. So many new and interesting areas that are much easier to get to.	3/14/2019 4:12 PM
27	No	3/14/2019 4:08 PM
28	Hold an after hours networking session. Half of the attendees left during lunch.	3/14/2019 3:39 PM
29	Advertise as an Atlanta MF forum as most attendees were from Atlanta and left early	3/14/2019 3:39 PM

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

Answered: 24 Skipped: 15



ANSWER CHOICES	RESPONSES	
Central Texas (Austin)	33.33%	8
Central & West Florida (Tampa)	58.33%	14
Dallas-Fort Worth	41.67%	10
Houston	33.33%	8
Mid-Atlantic (Washington, D.C.)	33.33%	8
Midwest (Chicago)	25.00%	6
New York	16.67%	4

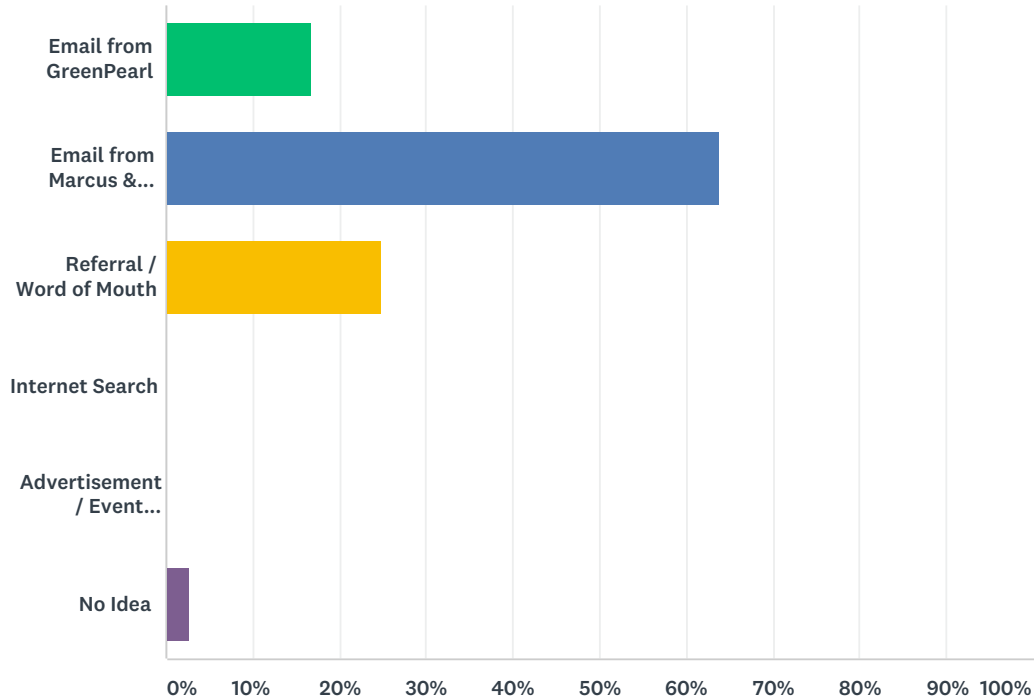
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Northeast (Boston)	12.50%	3
Northern California (San Francisco)	8.33%	2
Pacific Northwest (Seattle)	8.33%	2
Southern California (Los Angeles)	8.33%	2
South Florida (Miami)	37.50%	9
Total Respondents: 24		

#	OTHER (PLEASE SPECIFY)	DATE
1	Anywhere in the SEC footprint.	3/19/2019 11:39 AM
2	Indianapolis	3/14/2019 5:55 PM
3	none, unless my clients decide otherwise	3/14/2019 5:53 PM
4	Raleigh	3/14/2019 3:39 PM

Q8 How did you hear about the conference?

Answered: 36 Skipped: 3

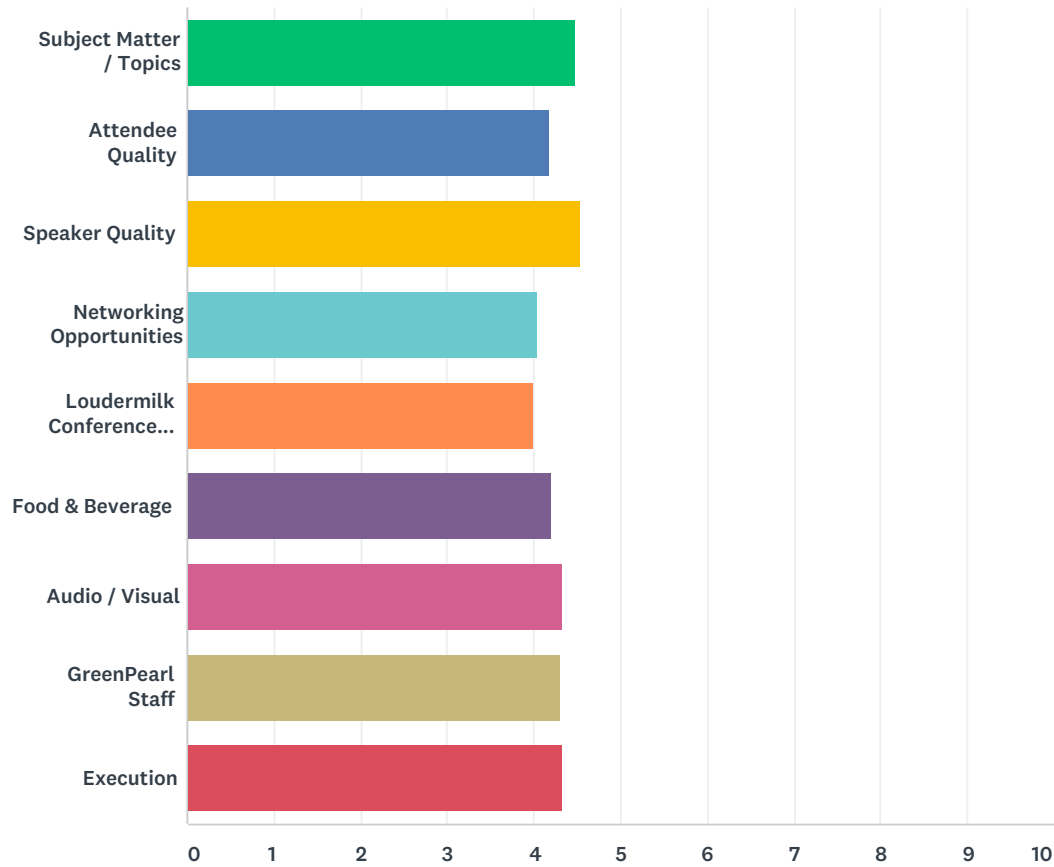


ANSWER CHOICES	RESPONSES	
Email from GreenPearl	16.67%	6
Email from Marcus & Millichap	63.89%	23
Referral / Word of Mouth	25.00%	9
Internet Search	0.00%	0
Advertisement / Event Calendar Listing	0.00%	0
No Idea	2.78%	1
Total Respondents: 36		

#	OTHER (PLEASE SPECIFY)	DATE
1	Referred by M&M Broker	3/20/2019 1:40 PM
2	We are past sponsors	3/20/2019 10:59 AM
3	I'm a broker with Marcus & Millichap	3/19/2019 12:29 PM
4	Preston Cooper	3/19/2019 11:39 AM
5	Attend the event last year.	3/18/2019 3:06 PM
6	Previous conference	3/14/2019 10:53 PM
7	Ethan Armentrout	3/14/2019 3:45 PM

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

Answered: 38 Skipped: 1



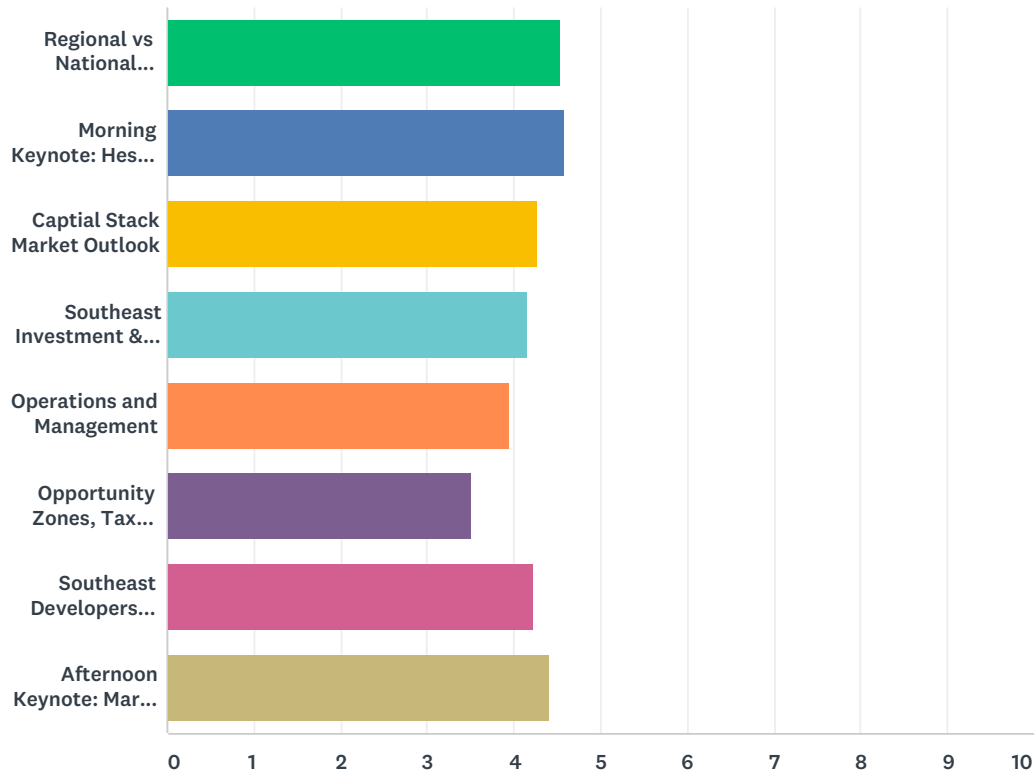
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	60.53% 23	28.95% 11	7.89% 3	2.63% 1	0.00% 0	38	4.47
Attendee Quality	47.37% 18	28.95% 11	18.42% 7	5.26% 2	0.00% 0	38	4.18
Speaker Quality	63.16% 24	28.95% 11	7.89% 3	0.00% 0	0.00% 0	38	4.55
Networking Opportunities	44.74% 17	28.95% 11	10.53% 4	15.79% 6	0.00% 0	38	4.03
Loudermilk Conference Center	34.21% 13	39.47% 15	18.42% 7	7.89% 3	0.00% 0	38	4.00
Food & Beverage	47.37% 18	34.21% 13	10.53% 4	7.89% 3	0.00% 0	38	4.21
Audio / Visual	55.26% 21	26.32% 10	15.79% 6	2.63% 1	0.00% 0	38	4.34
GreenPearl Staff	56.76% 21	24.32% 9	16.22% 6	0.00% 0	2.70% 1	37	4.32
Execution	52.63% 20	31.58% 12	13.16% 5	2.63% 1	0.00% 0	38	4.34

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#	COMMENTS:	DATE
1	Very impressed overall.	3/19/2019 12:44 PM
2	Best food I've ever had at a conference or catered event.	3/19/2019 11:41 AM
3	Kosher lunch option was very much appreciated.	3/14/2019 10:57 PM
4	hate going downtown	3/14/2019 4:13 PM

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

Answered: 38 Skipped: 1



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Regional vs National Multifamily Market Outlook	52.63% 20	31.58% 12	5.26% 2	0.00% 0	0.00% 0	10.53% 4	38	4.53
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	68.42% 26	21.05% 8	5.26% 2	2.63% 1	0.00% 0	2.63% 1	38	4.59
Captial Stack Market Outlook	41.67% 15	41.67% 15	5.56% 2	5.56% 2	0.00% 0	5.56% 2	36	4.26
Southeast Investment & Development Opportunities	34.29% 12	40.00% 14	14.29% 5	2.86% 1	0.00% 0	8.57% 3	35	4.16
Operations and Management	28.57% 10	25.71% 9	20.00% 7	5.71% 2	0.00% 0	20.00% 7	35	3.96
Opportunity Zones, Tax Incentives & Energy Credits Workshop	14.71% 5	29.41% 10	14.71% 5	8.82% 3	5.88% 2	26.47% 9	34	3.52
Southeast Developers Forecast	32.35% 11	29.41% 10	14.71% 5	0.00% 0	0.00% 0	23.53% 8	34	4.23
Afternoon Keynote: Mark Toro, Managing Partner, North American Properties	34.29% 12	20.00% 7	8.57% 3	0.00% 0	0.00% 0	37.14% 13	35	4.41

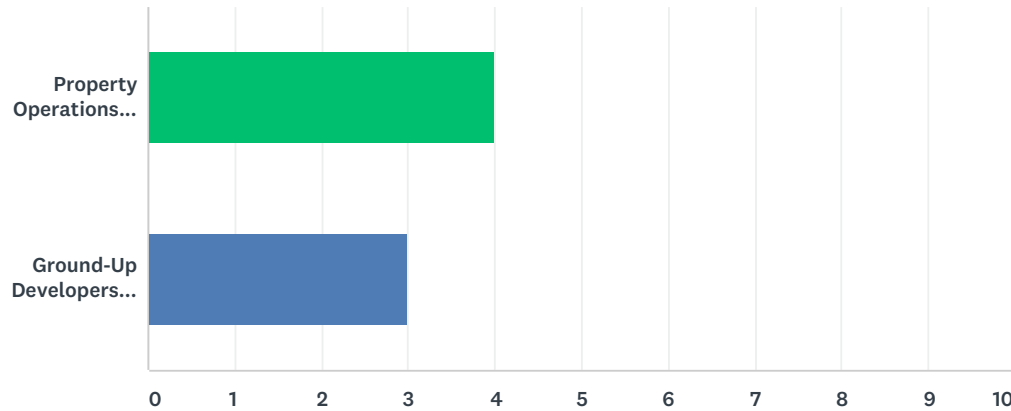
#	COMMENTS:	DATE
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1	Left around 1pm	3/19/2019 1:46 PM
2	I had high expectations on the opportunity zones speaker, he covered good material but I feel he barely scraped the surface on it due to time constraints and a slow start.	3/19/2019 11:41 AM

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

Answered: 32 Skipped: 7



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Property Operations Roundtable	9.38% 3	0.00% 0	0.00% 0	0.00% 0	3.13% 1	87.50% 28	32	4.00
Ground-Up Developers Roundtable	3.33% 1	3.33% 1	0.00% 0	3.33% 1	3.33% 1	86.67% 26	30	3.00

#	COMMENTS:	DATE
1	I really would've liked to have figured out how to get into these developers round table.	3/19/2019 12:44 PM
2	would have liked the option to be an observer of the Ground Up Developers Round Table	3/19/2019 12:14 PM
3	See above	3/19/2019 11:44 AM

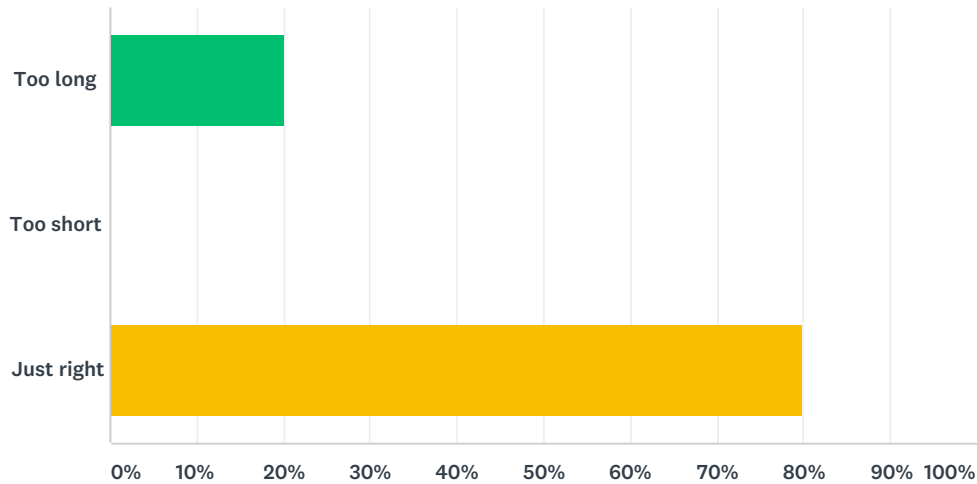
Q12 Is there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 11 Skipped: 28

#	RESPONSES	DATE
1	Would like to hear a little more from Architect and Engineering side of things.	3/19/2019 7:22 PM
2	n/a	3/19/2019 3:47 PM
3	I always think adding in an economist is really good.	3/19/2019 12:44 PM
4	n/a	3/19/2019 12:30 PM
5	Norm Raddow or S.DeFrancis	3/19/2019 11:55 AM
6	Class B-C operators?	3/19/2019 11:41 AM
7	No	3/15/2019 8:41 AM
8	No	3/14/2019 10:58 PM
9	Maybe have some panelists like an older vs younger one and see how they view the markets and what they have learn from their experience.	3/14/2019 5:59 PM
10	more workforce and affordable housing	3/14/2019 5:56 PM
11	No	3/14/2019 4:09 PM

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

Answered: 35 Skipped: 4

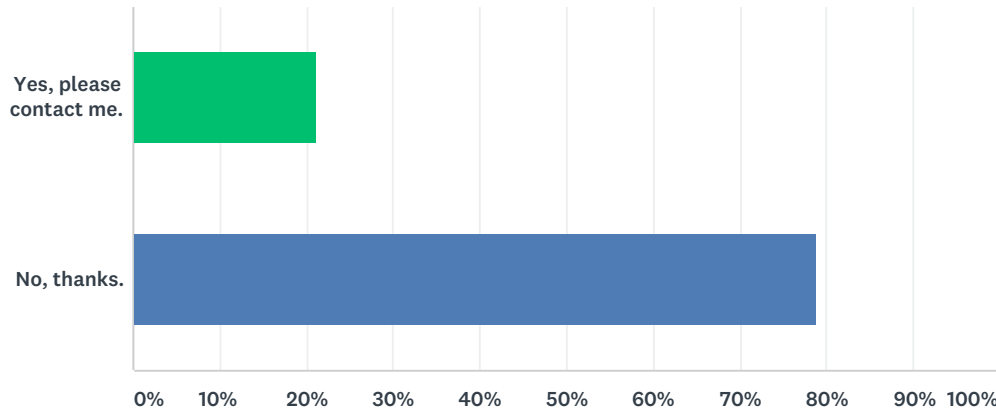


ANSWER CHOICES	RESPONSES
Too long	20.00% 7
Too short	0.00% 0
Just right	80.00% 28
TOTAL	35

#	COMMENTS	DATE
1	Just a tad too long	3/20/2019 12:03 PM
2	Maybe end around 2? Slightly less time so we can get back to office to check in	3/20/2019 11:02 AM
3	an hour or so less would be better and put lunch at noon	3/14/2019 5:56 PM
4	Great idea to have shrimp and grits for lunch! It's nice to have a hot lunch rather than the standard sandwich.	3/14/2019 3:47 PM

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

Answered: 33 Skipped: 6

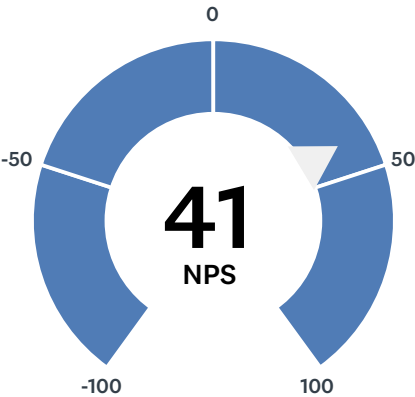


ANSWER CHOICES	RESPONSES	
Yes, please contact me.	21.21%	7
No, thanks.	78.79%	26
TOTAL		33

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	Not at this time, but one day yes.	3/20/2019 1:43 PM
2	We are already in touch	3/20/2019 11:02 AM
3	Happy to speak again...	3/19/2019 10:35 PM
4	Operations, state of the market from an owner/operator perspective	3/19/2019 1:47 PM

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

Answered: 37 Skipped: 2



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
14% 5	32% 12	54% 20	41