

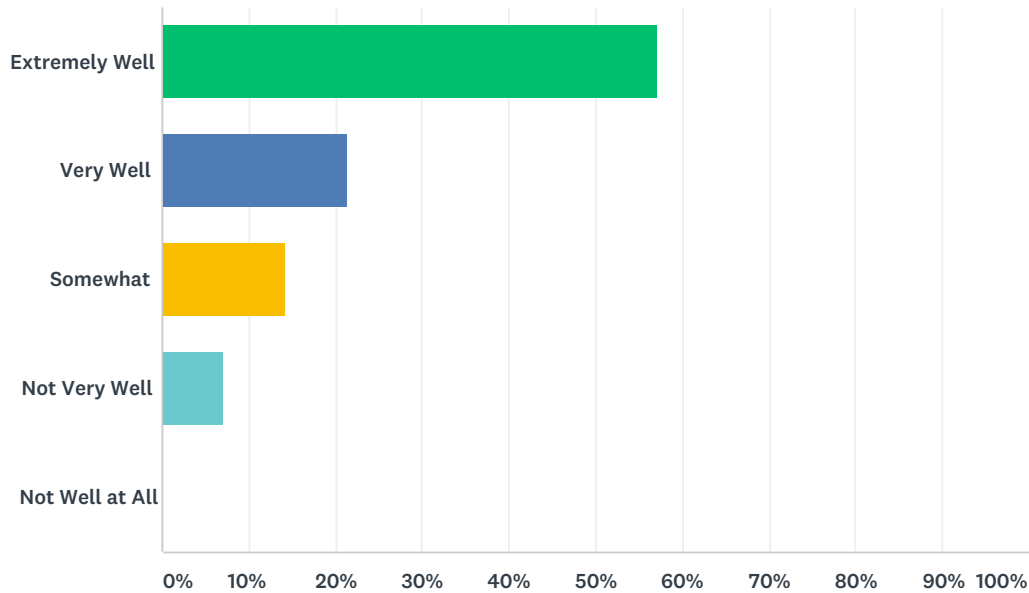
Q1 What was your primary reason for attending this conference?

Answered: 15 Skipped: 0

#	RESPONSES	DATE
1	learn more and network	3/16/2019 11:33 AM
2	networking	3/15/2019 11:51 AM
3	networking and presentations	3/15/2019 11:38 AM
4	To be kept informed of the current market conditions	3/15/2019 8:39 AM
5	I needed to learn about the multifamily market in GA and the Carolinas. 5	3/14/2019 10:53 PM
6	To hear Hessam	3/14/2019 6:14 PM
7	Networking	3/14/2019 5:55 PM
8	sharing time with clients	3/14/2019 5:53 PM
9	market updates	3/14/2019 4:12 PM
10	Education and networking	3/14/2019 4:08 PM
11	Networking and information.	3/14/2019 3:51 PM
12	Invited by Ethan Armentrout	3/14/2019 3:45 PM
13	Networking	3/14/2019 3:39 PM
14	Networking	3/14/2019 3:39 PM
15	Information & networking	3/14/2019 3:32 PM

Q2 How well did the conference meet your expectations?

Answered: 14 Skipped: 1



ANSWER CHOICES		RESPONSES	
Extremely Well		57.14%	8
Very Well		21.43%	3
Somewhat		14.29%	2
Not Very Well		7.14%	1
Not Well at All		0.00%	0
TOTAL			14

#	COMMENTS	DATE
1	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: 12 Skipped: 3

#	RESPONSES	DATE
1	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
2	made some good contacts for potential property sales	3/15/2019 11:38 AM
3	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
4	I will improve our internal metrics to better understand our existing business.	3/14/2019 10:53 PM
5	Very informative	3/14/2019 5:55 PM
6	the recession has not started yet	3/14/2019 5:53 PM
7	Class b and workforce house if is lacking	3/14/2019 4:08 PM
8	Always tough to find deals, but if you don't overleverage you can ride out a storm.	3/14/2019 3:51 PM
9	On agency deals, lower the cap rate on the exit test for shorter term loans.	3/14/2019 3:45 PM
10	Taking advantage of opportunity zones.	3/14/2019 3:39 PM
11	Keep doing what we're doing	3/14/2019 3:39 PM
12	Keep building!	3/14/2019 3:32 PM

Q4 What was the most valuable aspect of this conference?

Answered: 15 Skipped: 0

#	RESPONSES	DATE
1	the panel discussions	3/16/2019 11:33 AM
2	John Sebree presentation was excellent	3/15/2019 11:51 AM
3	networking	3/15/2019 11:38 AM
4	Roundtable was interesting.	3/15/2019 8:39 AM
5	Understanding the marketplace.	3/14/2019 10:53 PM
6	Hearing about which markets investors are interested in	3/14/2019 6:14 PM
7	Panelist were so good and hearing Mark's comments about Avalon.	3/14/2019 5:55 PM
8	networking time	3/14/2019 5:53 PM
9	updates on market, quality panelists	3/14/2019 4:12 PM
10	The developers panel	3/14/2019 4:08 PM
11	Economic outlook	3/14/2019 3:51 PM
12	I met several people that could be potential customers and some that I'm already working with.	3/14/2019 3:45 PM
13	Networking.	3/14/2019 3:39 PM
14	Probably will not attend again	3/14/2019 3:39 PM
15	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: 11 Skipped: 4

#	RESPONSES	DATE
1	no	3/16/2019 11:33 AM
2	n/a	3/15/2019 11:38 AM
3	The General Session room was freezing which may it hard to concentrate.	3/15/2019 8:39 AM
4	None	3/14/2019 10:53 PM
5	Need more seating	3/14/2019 6:14 PM
6	Everything was perfect.	3/14/2019 5:55 PM
7	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
8	No	3/14/2019 4:08 PM
9	No.	3/14/2019 3:51 PM
10	Overlap of lunch networking with a speaker session.	3/14/2019 3:39 PM
11	Overlap of lunch networking with a session. Room was freezing cold. People left early.	3/14/2019 3:39 PM

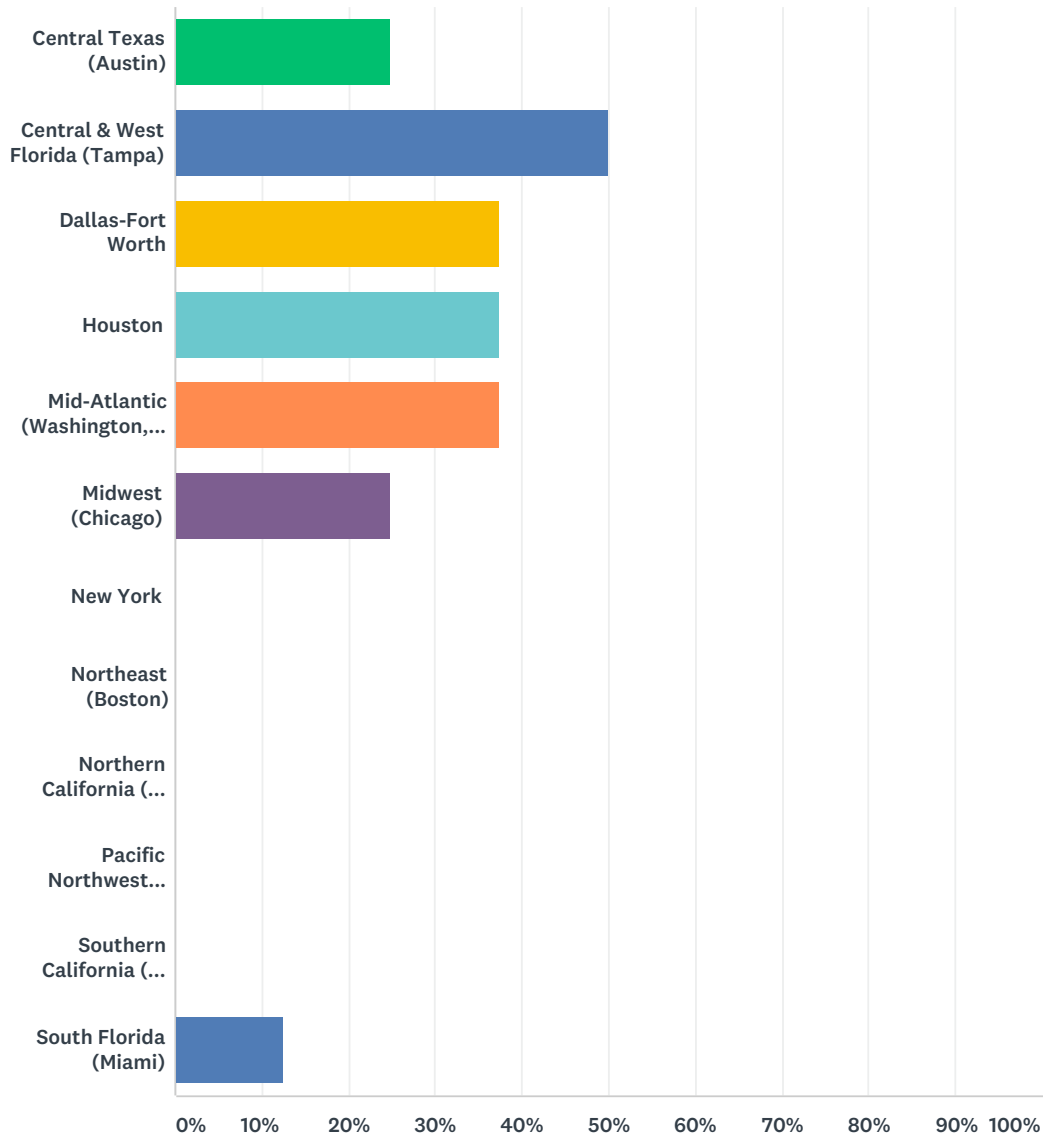
Q6 Do you have any specific suggestions for improvement?

Answered: 11 Skipped: 4

#	RESPONSES	DATE
1	no	3/16/2019 11:33 AM
2	some breakout sessions were restricted. Was this previously communicated?	3/15/2019 11:38 AM
3	Be sure to keep the temperature a little warmer in the General Session room.	3/15/2019 8:39 AM
4	No	3/14/2019 10:53 PM
5	larger venue	3/14/2019 6:14 PM
6	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
7	change the limited round table to accommodate the attendees who want to participate	3/14/2019 5:53 PM
8	Move the location from downtown. So many new and interesting areas that are much easier to get to.	3/14/2019 4:12 PM
9	No	3/14/2019 4:08 PM
10	Hold an after hours networking session. Half of the attendees left during lunch.	3/14/2019 3:39 PM
11	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: 8 Skipped: 7



ANSWER CHOICES	RESPONSES	
Central Texas (Austin)	25.00%	2
Central & West Florida (Tampa)	50.00%	4
Dallas-Fort Worth	37.50%	3
Houston	37.50%	3
Mid-Atlantic (Washington, D.C.)	37.50%	3
Midwest (Chicago)	25.00%	2
New York	0.00%	0

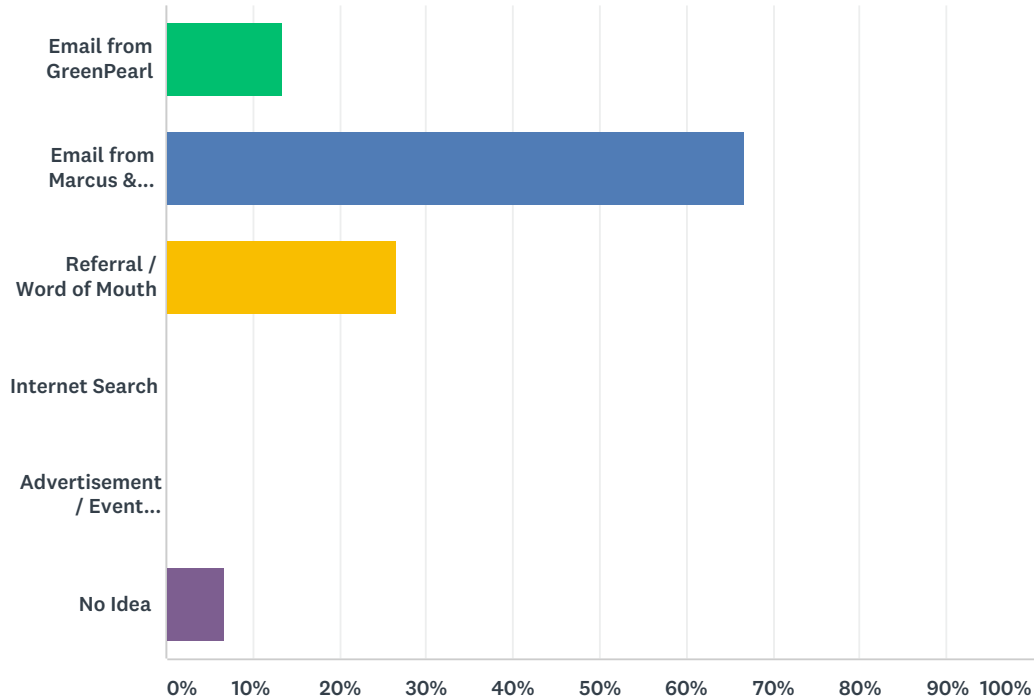
5th annual Marcus & Millichap / IPA Multifamily Forum: Southeast Attendee Survey

Northeast (Boston)	0.00%	0
Northern California (San Francisco)	0.00%	0
Pacific Northwest (Seattle)	0.00%	0
Southern California (Los Angeles)	0.00%	0
South Florida (Miami)	12.50%	1
Total Respondents: 8		

#	OTHER (PLEASE SPECIFY)	DATE
1	Indianapolis	3/14/2019 5:55 PM
2	none, unless my clients decide otherwise	3/14/2019 5:53 PM
3	Raleigh	3/14/2019 3:39 PM

Q8 How did you hear about the conference?

Answered: 15 Skipped: 0

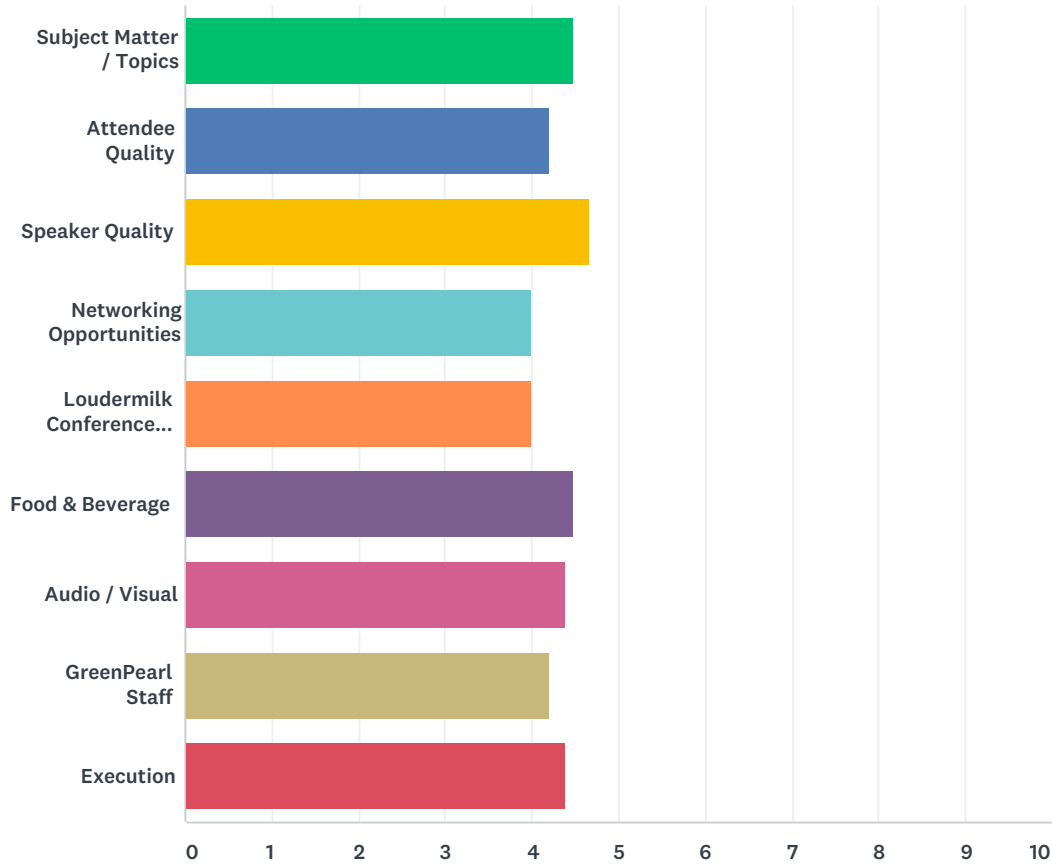


ANSWER CHOICES	RESPONSES	
Email from GreenPearl	13.33%	2
Email from Marcus & Millichap	66.67%	10
Referral / Word of Mouth	26.67%	4
Internet Search	0.00%	0
Advertisement / Event Calendar Listing	0.00%	0
No Idea	6.67%	1
Total Respondents: 15		

#	OTHER (PLEASE SPECIFY)	DATE
1	Previous conference	3/14/2019 10:53 PM
2	Ethan Armentrout	3/14/2019 3:45 PM

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

Answered: 15 Skipped: 0



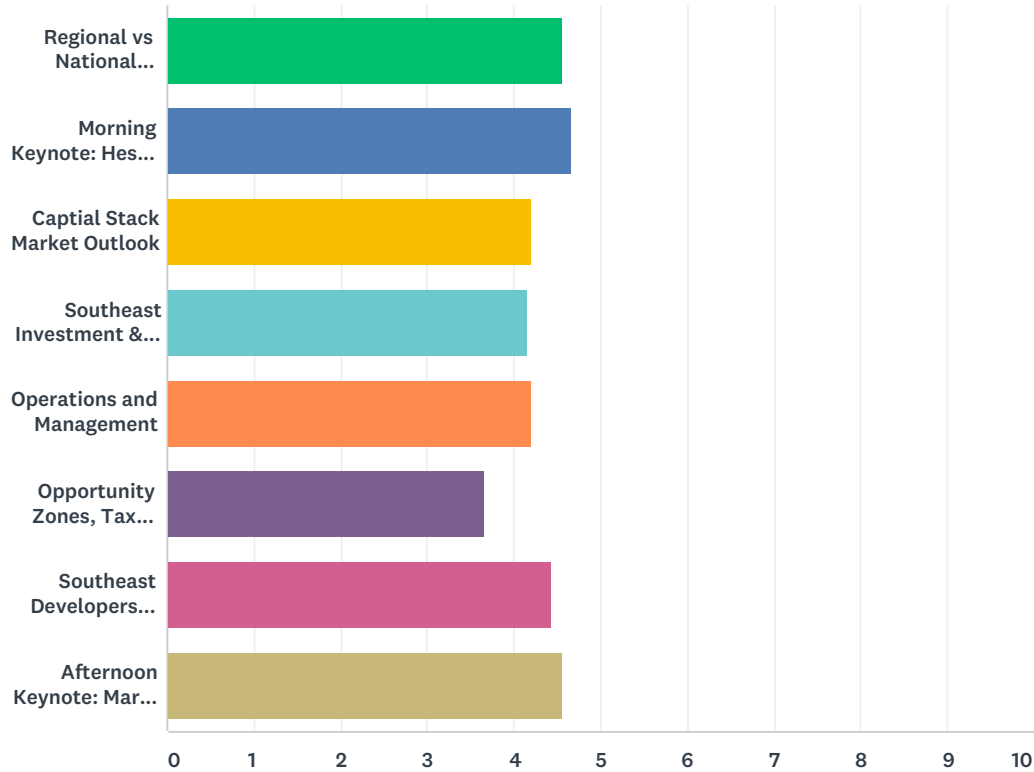
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	60.00% 9	26.67% 4	13.33% 2	0.00% 0	0.00% 0	15	4.47
Attendee Quality	53.33% 8	20.00% 3	20.00% 3	6.67% 1	0.00% 0	15	4.20
Speaker Quality	73.33% 11	20.00% 3	6.67% 1	0.00% 0	0.00% 0	15	4.67
Networking Opportunities	46.67% 7	26.67% 4	6.67% 1	20.00% 3	0.00% 0	15	4.00
Loudermilk Conference Center	46.67% 7	20.00% 3	20.00% 3	13.33% 2	0.00% 0	15	4.00
Food & Beverage	66.67% 10	20.00% 3	6.67% 1	6.67% 1	0.00% 0	15	4.47
Audio / Visual	60.00% 9	20.00% 3	20.00% 3	0.00% 0	0.00% 0	15	4.40
GreenPearl Staff	57.14% 8	21.43% 3	14.29% 2	0.00% 0	7.14% 1	14	4.21
Execution	60.00% 9	26.67% 4	6.67% 1	6.67% 1	0.00% 0	15	4.40

5th annual Marcus & Millichap / IPA Multifamily Forum: Southeast Attendee Survey

#	COMMENTS:	DATE
1	Kosher lunch option was very much appreciated.	3/14/2019 10:57 PM
2	hate going downtown	3/14/2019 4:13 PM

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

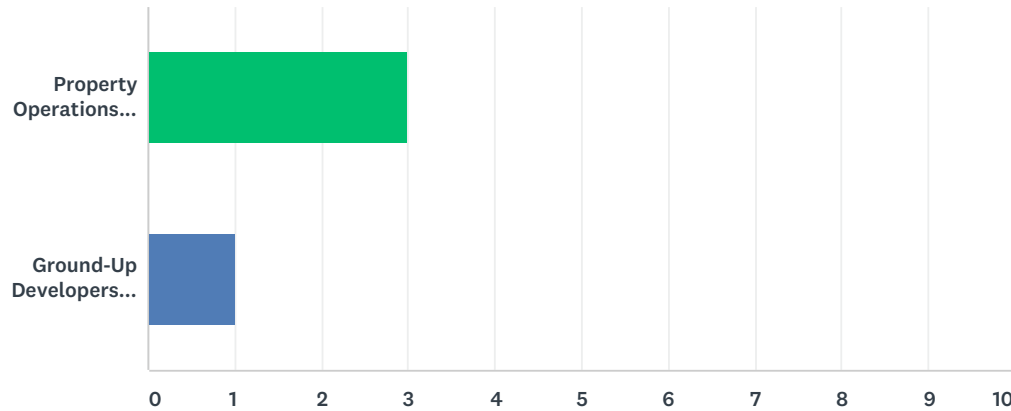
Answered: 15 Skipped: 0



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Regional vs National Multifamily Market Outlook	60.00% 9	26.67% 4	6.67% 1	0.00% 0	0.00% 0	6.67% 1	15	4.57
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	73.33% 11	20.00% 3	6.67% 1	0.00% 0	0.00% 0	0.00% 0	15	4.67
Captial Stack Market Outlook	50.00% 7	35.71% 5	0.00% 0	14.29% 2	0.00% 0	0.00% 0	14	4.21
Southeast Investment & Development Opportunities	46.15% 6	15.38% 2	30.77% 4	0.00% 0	0.00% 0	7.69% 1	13	4.17
Operations and Management	30.77% 4	30.77% 4	15.38% 2	0.00% 0	0.00% 0	23.08% 3	13	4.20
Opportunity Zones, Tax Incentives & Energy Credits Workshop	23.08% 3	23.08% 3	7.69% 1	7.69% 1	7.69% 1	30.77% 4	13	3.67
Southeast Developers Forecast	46.15% 6	7.69% 1	15.38% 2	0.00% 0	0.00% 0	30.77% 4	13	4.44
Afternoon Keynote: Mark Toro, Managing Partner, North American Properties	38.46% 5	7.69% 1	7.69% 1	0.00% 0	0.00% 0	46.15% 6	13	4.57

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

Answered: 12 Skipped: 3



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Property Operations Roundtable	8.33% 1	0.00% 0	0.00% 0	0.00% 0	8.33% 1	83.33% 10	12	3.00
Ground-Up Developers Roundtable	0.00% 0	0.00% 0	0.00% 0	0.00% 0	9.09% 1	90.91% 10	11	1.00

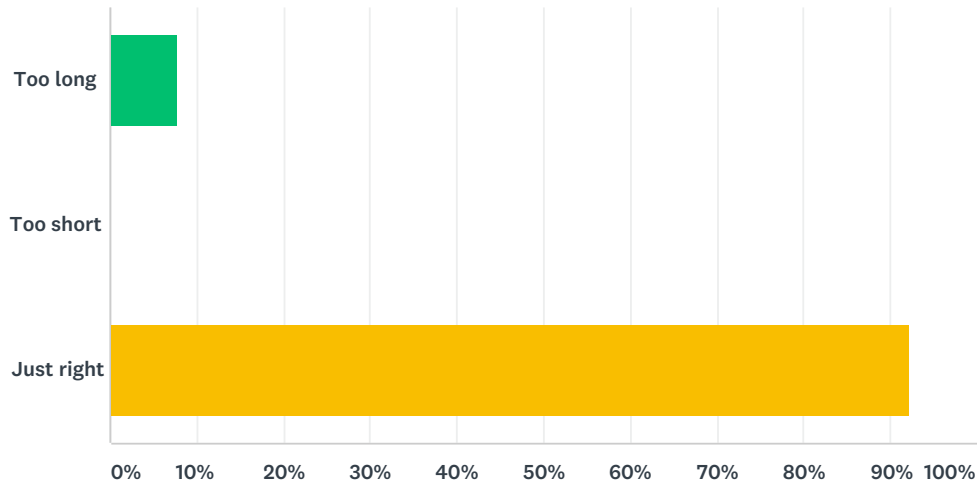
Q12 Is there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 5 Skipped: 10

#	RESPONSES	DATE
1	No	3/15/2019 8:41 AM
2	No	3/14/2019 10:58 PM
3	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
4	more workforce and affordable housing	3/14/2019 5:56 PM
5	No	3/14/2019 4:09 PM

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

Answered: 13 Skipped: 2

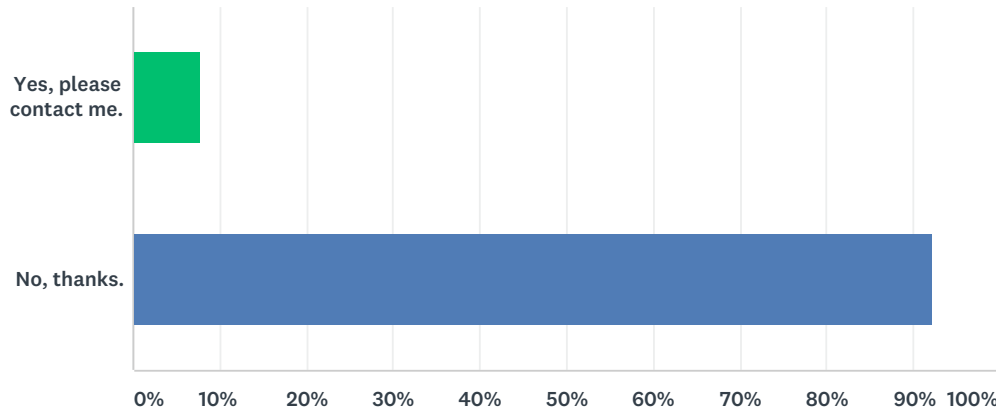


ANSWER CHOICES	RESPONSES	
Too long	7.69%	1
Too short	0.00%	0
Just right	92.31%	12
TOTAL		13

#	COMMENTS	DATE
1	an hour or so less would be better and put lunch at noon	3/14/2019 5:56 PM
2	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: 13 Skipped: 2

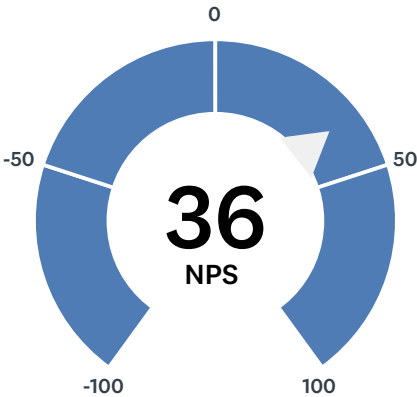


ANSWER CHOICES		RESPONSES	
Yes, please contact me.		7.69%	1
No, thanks.		92.31%	12
TOTAL			13

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
There are no responses.		

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

Answered: 14 Skipped: 1



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
21% 3	21% 3	57% 8	36