

# #1

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 4:34:49 PM  
**Last Modified:** Wednesday, April 10, 2019 4:37:26 PM  
**Time Spent:** 00:02:36  
**First Name:** Seth  
**Last Name:** Blumenthal  
**Email:** sblumenthal@greenlakefund.com  
**IP Address:** 174.221.149.197

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## Page 1: Event Overview

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

Networking

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**Q2** How well did the conference meet your expectations? **Very Well**

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

More knowledge of the local market

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

Networking

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

No

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

No

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

**Southeast (Atlanta),**  
**New York,**  
**Northeast ,**  
**(Boston)**  
**Northern California (San ,**  
**Francisco)**  
**Southern California (Los ,**  
**Angeles)**  
**South Florida (Miami),**  
**Central & West Florida (Tampa),**  
**Dallas-Fort Worth,**  
**Houston,**  
**Mid-Atlantic (Washington, D.C.),**  
**Pacific**  
**Northwest (Seattle)**

**Q8** How did you hear about the conference?

Other (please  
specify):  
I have attended in the past

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

Subject Matter / Topics	<b>Very Good</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Mid-America Club	<b>Excellent</b>
Food & Beverage	<b>Good</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

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

Regional vs National Multifamily Market Outlook	<b>Excellent</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Excellent</b>
Smart Apartment Homes	<b>Excellent</b>
State of the Market Panel	<b>Excellent</b>
Design, Construction & Development Panel	<b>Excellent</b>
Property Management Innovations & Technologies	<b>Excellent</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>Excellent</b>
The Debt & Equity Landscape	<b>Excellent</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Excellent</b>
Rent Control Panel	<b>Excellent</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

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

No

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**Q13** How did you feel about the length of the conference? **Just right**

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**Q14** Do you or your firm have interest in speaking, sponsoring or exhibiting at a future event? **No, thanks.**

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

**Extremely likely - 10 (Promoter)**

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## #2

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 4:34:47 PM  
**Last Modified:** Wednesday, April 10, 2019 4:38:57 PM  
**Time Spent:** 00:04:10  
**First Name:** Robert  
**Last Name:** Rourke  
**Email:** rrourke@premisesgroup.com  
**IP Address:** 73.72.29.71

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### Page 1: Event Overview

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

Information about current state of multi-family

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**Q2** How well did the conference meet your expectations? **Very Well,**  
Comments:  
Lots of new faces and great opportunities to meet them.

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**Q3** With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?  
Not sure. Was late and attended only one session. I did connect with other individuals who will be good connections for coming year.

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**Q4** What was the most valuable aspect of this conference?  
Connections

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

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**Q6** Do you have any specific suggestions for improvement?  
Offer discount on parking at venue

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**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Southeast (Atlanta),  
Dallas-Fort Worth**

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**Q8** How did you hear about the conference? **Email from Marcus &  
Millichap**

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## Page 2

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

Subject Matter / Topics	<b>Very Good</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Mid-America Club	<b>Excellent</b>
Food & Beverage	<b>Excellent</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

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

Regional vs National Multifamily Market Outlook	<b>N/A - Did not attend</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>N/A - Did not attend</b>
Smart Apartment Homes	<b>N/A - Did not attend</b>
State of the Market Panel	<b>N/A - Did not attend</b>
Design, Construction & Development Panel	<b>Excellent</b>
Property Management Innovations & Technologies	<b>N/A - Did not attend</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>N/A - Did not attend</b>
The Debt & Equity Landscape	<b>N/A - Did not attend</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>N/A - Did not attend</b>
Rent Control Panel	<b>N/A - Did not attend</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

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## Page 3

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

**Respondent skipped this question**

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

**Too  
long**

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

**No, thanks.**

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

**8 (Passive)**

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#3

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 4:35:57 PM  
**Last Modified:** Wednesday, April 10, 2019 4:39:46 PM  
**Time Spent:** 00:03:48  
**Email:** emailroberthansen@gmail.com  
**IP Address:** 50.4.129.233

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## Page 1: Event Overview

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

I'm a multi family investor

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**Q2** How well did the conference meet your expectations? **Extremely Well,**  
Comments:  
Great event.....I would change nothing.

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

Smart house technology

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

Market information

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

No

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

No

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**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Respondent skipped this question**

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**Q8** How did you hear about the conference? **Email from Marcus & Millichap**

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Mid-America Club	<b>Excellent</b>
Food & Beverage	<b>Excellent</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

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

Regional vs National Multifamily Market Outlook	<b>Excellent</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Excellent</b>
Smart Apartment Homes	<b>Excellent</b>
State of the Market Panel	<b>Excellent</b>
Design, Construction & Development Panel	<b>Very Good</b>
Property Management Innovations & Technologies	<b>Very Good</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>Excellent</b>
The Debt & Equity Landscape	<b>Excellent</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Excellent</b>
Rent Control Panel	<b>Excellent</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
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Page 3

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

No

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<b>Q13</b> How did you feel about the length of the conference?	<b>Just right</b>
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**Q14** Do you or your firm have interest in speaking, sponsoring or exhibiting at a future event?

**No, thanks.**

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

**Extremely likely - 10 (Promoter)**

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## #4

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 4:43:59 PM  
**Last Modified:** Wednesday, April 10, 2019 4:44:25 PM  
**Time Spent:** 00:00:25  
**Email:** Adriel.Velazquez@marcusmillichap.com  
**IP Address:** 38.122.188.50

## Page 1: Event Overview

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

Event Support

**Q2** How well did the conference meet your expectations? **Extremely Well**

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

**Q4** What was the most valuable aspect of this conference? **Respondent skipped this question**

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

**Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question**

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Respondent skipped this question**

**Q8** How did you hear about the conference? **Respondent skipped this question**

## Page 2

**Q9** How would you rate the following aspects of this conference? **Respondent skipped this question**

**Q10** How would you rate the following sessions of this conference? **Respondent skipped this question**

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

Respondent skipped this question

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Page 3

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

#5

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 4:49:41 PM  
**Last Modified:** Wednesday, April 10, 2019 4:54:09 PM  
**Time Spent:** 00:04:27  
**First Name:** judy  
**Last Name:** thornber  
**Email:** jpthornber@sbcglobal.net  
**IP Address:** 24.148.46.212

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## Page 1: Event Overview

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

Keeping up with multi-family trends and net-working

**Q2** How well did the conference meet your expectations? **Very Well****Q3** With regard to the content of the event, what is your #1 takeaway that you will implement in the next year?

Apartments are still more in demand than Condos. I will start looking at deconversion opportunities

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

**Q8** How did you hear about the conference?

No Idea

Page 2

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

Subject Matter / Topics	<b>Very Good</b>
Attendee Quality	<b>Very Good</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Mid-America Club	<b>Excellent</b>
Food & Beverage	<b>Excellent</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>
Comments: :	I particularly appreciated the healthy quality of the food offered

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

Regional vs National Multifamily Market Outlook	<b>N/A - Did not attend</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Excellent</b>
Smart Apartment Homes	<b>Very Good</b>
State of the Market Panel	<b>Very Good</b>
Design, Construction & Development Panel	<b>Very Good</b>
Property Management Innovations & Technologies	<b>Very Good</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>Excellent</b>
The Debt & Equity Landscape	<b>Good</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Very Good</b>
Rent Control Panel	<b>N/A - Did not attend</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

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Page 3

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

Condo Deconversions

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

**Just right**

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

**No, thanks.**

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

**9 (Promoter)**

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#6

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 4:51:50 PM  
**Last Modified:** Wednesday, April 10, 2019 4:54:41 PM  
**Time Spent:** 00:02:50  
**Email:** michael.mcroberts@pgim.com  
**IP Address:** 107.77.206.122

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Page 1: Event Overview

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

Speaker

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**Q2** How well did the conference meet your expectations? **Very Well**

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

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

Intimate setting

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

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**Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question**

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

Central Texas ,  
(Austin)  
Southeast (Atlanta),  
New York,  
Northeast ,  
(Boston)  
Northern California (San ,  
Francisco)  
Southern California (Los ,  
Angeles)  
South Florida (Miami),  
Central & West Florida (Tampa),  
Dallas-Fort Worth,  
Houston,  
Mid-Atlantic (Washington, D.C.),  
Pacific  
Northwest (Seattle)

**Q8** How did you hear about the conference?

Email from Marcus &  
Millichap

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Excellent
Mid-America Club	Excellent
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Excellent



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

Regional vs National Multifamily Market Outlook	<b>Excellent</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Excellent</b>
Smart Apartment Homes	<b>Very Good</b>
State of the Market Panel	<b>Very Good</b>
Design, Construction & Development Panel	<b>Very Good</b>
Property Management Innovations & Technologies	<b>Very Good</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>Very Good</b>
The Debt & Equity Landscape	<b>Excellent</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Very Good</b>
Rent Control Panel	<b>Very Good</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

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

**Q13** How did you feel about the length of the conference? **Just right**

**Q14** Do you or your firm have interest in speaking, sponsoring or exhibiting at a future event? **Yes, please contact me.**

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

**Extremely likely - 10 (Promoter)**

#7

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 4:51:41 PM  
**Last Modified:** Wednesday, April 10, 2019 4:57:22 PM  
**Time Spent:** 00:05:41  
**Email:** lagc.chicago@gmail.com  
**IP Address:** 73.51.63.21

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Page 1: Event Overview

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

Networking

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**Q2** How well did the conference meet your expectations? **Very Well**

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

I did not realize the lending Market was so robust. It inspires me to go out there and talk to more people to Source Capital for my deals

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

The networking

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

Not really

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

At times it seemed like the panelists were kind of just tooting their own horns and talking about themselves a little much.

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

Other (please specify):  
Arizona

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**Q8** How did you hear about the conference?

Email from Marcus & Millichap

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Page 2

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Very Good</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Very Good</b>
Mid-America Club	<b>Excellent</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

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

Regional vs National Multifamily Market Outlook	<b>Excellent</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Very Good</b>
Smart Apartment Homes	<b>Very Good</b>
State of the Market Panel	<b>Very Good</b>
Design, Construction & Development Panel	<b>Excellent</b>
Property Management Innovations & Technologies	<b>Good</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>N/A - Did not attend</b>
The Debt & Equity Landscape	<b>Excellent</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Very Good</b>
Rent Control Panel	<b>N/A - Did not attend</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

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Page 3

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

Somebody from the Chicago Building Department

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

**Too** ,  
**long**  
Comments:  
Not frequent enough breaks

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

**No, thanks.**

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

**7 (Passive)**

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#8

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 5:17:51 PM  
**Last Modified:** Wednesday, April 10, 2019 5:29:47 PM  
**Time Spent:** 00:11:56  
**Email:** randolph.taylor@marcusmillichap.com  
**IP Address:** 107.77.207.122

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Page 1: Event Overview

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

Get industry updates and net worth

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**Q2** How well did the conference meet your expectations? **Extremely Well,**  
Comments:  
Hit very timely topics with concise discussions with knowledgeable people

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

increase in lending rates not proportionately pushing up cap rates will simply compress returns will utilize in proformas

---

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

Meeting of leaders in industry whether it is service providers peers other areas worked and of course active owners investors

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

No it was very well done

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**Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question**

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**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Northern California (San Francisco)**

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**Q8** How did you hear about the conference? Other (please specify):  
I am a broker with Marcus & millichap in the oakbrook office was promoted as a high-quality events I do agree will take better advantage of its following you promote too clients

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## Page 2

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Very Good</b>
Mid-America Club	<b>Excellent</b>
Food & Beverage	<b>Excellent</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

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

Regional vs National Multifamily Market Outlook	<b>Very Good</b>
Morning Keynote: Hessam Nadjji, President & Chief Executive Officer, Marcus & Millichap	<b>Very Good</b>
Smart Apartment Homes	<b>Good</b>
State of the Market Panel	<b>Very Good</b>
Design, Construction & Development Panel	<b>Very Good</b>
Property Management Innovations & Technologies	<b>Good</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>Very Good</b>
The Debt & Equity Landscape	<b>Excellent</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Excellent</b>
Rent Control Panel	<b>Very Good</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

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## Page 3

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

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

**Just right**

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

**No, thanks.**

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

**Extremely likely - 10 (Promoter)**

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#9

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 4:34:21 PM  
**Last Modified:** Wednesday, April 10, 2019 5:54:02 PM  
**Time Spent:** 01:19:41  
**Email:** maura@hpadesigngroup.com  
**IP Address:** 45.62.178.204

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## Page 1: Event Overview

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

understanding market conditions and networking

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**Q2** How well did the conference meet your expectations? **Extremely Well**

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

share the upcoming trends with our design and planning department

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

meeting others

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

no

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

Respondent skipped this question

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

**Northeast  
(Boston)**

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**Q8** How did you hear about the conference?

**Email from Marcus &  
Millichap**

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## Page 2



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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	Excellent
Smart Apartment Homes	Excellent
State of the Market Panel	Excellent
Design, Construction & Development Panel	Excellent
Property Management Innovations & Technologies	Excellent
Opportunity Zones, Tax Incentives & Energy Credits Workshop	N/A - Did not attend
The Debt & Equity Landscape	Excellent
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	Excellent
Rent Control Panel	Excellent

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

Property Operations Roundtable	N/A - Did not attend
Ground-Up Developers Roundtable	N/A - Did not attend

Page 3

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

**Q13** How did you feel about the length of the conference? Too long

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

**No, thanks.**

---

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

**Extremely likely - 10 (Promoter)**

---

# #10

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 5:57:04 PM  
**Last Modified:** Wednesday, April 10, 2019 6:02:03 PM  
**Time Spent:** 00:04:59  
**Email:** sam.antreasian@marcusmillichap.com  
**IP Address:** 107.77.207.212

---

Page 1: Event Overview

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

I work for Marcus & Millichap!

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

Stay informed about local and national legislation related to rent control and be proactive as opposed to reactive.

---

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

Highly regarded professionals in the industry providing interesting commentary and discussion

---

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

Not really

---

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

Instead of a "networking breakfast" serve breakfast in the area with the opening remarks at the same time. It would probably boost attendance for the first few speakers and limit "herding the sheep" from the cocktail area into the stage area multiple times during the day

---

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Respondent skipped this question**

---

**Q8** How did you hear about the conference? **Respondent skipped this question**

---

Page 2

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

---

Page 3

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

# #11

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 6:37:33 PM  
**Last Modified:** Wednesday, April 10, 2019 6:41:30 PM  
**Time Spent:** 00:03:56  
**Email:** director@reci.com  
**IP Address:** 71.239.115.211

---

## Page 1: Event Overview

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

Gaining market knowledge and networking...

---

**Q2** How well did the conference meet your expectations? **Extremely Well,**

Comments:

Great venue and well-organized. Love the name tag and schedule.

---

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

Watch property taxes and rent control.

---

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

Networking.

---

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

All went well!

---

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

Respondent skipped this question

---

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

Respondent skipped this question

---

**Q8** How did you hear about the conference?

Email from Marcus & Millichap

---

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Mid-America Club	Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Excellent

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

Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	Excellent
Smart Apartment Homes	Very Good
State of the Market Panel	Excellent
Design, Construction & Development Panel	Very Good
Property Management Innovations & Technologies	Good
Opportunity Zones, Tax Incentives & Energy Credits Workshop	Fair
The Debt & Equity Landscape	Excellent
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	Excellent
Rent Control Panel	Excellent

**Q11** If you participated in a closed-door roundtable, please rate the roundtable that you attended. Respondent skipped this question

Page 3

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

**Q13** How did you feel about the length of the conference? Just right

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

**Yes, please contact** ,  
**me.**

Please include your contact info if you would like us to contact you.:

John Oharenko 312-636-5000.

john.oharenko@reci.com

---

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

**Extremely likely - 10 (Promoter)**

---

# #12

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 5:33:41 PM  
**Last Modified:** Wednesday, April 10, 2019 6:52:35 PM  
**Time Spent:** 01:18:54  
**Email:** jkennedy@evergreenreg.com  
**IP Address:** 99.110.144.75

---

## Page 1: Event Overview

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

participation in the operators roundtable session

---

**Q2** How well did the conference meet your expectations? **Very Well,**

Comments:

I was only able to attend the roundtable. There was some great discussion and insight from the participants. There were only six of us and one was not an actual operator, so really five. It would have been good to have maybe 10. That would be a good balance with more voices/input but not too many to lose the intimacy and purpose of the roundtable. Lela did a great job standing in as moderator.

---

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

Some great ideas on marketing amenities and looking at them in a more creative way and also some great HR ideas on benefits that we hadn't thought of before.

---

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

See above

---

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

No.

---

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

See above

---

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Respondent skipped this question**

---



**Q8** How did you hear about the conference?

Email from GreenPearl

---

Page 2

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

Subject Matter / Topics	Good
Attendee Quality	Fair
Mid-America Club	Good
GreenPearl Staff	Very Good
Execution	Good

---

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

Respondent skipped this question

---

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

Property Operations Roundtable	Good
--------------------------------	------

---

Page 3

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

Respondent skipped this question

---

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

Respondent skipped this question

---

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

Respondent skipped this question

---

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

6 (Detractor)

---

# #13

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 6:59:41 PM  
**Last Modified:** Wednesday, April 10, 2019 7:02:13 PM  
**Time Spent:** 00:02:31  
**Email:** chandler.brown@marcusmillichap.com  
**IP Address:** 208.87.237.201

---

## Page 1: Event Overview

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

networking and learn the real estate game

---

**Q2** How well did the conference meet your expectations? **Somewhat,**

Comments:

We need better moderators for the panels. I don't want to hear 30 minutes of how to handle packages at an apartment complex

---

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

Call more people

---

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

learning about the state of the apt market

---

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

panel moderators

---

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

better panel moderators.

---

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

Other (please specify):  
Chicago

---

**Q8** How did you hear about the conference?

Other (please  
specify):  
I work for M&M

---

Page 2

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

Respondent skipped this question

---

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

Respondent skipped this question

---

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

Respondent skipped this question

---

Page 3

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

Respondent skipped this question

---

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

Respondent skipped this question

---

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

Respondent skipped this question

---

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

Respondent skipped this question

#14

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 4:51:27 PM  
**Last Modified:** Wednesday, April 10, 2019 8:07:17 PM  
**Time Spent:** 03:15:49  
**Email:** mjames@jamesmgt.com  
**IP Address:** 50.205.17.2

---

## Page 1: Event Overview

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

See some people i know in the business, listen to the panels discuss topics applicable to my company.

---

**Q2** How well did the conference meet your expectations? **Extremely Well**

---

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

I will pay a panel of renters in different age groups, all under a certain income to discuss their needs and wants in technology and amenities for C and B grade assets!

---

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

Gaining perspective on how people feel about our market, as know one knows where we really are, so knowing what people think, and how they are each going to react, gives me information on what i might want to do also, not to copy them, i just want to see what others are doing, as it helps me gain information on my competition.

---

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

Not important, you are trying to meet the needs of a group, not just myself, there was very little info that was unimportant to me.

---

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

Yes, the business we are in ids not made up of all new construction, or A apartment buyers, the panels tend to just push around all their ideas, some panels should have some C/B company purchasers, and here about what they do, what kind of returns they work towards, and what kind of problems do the rest of us have in the debt market, and raising capital.

---

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Respondent skipped this question**

---

**Q8** How did you hear about the conference?

**Internet Search,**

Other (please  
specify):

I was an invited guest of a couple of Marcus brokers

Page 2

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

Subject Matter / Topics	<b>Very Good</b>
Attendee Quality	<b>Very Good</b>
Speaker Quality	<b>Very Good</b>
Networking Opportunities	<b>Good</b>
Food & Beverage	<b>Excellent</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>
Comments: :	The day was very well planned on was always on-time.

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

Regional vs National Multifamily Market Outlook	<b>Excellent</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Excellent</b>
Smart Apartment Homes	<b>Very Good</b>
State of the Market Panel	<b>Good</b>
Design, Construction & Development Panel	<b>Good</b>
Property Management Innovations & Technologies	<b>Very Good</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>Good</b>
The Debt & Equity Landscape	<b>Good</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Very Good</b>
Rent Control Panel	<b>N/A - Did not attend</b>
Comments::	I did not stay for rent control, i don't have any in my statistical area

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

Property Operations Roundtable

**N/A - Did not attend**

Ground-Up Developers Roundtable

**N/A - Did not attend**

---

Page 3

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

no

---

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

**Too short,**

Comments:

One day and 1/2 gives more meet-up time

---

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

**Yes, please contact      ,  
me.**

Please include your contact info if you would like us to contact you.:

Michael James/ would participate on a multifamily panel, if it has to do with market position, correct rehab to rent returns, how to create a relationship between management and tenants who we call homeowners in C/B value add markets.

---

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

**9 (Promoter)**

---

#15

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 10:18:12 PM  
**Last Modified:** Wednesday, April 10, 2019 10:22:47 PM  
**Time Spent:** 00:04:35  
**Email:** matt.nix@revadevelopment.com  
**IP Address:** 73.120.240.125

---

Page 1: Event Overview

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

participating in developer round table

---

**Q2** How well did the conference meet your expectations? **Somewhat,**

Comments:

round table was fine...good group and active  
discussion...perhaps a tighter agenda or list of topics in  
future would be more efficient

---

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

only attended round table

---

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

only attended round table (and networking)

---

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

N/A

---

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

**Respondent skipped this question**

---

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

Other (please  
specify):  
Denver

---

**Q8** How did you hear about the conference?

**Email from GreenPearl**

---

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

Subject Matter / Topics	Good
Attendee Quality	Good
Speaker Quality	Good
Networking Opportunities	Good
Mid-America Club	Good
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Good
Execution	Good

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

Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	N/A - Did not attend
Smart Apartment Homes	N/A - Did not attend
State of the Market Panel	N/A - Did not attend
Design, Construction & Development Panel	N/A - Did not attend
Property Management Innovations & Technologies	N/A - Did not attend
Opportunity Zones, Tax Incentives & Energy Credits Workshop	N/A - Did not attend
The Debt & Equity Landscape	N/A - Did not attend
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	N/A - Did not attend
Rent Control Panel	N/A - Did not attend

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

Property Operations Roundtable	N/A - Did not attend
Ground-Up Developers Roundtable	Good

Page 3

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

**Q13** How did you feel about the length of the conference? Just right



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

**No, thanks.**

---

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

**5 (Detractor)**

---

# #16

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Wednesday, April 10, 2019 10:05:31 PM  
**Last Modified:** Wednesday, April 10, 2019 10:30:37 PM  
**Time Spent:** 00:25:06  
**Email:** B1berns@aol.com  
**IP Address:** 67.175.81.244

## Page 1: Event Overview

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

Getting latest market information, opportunity to see Hesam Nadji in person, opportunity to meet/interact with investors.

**Q2** How well did the conference meet your expectations? **Extremely Well,**  
Comments:  
Great event, great venue!

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

Property amenity improvements.

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

Meeting Hessam Nadji

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

None

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

None

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Respondent skipped this question**

**Q8** How did you hear about the conference? **Referral / Word of Mouth**,  
**Email from Marcus & Millichap**

## Page 2

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Mid-America Club	<b>Excellent</b>
Food & Beverage	<b>Excellent</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

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

Regional vs National Multifamily Market Outlook	<b>Excellent</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Excellent</b>
Smart Apartment Homes	<b>Excellent</b>
State of the Market Panel	<b>Excellent</b>
Design, Construction & Development Panel	<b>Excellent</b>
Property Management Innovations & Technologies	<b>Excellent</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>Very Good</b>
The Debt & Equity Landscape	<b>Excellent</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Excellent</b>
Rent Control Panel	<b>Excellent</b>

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

**Respondent skipped this question**

## Page 3

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

**Respondent skipped this question**

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

**Just right**

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

**No, thanks.**

---

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

**Extremely likely - 10 (Promoter)**

---

# #17

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 11, 2019 8:43:47 AM  
**Last Modified:** Thursday, April 11, 2019 8:49:03 AM  
**Time Spent:** 00:05:15  
**Email:** rcassidy@sgcmail.com  
**IP Address:** 173.9.194.93

## Page 1: Event Overview

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

Get info on MF market

**Q2** How well did the conference meet your expectations? **Very Well,**  
Comments:  
Not as good as 2018, but partly because I had to miss a key session

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

Info on construction costs for MF units

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

Sebree overview

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

**Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question**

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Central Texas (Austin)** ,  
**New York,**  
**Southern California (Los Angeles)** ,  
Other (please specify):  
Peoria (hey, your speaker said it was hot!)

**Q8** How did you hear about the conference?

Email from GreenPearl

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Networking Opportunities	Good
Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent
Comments: :	One of the best events I attend every year

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

Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	N/A - Did not attend
Smart Apartment Homes	N/A - Did not attend
State of the Market Panel	Excellent
Design, Construction & Development Panel	Very Good
Property Management Innovations & Technologies	Very Good
Opportunity Zones, Tax Incentives & Energy Credits Workshop	N/A - Did not attend
The Debt & Equity Landscape	Very Good
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	Very Good
Rent Control Panel	N/A - Did not attend
Comments::	Design/Construct panel: why no designer and contractor on the panel? Money guys don't know anything about the details of actual construction.

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

Property Operations Roundtable	N/A - Did not attend
Ground-Up Developers Roundtable	N/A - Did not attend

Page 3

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

**Respondent skipped this question**

---

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

**Just right**

---

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

**No, thanks.**

---

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

**9 (Promoter)**

---

#18

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 11, 2019 8:45:23 AM  
**Last Modified:** Thursday, April 11, 2019 8:49:39 AM  
**Time Spent:** 00:04:15  
**Email:** tom.borow@firstmidwest.com  
**IP Address:** 165.225.0.196

---

Page 1: Event Overview

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

To learn the latest status of the multi family market.

---

**Q2** How well did the conference meet your expectations? **Extremely Well**

---

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

Analyze the amenity packages of multi family investments, determining what due diligence and analysis was done to select the package of amenities available at t project.

---

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

Depth of knowledge and experience of panelists and speakers

---

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

N/A

---

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

Respondent skipped this question

---

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

Other (please specify):  
Chicago and the Midwest

---

**Q8** How did you hear about the conference?

Email from Marcus & Millichap

---



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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Mid-America Club	<b>Excellent</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

---

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

Regional vs National Multifamily Market Outlook	<b>Excellent</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Excellent</b>
Smart Apartment Homes	<b>Excellent</b>
State of the Market Panel	<b>Excellent</b>
Design, Construction & Development Panel	<b>Excellent</b>
Property Management Innovations & Technologies	<b>Excellent</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>N/A - Did not attend</b>
The Debt & Equity Landscape	<b>Excellent</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Excellent</b>
Rent Control Panel	<b>Excellent</b>

---

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

---

Page 3

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

N/A

---

**Q13** How did you feel about the length of the conference? **Just right**

---

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

**No, thanks.**

---

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

**Extremely likely - 10 (Promoter)**

---

# #19

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 11, 2019 9:11:43 AM  
**Last Modified:** Thursday, April 11, 2019 9:15:56 AM  
**Time Spent:** 00:04:12  
**Email:** rshouhayib@choiceproperties.com  
**IP Address:** 174.221.128.8

---

## Page 1: Event Overview

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

Networking

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

Technology is vital to improved operations and resident retention.

Rental market still very strong.

---

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

Meeting new people

---

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

No

---

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

Respondent skipped this question

---

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

Central Texas ,  
(Austin)  
Southeast (Atlanta),  
New York,  
Northeast ,  
(Boston)  
Northern California (San ,  
Francisco)  
Southern California (Los ,  
Angeles)  
South Florida (Miami),  
Central & West Florida (Tampa),  
Dallas-Fort Worth,  
Houston,  
Mid-Atlantic (Washington, D.C.),  
Pacific  
Northwest (Seattle)

**Q8** How did you hear about the conference?

Email from Marcus &  
Millichap

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

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

Regional vs National Multifamily Market Outlook	<b>N/A - Did not attend</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>N/A - Did not attend</b>
Smart Apartment Homes	<b>Excellent</b>
State of the Market Panel	<b>Very Good</b>
Design, Construction & Development Panel	<b>Good</b>
Property Management Innovations & Technologies	<b>Excellent</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>N/A - Did not attend</b>
The Debt & Equity Landscape	<b>Very Good</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Very Good</b>
Rent Control Panel	<b>N/A - Did not attend</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

Page 3

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

**Q13** How did you feel about the length of the conference? **Just right**

**Q14** Do you or your firm have interest in speaking, sponsoring or exhibiting at a future event? **No, thanks.**

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

**9 (Promoter)**

#20

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 11, 2019 9:40:36 AM  
**Last Modified:** Thursday, April 11, 2019 9:44:22 AM  
**Time Spent:** 00:03:45  
**Email:** steve.rachman@marcusmillichap.com  
**IP Address:** 208.87.237.201

---

Page 1: Event Overview

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

M&M Agent

---

**Q2** How well did the conference meet your expectations? **Very Well,**  
Comments:  
The registration process internally had a few clients registrations' fall through the cracks.

---

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

---

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

The amount of relevant content

---

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

---

**Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question**

---

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Respondent skipped this question**

---

**Q8** How did you hear about the conference? **Email from Marcus & Millichap**

---

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	Excellent
Smart Apartment Homes	Good
State of the Market Panel	Excellent
Property Management Innovations & Technologies	Good
Opportunity Zones, Tax Incentives & Energy Credits Workshop	N/A - Did not attend
The Debt & Equity Landscape	Excellent
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	Excellent
Rent Control Panel	N/A - Did not attend

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

Property Operations Roundtable	N/A - Did not attend
Ground-Up Developers Roundtable	N/A - Did not attend

Page 3

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

**Q13** How did you feel about the length of the conference? Just right

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

**Respondent skipped this question**

---

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

**Extremely likely - 10 (Promoter)**

---



# #21

INCOMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 11, 2019 10:29:57 AM  
**Last Modified:** Thursday, April 11, 2019 10:32:14 AM  
**Time Spent:** 00:02:17  
**Email:** alper@alperaydinoglu.com  
**IP Address:** 34.192.166.33

## Page 1: Event Overview

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

Learning and networking

**Q2** How well did the conference meet your expectations? **Very Well**

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

Rent control is bad. Network more and meet more people

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

Networking

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

Respondent skipped this question

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

Respondent skipped this question

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

Other (please specify):  
Midwest (Suburban Chicago, Indiana, Wisconsin)

**Q8** How did you hear about the conference?

Email from GreenPearl,  
Email from Marcus & Millichap

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

---

Page 3

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

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

Respondent skipped this question

#22

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 11, 2019 10:33:58 AM  
**Last Modified:** Thursday, April 11, 2019 10:37:49 AM  
**Time Spent:** 00:03:51  
**Email:** jsegobiano@lpsi.com  
**IP Address:** 50.236.211.150

---

Page 1: Event Overview

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

Updated Knowledge

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

Nothing new but confirmed many of our assumptions regarding the political landscape and amenities

---

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

The general sessions

---

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

No

---

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

No

---

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

Central Texas ,  
(Austin)  
Southeast (Atlanta),  
New York,  
Northeast ,  
(Boston)  
Northern California (San ,  
Francisco)  
Southern California (Los ,  
Angeles)  
South Florida (Miami),  
Central & West Florida (Tampa),  
Dallas-Fort Worth,  
Houston,  
Mid-Atlantic (Washington, D.C.),  
Pacific  
Northwest (Seattle)

**Q8** How did you hear about the conference?

Email from Marcus &  
Millichap

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Fair
Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Very Good

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

Regional vs National Multifamily Market Outlook	<b>N/A - Did not attend</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>N/A - Did not attend</b>
Smart Apartment Homes	<b>N/A - Did not attend</b>
State of the Market Panel	<b>N/A - Did not attend</b>
Design, Construction & Development Panel	<b>Very Good</b>
Property Management Innovations & Technologies	<b>Good</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>Very Good</b>
The Debt & Equity Landscape	<b>Good</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Very Good</b>
Rent Control Panel	<b>N/A - Did not attend</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

Page 3

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

**Q13** How did you feel about the length of the conference? **Too long**

**Q14** Do you or your firm have interest in speaking, sponsoring or exhibiting at a future event? **Yes, please contact me.**

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

**8 (Passive)**

#23

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 11, 2019 10:08:17 AM  
**Last Modified:** Thursday, April 11, 2019 10:47:22 AM  
**Time Spent:** 00:39:05  
**Email:** Womack.jon@gmail.com  
**IP Address:** 104.2.173.71

---

Page 1: Event Overview

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

Get an update on the Chicago and national real estate market

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

The biggest revelation for me was learning about additional ways to optimize taxes in the tax break-out session.

---

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

Market overview and networking

---

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

No, the event was excellent.

---

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

It would have been nice to have a session about what trends people are seeing in the various Chicago neighborhoods and suburbs.

---

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

---

**Q8** How did you hear about the conference? **Email from Marcus & Millichap**

---

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

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

Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	Very Good
Smart Apartment Homes	Very Good
State of the Market Panel	Very Good
Design, Construction & Development Panel	Very Good
Property Management Innovations & Technologies	Very Good
Opportunity Zones, Tax Incentives & Energy Credits Workshop	Very Good
The Debt & Equity Landscape	Very Good
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	Very Good
Rent Control Panel	Very Good

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

Property Operations Roundtable	N/A - Did not attend
Ground-Up Developers Roundtable	N/A - Did not attend

Page 3

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

Overview of real estate trends across the Chicago neighborhoods and suburbs

**Q13** How did you feel about the length of the conference? Just right

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

**No, thanks.**

---

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

**8 (Passive)**

---



#24

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 11, 2019 1:57:44 PM  
**Last Modified:** Thursday, April 11, 2019 2:04:02 PM  
**Time Spent:** 00:06:17  
**Email:** buzz@belgraviagroup.com  
**IP Address:** 162.17.6.197

---

Page 1: Event Overview

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

speaker

---

**Q2** How well did the conference meet your expectations? **Very Well,**

Comments:

no one greeted the speakers though they were asked to arrive 45 minutes before the meeting time ODD

---

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

not up to me

---

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

open discussion with peers on Market conditions

---

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

Respondent skipped this question

---

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

Respondent skipped this question

---

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

Other (please specify):  
chicago

---

**Q8** How did you hear about the conference?

Other (please specify):  
an email

---

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

Subject Matter / Topics	Very Good
Attendee Quality	Good
Speaker Quality	Excellent
Networking Opportunities	Very Good
Mid-America Club	Excellent
Food & Beverage	Very Good
Audio / Visual	Excellent
Execution	Very Good

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

Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	N/A - Did not attend
Smart Apartment Homes	N/A - Did not attend
State of the Market Panel	Excellent
Design, Construction & Development Panel	N/A - Did not attend
Property Management Innovations & Technologies	N/A - Did not attend
Opportunity Zones, Tax Incentives & Energy Credits Workshop	N/A - Did not attend
The Debt & Equity Landscape	N/A - Did not attend
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	N/A - Did not attend
Rent Control Panel	N/A - Did not attend

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

Property Operations Roundtable	N/A - Did not attend
Ground-Up Developers Roundtable	N/A - Did not attend

Page 3

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

**Q13** How did you feel about the length of the conference? Respondent skipped this question

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

**Respondent skipped this question**

---

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

**7 (Passive)**

---

#25

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 11, 2019 2:52:58 PM  
**Last Modified:** Thursday, April 11, 2019 3:08:47 PM  
**Time Spent:** 00:15:49  
**Email:** jeffrey@r-drealty.com  
**IP Address:** 73.50.71.143

---

Page 1: Event Overview

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

Keep abreast of market conditions and trends

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

Less concern that rent control will affect my business in IL.

---

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

Exposure to differing viewpoints.

---

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

none

---

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

none

---

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **South Florida (Miami)**

---

**Q8** How did you hear about the conference? **Email from Marcus & Millichap**

---

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Good
Mid-America Club	Excellent
Food & Beverage	Very Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Very Good

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

Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	Excellent
Smart Apartment Homes	Very Good
State of the Market Panel	Very Good
Design, Construction & Development Panel	Good
Property Management Innovations & Technologies	Very Good
Opportunity Zones, Tax Incentives & Energy Credits Workshop	Good
The Debt & Equity Landscape	Good
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	Very Good
Rent Control Panel	Excellent

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

Property Operations Roundtable	N/A - Did not attend
Ground-Up Developers Roundtable	N/A - Did not attend

Page 3

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

**Q13** How did you feel about the length of the conference? Just right

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

**No, thanks.**

---

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

**Extremely likely - 10 (Promoter)**

---

#26

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Thursday, April 11, 2019 3:39:37 PM  
**Last Modified:** Thursday, April 11, 2019 3:42:55 PM  
**Time Spent:** 00:03:18  
**Email:** gpannarale@hotmail.com  
**IP Address:** 69.136.166.13

---

Page 1: Event Overview

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

Get updates on the Real Estate market

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

Look for more building to buy

---

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

Speakers were all great.

---

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

Respondent skipped this question

---

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

Respondent skipped this question

---

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

Respondent skipped this question

---

**Q8** How did you hear about the conference?

Email from Marcus & Millichap

---

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Mid-America Club	Excellent
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

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

Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	Excellent
Smart Apartment Homes	Very Good
State of the Market Panel	Very Good
Design, Construction & Development Panel	Very Good
Property Management Innovations & Technologies	Very Good
Opportunity Zones, Tax Incentives & Energy Credits Workshop	Very Good
The Debt & Equity Landscape	Very Good
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	Very Good
Rent Control Panel	Very Good

**Q11** If you participated in a closed-door roundtable, please rate the roundtable that you attended. Respondent skipped this question

Page 3

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

**Q13** How did you feel about the length of the conference? Just right



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

**No, thanks.**

---

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

**Extremely likely - 10 (Promoter)**

---

#27

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 12, 2019 9:24:42 AM  
**Last Modified:** Friday, April 12, 2019 9:29:23 AM  
**Time Spent:** 00:04:41  
**Email:** Stephanie.arnieri@firstmidwest.com  
**IP Address:** 165.225.0.196

---

Page 1: Event Overview

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

To get additional information on the multi-family market from a lending perspective/

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

Market information that I received.

---

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

Hearing how developers look at their properties and the markets that they are interested in.

---

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

The panel right before lunch was unnecessary as it didn't give any valuable insight.

---

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

None

---

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Respondent skipped this question**

---

**Q8** How did you hear about the conference? **Referral / Word of Mouth**

---

Page 2

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

Subject Matter / Topics	<b>Very Good</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Very Good</b>
Networking Opportunities	<b>Very Good</b>
Mid-America Club	<b>Very Good</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Very Good</b>
GreenPearl Staff	<b>Very Good</b>
Execution	<b>Very Good</b>

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

Regional vs National Multifamily Market Outlook	<b>Excellent</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Very Good</b>
Smart Apartment Homes	<b>Very Good</b>
State of the Market Panel	<b>Excellent</b>
Design, Construction & Development Panel	<b>Excellent</b>
Property Management Innovations & Technologies	<b>Poor</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>N/A - Did not attend</b>
The Debt & Equity Landscape	<b>Excellent</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Excellent</b>
Rent Control Panel	<b>N/A - Did not attend</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

Page 3

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

None

**Q13** How did you feel about the length of the conference? **Just right**

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

**No, thanks.**

---

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

**9 (Promoter)**

---

# #28

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Friday, April 12, 2019 2:45:43 PM  
**Last Modified:** Friday, April 12, 2019 2:51:42 PM  
**Time Spent:** 00:05:58  
**First Name:** Eric  
**Last Name:** Silverman  
**Email:** eric@easthamcapital.com  
**IP Address:** 8.46.73.90

---

## Page 1: Event Overview

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

Networking and Learning

---

**Q2** How well did the conference meet your expectations? **Extremely Well**

---

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

Keep buying/selling properties with M&M/IPA Brokers!

---

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

Networking

---

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

Weather. However, the view from the 80th floor was spectacular!

---

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

Respondent skipped this question

---

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

**Central Texas** ,  
**(Austin)**  
**Southeast (Atlanta),**  
**Central & West Florida (Tampa),**  
**Dallas-Fort Worth,**  
**Houston,**  
**Mid-Atlantic (Washington, D.C.),**  
 Other (please  
 specify):  
 the Great Midwest!

**Q8** How did you hear about the conference?

**Email from Marcus &  
 Millichap**

Page 2

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Mid-America Club	<b>Excellent</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

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

Regional vs National Multifamily Market Outlook	<b>Excellent</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Excellent</b>
Smart Apartment Homes	<b>N/A - Did not attend</b>
State of the Market Panel	<b>Very Good</b>
Design, Construction & Development Panel	<b>N/A - Did not attend</b>
Property Management Innovations & Technologies	<b>N/A - Did not attend</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>Excellent</b>
The Debt & Equity Landscape	<b>Excellent</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Excellent</b>
Rent Control Panel	<b>N/A - Did not attend</b>
Comments::	Daniel Levin is Superstar!

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

Page 3

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

**Respondent skipped this question**

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

**Just right**

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

**Yes, please contact me.**  
Please include your contact info if you would like us to contact you.:  
call me anytime. Eric Silverman, Eastham Capital, 561-571-7100, eric@easthamapital.com

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

**Extremely likely - 10 (Promoter)**

#29

COMPLETE

**Collector:** Email Invitation 1 (Email)  
**Started:** Sunday, April 14, 2019 5:00:16 PM  
**Last Modified:** Sunday, April 14, 2019 5:04:37 PM  
**Time Spent:** 00:04:21  
**First Name:** ,  
**Last Name:** Ron  
**Email:** ron.geimer@comcast.net  
**Custom Data:** ,  
**IP Address:** 98.253.37.139

---

Page 1: Event Overview

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

To better understand the state of the market

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

Not to formulate strategy based on the length of the economic expansion

---

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

First two sessions

---

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

Respondent skipped this question

---

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

Respondent skipped this question

---

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

Central & West Florida (Tampa)

---

**Q8** How did you hear about the conference?

Email from GreenPearl

---

Page 2



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

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
Mid-America Club	Excellent
Food & Beverage	Very Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	Excellent
Smart Apartment Homes	N/A - Did not attend
State of the Market Panel	Very Good
Design, Construction & Development Panel	Good
Property Management Innovations & Technologies	Good
Opportunity Zones, Tax Incentives & Energy Credits Workshop	Very Good
The Debt & Equity Landscape	Very Good
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	Good
Rent Control Panel	Very Good

**Q11** If you participated in a closed-door roundtable, please rate the roundtable that you attended. Respondent skipped this question

Page 3

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

**Q13** How did you feel about the length of the conference? Just right

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

**No, thanks.**

---

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

**8 (Passive)**

---

#30

COMPLETE

**Collector:** Email Invitation 2 (Email)  
**Started:** Tuesday, April 16, 2019 11:31:26 AM  
**Last Modified:** Tuesday, April 16, 2019 11:35:28 AM  
**Time Spent:** 00:04:01  
**Email:** Trisha.Rojas@marcusmillichap.com  
**IP Address:** 208.87.237.201

---

Page 1: Event Overview

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

Working the table and setting up the table for M&M

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

N/A

---

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

N/A

---

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

N/A

---

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

The buffet was much better this year than last year - I would continue with what you all are doing.

---

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Respondent skipped this question**

---

**Q8** How did you hear about the conference?

Other (please specify):  
Work for M&M

---

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Good
Speaker Quality	Excellent
Networking Opportunities	Good
Mid-America Club	Very Good
Food & Beverage	Very Good
Audio / Visual	Good
GreenPearl Staff	Very Good
Execution	Very Good

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

Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	N/A - Did not attend
Smart Apartment Homes	N/A - Did not attend
State of the Market Panel	N/A - Did not attend
Design, Construction & Development Panel	N/A - Did not attend
Property Management Innovations & Technologies	N/A - Did not attend
Opportunity Zones, Tax Incentives & Energy Credits Workshop	N/A - Did not attend
The Debt & Equity Landscape	N/A - Did not attend
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	N/A - Did not attend
Rent Control Panel	N/A - Did not attend

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

Property Operations Roundtable	N/A - Did not attend
Ground-Up Developers Roundtable	N/A - Did not attend

Page 3

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

N/A

**Q13** How did you feel about the length of the conference? Just right

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

**No, thanks.**

---

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

**8 (Passive)**

---

# #31

COMPLETE

**Collector:** Email Invitation 2 (Email)  
**Started:** Tuesday, April 16, 2019 11:35:16 AM  
**Last Modified:** Tuesday, April 16, 2019 11:38:10 AM  
**Time Spent:** 00:02:54  
**Email:** kfarrell@fifiieldco.com  
**IP Address:** 65.254.25.66

## Page 1: Event Overview

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

As a panalist

**Q2** How well did the conference meet your expectations? **Extremely Well**

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

Unfortunately, I was only able to attend the panel that I was on, which was fun

**Q4** What was the most valuable aspect of this conference? **Respondent skipped this question**

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

Very well organized for panelists

**Q6** Do you have any specific suggestions for improvement? **Respondent skipped this question**

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Southern California (Los Angeles)**, **South Florida (Miami)**

**Q8** How did you hear about the conference? **Email from GreenPearl**

## Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Good
Networking Opportunities	Excellent
Mid-America Club	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Excellent

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

Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	Excellent
State of the Market Panel	Good

**Q11** If you participated in a closed-door roundtable, please rate the roundtable that you attended. Respondent skipped this question

Page 3

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

**Q13** How did you feel about the length of the conference? Respondent skipped this question

**Q14** Do you or your firm have interest in speaking, sponsoring or exhibiting at a future event? Respondent skipped this question

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

**7 (Passive)**

#32

COMPLETE

**Collector:** Email Invitation 2 (Email)  
**Started:** Tuesday, April 16, 2019 11:56:11 AM  
**Last Modified:** Tuesday, April 16, 2019 12:11:07 PM  
**Time Spent:** 00:14:56  
**Email:** david.bradley@marcusmillichap.com  
**IP Address:** 208.87.237.201

---

## Page 1: Event Overview

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

Opportunity to brand M&M in the local market place... add value to our clients

---

### Q2 How well did the conference meet your expectations? **Very Well,**

Comments:

Lots of positive feedback from clients and agents. Well structured and organized from beginning to end. Amanda Powers did a great job finding quality speakers and working with us to deliver the content we thought to be important. Next year, we need to be clear on panelists (specifically lenders) and guests (also lenders/mortgage brokers) that are competitors to our capital corp (MMCC)... ideally not admitting them.

---

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

Despite some local headwinds, big picture the fundamentals of MF in Chicago are in favor of owners and developers. We will be implementing the perspective of many of the panelists to illuminate opportunities and provide strategic vision to our clients from a bigger picture perspective.

---

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

Direct and meaningful interaction with our clients... ability to deliver tangible value to them and forge stronger relationships.

---

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

Mentioned earlier... too many direct competitors on the financing side as panelists and guests.

---



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

The feedback I got from both clients and agents was that the content was new this year... not the same topics/panels/guests that we have had in the past. I think the fact that we started planning early and factored in as much real time/relevant topics made for insightful and fresh dialogue. Next year, I think we incorporate our research team in the planning process at least from a content planning standpoint... they may be able to offer additional insight that we can capitalize on.

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

**Respondent skipped this question**

**Q8** How did you hear about the conference?

Other (please specify):  
From M&M - I helped to plan it

Page 2

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Very Good</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Mid-America Club	<b>Excellent</b>
Food & Beverage	<b>Good</b>
Audio / Visual	<b>Very Good</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

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

Regional vs National Multifamily Market Outlook	<b>Excellent</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Excellent</b>
Smart Apartment Homes	<b>Excellent</b>
State of the Market Panel	<b>Excellent</b>
Design, Construction & Development Panel	<b>Excellent</b>
Property Management Innovations & Technologies	<b>Very Good</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>Very Good</b>
The Debt & Equity Landscape	<b>Very Good</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Excellent</b>
Rent Control Panel	<b>Excellent</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

Page 3

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

**Q13** How did you feel about the length of the conference? **Just right**

**Q14** Do you or your firm have interest in speaking, sponsoring or exhibiting at a future event? **Respondent skipped this question**

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

**Extremely likely - 10 (Promoter)**

#33

COMPLETE

**Collector:** Email Invitation 2 (Email)  
**Started:** Tuesday, April 16, 2019 12:10:50 PM  
**Last Modified:** Tuesday, April 16, 2019 12:14:57 PM  
**Time Spent:** 00:04:06  
**First Name:** Jordan  
**Last Name:** Callaway  
**Email:** jordan.callaway@marcusmillichap.com  
**IP Address:** 208.87.237.201

---

## Page 1: Event Overview

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

Information and networking

---

**Q2** How well did the conference meet your expectations? **Very Well,**

Comments:

Not enough property presentations, in my opinion

---

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

Focus and just stick to what I know.

---

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

The presenters were amazing.

---

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

Not enough property presentations.

---

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

Do a property showcase section where people are engaged in the properties available.

---

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

Respondent skipped this question

---

**Q8** How did you hear about the conference?

Email from Marcus & Millichap

---

## Page 2

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

Subject Matter / Topics	<b>Excellent</b>
Attendee Quality	<b>Excellent</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Excellent</b>
Mid-America Club	<b>Excellent</b>
Food & Beverage	<b>Excellent</b>
Audio / Visual	<b>Excellent</b>
GreenPearl Staff	<b>Excellent</b>
Execution	<b>Excellent</b>

---

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

Regional vs National Multifamily Market Outlook	<b>Excellent</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Excellent</b>
Smart Apartment Homes	<b>Excellent</b>
State of the Market Panel	<b>Excellent</b>
Design, Construction & Development Panel	<b>Excellent</b>
Property Management Innovations & Technologies	<b>Excellent</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>Excellent</b>
The Debt & Equity Landscape	<b>Excellent</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Excellent</b>
Rent Control Panel	<b>Excellent</b>

---

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

Property Operations Roundtable	<b>Excellent</b>
Ground-Up Developers Roundtable	<b>Excellent</b>

---

## Page 3

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

no

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

**Just right**

---

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

**No, thanks.**

---

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

**Extremely likely - 10 (Promoter)**

---

#34

COMPLETE

**Collector:** Email Invitation 2 (Email)  
**Started:** Tuesday, April 16, 2019 12:26:52 PM  
**Last Modified:** Tuesday, April 16, 2019 12:30:27 PM  
**Time Spent:** 00:03:34  
**Email:** mconway@theppmi.net  
**IP Address:** 174.221.10.185

---

Page 1: Event Overview

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

Rent control

---

**Q2** How well did the conference meet your expectations? **Somewhat**

---

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

Not sure

---

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

Networking

---

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

---

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

Better panel members

---

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Central & West Florida (Tampa)**

---

**Q8** How did you hear about the conference? **Email from Marcus & Millichap**

---

---

Page 2

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

Subject Matter / Topics	<b>Good</b>
Attendee Quality	<b>Good</b>
Speaker Quality	<b>Fair</b>
Networking Opportunities	<b>Excellent</b>
Mid-America Club	<b>Very Good</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Very Good</b>
GreenPearl Staff	<b>Good</b>
Execution	<b>Good</b>

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

Regional vs National Multifamily Market Outlook	<b>Good</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Very Good</b>
Smart Apartment Homes	<b>Good</b>
State of the Market Panel	<b>Good</b>
Design, Construction & Development Panel	<b>Good</b>
Property Management Innovations & Technologies	<b>Very Good</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>N/A - Did not attend</b>
The Debt & Equity Landscape	<b>Good</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Good</b>
Rent Control Panel	<b>Good</b>

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

Page 3

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

Regulations

**Q13** How did you feel about the length of the conference? **Just right**

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

**Yes, please contact** ,  
**me.**

Please include your contact info if you would like us to contact you.:

Property management

---

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

**8 (Passive)**

---



#35

COMPLETE

**Collector:** Email Invitation 2 (Email)  
**Started:** Tuesday, April 16, 2019 11:53:30 AM  
**Last Modified:** Tuesday, April 16, 2019 12:57:33 PM  
**Time Spent:** 01:04:03  
**Email:** mdrew@strdev.com  
**IP Address:** 50.238.30.250

---

Page 1: Event Overview

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

market information

---

**Q2** How well did the conference meet your expectations? Respondent skipped this question

---

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

---

**Q4** What was the most valuable aspect of this conference? Respondent skipped this question

---

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

---

**Q6** Do you have any specific suggestions for improvement? Respondent skipped this question

---

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? Respondent skipped this question

---

**Q8** How did you hear about the conference? Respondent skipped this question

---

Page 2

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

Subject Matter / Topics	<b>Good</b>
Attendee Quality	<b>Good</b>
Speaker Quality	<b>Good</b>
Networking Opportunities	<b>Good</b>
Mid-America Club	<b>Very Good</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Very Good</b>
GreenPearl Staff	<b>Poor</b>
Execution	<b>Fair</b>

---

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

Regional vs National Multifamily Market Outlook	<b>Good</b>
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	<b>Good</b>
Smart Apartment Homes	<b>Fair</b>
State of the Market Panel	<b>Fair</b>
Design, Construction & Development Panel	<b>Fair</b>
Property Management Innovations & Technologies	<b>Fair</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>N/A - Did not attend</b>
The Debt & Equity Landscape	<b>N/A - Did not attend</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>N/A - Did not attend</b>
Rent Control Panel	<b>N/A - Did not attend</b>

---

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

Property Operations Roundtable

Comments::

**N/A - Did not attend**

I had failed to sign up in advance for Ground Up Roundtable though i was invited in by two of the attendees. Personally knew all of the participants and would have gladly participated. When i started in, I was blocked by Green Pearl "gatekeeper" who said he needed to check with his supervisor. After standing by the door waiting for nearly ten minutes, a woman confirmed that due to certain constraints or procedures, they could not allow me to join the session. If it was a question of cost, i would gladly have provided credit card. Embarrassing, frustrating, and in my view, very unprofessional especially if the intent of conference is to promote interaction and a positive view of the conference. This response by Greenpearl did the opposite and reflects poorly on the firm and by extension, MandM.

---

Page 3

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

**Respondent skipped this question**

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

Comments:  
left early due to above  
complaint

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

**Yes, please contact me.**  
Please include your contact info if you would like us to contact you.:  
J. Michael Drew  
Mdrew@strdev.com

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

**3 (Detractor)**

---

#36

COMPLETE

**Collector:** Email Invitation 2 (Email)  
**Started:** Tuesday, April 16, 2019 1:42:07 PM  
**Last Modified:** Tuesday, April 16, 2019 1:46:33 PM  
**Time Spent:** 00:04:26  
**First Name:** Greg  
**Last Name:** Moyer  
**Email:** gmoyer@moyerproperties.com  
**IP Address:** 98.222.240.150

---

Page 1: Event Overview

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

networking

---

**Q2** How well did the conference meet your expectations? **Somewhat**

---

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

I didn't spend enough time in the sessions...I would have enjoyed Hessam and Dan Levin but I had a conflict with a competing brokerage firm having an event at the same time.

---

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

networking

---

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

too early of a start

---

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

Venue moved to west loop, shorter day?

---

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Respondent skipped this question**

---

**Q8** How did you hear about the conference?

Email from GreenPearl,  
Email from Marcus &  
Millichap

---

## Page 2

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

Subject Matter / Topics	Good
Attendee Quality	Fair
Speaker Quality	Good
Networking Opportunities	Good
Mid-America Club	Fair
Food & Beverage	Good
Audio / Visual	Fair
GreenPearl Staff	Very Good
Execution	Very Good

---

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

Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Hessam Nadjji, President & Chief Executive Officer, Marcus & Millichap	N/A - Did not attend
Smart Apartment Homes	Good
State of the Market Panel	N/A - Did not attend
Design, Construction & Development Panel	N/A - Did not attend
Property Management Innovations & Technologies	N/A - Did not attend
Opportunity Zones, Tax Incentives & Energy Credits Workshop	N/A - Did not attend
The Debt & Equity Landscape	N/A - Did not attend
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	N/A - Did not attend
Rent Control Panel	N/A - Did not attend
Comments::	I wish I knew Dan Levin was in the PM I would have stayed...

---

**Q11** If you participated in a closed-door roundtable, please rate the roundtable that you attended. Respondent skipped this question

---

## Page 3

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

---

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

**Too  
long**

---

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

**No, thanks.**

---

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

**7 (Passive)**

---

#37

COMPLETE

**Collector:** Email Invitation 2 (Email)  
**Started:** Tuesday, April 16, 2019 2:08:58 PM  
**Last Modified:** Tuesday, April 16, 2019 2:15:05 PM  
**Time Spent:** 00:06:06  
**Email:** kjglick@rayglicklaw.com  
**IP Address:** 99.34.109.138

---

Page 1: Event Overview

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

To learn what is new in the multi- family industry

---

**Q2** How well did the conference meet your expectations? **Very Well**

---

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

Recognizing the shortage of B and C properties

---

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

See above

---

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

No

---

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

No

---

**Q7** Which of the following geographies also interest you or your firm for multifamily forums? **Respondent skipped this question**

---

**Q8** How did you hear about the conference? **Email from Marcus & Millichap**

---

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Good
Mid-America Club	Very Good
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good

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

Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	Excellent
Smart Apartment Homes	Very Good
State of the Market Panel	Good
Design, Construction & Development Panel	Good
Property Management Innovations & Technologies	Good
Opportunity Zones, Tax Incentives & Energy Credits Workshop	Excellent
The Debt & Equity Landscape	Very Good
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	Very Good
Rent Control Panel	N/A - Did not attend

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

Property Operations Roundtable	N/A - Did not attend
Ground-Up Developers Roundtable	N/A - Did not attend

Page 3

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

**Q13** How did you feel about the length of the conference? Just right



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

**No, thanks.**

---

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

**8 (Passive)**

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#38

COMPLETE

**Collector:** Email Invitation 2 (Email)  
**Started:** Tuesday, April 16, 2019 2:46:51 PM  
**Last Modified:** Tuesday, April 16, 2019 3:04:56 PM  
**Time Spent:** 00:18:04  
**First Name:** Amanda  
**Last Name:** Lown  
**Email:** amanda.lown@pgim.com  
**IP Address:** 174.207.0.11

---

Page 1: Event Overview

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

Market info

---

**Q2** How well did the conference meet your expectations? **Extremely Well**

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

Watching the news more closely for topics surrounding rent control

---

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

Debt equity discussion, understanding what capital is available and at what price.

---

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

Overview of renters vs homeowners long term

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

Respondent skipped this question

---

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

Central Texas ,  
(Austin)  
Southeast (Atlanta),  
Dallas-Fort Worth

---

**Q8** How did you hear about the conference?

Email from Marcus &  
Millichap

---

## Page 2

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

Subject Matter / Topics	<b>Very Good</b>
Attendee Quality	<b>Good</b>
Speaker Quality	<b>Excellent</b>
Networking Opportunities	<b>Fair</b>
Mid-America Club	<b>Very Good</b>
Food & Beverage	<b>Very Good</b>
Audio / Visual	<b>Very Good</b>
GreenPearl Staff	<b>Very Good</b>
Execution	<b>Very Good</b>

---

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

Regional vs National Multifamily Market Outlook	<b>Very Good</b>
Morning Keynote: Hessam Nadjji, President & Chief Executive Officer, Marcus & Millichap	<b>Excellent</b>
Smart Apartment Homes	<b>Good</b>
State of the Market Panel	<b>Very Good</b>
Design, Construction & Development Panel	<b>Very Good</b>
Property Management Innovations & Technologies	<b>Excellent</b>
Opportunity Zones, Tax Incentives & Energy Credits Workshop	<b>N/A - Did not attend</b>
The Debt & Equity Landscape	<b>Excellent</b>
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	<b>Excellent</b>
Rent Control Panel	<b>Good</b>

---

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

Property Operations Roundtable	<b>N/A - Did not attend</b>
Ground-Up Developers Roundtable	<b>N/A - Did not attend</b>

---

## Page 3

<b>Q12</b> Is there a speaker or topic that we did not include that you would like to see at a future event?	<b>Respondent skipped this question</b>
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---

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

**Just right**

---

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

**No, thanks.**

---

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

**8 (Passive)**

---

#39

COMPLETE

**Collector:** Email Invitation 2 (Email)  
**Started:** Tuesday, April 16, 2019 6:14:10 PM  
**Last Modified:** Tuesday, April 16, 2019 6:16:30 PM  
**Time Spent:** 00:02:19  
**First Name:** Jerry  
**Last Name:** Lumpkins  
**Email:** jerry.lumpkins@bmo.com  
**IP Address:** 199.181.202.25

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## Page 1: Event Overview

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

Annual attendee and panelist

---

**Q2** How well did the conference meet your expectations? **Extremely Well**

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

Rates will remain flat and 2019 will mirror 2018

---

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

The panels

---

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

Always a great event.

---

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

NA

---

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

**Southern California (Los Angeles)**,  
**South Florida (Miami)**,  
**Central & West Florida (Tampa)**,  
**Dallas-Fort Worth**

---

**Q8** How did you hear about the conference?

Email from Marcus &  
Millichap

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
Mid-America Club	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Hessam Nadji, President & Chief Executive Officer, Marcus & Millichap	Excellent
Smart Apartment Homes	Excellent
State of the Market Panel	Excellent
Design, Construction & Development Panel	Excellent
Property Management Innovations & Technologies	Excellent
Opportunity Zones, Tax Incentives & Energy Credits Workshop	Excellent
The Debt & Equity Landscape	Excellent
Afternoon Keynote: Daniel Levin, Founder & Chairman, The Habitat Company	Excellent
Rent Control Panel	Excellent

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

Property Operations Roundtable	Excellent
Ground-Up Developers Roundtable	Excellent

Page 3

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

NA

---

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

**Just right**

---

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

**Yes, please contact me.**

Please include your contact info if you would like us to contact you.:

jerry.lumpkins@bmo.com

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

**Extremely likely - 10 (Promoter)**

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