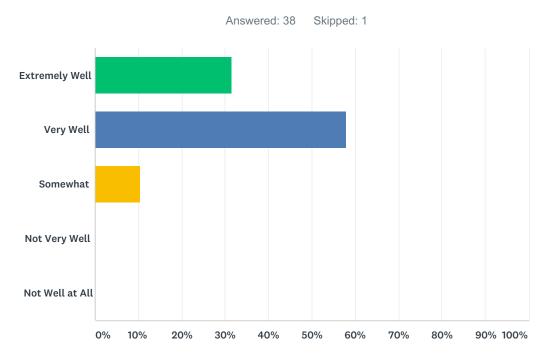
Q1 What was your primary reason for attending this conference?

Answered: 39 Skipped: 0

#	RESPONSES	DATE
1	Annual attendee and panelist	4/16/2019 6:15 PM
2	Market info	4/16/2019 3:03 PM
3	To learn what is new in the multi- family industry	4/16/2019 2:12 PM
4	networking	4/16/2019 1:44 PM
5	Rent control	4/16/2019 12:28 PM
6	Information and networking	4/16/2019 12:14 PM
7	Opportunity to brand M&M in the local market place add value to our clients	4/16/2019 12:09 PM
8	market information	4/16/2019 11:54 AM
9	As a panalist	4/16/2019 11:37 AM
10	Working the table and setting up the table for M&M	4/16/2019 11:33 AM
11	To better understand the state of the market	4/14/2019 5:02 PM
12	Networking and Learning	4/12/2019 2:49 PM
13	To get additional information on the multi-family market from a lending perspective/	4/12/2019 9:27 AM
14	Get updates on the Real Estate market	4/11/2019 3:41 PM
15	Keep abreast of market conditions and trends	4/11/2019 2:58 PM
16	speaker	4/11/2019 2:02 PM
17	Updated Knowledge	4/11/2019 10:36 AM
18	Learning and networking	4/11/2019 10:32 AM
19	Get an update on the Chicago and national real estate market	4/11/2019 10:18 AM
20	M&M Agent	4/11/2019 9:43 AM
21	Networking	4/11/2019 9:14 AM
22	To learn the latest status of the multi family market.	4/11/2019 8:48 AM
23	Get info on MF market	4/11/2019 8:46 AM
24	Getting latest market information, opportunity to see Hesam Nadji in person, opportunity to meet/interact with investors.	4/10/2019 10:26 PM
25	participating in developer round table	4/10/2019 10:21 PM
26	networking and learn the real estate game	4/10/2019 7:02 PM
27	participation in the operators roundtable session	4/10/2019 6:51 PM
28	Gaining market knowledge and networking	4/10/2019 6:39 PM
29	I work for Marcus & Millichap!	4/10/2019 6:02 PM
30	understanding market conditions and networking	4/10/2019 5:52 PM
31	Get industry updates and net worth	4/10/2019 5:24 PM
32	See some people i know in the business, listen to the panels discuss topics applicable to my company.	4/10/2019 5:04 PM
33	Networking	4/10/2019 4:54 PM
	Speaker	4/10/2019 4:52 PM

35	Keeping up with multi-family trends and net-working	4/10/2019 4:52 PM
36	Event Support	4/10/2019 4:44 PM
37	I'm a multi family investor	4/10/2019 4:38 PM
38	Information about current state of multi-family	4/10/2019 4:37 PM
39	Networking	4/10/2019 4:36 PM



Q2 How well did the conference meet your expectations?

ANSWER CHOICES	RESPONSES	
Extremely Well	31.58%	12
Very Well	57.89%	22
Somewhat	10.53%	4
Not Very Well	0.00%	0
Not Well at All	0.00%	0
TOTAL		38

#	COMMENTS	DATE
1	Not enough property presentations, in my opinion	4/16/2019 12:14 PM
2	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.	4/16/2019 12:09 PM
3	no one greeted the speakers though they were asked to arrive 45 minutes before the meeting time ODD	4/11/2019 2:02 PM
4	The registration process internally had a few clients registrations' fall through the cracks.	4/11/2019 9:43 AM
5	Not as good as 2018, but partly because I had to miss a key session	4/11/2019 8:46 AM
6	Great event, great venue!	4/10/2019 10:26 PM
7	round table was finegood group and active discussionperhaps a tighter agenda or list of topics in future would be more efficient	4/10/2019 10:21 PM
8	We need better moderators for the panels. I don't want to hear 30 minutes of how to handle packages at an apartment complex	4/10/2019 7:02 PM

9	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.	4/10/2019 6:51 PM
10	Great venue and well-organized. Love the name tag and schedule.	4/10/2019 6:39 PM
11	Hit very timely topics with concise discussions with knowledgeable people	4/10/2019 5:24 PM
12	Great eventI would change nothing.	4/10/2019 4:38 PM
13	Lots of new faces and great opportunities to meet them.	4/10/2019 4:37 PM

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

Answered: 35 Skipped: 4

#	RESPONSES	DATE
1	Rates will remain flat and 2019 will mirror 2018	4/16/2019 6:15 PM
2	Watching the news more closely for topics surrounding rent control	4/16/2019 3:03 PM
3	Recognizing the shortage of B and C properties	4/16/2019 2:12 PM
4	I didn't spend enough time in the sessionsI would have enjoyed Hessam and Dan Levin but I had a conflict with a competing brokerage firm having an event at the same time.	4/16/2019 1:44 PM
5	Not sure	4/16/2019 12:28 PM
6	Focus and just stick to what I know.	4/16/2019 12:14 PM
7	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.	4/16/2019 12:09 PM
8	Unfortunately, I was only able to attend the panel that I was on, which was fun	4/16/2019 11:37 AM
9	N/A	4/16/2019 11:33 AM
10	Not to formulate strategy based on the length of the economic expansion	4/14/2019 5:02 PM
11	Keep buying/selling properties with M&M/IPA Brokers!	4/12/2019 2:49 PM
12	Market information that I received.	4/12/2019 9:27 AM
13	Look for more building to buy	4/11/2019 3:41 PM
14	Less concern that rent control will affect my business in IL.	4/11/2019 2:58 PM
15	not up to me	4/11/2019 2:02 PM
16	Nothing new but confirmed many of our assumptions regarding the political landscape and amenities	4/11/2019 10:36 AM
17	Rent control is bad. Network more and meet more people	4/11/2019 10:32 AM
18	The biggest revelation for me was learning about additional ways to optimize taxes in the tax break-out session.	4/11/2019 10:18 AM
19	Technology is vital to improved operations and resident retention. Rental market still very strong.	4/11/2019 9:14 AM
20	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.	4/11/2019 8:48 AM
21	Info on construction costs for MF units	4/11/2019 8:46 AM
22	Property amenity improvements.	4/10/2019 10:26 PM
23	only attended round table	4/10/2019 10:21 PM
24	Call more people	4/10/2019 7:02 PM
25	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.	4/10/2019 6:51 PM
26	Watch property taxes and rent control.	4/10/2019 6:39 PM
27	Stay informed about local and national legislation related to rent control and be proactive as opposed to reactive.	4/10/2019 6:02 PM
28	share the upcoming trends with our design and planning department	4/10/2019 5:52 PM

29	increase in lending rates not proportionately pushing up cap rates will simply compress returns will utilize in proformas	4/10/2019 5:24 PM
30	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!	4/10/2019 5:04 PM
31	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	4/10/2019 4:54 PM
32	Apartments are still more in demand than Condos. I will start looking at deconversion oppotunities	4/10/2019 4:52 PM
33	Smart house technology	4/10/2019 4:38 PM
34	Not sure. Was late and attended only one session. I did connect with other individuals who will be good connections for coming year.	4/10/2019 4:37 PM
35	More knowledge of the local market	4/10/2019 4:36 PM

Q4 What was the most valuable aspect of this conference?

Answered: 35 Skipped: 4

#	RESPONSES	DATE
1	The panels	4/16/2019 6:15 PM
2	Debt equity discussion, understanding what capital is available and at what price.	4/16/2019 3:03 PM
3	See above	4/16/2019 2:12 PM
4	networking	4/16/2019 1:44 PM
5	Networking	4/16/2019 12:28 PM
6	The presenters were amazing.	4/16/2019 12:14 PM
7	Direct and meaningful interaction with our clients ability to deliver tangible value to them and forge stronger relationships.	4/16/2019 12:09 PM
8	N/A	4/16/2019 11:33 AM
9	First two sessions	4/14/2019 5:02 PM
10	Networking	4/12/2019 2:49 PM
11	Hearing how developers look at their properties and the markets that they are interested in.	4/12/2019 9:27 AM
12	Speakers were all great.	4/11/2019 3:41 PM
13	Exposure to differing viewpoints.	4/11/2019 2:58 PM
14	open discussion with peers on Market conditions	4/11/2019 2:02 PM
15	The general sessions	4/11/2019 10:36 AM
16	Networking	4/11/2019 10:32 AM
17	Market overview and networking	4/11/2019 10:18 AM
18	The amount of relevant content	4/11/2019 9:43 AM
19	Meeting new people	4/11/2019 9:14 AM
20	Depth of knowledge and experience of panelists and speakers	4/11/2019 8:48 AM
21	Sebree overview	4/11/2019 8:46 AM
22	Meeting Hessam Nadji	4/10/2019 10:26 PM
23	only attended round table (and networking)	4/10/2019 10:21 PM
24	learning about the state of the apt market	4/10/2019 7:02 PM
25	See above	4/10/2019 6:51 PM
26	Networking.	4/10/2019 6:39 PM
27	Highly regarded professionals in the industry providing interesting commentary and discussion	4/10/2019 6:02 PM
28	meeting others	4/10/2019 5:52 PM
29	Meeting of leaders in industry whether it is service providers peers other areas worked and of course active owners investors	4/10/2019 5:24 PM
30	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.	4/10/2019 5:04 PM
31	The networking	4/10/2019 4:54 PM
32	Intimate setting	4/10/2019 4:52 PM

33	Market information	4/10/2019 4:38 PM
34	Connections	4/10/2019 4:37 PM
35	Networking	4/10/2019 4:36 PM

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

Answered:	28	Skipped:	11
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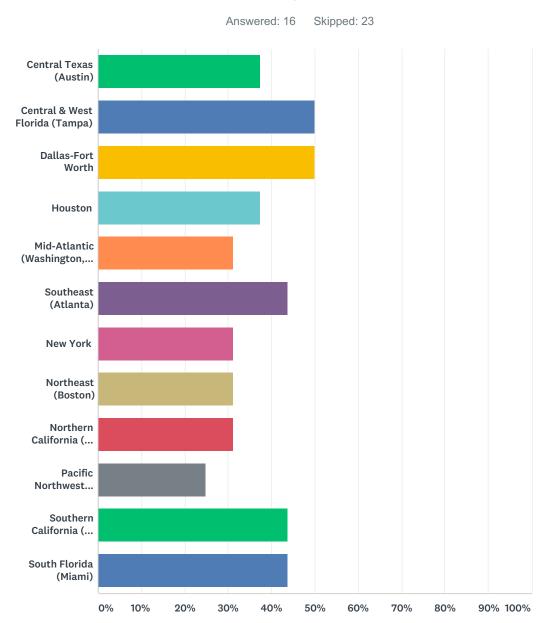
#	RESPONSES	DATE
1	Always a great event.	4/16/2019 6:15 PM
2	Overview of renters vs homeowners long term	4/16/2019 3:03 PM
3	No	4/16/2019 2:12 PM
4	too early of a start	4/16/2019 1:44 PM
5	Not enough property presentations.	4/16/2019 12:14 PM
6	Mentioned earlier too many direct competitors on the financing side as panelists and guests.	4/16/2019 12:09 PM
7	Very well organized for panelists	4/16/2019 11:37 AM
8	N/A	4/16/2019 11:33 AM
9	Weather. However, the view from the 80th floor was spectacular!	4/12/2019 2:49 PM
10	The panel right before lunch was unnecessary as it didn't give any valuable insight.	4/12/2019 9:27 AM
11	none	4/11/2019 2:58 PM
12	No	4/11/2019 10:36 AM
13	No, the event was excellent.	4/11/2019 10:18 AM
14	No	4/11/2019 9:14 AM
5	N/A	4/11/2019 8:48 AM
16	None	4/10/2019 10:26 PM
17	N/A	4/10/2019 10:21 PM
8	panel moderators	4/10/2019 7:02 PM
19	No.	4/10/2019 6:51 PM
20	All went well!	4/10/2019 6:39 PM
21	Not really	4/10/2019 6:02 PM
22	no	4/10/2019 5:52 PM
23	No it was very well done	4/10/2019 5:24 PM
24	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.	4/10/2019 5:04 PM
25	Not really	4/10/2019 4:54 PM
26	No	4/10/2019 4:38 PM
27	Parking expense	4/10/2019 4:37 PM
.8	No	4/10/2019 4:36 PM

Q6 Do you have any specific suggestions for improvement?

Answered: 20 Skipped: 19

#	RESPONSES	DATE
1	NA	4/16/2019 6:15 PM
2	No	4/16/2019 2:12 PM
3	Venue moved to west loop, shorter day?	4/16/2019 1:44 PM
4	Better panel members	4/16/2019 12:28 PM
5	Do a property showcase section where people are engaged in the properties available.	4/16/2019 12:14 PM
6	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.	4/16/2019 12:09 PM
7	The buffet was much better this year than last year - I would continue with what you all are doing.	4/16/2019 11:33 AM
8	None	4/12/2019 9:27 AM
9	none	4/11/2019 2:58 PM
10	No	4/11/2019 10:36 AM
11	It would have been nice to have a session about what trends people are seeing in the various Chicago neighborhoods and suburbs.	4/11/2019 10:18 AM
12	None	4/10/2019 10:26 PM
13	better panel moderators.	4/10/2019 7:02 PM
14	See above	4/10/2019 6:51 PM
15	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	4/10/2019 6:02 PM
16	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.	4/10/2019 5:04 PM
17	At times it seemed like the panelists were kind of just tooting their own horns and talking about themselves a little much.	4/10/2019 4:54 PM
18	No	4/10/2019 4:38 PM
19	Offer discount on parking at venue	4/10/2019 4:37 PM
20	No	4/10/2019 4:36 PM

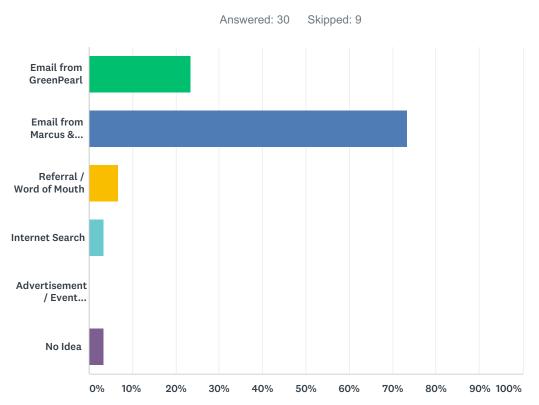
Q7 Which of the following geographies also interest you or your firm for multifamily forums?



ANSWER CHOICES	RESPONSES	
Central Texas (Austin)	37.50%	6
Central & West Florida (Tampa)	50.00%	8
Dallas-Fort Worth	50.00%	8
Houston	37.50%	6
Mid-Atlantic (Washington, D.C.)	31.25%	5
Southeast (Atlanta)	43.75%	7
New York	31.25%	5

Northeast (Boston)	31.25%	5
Northern California (San Francisco)	31.25%	5
Pacific Northwest (Seattle)	25.00%	4
Southern California (Los Angeles)	43.75%	7
South Florida (Miami)	43.75%	7
Total Respondents: 16		

#	OTHER (PLEASE SPECIFY)	DATE
1	the Great Midwest!	4/12/2019 2:49 PM
2	chicago	4/11/2019 2:02 PM
3	Midwest (Suburban Chicago, Indiana, Wisconsin	4/11/2019 10:32 AM
4	Chicago and the Midwest	4/11/2019 8:48 AM
5	Peoria (hey, your speaker said it was hot!)	4/11/2019 8:46 AM
6	Denver	4/10/2019 10:21 PM
7	Chicago	4/10/2019 7:02 PM
8	Arizona	4/10/2019 4:54 PM

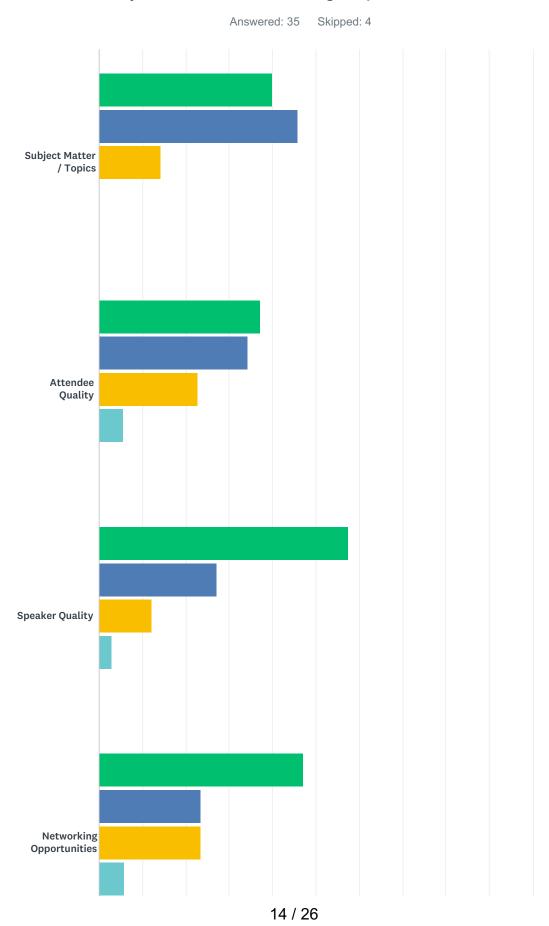


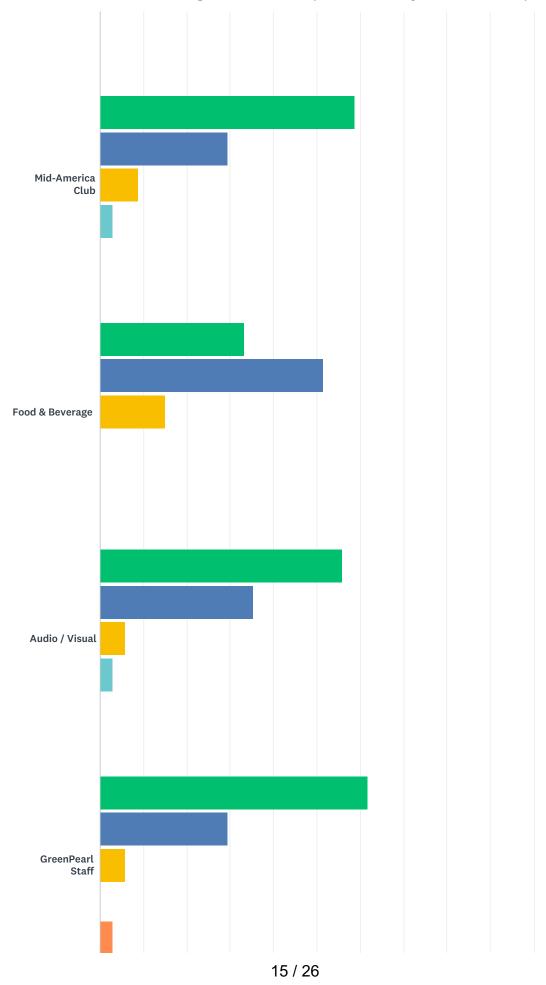
Q8 How did you hear	about the conference?
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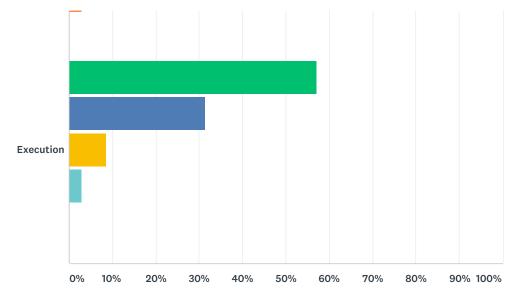
ANSWER CHOICES	RESPONSES	
Email from GreenPearl	23.33%	7
Email from Marcus & Millichap	73.33%	22
Referral / Word of Mouth	6.67%	2
Internet Search	3.33%	1
Advertisement / Event Calendar Listing	0.00%	0
No Idea	3.33%	1
Total Respondents: 30		

OTHER (PLEASE SPECIFY) DATE 1 From M&M - I helped to plan it 4/16/2019 12:09 PM 2 Work for M&M 4/16/2019 11:33 AM 3 an email 4/11/2019 2:02 PM 4 I work for M&M 4/10/2019 7:02 PM 5 I am a broker with Marcus & millichap in the oakbrook office was promoted as a high-quality 4/10/2019 5:24 PM events I do agree will take better advantage of its following you promote too clients 6 I was an invited guest of a couple of Marcus brokers 4/10/2019 5:04 PM 7 I have attended in the past 4/10/2019 4:36 PM

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



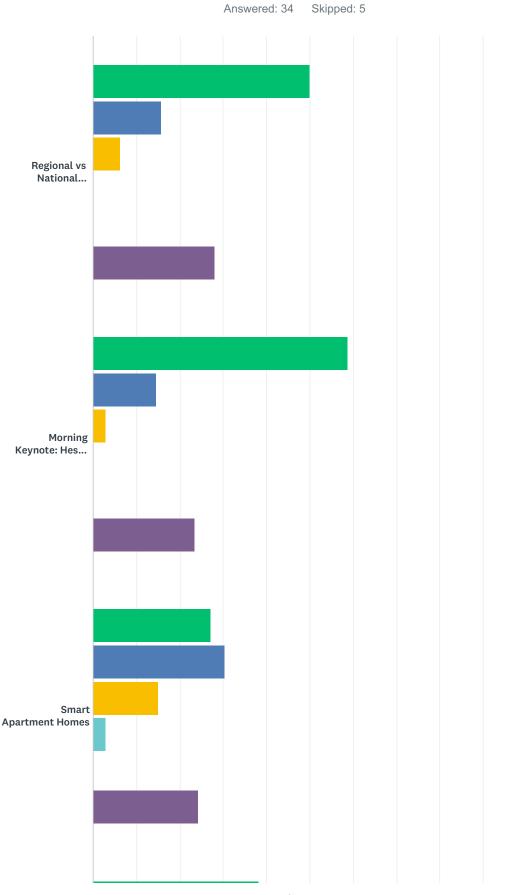


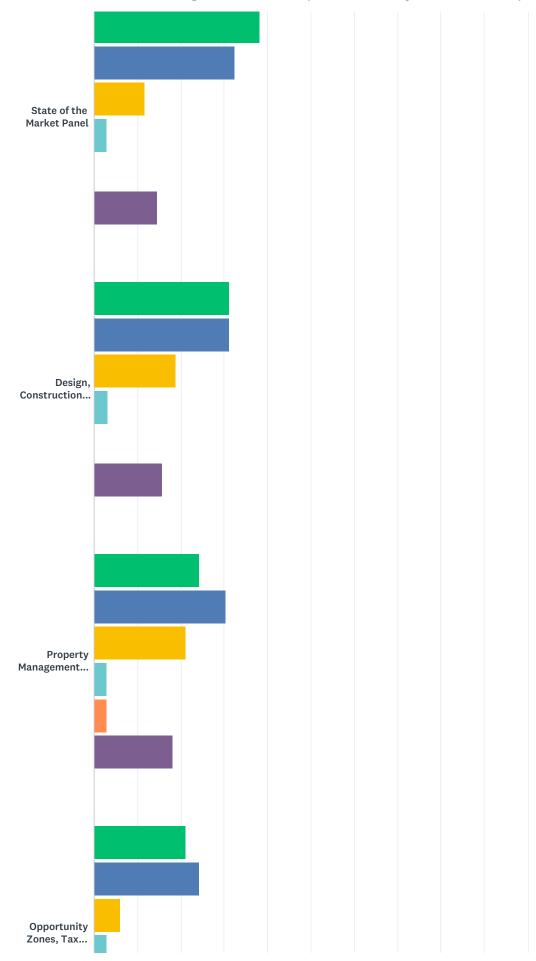


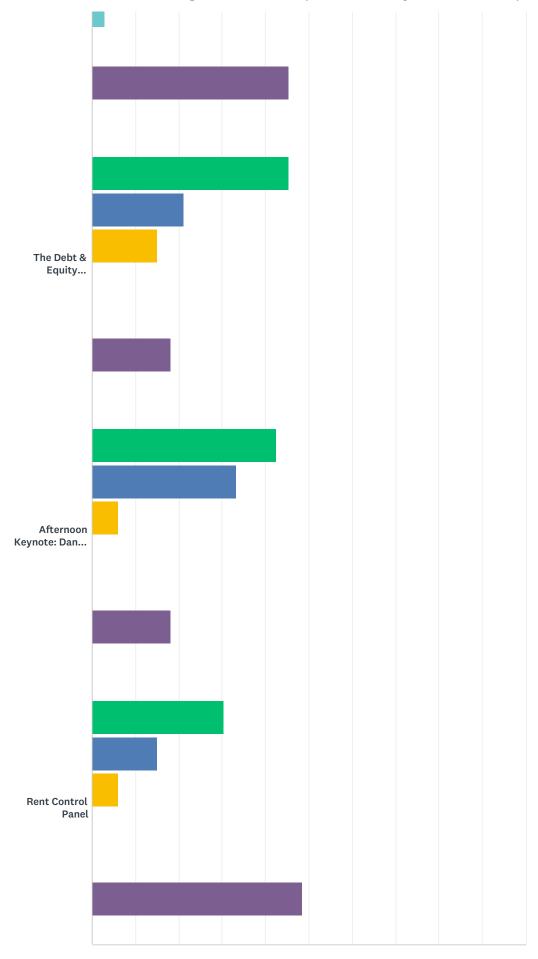
	Excellent	Very Good	Good	Fair	Poor		
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	40.00% 14	45.71% 16	14.29% 5	0.00% 0	0.00% 0	35	4.26
Attendee Quality	37.14% 13	34.29% 12	22.86% 8	5.71% 2	0.00% 0	35	4.03
Speaker Quality	57.58% 19	27.27% 9	12.12% 4	3.03% 1	0.00% 0	33	4.39
Networking Opportunities	47.06% 16	23.53% 8	23.53% 8	5.88% 2	0.00% 0	34	4.12
Mid-America Club	58.82% 20	29.41% 10	8.82% 3	2.94% 1	0.00% 0	34	4.44
Food & Beverage	33.33% 11	51.52% 17	15.15% 5	0.00% 0	0.00% 0	33	4.18
Audio / Visual	55.88% 19	35.29% 12	5.88% 2	2.94% 1	0.00% 0	34	4.44
GreenPearl Staff	61.76% 21	29.41% 10	5.88% 2	0.00% 0	2.94% 1	34	4.47
Execution	57.14% 20	31.43% 11	8.57% 3	2.86% 1	0.00% 0	35	4.43

#	COMMENTS:	DATE
1	One of the best events I attend every year	4/11/2019 8:48 AM
2	The day was very well planned on was always on-time.	4/10/2019 7:58 PM
3	I particularly appreciated the healthy quality of the food offered	4/10/2019 4:53 PM

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







	6th Marcus & M	illichap / IPA	Multifan	nily Fort	im: Chica	go Atten	dee Surve	У	
	0% 10%	20% 30%	40%	50%	60% 70%	80%	90% 100	%	
	Excellent	Very Good at attend	Good	Fa	ir <mark>P</mark> oo	or			
		EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Regional Outlook	vs National Multifamily Market	50.00% 16	15.63% 5	6.25% 2		0.00% 0	28.13% 9	32	4.6
	Keynote: Hessam Nadji, President xecutive Officer, Marcus &	58.82% 20	14.71% 5	2.94% 1		0.00% 0	23.53% 8	34	4.73
Smart Apa	artment Homes	27.27% 9	30.30% 10	15.15% 5		0.00% 0	24.24% 8	33	4.08
State of th	ne Market Panel	38.24% 13	32.35% 11	11.76% 4		0.00% 0	14.71% 5	34	4.2
Design, C Panel	construction & Development	31.25% 10	31.25% 10	18.75% 6		0.00% 0	15.63% 5	32	4.0
Property I Technolog	Management Innovations & gies	24.24% 8	30.30% 10	21.21% 7		3.03% 1	18.18% 6	33	3.8
	ity Zones, Tax Incentives & redits Workshop	21.21% 7	24.24% 8	6.06% 2		0.00% 0	45.45% 15	33	4.1
The Debt	& Equity Landscape	45.45% 15	21.21% 7	15.15% 5		0.00% 0	18.18% 6	33	4.3
	Keynote: Daniel Levin, Founder an, The Habitat Company	42.42% 14	33.33% 11	6.06% 2		0.00% 0	18.18% 6	33	4.4
Rent Con	trol Panel	30.30% 10	15.15% 5	6.06% 2		0.00% 0	48.48% 16	33	4.4
#	COMMENTS:							DATE	
1	I wish I knew Dan Levin was i	n the PM I would	have staye	ed				4/16/2019 ⁻	1:46 PM
2	Daniel Levin is Superstar!							4/12/2019 2	2:50 PM

4 I did not stay for rent control, i don't have any in my statistical area

anything about the details of actual construction.

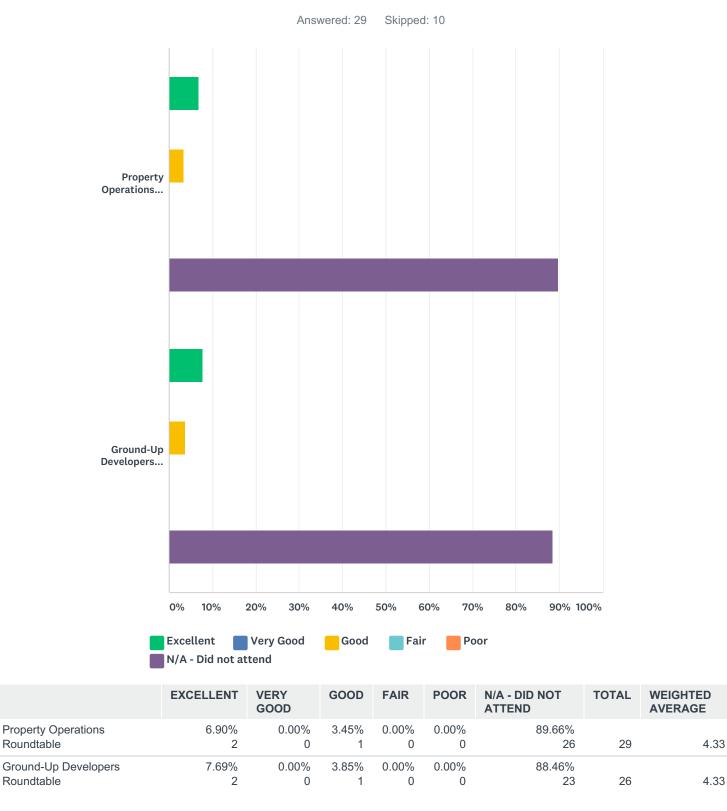
Design/Construct panel: why no designer and contractor on the panel? Money guys don't know

4/11/2019 8:48 AM

4/10/2019 7:58 PM

3

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



COMMENTS:

DATE

4/16/2019 12:56 PM

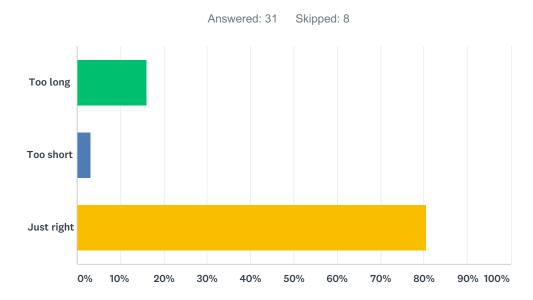
I had failed to sign up in advance for Ground Up Roundtable though i was invited in by two of the attendees. Personally knew all of the participants and would have gladly participated. When i started in, I was blocked by Green Pearl "gatekeeper" who said he needed to check with his supervisor. After 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. Embarassing, 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.

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

Answered: 12 Skipped: 27

#	RESPONSES	DATE
1	NA	4/16/2019 6:16 PM
2	Regulations	4/16/2019 12:30 PM
3	no	4/16/2019 12:14 PM
4	N/A	4/16/2019 11:35 AM
5	None	4/12/2019 9:29 AM
6	Overview of real estate trends across the Chicago neighborhoods and suburbs	4/11/2019 10:47 AM
7	N/A	4/11/2019 8:49 AM
8	no	4/10/2019 8:04 PM
9	Somebody from the Chicago Building Department	4/10/2019 4:57 PM
10	Condo Deconversions	4/10/2019 4:54 PM
11	No	4/10/2019 4:39 PM
12	No	4/10/2019 4:37 PM

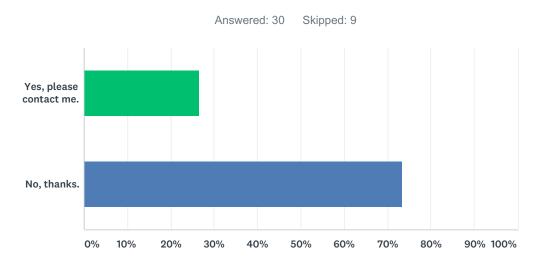
Q13 How did you feel about the length of the conference?



ANSWER CHOICES	RESPONSES	
Too long	16.13%	5
Too short	3.23%	1
Just right	80.65%	25
TOTAL		31

#	COMMENTS	DATE
1	left early due to above complaint	4/16/2019 12:57 PM
2	One day and 1/2 gives more meet-up time	4/10/2019 8:04 PM
3	Not frequent enough breaks	4/10/2019 4:57 PM

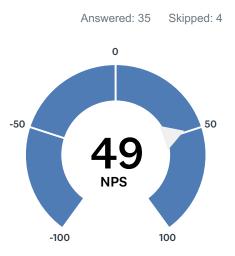
Q14 Do you or your firm have interest in speaking, sponsoring or exhibiting at a future event?



ANSWER CHOICES	RESPONSES	
Yes, please contact me.	26.67%	8
No, thanks.	73.33%	22
TOTAL		30

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	jerry.lumpkins@bmo.com	4/16/2019 6:16 PM
2	J. Michael Drew Mdrew@strdev.com	4/16/2019 12:57 PM
3	Property management	4/16/2019 12:30 PM
4	call me anytime. Eric Silverman, Eastham Capital, 561-571-7100, eric@easthamapital.com	4/12/2019 2:51 PM
5	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.	4/10/2019 8:04 PM
6	John Oharenko 312-636-5000. john.oharenko@reci.com	4/10/2019 6:41 PM

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



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
9%	34%	57%	49
3	12	20	