

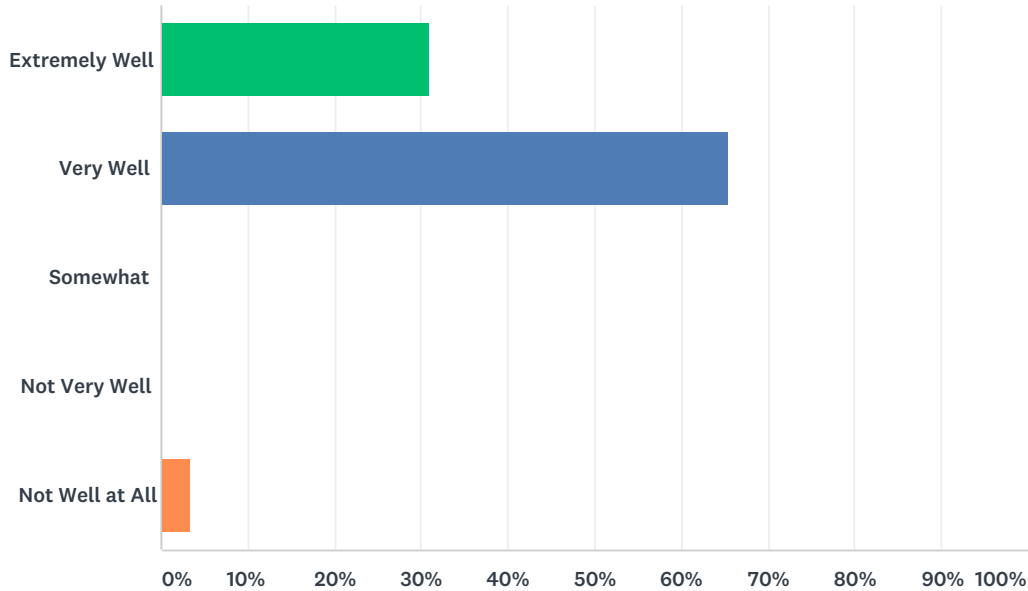
## Q1 What was your primary reason for attending this conference?

Answered: 28 Skipped: 1

#	RESPONSES	DATE
1	Speaking and Networking	5/14/2019 12:57 PM
2	Speaker	5/13/2019 5:24 PM
3	Networking	5/13/2019 2:20 PM
4	networking& education	5/13/2019 11:03 AM
5	Networking and update on current Multi-Family status.	5/13/2019 10:27 AM
6	Networking, information gathering	5/13/2019 9:34 AM
7	Networking and content.	5/13/2019 9:18 AM
8	Network and gauge pulse of current trends.	5/13/2019 8:00 AM
9	Invitation by Sebastian Harris, gathering informations about our market.	5/12/2019 9:01 AM
10	To hear from the professionals the state of the market in the Tampa area and their projections for the next 2 years.	5/11/2019 5:21 PM
11	MF Market update and network..	5/11/2019 1:58 PM
12	Hear from the panel in the opening session	5/11/2019 5:54 AM
13	Networking, speaking at panel	5/11/2019 12:02 AM
14	The conference was great last year and very informative so I attended again this year.	5/10/2019 10:34 PM
15	Market analysts	5/10/2019 9:50 PM
16	To make business connections.	5/10/2019 8:16 PM
17	To learn more about the state of the market.	5/10/2019 7:44 PM
18	Networking and industry information	5/10/2019 7:28 PM
19	Networking and market outlook	5/10/2019 6:23 PM
20	We exhibited and attended for real estate update	5/10/2019 6:23 PM
21	Vendor - Meet Management Cos, and Property Ownership	5/10/2019 6:07 PM
22	I was a speaker	5/10/2019 5:20 PM
23	To learn about development in the west coast area	5/10/2019 4:46 PM
24	speaker, however the sessions were very helpful and informative. I attended them all after my 9:45-10:30 speaking session	5/10/2019 4:40 PM
25	Explore the Tampa market	5/10/2019 4:05 PM
26	I was invited to participate in a round table session	5/10/2019 3:54 PM
27	To hear about the market metrics currently.	5/10/2019 3:51 PM
28	Participating in the Operators Roundtable discussion	5/10/2019 3:39 PM

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

Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely Well	31.03%	9
Very Well	65.52%	19
Somewhat	0.00%	0
Not Very Well	0.00%	0
Not Well at All	3.45%	1
TOTAL		29

#	COMMENTS	DATE
1	Great event!	5/13/2019 9:34 AM
2	I love this conference	5/10/2019 10:34 PM
3	Great job.	5/10/2019 8:16 PM
4	Panels were dull and uninformativr	5/10/2019 4:46 PM
5	Great to be able to dialog with other developers. Doesn't happen very often	5/10/2019 3:54 PM

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

Answered: 22 Skipped: 7

#	RESPONSES	DATE
1	Improve our materials sourcing strategy.	5/14/2019 12:57 PM
2	Networking	5/13/2019 2:20 PM
3	Invest in Tampa.	5/13/2019 9:34 AM
4	spend more time in Orlando	5/13/2019 8:00 AM
5	Amenities are not only "hard ware", the number of service possibilities, which are important to tenants are endless.	5/12/2019 9:01 AM
6	What to do with upgrades in my properties at this time.	5/11/2019 5:21 PM
7	Increase focus on building a sense of community on our properties	5/11/2019 5:54 AM
8	It was a professional event and overall it was well done	5/11/2019 12:02 AM
9	To begin looking in 3rd tier markets and B and C asset class for buying opportunities	5/10/2019 10:34 PM
10	Too many lite weights	5/10/2019 9:50 PM
11	We all need each other's help to build great buildings and create great communities	5/10/2019 8:16 PM
12	That Tampa is supported by very strong economic factors, so I will take a closer look at this market.	5/10/2019 7:44 PM
13	More time for discussion	5/10/2019 7:28 PM
14	Cautious optimism on outlook	5/10/2019 6:23 PM
15	We will likely exhibit again next year and possibly do the seat drop again.	5/10/2019 6:23 PM
16	I thought the reception the evening before the event went very well. In addition the area provided for the event was much better than last year. More room to communicate	5/10/2019 6:07 PM
17	Nothing	5/10/2019 4:46 PM
18	To be honest i thought the pace of it and the content were excellent. I guess I would like to see it expanded by one more seminar/ session and extended by about 1.5-2 hours.	5/10/2019 4:40 PM
19	ETS had an informative segment.	5/10/2019 4:05 PM
20	Establish company brand standards that can be shared with the design professionals and contractors on our projects.	5/10/2019 3:54 PM
21	Stay focused pushing forward based on market data and expectations	5/10/2019 3:51 PM
22	Site/Land review in the more suburban areas	5/10/2019 3:39 PM

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

Answered: 25 Skipped: 4

#	RESPONSES	DATE
1	Networking	5/14/2019 12:57 PM
2	Quality attendees	5/13/2019 5:24 PM
3	NEtworking	5/13/2019 2:20 PM
4	Networking	5/13/2019 10:27 AM
5	Panel discussions	5/13/2019 9:34 AM
6	Networking opportunity and sessions with investors/principals who are active in Central/West Florida.	5/13/2019 9:18 AM
7	networking	5/13/2019 8:00 AM
8	The data from the first speach	5/12/2019 9:01 AM
9	Hearing from the panels that were up on the stage they shared a wealth of information.	5/11/2019 5:21 PM
10	net work and market info	5/11/2019 1:58 PM
11	Meeting people	5/11/2019 5:54 AM
12	The operators Roundtable and the networking.	5/10/2019 10:34 PM
13	The market assessment	5/10/2019 9:50 PM
14	The connections I made	5/10/2019 8:16 PM
15	The data provided, which makes me feel comfortable in regards to central Florida.	5/10/2019 7:44 PM
16	Networking, and sharing best practices with other industry leaders.	5/10/2019 7:28 PM
17	People meet	5/10/2019 6:23 PM
18	Business development	5/10/2019 6:23 PM
19	Making good potential business relationships	5/10/2019 6:07 PM
20	Opening remarks	5/10/2019 4:46 PM
21	It was all valuable, but personally the accounting working session was extremely efficient and most valuable.	5/10/2019 4:40 PM
22	Networking.	5/10/2019 4:05 PM
23	Being able to interact with fellow developers and share how business challenges are being dealt with.	5/10/2019 3:54 PM
24	Hearing John S from M/M presentation. As well as James Nozars presentation.	5/10/2019 3:51 PM
25	Meeting with peers	5/10/2019 3:39 PM

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

Answered: 19   Skipped: 10

#	RESPONSES	DATE
1	None	5/14/2019 12:57 PM
2	The closed door roundtables weren't open to more people. Good quality people that we'd like to hear from, but couldn't	5/13/2019 5:24 PM
3	NA	5/13/2019 2:20 PM
4	It was disappointing that the luncheon speaker ran 15 minutes late and cut into the value-add session which got squeezed down to 30 minutes. In general, I think most people attend these events for the sessions featuring principals/investor speakers vs. service providers (tax consultant).	5/13/2019 9:18 AM
5	I don't have a list of the speakers.	5/13/2019 8:00 AM
6	Breaks are to short	5/12/2019 9:01 AM
7	Absolutely not, the event was Excellent	5/11/2019 5:21 PM
8	Would like to get a electronic version of the market update presentation	5/11/2019 1:58 PM
9	No everything was outstanding.	5/10/2019 10:34 PM
10	It was my first even so I had no expectations.	5/10/2019 8:16 PM
11	None	5/10/2019 7:44 PM
12	None that I can think of.	5/10/2019 7:28 PM
13	Not enough investors present, mostly developers	5/10/2019 6:23 PM
14	A few of the topics need refreshed. Most of the attendees don't have 10,000+ apartment units, yet much of the discussion was targeting larger owners.	5/10/2019 6:23 PM
15	Hotel rooms were not very accommodating for the price. Beds are uncomfortable. Hot water was an issue as well as the cable television	5/10/2019 6:07 PM
16	Lack luster panelist	5/10/2019 4:46 PM
17	I had no preconceived expectations therefore it was all good. There were pieces and parts of every session that met my expectations. There could have been a more detailed design seminar would have been helpful. Trending designs that hit the mark on everything we were discussing would be great for next year. Top architects in USA or local are some of the best too. On how to design to encourage community. Designs specific that implement the latest in living for rent retention and top dollar n amenities that are really used and that tenants value. Forward thinking designing for the next 10 years on trends.	5/10/2019 4:40 PM
18	N/A	5/10/2019 4:05 PM
19	No	5/10/2019 3:51 PM

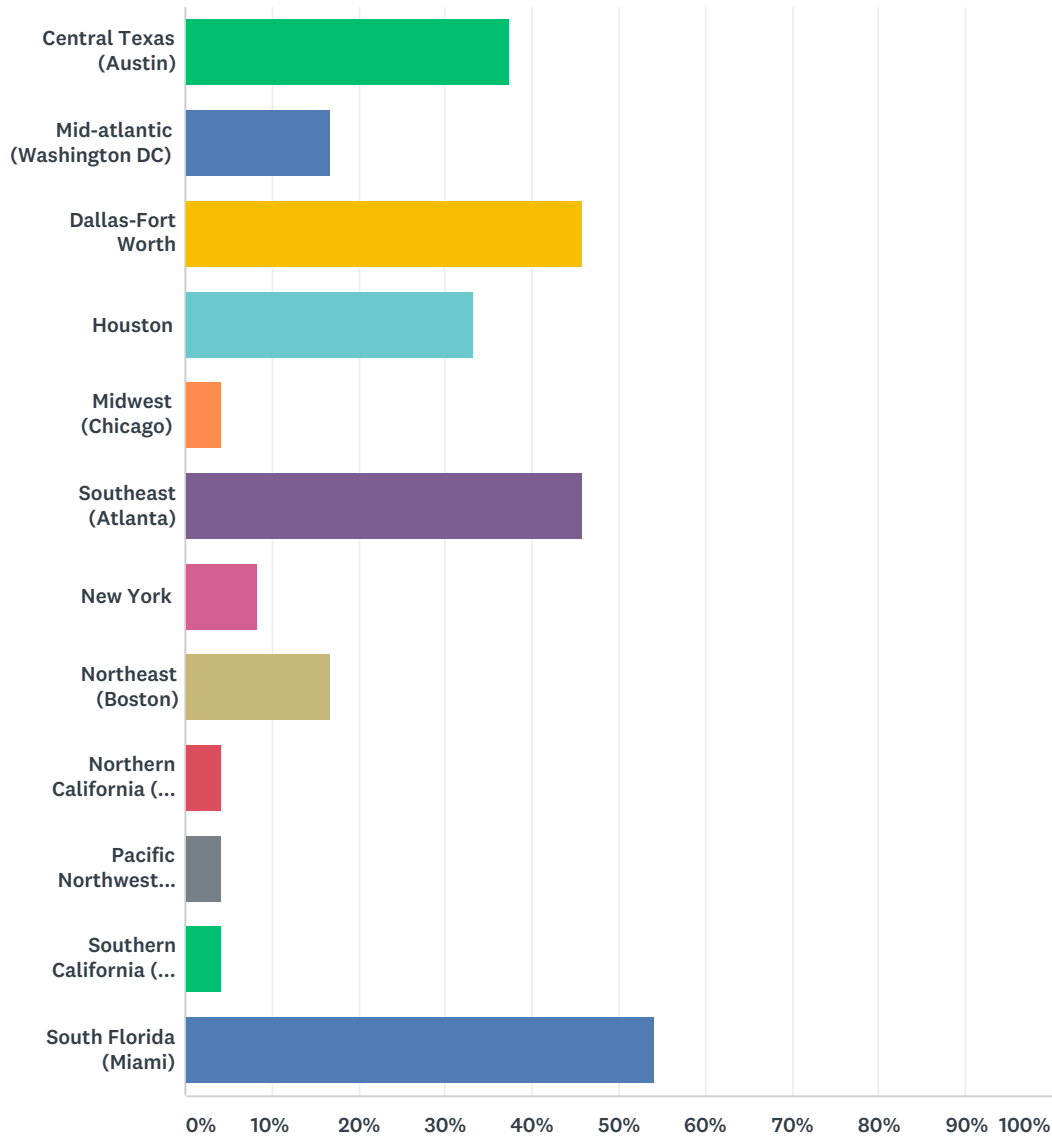
## Q6 Do you have any specific suggestions for improvement?

Answered: 19 Skipped: 10

#	RESPONSES	DATE
1	None	5/14/2019 12:57 PM
2	The paid / sponsor speakers tend to dominate the time and conversation sometimes - ie tax guy during lunch ran very long, which shortened the time for other panels	5/13/2019 5:24 PM
3	NA	5/13/2019 2:20 PM
4	More networking time.	5/13/2019 9:34 AM
5	On the value-add panel, I'm not sure that having a construction service provider on the panel added much impact. Especially since he was one of the main sponsors of the event, it resulted in him dominating the conversation at times. It's just not meaningful to hear someone who is not a multifamily owner/investor answer questions geared for people who are actively doing deals. Example: commenting on cap rates, acquisition metrics, investment trends - having the perspective of another owner (active in Central/West Florida) would add a lot more to the discussion.	5/13/2019 9:18 AM
6	provide a list of speakers	5/13/2019 8:00 AM
7	Make a little longer breaks	5/12/2019 9:01 AM
8	No, not really. You guys have this down pack...	5/11/2019 5:21 PM
9	Serve white meat chicken	5/11/2019 12:02 AM
10	No	5/10/2019 10:34 PM
11	No reminders, no directions, no attendee list, poor food and beverage for a big registration fee	5/10/2019 9:50 PM
12	None	5/10/2019 8:16 PM
13	Would have loved to met some brokers to be added to their buyers list.	5/10/2019 7:44 PM
14	Just figure out a way to give more time for Roundtable discussion.	5/10/2019 7:28 PM
15	I might consider an underwriting/property management breakout group next year.	5/10/2019 6:23 PM
16	Have your panelist deliver fresh content	5/10/2019 4:46 PM
17	See #5	5/10/2019 4:40 PM
18	N/A	5/10/2019 4:05 PM
19	Keep going in The same direction.	5/10/2019 3:51 PM

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

Answered: 24 Skipped: 5



ANSWER CHOICES	RESPONSES	
Central Texas (Austin)	37.50%	9
Mid-atlantic (Washington DC)	16.67%	4
Dallas-Fort Worth	45.83%	11
Houston	33.33%	8
Midwest (Chicago)	4.17%	1
Southeast (Atlanta)	45.83%	11
New York	8.33%	2

## 5th Marcus & Millichap / IPA Multifamily Forum: West & Central Florida Attendee Survey

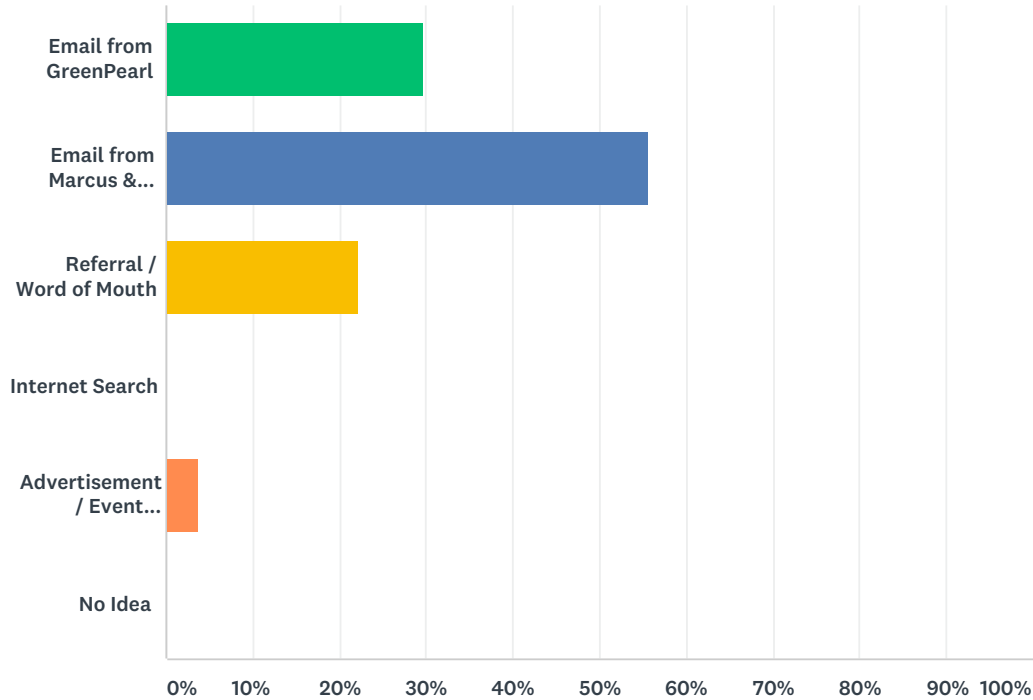
Northeast (Boston)	16.67%	4
Northern California (San Francisco)	4.17%	1
Pacific Northwest (Seattle)	4.17%	1
Southern California (Los Angeles)	4.17%	1
South Florida (Miami)	54.17%	13
Total Respondents: 24		

#	OTHER (PLEASE SPECIFY)	DATE
1	Nashville, Detroit, and Ft Myers	5/10/2019 8:16 PM
2	Tampa -Orlando obviously	5/10/2019 4:40 PM



## Q8 How did you hear about the conference?

Answered: 27 Skipped: 2

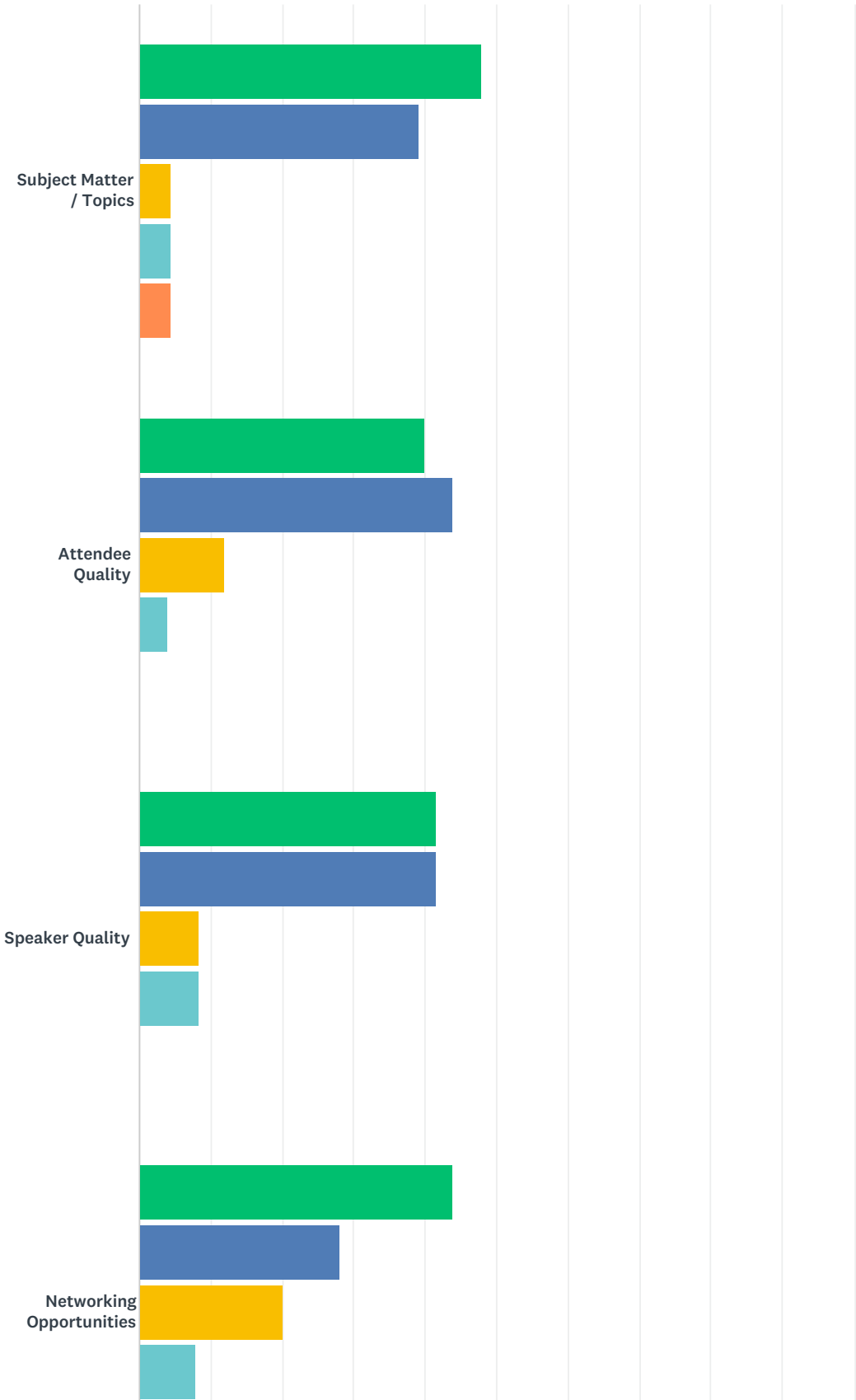


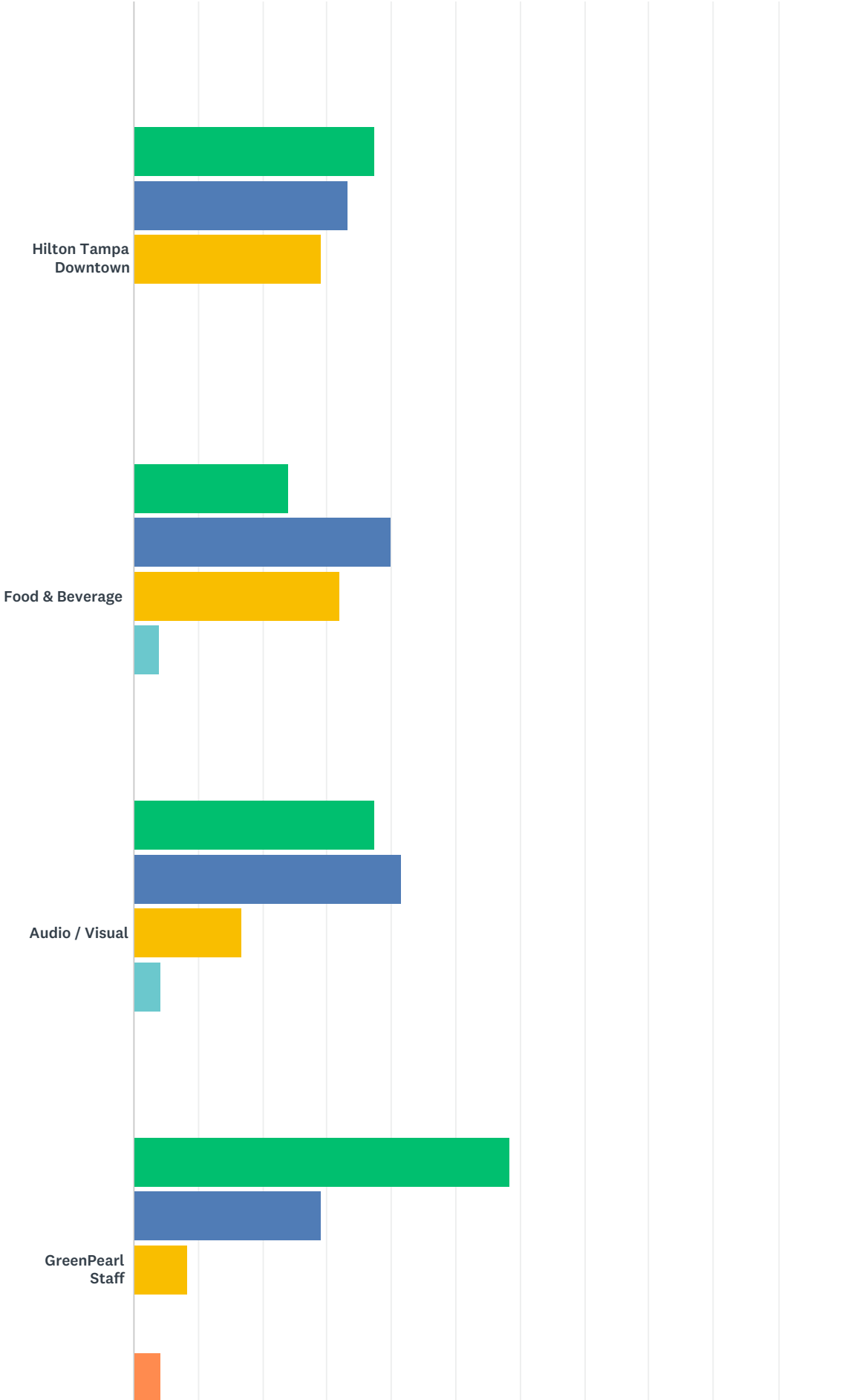
ANSWER CHOICES	RESPONSES	
Email from GreenPearl	29.63%	8
Email from Marcus & Millichap	55.56%	15
Referral / Word of Mouth	22.22%	6
Internet Search	0.00%	0
Advertisement / Event Calendar Listing	3.70%	1
No Idea	0.00%	0
Total Respondents: 27		

#	OTHER (PLEASE SPECIFY)	DATE
1	Lenger Financials	5/13/2019 11:03 AM
2	Boss notified me	5/13/2019 9:34 AM
3	Past attendance and LinkedIn	5/13/2019 8:00 AM

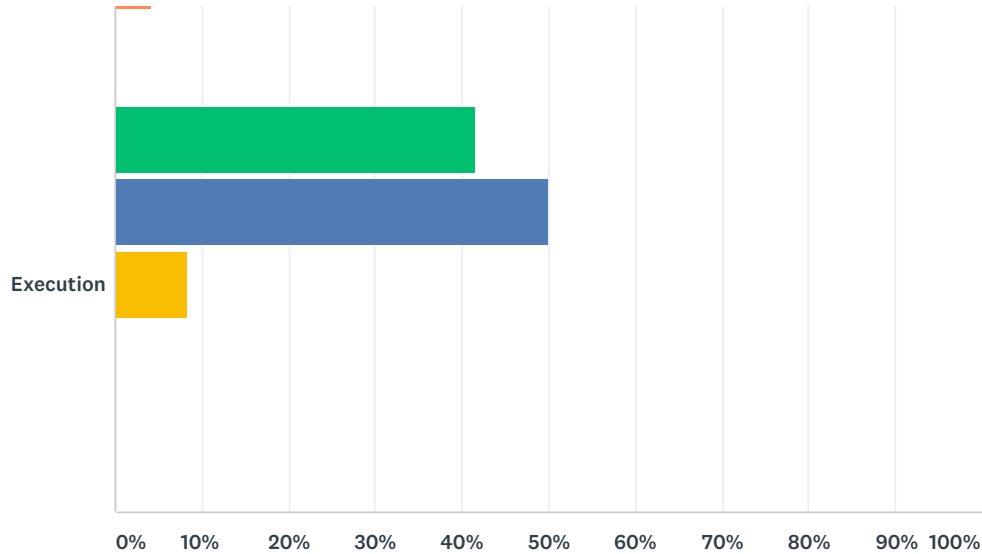
Q9 How would you rate the following aspects of this conference?

Answered: 25    Skipped: 4





# 5th Marcus & Millichap / IPA Multifamily Forum: West & Central Florida Attendee Survey



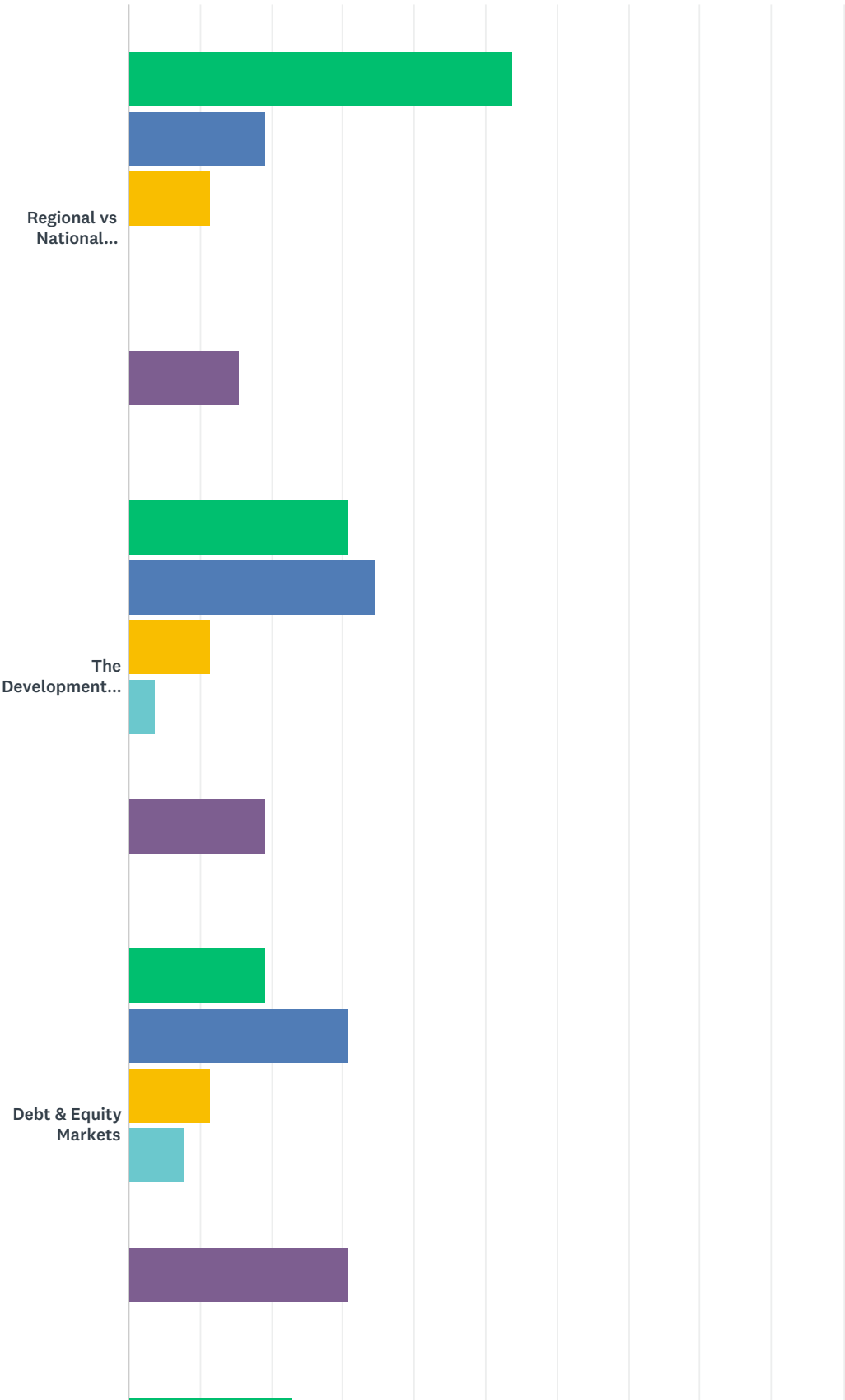
■ Excellent
 ■ Very Good
 ■ Good
 ■ Fair
 ■ Poor

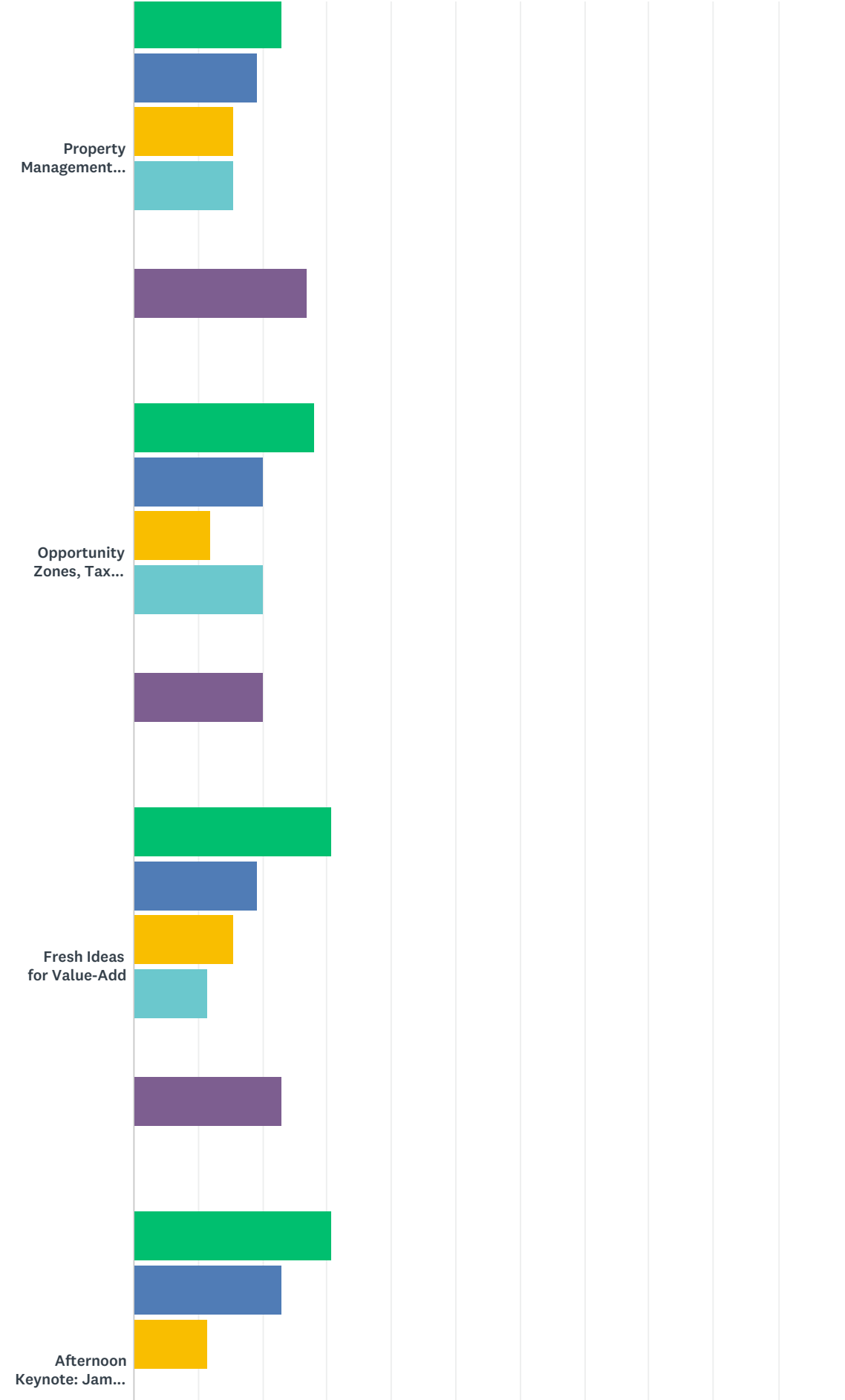
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	47.83% 11	39.13% 9	4.35% 1	4.35% 1	4.35% 1	23	4.22
Attendee Quality	40.00% 10	44.00% 11	12.00% 3	4.00% 1	0.00% 0	25	4.20
Speaker Quality	41.67% 10	41.67% 10	8.33% 2	8.33% 2	0.00% 0	24	4.17
Networking Opportunities	44.00% 11	28.00% 7	20.00% 5	8.00% 2	0.00% 0	25	4.08
Hilton Tampa Downtown	37.50% 9	33.33% 8	29.17% 7	0.00% 0	0.00% 0	24	4.08
Food & Beverage	24.00% 6	40.00% 10	32.00% 8	4.00% 1	0.00% 0	25	3.84
Audio / Visual	37.50% 9	41.67% 10	16.67% 4	4.17% 1	0.00% 0	24	4.13
GreenPearl Staff	58.33% 14	29.17% 7	8.33% 2	0.00% 0	4.17% 1	24	4.38
Execution	41.67% 10	50.00% 12	8.33% 2	0.00% 0	0.00% 0	24	4.33

#	COMMENTS:	DATE
1	The panels were all men. How about trying for some diversity next year.	5/10/2019 10:36 PM

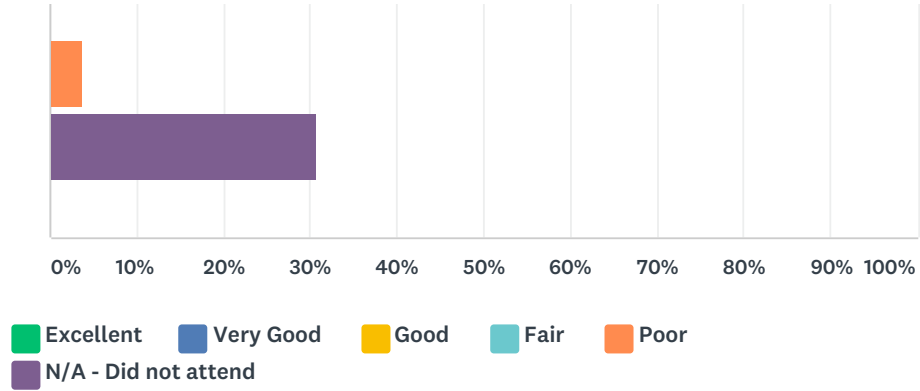
Q10 How would you rate the following sessions of this conference?

Answered: 26    Skipped: 3





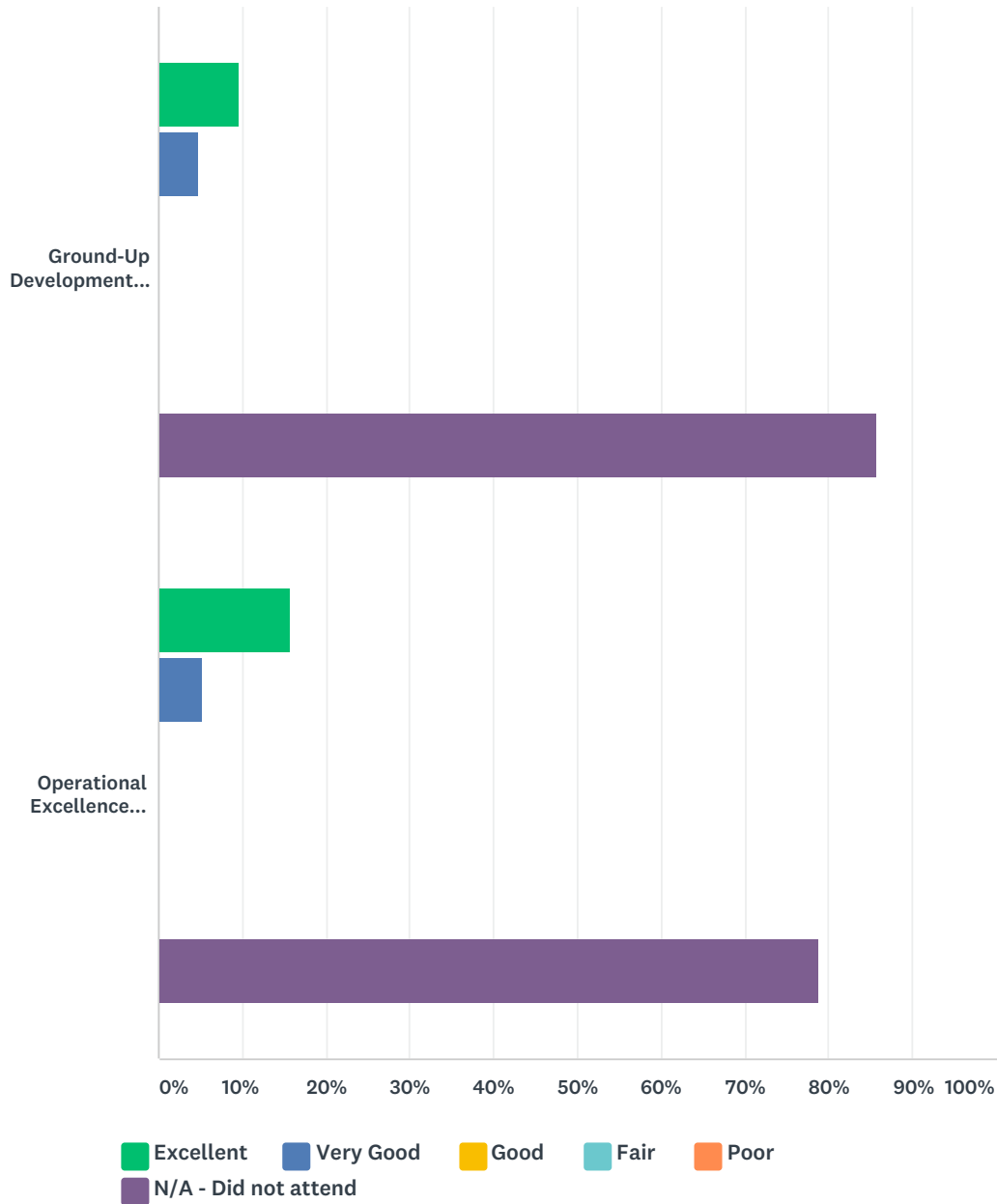
## 5th Marcus & Millichap / IPA Multifamily Forum: West & Central Florida Attendee Survey



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Regional vs National Multifamily Market Outlook	53.85% 14	19.23% 5	11.54% 3	0.00% 0	0.00% 0	15.38% 4	26	4.50
The Development Outlook	30.77% 8	34.62% 9	11.54% 3	3.85% 1	0.00% 0	19.23% 5	26	4.14
Debt & Equity Markets	19.23% 5	30.77% 8	11.54% 3	7.69% 2	0.00% 0	30.77% 8	26	3.89
Property Management Innovations & Technology	23.08% 6	19.23% 5	15.38% 4	15.38% 4	0.00% 0	26.92% 7	26	3.68
Opportunity Zones, Tax Incentives & Energy Credits Workshop	28.00% 7	20.00% 5	12.00% 3	20.00% 5	0.00% 0	20.00% 5	25	3.70
Fresh Ideas for Value-Add	30.77% 8	19.23% 5	15.38% 4	11.54% 3	0.00% 0	23.08% 6	26	3.90
Afternoon Keynote: James Nozar, CEO, Strategic Property Partners	30.77% 8	23.08% 6	11.54% 3	0.00% 0	3.85% 1	30.77% 8	26	4.11

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

Answered: 22 Skipped: 7



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Ground-Up Development Roundtable	9.52% 2	4.76% 1	0.00% 0	0.00% 0	0.00% 0	85.71% 18	21	4.67
Operational Excellence Roundtable	15.79% 3	5.26% 1	0.00% 0	0.00% 0	0.00% 0	78.95% 15	19	4.75

#	COMMENTS:	DATE
1	Great group and exchange of ideas. Loved it!	5/10/2019 10:36 PM



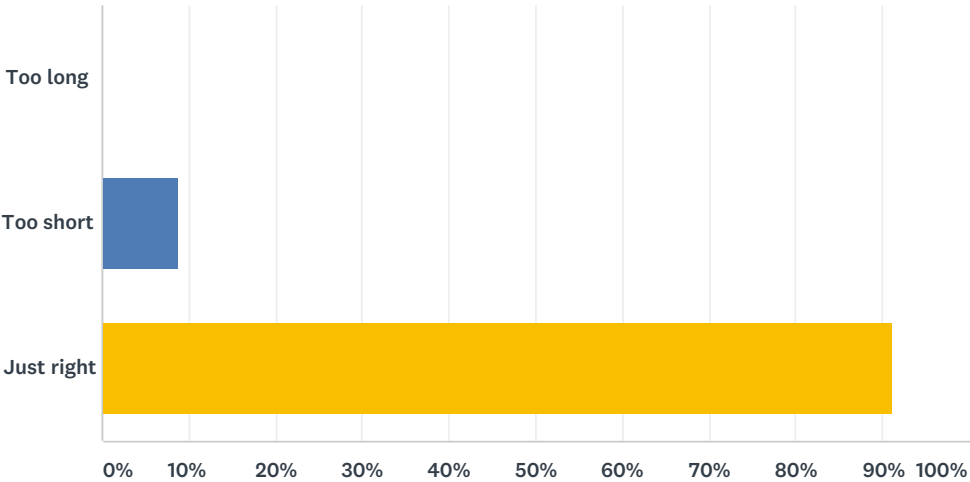
## Q12 Is there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 6 Skipped: 23

#	RESPONSES	DATE
1	open up the roundtables somehow	5/13/2019 5:27 PM
2	No	5/10/2019 8:55 PM
3	Connecting with other investors	5/10/2019 6:26 PM
4	See my earlier comments	5/10/2019 6:25 PM
5	See #5	5/10/2019 4:42 PM
6	Affordable housing market.	5/10/2019 4:07 PM

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

Answered: 23    Skipped: 6

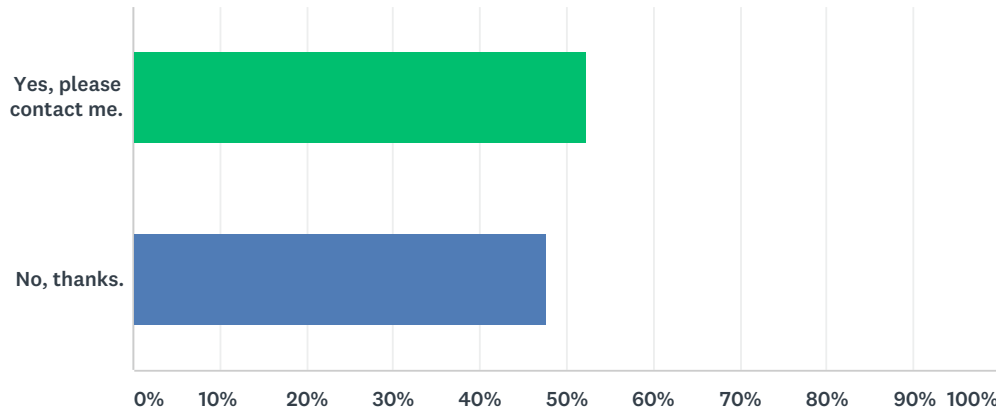


ANSWER CHOICES		RESPONSES	
Too long		0.00%	0
Too short		8.70%	2
Just right		91.30%	21
TOTAL			23

#	COMMENTS	DATE
1	started too early	5/10/2019 9:53 PM

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

Answered: 21 Skipped: 8

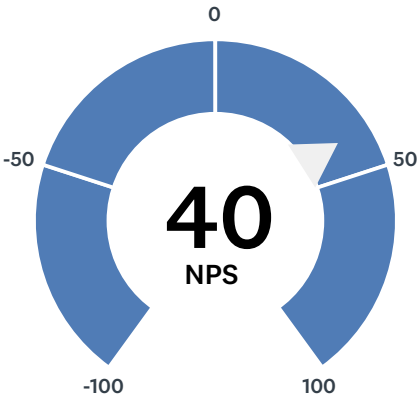


ANSWER CHOICES	RESPONSES	
Yes, please contact me.	52.38%	11
No, thanks.	47.62%	10
TOTAL		21

#	PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU.	DATE
1	Possibly as we get closer to next year	5/11/2019 2:00 PM
2	Maybe next year at this conference	5/10/2019 10:38 PM
3	justin.narine@deangelisdiamond.com	5/10/2019 8:18 PM
4	Larry Sherman Lsherman@gggco.com	5/10/2019 6:09 PM
5	rbreese@brossier.com	5/10/2019 4:42 PM
6	Craig Klingensmith, President Coastal Construction of Tampa LLC 914-522-6056	5/10/2019 3:53 PM
7	Dana Caudell dcaudell@bainbridgere.com	5/10/2019 3:41 PM

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

Answered: 25    Skipped: 4



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
12% 3	36% 9	52% 13	40