

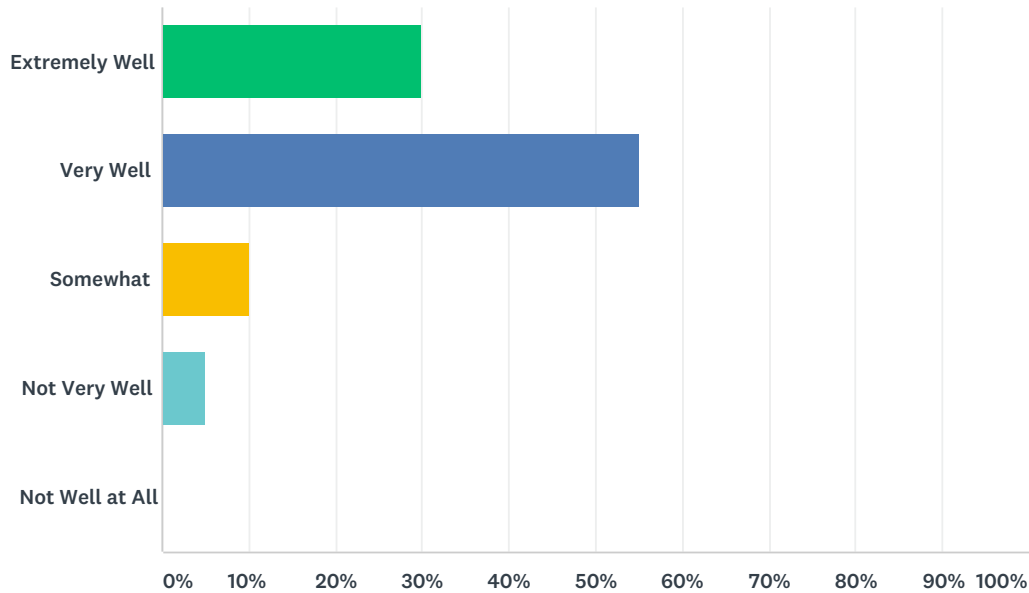
Q1 What was your primary reason for attending this conference?

Answered: 19 Skipped: 1

#	RESPONSES	DATE
1	Meet capital partners	5/7/2019 9:41 AM
2	Networking	5/6/2019 8:47 PM
3	I wanted to attend the event to take advantage of the networking aspect of it.	5/6/2019 3:08 PM
4	Networks and knowledge building	5/6/2019 2:22 PM
5	Recently took over WDC as part of my sales territory; therefore, attended to networking, making introductions to developers we have done business with & get up to date info on multifamily issues, Amazon news & trends, etc. in WDC.	5/1/2019 12:30 PM
6	1) Update on market perspectives, both locally and nationally. 2) Networking.	5/1/2019 9:35 AM
7	Learning about what is currently happening in the Mid Atlantic Market.	5/1/2019 9:14 AM
8	Learning	4/30/2019 10:43 PM
9	To learn about the latest real estate news in the DMV & to network.	4/30/2019 7:45 PM
10	Getting Local insight to market and industry experts	4/30/2019 6:47 PM
11	To gain information on the multi-family market in this region.	4/30/2019 5:15 PM
12	To keep up with trends in the market.	4/30/2019 5:00 PM
13	Meet prospects	4/30/2019 4:37 PM
14	Market Information	4/30/2019 4:27 PM
15	Networking, gain industry visibility and education	4/30/2019 4:18 PM
16	Invited to speak at round table	4/30/2019 4:16 PM
17	Speaker	4/30/2019 4:12 PM
18	Market updates and networking	4/30/2019 3:57 PM
19	Interested what's going on in the market and projections.	4/30/2019 3:33 PM

Q2 How well did the conference meet your expectations?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely Well	30.00%	6
Very Well	55.00%	11
Somewhat	10.00%	2
Not Very Well	5.00%	1
Not Well at All	0.00%	0
TOTAL		20

#	COMMENTS	DATE
1	A few groups that were in the list did not show.	5/7/2019 9:41 AM
2	Hard to network if you didn't know anyone because name tags were hard to read company names and long hallway hard to move around in. Needed to have a network breakout with a way easily meet new people. Like Bisnow has a speed networking	5/1/2019 12:30 PM
3	There didn't seem to be as many owner operators in attendance compared to the past.	5/1/2019 9:35 AM
4	Good speakers	4/30/2019 5:00 PM
5	Participating in the round table was great but not all the participants showed up	4/30/2019 4:37 PM
6	Great sessions!	4/30/2019 4:18 PM

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

Answered: 12 Skipped: 8

#	RESPONSES	DATE
1	Try to be on the forefront of technology within the industry.	5/6/2019 3:08 PM
2	Keep a watch on rent control legislation and short term housing.	5/1/2019 9:35 AM
3	Companies are using Stay Alfred app. to act as a concierge. Interesting that during lease-ups companies were leasing to air bnb to bring in some income during the lease-up process. Interesting that companies are looking to re-purpose parking garages for other things as the need for cars declines.	5/1/2019 9:14 AM
4	There are new tax laws that are advantageous to my target market.	4/30/2019 7:45 PM
5	A Pet friendly building.	4/30/2019 6:47 PM
6	The types of amenities that the tenants are seeking in the design of their apartment buildings.	4/30/2019 5:15 PM
7	We'll be evaluating technology and seeing what we can do to improve resident experience.	4/30/2019 5:00 PM
8	Have more team members here to work the room	4/30/2019 4:37 PM
9	DC MARKET IN THE NEXT 36 MONTHS. AMAZON EFFECT ON THE AREA	4/30/2019 4:27 PM
10	Employee retention tactics	4/30/2019 4:16 PM
11	DC is a tough market	4/30/2019 4:12 PM
12	It's tough out there for everyone trying to buy assets today. Just need to be careful and smart about what you pursue.	4/30/2019 3:57 PM

Q4 What was the most valuable aspect of this conference?

Answered: 15 Skipped: 5

#	RESPONSES	DATE
1	The ability to have that face to face time with people who you do transactions with on a daily basis.	5/6/2019 3:08 PM
2	Met up with a Company President.	5/1/2019 12:30 PM
3	Networking.	5/1/2019 9:35 AM
4	Loved hearing from different companies on the operations side and what they are doing that has been successful.	5/1/2019 9:14 AM
5	Network	4/30/2019 10:43 PM
6	The over all information shared.	4/30/2019 7:45 PM
7	Understanding better the new tax laws and opportunity zone areas	4/30/2019 6:47 PM
8	The presentations / panel discussions on the topics of the day.	4/30/2019 5:15 PM
9	The variety of speakers on each panel.	4/30/2019 5:00 PM
10	Meeting clients	4/30/2019 4:37 PM
11	It was all good	4/30/2019 4:27 PM
12	Meeting ppl in my field	4/30/2019 4:16 PM
13	Keynote speaker	4/30/2019 4:12 PM
14	The networking	4/30/2019 3:57 PM
15	Information	4/30/2019 3:33 PM

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

Answered: 8 Skipped: 12

#	RESPONSES	DATE
1	Capital markets panel seemed lackluster.	5/1/2019 9:35 AM
2	No	4/30/2019 7:45 PM
3	It was all very well done, with only a couple of time slips	4/30/2019 5:15 PM
4	The location was a bit challenging.	4/30/2019 5:00 PM
5	No	4/30/2019 4:37 PM
6	THE KEYNOTE SPEAKER	4/30/2019 4:27 PM
7	The opportunity zone/tax incentives conversation was at lunch and difficult to hear	4/30/2019 3:57 PM
8	Everything presented was pretty low level and impromptu. For the cost of the seminar you'd think there would be more substance.	4/30/2019 3:41 PM

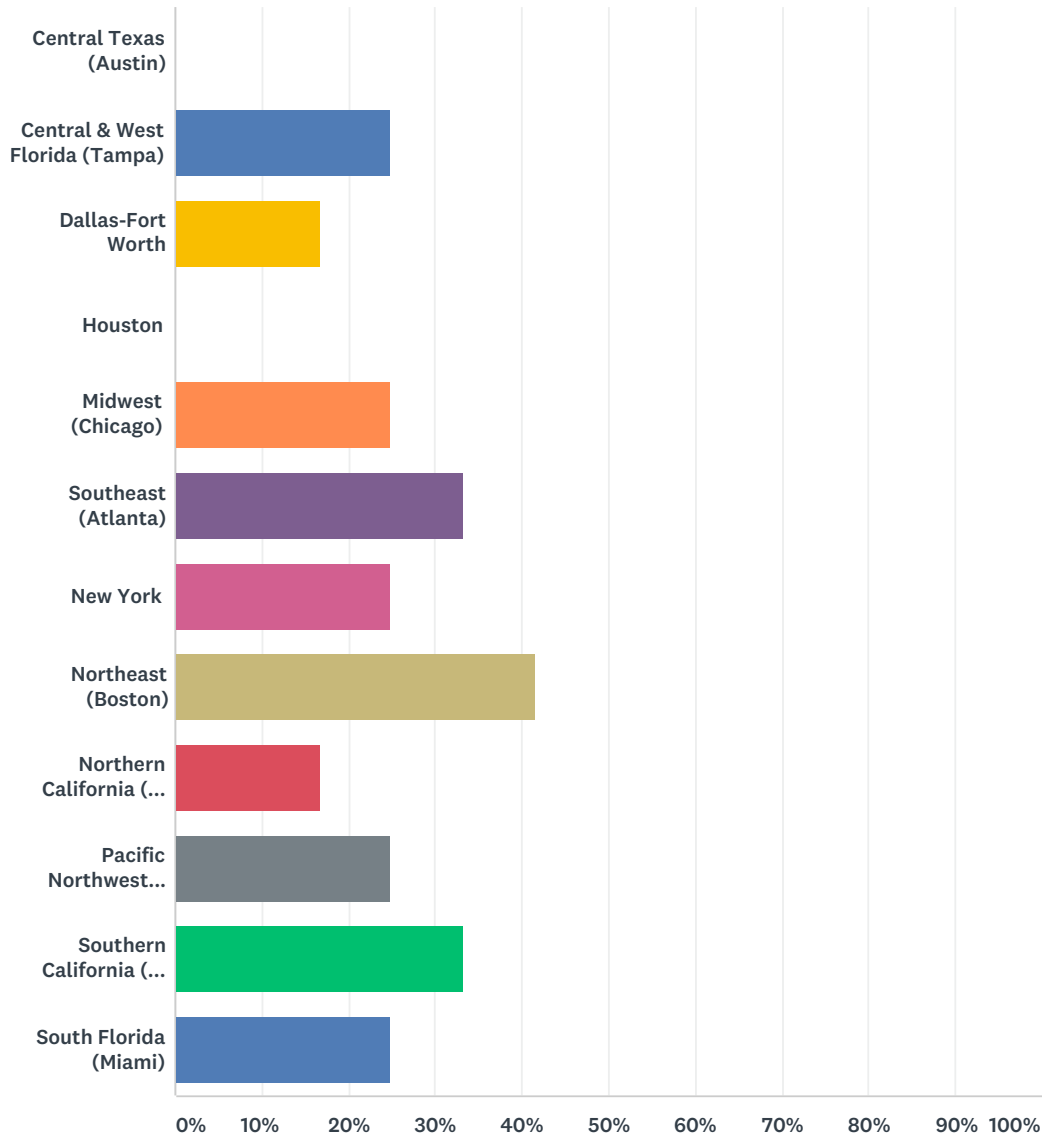
Q6 Do you have any specific suggestions for improvement?

Answered: 7 Skipped: 13

#	RESPONSES	DATE
1	No	4/30/2019 7:45 PM
2	If you're going to ask audience to ask questions for label to answer, make sure each moderator saves enough time for answers. If not, don't do it	4/30/2019 6:47 PM
3	Planning in just a little more time between speakers / discussions to allow for bio breaks.	4/30/2019 5:15 PM
4	More attendees in the roundtable	4/30/2019 4:37 PM
5	NOPE	4/30/2019 4:27 PM
6	Parking was expensive	4/30/2019 4:16 PM
7	Could of been shorter and ended at lunch. Difficult to spend an entire day at a conference.	4/30/2019 3:57 PM

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

Answered: 12 Skipped: 8



ANSWER CHOICES	RESPONSES	
Central Texas (Austin)	0.00%	0
Central & West Florida (Tampa)	25.00%	3
Dallas-Fort Worth	16.67%	2
Houston	0.00%	0
Midwest (Chicago)	25.00%	3
Southeast (Atlanta)	33.33%	4
New York	25.00%	3

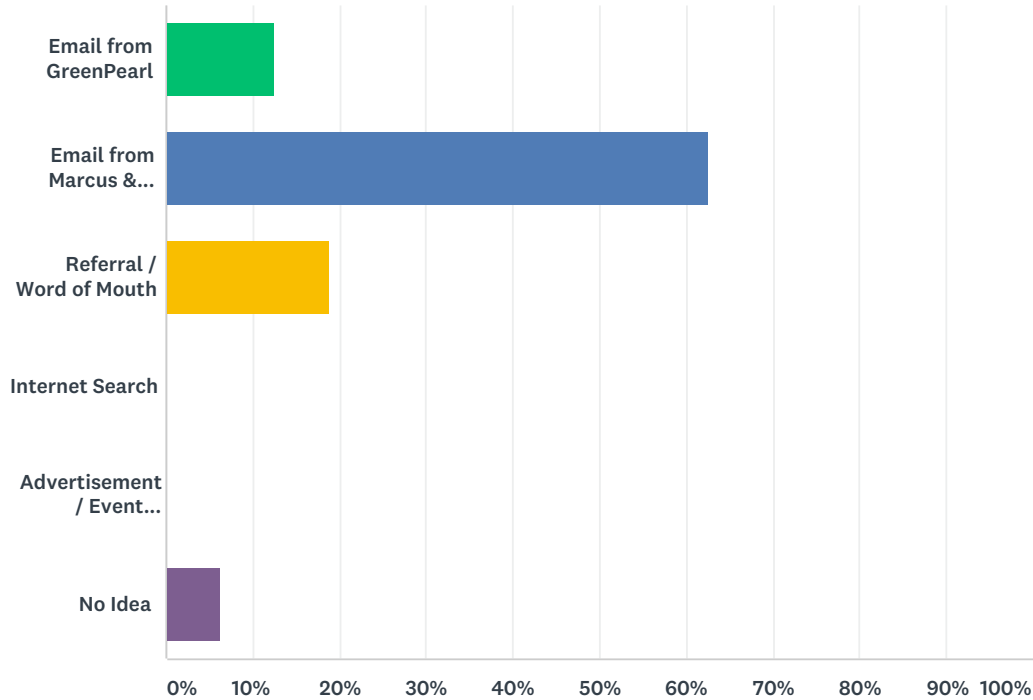
8th Marcus & Millichap / IPA Multifamily Forum: Mid-Atlantic Attendee Survey

Northeast (Boston)	41.67%	5
Northern California (San Francisco)	16.67%	2
Pacific Northwest (Seattle)	25.00%	3
Southern California (Los Angeles)	33.33%	4
South Florida (Miami)	25.00%	3
Total Respondents: 12		

#	OTHER (PLEASE SPECIFY)	DATE
1	Washington, DC	4/30/2019 7:45 PM
2	Mid-Atlantic	4/30/2019 5:15 PM
3	DC	4/30/2019 4:16 PM
4	Washington DC metro area.	4/30/2019 3:33 PM

Q8 How did you hear about the conference?

Answered: 16 Skipped: 4

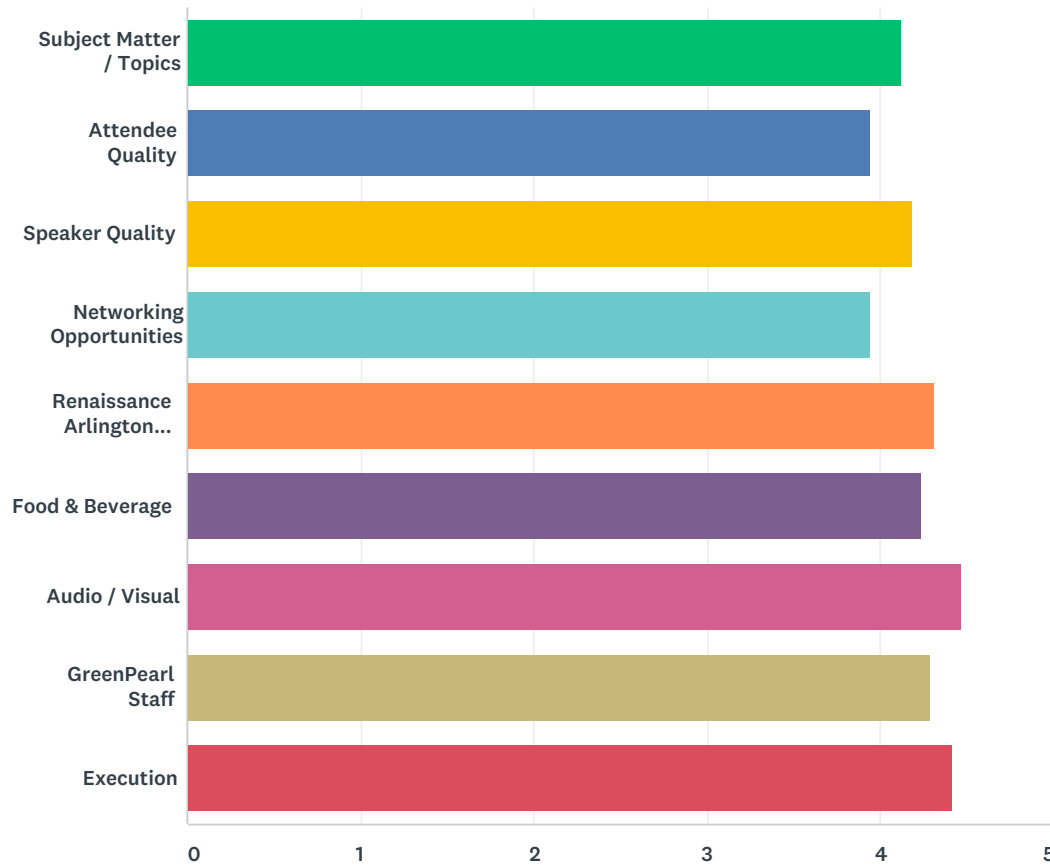


ANSWER CHOICES	RESPONSES	
Email from GreenPearl	12.50%	2
Email from Marcus & Millichap	62.50%	10
Referral / Word of Mouth	18.75%	3
Internet Search	0.00%	0
Advertisement / Event Calendar Listing	0.00%	0
No Idea	6.25%	1
Total Respondents: 16		

#	OTHER (PLEASE SPECIFY)	DATE
1	I have attended previous events.	5/6/2019 8:47 PM
2	My director signed me up	5/1/2019 12:30 PM
3	John Ward	4/30/2019 4:18 PM
4	Past attendance	4/30/2019 3:33 PM

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

Answered: 17 Skipped: 3



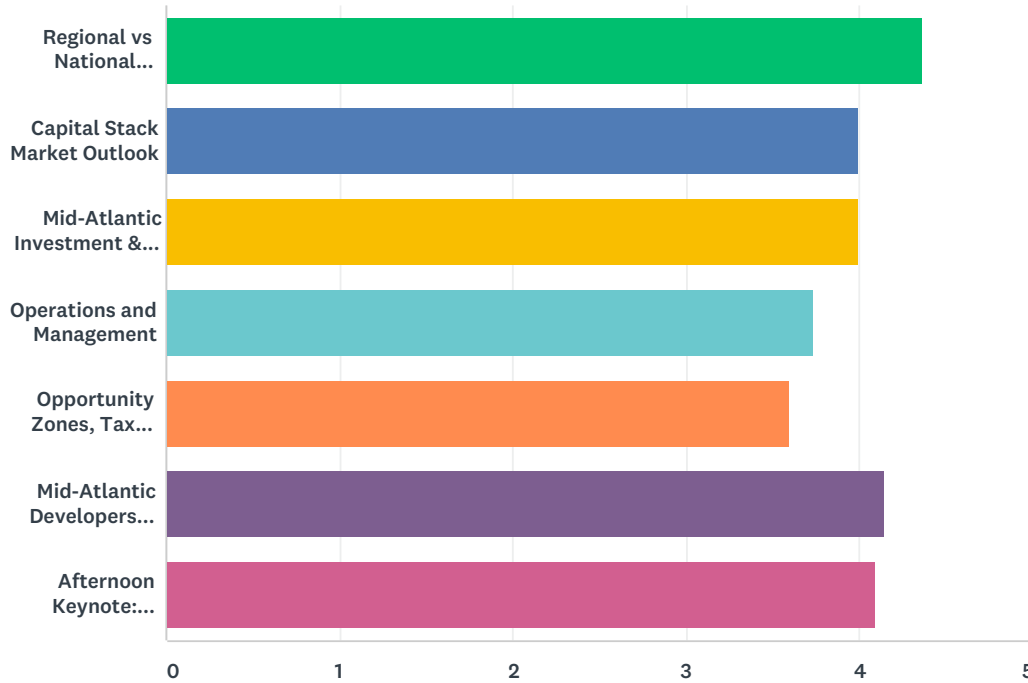
	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Subject Matter / Topics	35.29% 6	47.06% 8	11.76% 2	5.88% 1	0.00% 0	17	4.12
Attendee Quality	29.41% 5	35.29% 6	35.29% 6	0.00% 0	0.00% 0	17	3.94
Speaker Quality	41.18% 7	35.29% 6	23.53% 4	0.00% 0	0.00% 0	17	4.18
Networking Opportunities	35.29% 6	29.41% 5	29.41% 5	5.88% 1	0.00% 0	17	3.94
Renaissance Arlington Capital View Hotel	43.75% 7	43.75% 7	12.50% 2	0.00% 0	0.00% 0	16	4.31
Food & Beverage	58.82% 10	17.65% 3	17.65% 3	0.00% 0	5.88% 1	17	4.24
Audio / Visual	52.94% 9	41.18% 7	5.88% 1	0.00% 0	0.00% 0	17	4.47
GreenPearl Staff	52.94% 9	23.53% 4	23.53% 4	0.00% 0	0.00% 0	17	4.29
Execution	47.06% 8	47.06% 8	5.88% 1	0.00% 0	0.00% 0	17	4.41

8th Marcus & Millichap / IPA Multifamily Forum: Mid-Atlantic Attendee Survey

#	COMMENTS:	DATE
1	The food was amazing!	5/1/2019 9:15 AM

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

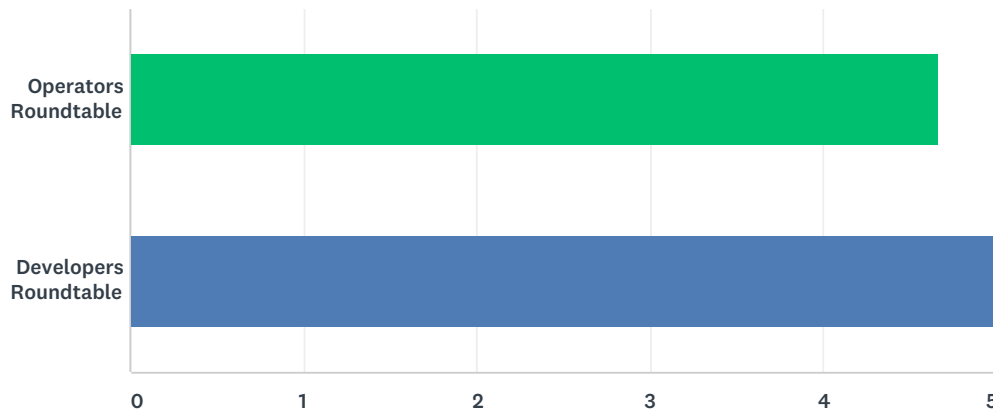
Answered: 17 Skipped: 3



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Regional vs National Multifamily Market Outlook	41.18% 7	29.41% 5	11.76% 2	0.00% 0	0.00% 0	17.65% 3	17	4.36
Capital Stack Market Outlook	29.41% 5	41.18% 7	5.88% 1	11.76% 2	0.00% 0	11.76% 2	17	4.00
Mid-Atlantic Investment & Development Opportunities	29.41% 5	35.29% 6	5.88% 1	11.76% 2	0.00% 0	17.65% 3	17	4.00
Operations and Management	35.29% 6	17.65% 3	17.65% 3	11.76% 2	5.88% 1	11.76% 2	17	3.73
Opportunity Zones, Tax Incentives & Energy Credits Workshop	35.29% 6	5.88% 1	29.41% 5	11.76% 2	5.88% 1	11.76% 2	17	3.60
Mid-Atlantic Developers Forecast	35.29% 6	29.41% 5	11.76% 2	5.88% 1	0.00% 0	17.65% 3	17	4.14
Afternoon Keynote: Douglas Bibby, President of the National MultifamilyHousing Council (NMHC)	31.25% 5	12.50% 2	25.00% 4	0.00% 0	0.00% 0	31.25% 5	16	4.09

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

Answered: 12 Skipped: 8



	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	N/A - DID NOT ATTEND	TOTAL	WEIGHTED AVERAGE
Operators Roundtable	16.67% 2	8.33% 1	0.00% 0	0.00% 0	0.00% 0	75.00% 9	12	4.67
Developers Roundtable	8.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	91.67% 11	12	5.00

#	COMMENTS:	DATE
1	Not sure why these were "closed door"	5/1/2019 9:36 AM

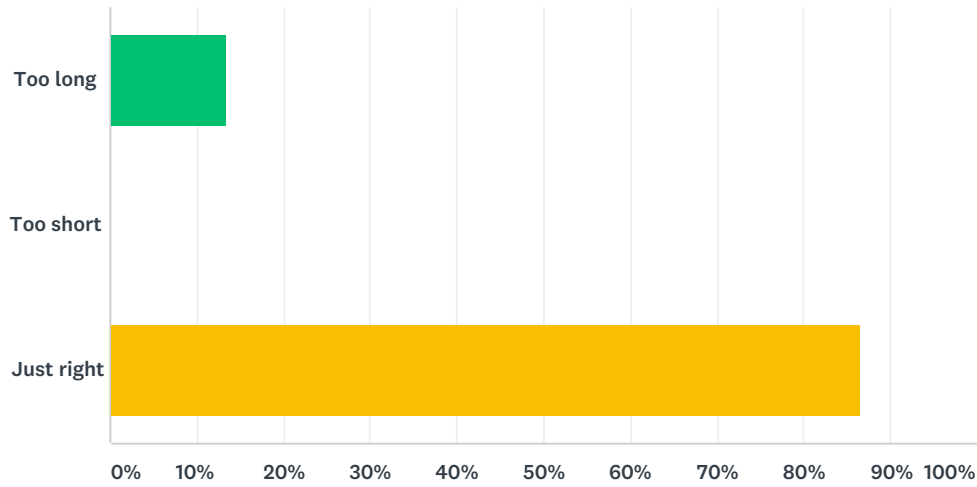
Q12 Is there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 5 Skipped: 15

#	RESPONSES	DATE
1	Short-term furnished rental market and alternative accommodations	5/7/2019 9:42 AM
2	No	4/30/2019 7:47 PM
3	No	4/30/2019 5:17 PM
4	Insurtech	4/30/2019 4:38 PM
5	More discussion on new forms of income such as co-living, hotel concepts, and corporate housing/furnished units	4/30/2019 3:59 PM

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

Answered: 15 Skipped: 5

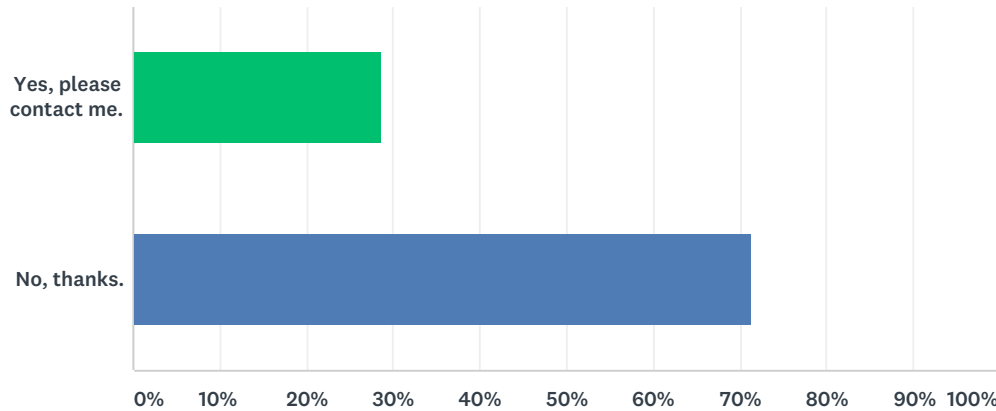


ANSWER CHOICES		RESPONSES	
Too long		13.33%	2
Too short		0.00%	0
Just right		86.67%	13
TOTAL			15

#	COMMENTS	DATE
1	Your survey is way too long.	4/30/2019 3:35 PM

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

Answered: 14 Skipped: 6

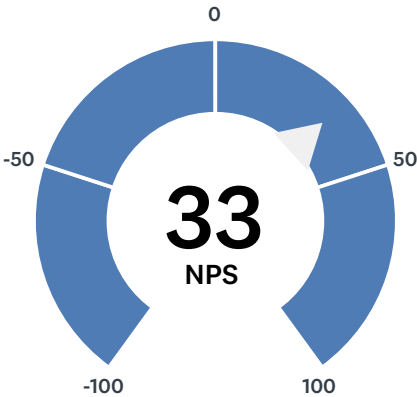


ANSWER CHOICES	RESPONSES	
Yes, please contact me.	28.57%	4
No, thanks.	71.43%	10
TOTAL		14

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

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

Answered: 18 Skipped: 2



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
6% 1	56% 10	39% 7	33