

#1

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 6:01:07 PM
Last Modified: Thursday, June 06, 2019 6:02:45 PM
Time Spent: 00:01:38
First Name: Michael
Last Name: DiSimone
Email: mdisimone@mjwinvestments.com
IP Address: 76.174.190.82

Page 1: Event Overview

Q1 What was your primary reason for attending this conference? Respondent skipped this question

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? 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?

Central Texas (Austin) ,
 Northern California (San Francisco) ,
 Pacific Northwest (Seattle) ,
 Other (please specify):
 Salt Lake City, Portland

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	Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
L.A. Grand Hotel Downtown	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? **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**

#2

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 6:02:09 PM
Last Modified: Thursday, June 06, 2019 6:05:43 PM
Time Spent: 00:03:34
First Name: Michael
Last Name: Aushenker
Email: Aushenker@aol.com
IP Address: 107.77.229.42

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Work assignment

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?

Economy is slowing

Q4 What was the most valuable aspect of this conference?

Market data

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? **Northern California (San Francisco)**

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	Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Good
L.A. Grand Hotel Downtown	Good
Food & Beverage	Fair
Audio / Visual	Fair
GreenPearl Staff	Good
Execution	Good

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

Presentation: Regional vs National Multifamily Market Outlook	Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Good
Presentation: Rethinking Renter Risks	Fair
Panel: State of the Market	Fair
Workshop: Fresh Information on Opportunity Zones	Fair
Panel: Debt, Equity & Financing Trends	Fair
Panel: Innovations in Design & Construction	Fair
Panel: Winning at the Apartment Value-Add Game	Fair
Panel: Property Management Hacks	Fair
Lunch Keynote: Market Perspective from the CEO	Fair
Panel: What's Ahead in Rent Control	Poor

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

Multifamily & Condo Developers Roundtable	Fair
Operational Excellence Roundtable	Fair

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?

3 (Detractor)

#3

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 6:02:44 PM
Last Modified: Thursday, June 06, 2019 6:06:11 PM
Time Spent: 00:03:27
First Name: Marshall
Last Name: Friday
Email: mwfriday@adt.com
IP Address: 162.237.44.192

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

I was a vendor

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

Comments:

The audience was not exactly who we were targeting, but we made good contacts.

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

I can't wait to get my copy of the opening address from Marcus and Millichap. It was very insightful and I want to share with my team.

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?

The distance between the booths and the food was a little tight and caused some issues with people walking by while food was being changed out.

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?

Central Texas ,
(Austin)
Southeast (Atlanta),
Northeast ,
(Boston)
Northern California (San ,
Francisco)
West & Central Florida ,
(Tampa)
South Florida (Miami),
Mid-atlantic (Washington ,
DC)
Dallas-Fort Worth,
Houston,
Midwest ,
(Chicago)
Pacific
Northwest (Seattle)

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?

Respondent skipped this question

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	N/A - Did not attend
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	N/A - Did not attend
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	N/A - Did not attend
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

Would selfishly love to see more about how smart home technology will shape future trends.

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.:

mwfriday@adt.com

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

7 (Passive)

#4

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 6:07:04 PM
Last Modified: Thursday, June 06, 2019 6:15:51 PM
Time Spent: 00:08:47
First Name: Eitan
Last Name: Fattal
Email: eitan.fattal@marcusmillichap.com
IP Address: 208.87.233.201

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?

California is terrible

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?

**Central Texas
(Austin)**

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
L.A. Grand Hotel Downtown	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?

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Very Good
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	Very Good
Panel: Innovations in Design & Construction	Very Good
Panel: Winning at the Apartment Value-Add Game	Very Good
Panel: Property Management Hacks	Very Good
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	Very Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

Respondent skipped this question

#5

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 6:12:35 PM
Last Modified: Thursday, June 06, 2019 6:18:07 PM
Time Spent: 00:05:32
First Name: Yuval
Last Name: Bar-Zemer
Email: yuval@linear-city.com
IP Address: 72.37.128.98

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

I was invited to speak

Q2 How well did the conference meet your expectations?

Comments:

I participated in only one session so can not make a real observation

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

no take aways

Q4 What was the most valuable aspect of this conference?

seeing people I have not seen for a while

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):

Los Angeles DTLA

Q8 How did you hear about the conference?

Other (please specify):

Invitation

Page 2

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

Subject Matter / Topics	Good
Attendee Quality	Good
Speaker Quality	Good
Networking Opportunities	Good
L.A. Grand Hotel Downtown	Good
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	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. 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?

4 (Detractor)

#6

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 6:26:49 PM
Last Modified: Thursday, June 06, 2019 6:27:07 PM
Time Spent: 00:00:18
First Name: Enrique
Last Name: Wong
Email: enrique.wong@marcusmillichap.com
IP Address: 107.77.228.185

Page 1: Event Overview

Q1 What was your primary reason for attending this conference? Respondent skipped this question

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? 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

#7

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 6:37:19 PM
Last Modified: Thursday, June 06, 2019 6:48:41 PM
Time Spent: 00:11:22
First Name: Tina
Last Name: Oswald
Email: Tina@residentrelief.org
IP Address: 174.211.0.88

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

General updates 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?

N/A

Q4 What was the most valuable aspect of this conference?

The keynote, PM hacks and the final session on rent control.

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

Awkward to be eating lunch during Hassem's presentation.

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?

Other (please specify):
None

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	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Good
Audio / Visual	Good

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

Presentation: Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	Very Good
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	Very Good
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	Very Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

Social responsibility in multi family industry

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?

8 (Passive)

#8

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 6:48:38 PM
Last Modified: Thursday, June 06, 2019 6:55:30 PM
Time Spent: 00:06:52
First Name: Thom
Last Name: Cox
Email: tcox@tca-arch.com
IP Address: 173.198.61.130

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Speaker/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?

stay positive/de-leverage/be prepared

Q4 What was the most valuable aspect of this conference?

breadth of opinions

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

attendance by more of my developer client base

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?

Northern California (San Francisco),
 Pacific
 Northwest (Seattle)

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	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
L.A. Grand Hotel Downtown	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?

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Good
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	Good
Panel: Innovations in Design & Construction	Excellent
Panel: Winning at the Apartment Value-Add Game	Very Good
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	Very Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

Yes, please contact me.

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

9 (Promoter)

#9

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 6:55:30 PM
Last Modified: Thursday, June 06, 2019 7:01:30 PM
Time Spent: 00:06:00
First Name: Ron
Last Name: Nili
Email: ron@dnlagroup.com
IP Address: 23.242.18.43

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Current state of RE in So. CA and forecast

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?

Do a more accurate underwriting and factor in the risks ahead

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?**Email from Marcus & Millichap**

Page 2

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Networking Opportunities	Good
L.A. Grand Hotel Downtown	Very Good
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	Excellent
Panel: Innovations in Design & Construction	Good
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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)

#10

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 6:57:40 PM
Last Modified: Thursday, June 06, 2019 7:03:51 PM
Time Spent: 00:06:11
First Name: Remie
Last Name: Maden
Email: remmie.maden@gmail.com
IP Address: 99.48.177.230

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Gain the perspective of industry experts (e.g. Ron Zeff).

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?

Have plenty of cash reserves.

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?

Opportunity zone presentation was helpful but could have been more focused. For example, what are the top 10 things you need to know but probably don't? If you can have a few concrete takeaways from or actionable items in a presentation, it's very helpful.

Q6 Do you have any specific suggestions for improvement?

See #5. Every panel and presentation should be more focused.

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

Q8 How did you hear about the conference?

Other (please specify):
Erin Eldridge, National Multifamily Group, Santa Monica Specialist

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
L.A. Grand Hotel Downtown	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?

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	N/A - Did not attend
Workshop: Fresh Information on Opportunity Zones	Fair
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	N/A - Did not attend
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

Things can change so rapidly, so 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?

8 (Passive)

#11

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 7:02:23 PM
Last Modified: Thursday, June 06, 2019 7:05:56 PM
Time Spent: 00:03:33
First Name: Luis
Last Name: Mesa
Email: lmesa@costar.com
IP Address: 38.88.244.252

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

I am a vendor who is a business partner of Marcus & Millichap

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

Comments:

I met a good amount of existing clients and new prospects as well. I am overall happy with the results of my day.

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 attend any of the meetings today.

Q4 What was the most valuable aspect of this conference?

Networking and meeting clients and prospects.

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?

Everything was well planned and coordinated.

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?

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?

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)

#12

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 7:07:54 PM
Last Modified: Thursday, June 06, 2019 7:08:49 PM
Time Spent: 00:00:55
First Name: David
Last Name: Pasternak
Email: dpast1@hotmail.com
IP Address: 104.33.199.247

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Received invitation.

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? **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? **Email from Marcus & Millichap**

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

#13

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 7:05:17 PM
Last Modified: Thursday, June 06, 2019 7:10:42 PM
Time Spent: 00:05:25
First Name: Steve
Last Name: Kenedy
Email: adsbysteve@outlook.com
IP Address: 104.173.253.161

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To network and find out about rent control measures and other issues that affect property owners.

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

Comments:

I was a little disappointed in the networking opportunities.

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

I will look into how to manage my assets better

Q4 What was the most valuable aspect of this conference?

The panels and the information given

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

I would have liked to have asked questions.

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)

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	Very Good
Networking Opportunities	Good
L.A. Grand Hotel Downtown	Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Very Good
Comments: :	It was a little too warm in the areas of the hotel

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

Presentation: Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Ron Zeff, CEO, Carmel Partners	N/A - Did not attend
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	N/A - Did not attend
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Fair
Panel: Property Management Hacks	Fair
Lunch Keynote: Market Perspective from the CEO	Fair
Panel: What's Ahead in Rent Control	Good
Comments::	Wanted more info on how we can help change the vote and what stats are available

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

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)

#14

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 7:21:38 PM
Last Modified: Thursday, June 06, 2019 7:42:29 PM
Time Spent: 00:20:51
First Name: Adam
Last Name: Waskewics
Email: adam@luxerone.com
IP Address: 107.77.227.218

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking, 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? **Respondent skipped this question**

Q4 What was the most valuable aspect of this conference?

Networking opportunities

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

A reception at 2:30 PM in the afternoon is not practical since most need to return to work or leave to beat traffic.

Q6 Do you have any specific suggestions for improvement?

Wonder if this conference would be better adjourning around 1 PM or just going the full 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?

Other (please specify):
Attend every year

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
L.A. Grand Hotel Downtown	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?

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Fair
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	Good
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	Good
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	Good
Lunch Keynote: Market Perspective from the CEO	N/A - Did not attend
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

Which amenities are the most valuable?

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)

#15

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 7:40:15 PM
Last Modified: Thursday, June 06, 2019 7:44:19 PM
Time Spent: 00:04:04
First Name: Mark
Last Name: Weinstein
Email: mweinstein@mjwinvestments.com
IP Address: 71.177.221.244

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

networking

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?

be careful in markets your in and risk you take

Q4 What was the most valuable aspect of this conference?

seeing old freinds

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?

student housing and go living more discussion

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

Northern California (San Francisco) ,
West & Central Florida (Tampa) ,
South Florida (Miami),
Midwest (Chicago) ,
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	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Good
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

student housing and co living

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.:

i spoke and would again. Mark Weinstein MJW Investments

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

Extremely likely - 10 (Promoter)

#16

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 7:40:20 PM
Last Modified: Thursday, June 06, 2019 7:45:22 PM
Time Spent: 00:05:02
First Name: Earle
Last Name: Hyman
Email: earle.hyman@marcusmillichap.com
IP Address: 76.80.161.179

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Marcus and Millichap agent

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?

Cost segregation.

Q4 What was the most valuable aspect of this conference?

Meeting with clients and the seminars.

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	Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
L.A. Grand Hotel Downtown	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?

Presentation: Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Ron Zeff, CEO, Carmel Partners	N/A - Did not attend
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	Good
Panel: Debt, Equity & Financing Trends	Very Good
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	Fair
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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)

#17

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 7:42:47 PM
Last Modified: Thursday, June 06, 2019 7:48:56 PM
Time Spent: 00:06:09
First Name: Manuel
Last Name: Bernal
Email: Mbernal@bernalcapitalgroup.com
IP Address: 99.203.75.132

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Keep up on current 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?

Dont worry about rent control legislation

Q4 What was the most valuable aspect of this conference?

Learning investor thoughts on various markets

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?

Other (please specify):
Southern California

Q8 How did you hear about the conference?

Referral / Word of Mouth

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

Subject Matter / Topics	Very Good
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Very Good
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	Very Good
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

How the LA City Soft Story Retrofit Ordinance is affecting apartment demand and sales.

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, June 06, 2019 8:06:52 PM
Last Modified: Thursday, June 06, 2019 8:34:52 PM
Time Spent: 00:28:00
First Name: Jeff
Last Name: Wachner
Email: jeff@justhomeproperty.com
IP Address: 104.174.242.51

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking, learning

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

Comments:

Another good conference. But lacking actionable content.

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

Raise rents now before rent control starts

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?

Value Add conference did not give any actual value add tips. Less fru-fru, more mainstream food please, specifically snacks. Asian lunch was above average.

Q6 Do you have any specific suggestions for improvement?

Less fru-fru, more mainstream food please, specifically snacks. Asian lunch was above average.
More actually actionable tips.
Don't have Keynote during lunch.

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

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	Good
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	Fair
Food & Beverage	Fair
Audio / Visual	Fair
GreenPearl Staff	Excellent
Execution	Very Good

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

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	Fair
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Poor
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	Excellent
Comments::	Please send slide from morning presentations.

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

- Useful Technology being implemented now
- Top 10 ways to cut operational costs
- The Ups & Downs of dealing with Elevator companies

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

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)

#19

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 10:07:11 PM
Last Modified: Thursday, June 06, 2019 10:12:19 PM
Time Spent: 00:05:08
First Name: Jay
Last Name: Rasmussen
Email: jay.rasmussen@allegion.com
IP Address: 198.102.128.6

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Network w/ MF developers

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

Comments:

As a participating vendor (sponsor) there needs to be more incentive for the participants to visit each table. I understand not wanting it to appear to be a vendor sponsored event, however I believe that is how you fund a large portion of the event.

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?

The clients participating

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

Noted above.

Q6 Do you have any specific suggestions for improvement?

Noted above

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)
West & Central Florida ,
(Tampa)
South Florida (Miami),
Mid-atlantic (Washington ,
DC)
Dallas-Fort Worth,
Houston,
Midwest ,
(Chicago)
Pacific
Northwest (Seattle)

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?

Networking Opportunities

Good

L.A. Grand Hotel Downtown

Very Good

Food & Beverage

Very Good

GreenPearl Staff

Very Good

Execution

Very Good

Comments: :

Event was well managed. For vendors, needs to be more incentives for participants to visit.

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

Presentation: Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Ron Zeff, CEO, Carmel Partners	N/A - Did not attend
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	N/A - Did not attend
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	N/A - Did not attend
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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? Respondent skipped this question

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

8 (Passive)

#20

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 10:21:18 PM
Last Modified: Thursday, June 06, 2019 10:26:58 PM
Time Spent: 00:05:40
First Name: Sara
Last Name: Le
Email: sara.le@usbank.com
IP Address: 170.135.241.45

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

market overview

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?

better speakers / less panel/ more organized questions

Q4 What was the most valuable aspect of this conference?

market analysis

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	Good
Networking Opportunities	Good
L.A. Grand Hotel Downtown	Poor
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Very Good

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

Presentation: Regional vs National Multifamily Market Outlook	Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Good
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	Good
Panel: Winning at the Apartment Value-Add Game	Very Good
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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 short

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)

#21

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 10:36:52 PM
Last Modified: Thursday, June 06, 2019 10:45:56 PM
Time Spent: 00:09:04
First Name: Bruce
Last Name: Barlava
Email: BBarlava@gmail.com
IP Address: 104.33.207.246

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

networking and learn about new opportunities.

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?

New age of information.

Q4 What was the most valuable aspect of this conference?

regarding opportunity zone.

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

no, everything was great.

Q6 Do you have any specific suggestions for improvement?

not at this moment.

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

Other (please specify):
manly Los Angeles

Q8 How did you hear about the conference?

Other (please specify):
by invitation.

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
L.A. Grand Hotel Downtown	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Very Good
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	Very Good
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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)

#22

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 10:44:33 PM
Last Modified: Thursday, June 06, 2019 10:50:00 PM
Time Spent: 00:05:27
First Name: Mitchel
Last Name: Cannata
Email: mitchel.cannata@marcusmillichap.com
IP Address: 47.144.130.141

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Network with clients and other agents. Learn about rent control and value add opportunity from another point of view

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?

How huge of an impact playing an advisory role can have on a client.

Q4 What was the most valuable aspect of this conference?

The panels that spoke on rent control and value add opportunities

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?

Other (please specify):
I am a Marcus & Millichap agent

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Very Good
L.A. Grand Hotel Downtown	Fair
Food & Beverage	Fair
Audio / Visual	Good
GreenPearl Staff	Good
Execution	Very Good
Comments: :	The length of each seminar was perfect. I have been to forums before where they ramble for over an hour and a half and no one can stay focused.

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

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	N/A - Did not attend
Presentation: Rethinking Renter Risks	Good
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	Very Good
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

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)

#23

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 11:30:23 PM
Last Modified: Thursday, June 06, 2019 11:33:42 PM
Time Spent: 00:03:19
First Name: Austin
Last Name: Huffman
Email: Austin.huffman@marcusmillichap.com
IP Address: 174.65.164.152

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Showcase the firm's value to clients interested in listing their properties

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?

Debt Markets and the challenges facing developers

Q4 What was the most valuable aspect of this conference?

Rent Control, Debt Markets, and Value Add information

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

No, everything was organized great and my clients that I brought enjoyed everything.

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

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
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Excellent
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	Excellent
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Very Good
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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? 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)

#24

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, June 06, 2019 11:38:49 PM
Last Modified: Thursday, June 06, 2019 11:43:20 PM
Time Spent: 00:04:31
First Name: Mel
Last Name: Dang
Email: meldang@yahoo.com
IP Address: 99.28.149.43

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

I'm an investor and want to stay current

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?

Watch for rent control

Q4 What was the most valuable aspect of this conference?

It made me think bigger!

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?

Other (please specify):
So Cal

Q8 How did you hear about the conference?

Other (please specify):
Andy Chan, your broker

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	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?

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Very Good
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	Very Good
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Very Good
Panel: Property Management Hacks	Very Good
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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)

#25

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, June 07, 2019 10:21:26 AM
Last Modified: Friday, June 07, 2019 10:25:11 AM
Time Spent: 00:03:45
First Name: Karl
Last Name: Reichmuth
Email: karl.reichmuth@kimley-horn.com
IP Address: 159.100.168.53

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking and where the market is projecting

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?

Seek class B and C 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?**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	Very Good
Attendee Quality	Good
Speaker Quality	Excellent
Networking Opportunities	Good
L.A. Grand Hotel Downtown	Good
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Good
Execution	Good

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

Presentation: Regional vs National Multifamily Market Outlook	Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Good
Presentation: Rethinking Renter Risks	Fair
Panel: State of the Market	Good
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	Very Good
Panel: Winning at the Apartment Value-Add Game	Fair
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	N/A - Did not attend
Panel: What's Ahead in Rent Control	Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

6 (Detractor)

#26

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, June 07, 2019 12:08:48 PM
Last Modified: Friday, June 07, 2019 12:12:50 PM
Time Spent: 00:04:02
First Name: Brandon
Last Name: Roberts
Email: brandonroberts@umpquabank.com
IP Address: 12.216.225.10

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Market update 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?

MF is a safehaven for capital if a recession were to occur.

Q4 What was the most valuable aspect of this conference?

Market data.

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?

Northern California (San Francisco),
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
L.A. Grand Hotel Downtown	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?

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Very Good
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	Fair
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Very Good
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

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)

#27

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, June 07, 2019 1:28:56 PM
Last Modified: Friday, June 07, 2019 1:39:17 PM
Time Spent: 00:10:21
First Name: Brian
Last Name: Bourdages
Email: Bbourdages@combined.biz
IP Address: 70.235.112.82

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Understanding more about the multifamily market, including design inovations

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 did glean some of the information I was looking for.

Q4 What was the most valuable aspect of this conference?

State of the Market. John Sebree is a very good presenter.

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

The break-out sessions seemed to be very short and rushed of the ones I attended.

Q6 Do you have any specific suggestions for improvement?

Larger venue. Every time the door would open in the main venue, a crowd of people outside could be heard, very disruptive, time after time.

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):
Office associate

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	Excellent
L.A. Grand Hotel Downtown	Fair
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Very Good
Execution	Very Good

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

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Workshop: Fresh Information on Opportunity Zones	Poor

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?	Comments: Always felt rushed
---	---------------------------------

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)

#28

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, June 07, 2019 1:49:01 PM
Last Modified: Friday, June 07, 2019 1:56:00 PM
Time Spent: 00:06:59
First Name: James
Last Name: Soliz
Email: jsoliz@rovnerconstruction.com
IP Address: 207.141.114.50

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To promote our companies value as a multi-family rehabilitation construction co.

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?

Market projection and planning for legislation, trend, analysis and forecasting.

Q4 What was the most valuable aspect of this conference?

The Q n A panel and insight of the owners and moderator.

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? **Northern California (San Francisco)**

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

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Very Good
L.A. Grand Hotel Downtown	Very Good
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	Excellent
Panel: Innovations in Design & Construction	Excellent
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	Excellent
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

Yes, please contact me.

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

9 (Promoter)

#29

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, June 07, 2019 2:56:06 PM
Last Modified: Friday, June 07, 2019 3:02:19 PM
Time Spent: 00:06:13
First Name: Larry
Last Name: Kruger
Email: lkruger@micropolitanco.com
IP Address: 172.117.249.162

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking and local industry news and trends

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

Comments:

Best panels I have seen over the past few years

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

Caution

Q4 What was the most valuable aspect of this conference?

Network exchange and relationships

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

Food

Q6 Do you have any specific suggestions for improvement?

A little more room outside of the speakers hall to network and mingle

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
L.A. Grand Hotel Downtown	Good
Food & Beverage	Fair
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Very Good

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

Presentation: Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Ron Zeff, CEO, Carmel Partners	N/A - Did not attend
Presentation: Rethinking Renter Risks	Very Good
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Innovations in Design & Construction	Very Good
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	Very 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?

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?

9 (Promoter)

#30

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, June 07, 2019 7:49:51 PM
Last Modified: Friday, June 07, 2019 7:51:24 PM
Time Spent: 00:01:33
First Name: Judith
Last Name: MacLean
Email: jmaclean@rovnerconstruction.com
IP Address: 207.141.114.50

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Business Development

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?

high caliber of attendees

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? Other (please specify):
prior attendee

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

#31

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Friday, June 07, 2019 10:22:39 PM
Last Modified: Friday, June 07, 2019 10:24:49 PM
Time Spent: 00:02:10
First Name: Jason
Last Name: Insalaco
Email: jasoninsalaco@hotmail.com
IP Address: 107.77.230.41

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Multifamily 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? **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? **Referral / Word of Mouth**

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	Very Good
L.A. Grand Hotel Downtown	Good
Food & Beverage	Very Good
Audio / Visual	Fair
GreenPearl Staff	Good
Execution	Good

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

Presentation: Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	Fair
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	Very Good
Lunch Keynote: Market Perspective from the CEO	N/A - Did not attend
Panel: What's Ahead in Rent Control	N/A - Did not attend

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 short

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 1 (Email)
Started: Saturday, June 08, 2019 12:00:27 AM
Last Modified: Saturday, June 08, 2019 12:26:14 AM
Time Spent: 00:25:47
First Name: Victor
Last Name: Graves
Email: vegraves@frontier.com
IP Address: 172.118.168.24

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Multifamily data forecast and insight to multifamily business in all levels nationwide

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?

Insight on market direction value add syndication.

Q4 What was the most valuable aspect of this conference?

Understanding state of the business in California

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

This spoke to me more as a syndicator not an investor. maybe I was at the wrong event for that

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),

Northern California (San Francisco) ,

Other (please specify):

Colorado, Tennessee

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	Excellent
Speaker Quality	Excellent
Networking Opportunities	Good
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Good
Audio / Visual	Excellent
GreenPearl Staff	Very Good
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Good
Presentation: Rethinking Renter Risks	Very Good
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Fair
Panel: Debt, Equity & Financing Trends	Excellent
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	Very Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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)

#33

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Sunday, June 09, 2019 12:52:55 PM
Last Modified: Sunday, June 09, 2019 12:55:07 PM
Time Spent: 00:02:12
First Name: Dana
Last Name: Morken
Email: danamorken@aol.com
IP Address: 172.91.132.94

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Receive information on the apartment 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? **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?

None.

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

Northeast (Boston) ,
Northern California (San Francisco) ,
South Florida (Miami),
Pacific Northwest (Seattle)

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	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	Excellent
Panel: Innovations in Design & Construction	Excellent
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	Excellent
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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)

#34

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, June 10, 2019 11:34:10 AM
Last Modified: Monday, June 10, 2019 11:35:54 AM
Time Spent: 00:01:44
First Name: Tim
Last Name: Reyes
Email: treyes@sfoxtax.com
IP Address: 98.189.206.5

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

State of the market. Networking.

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?

State of the market. 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? **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
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	Excellent
Panel: Winning at the Apartment Value-Add Game	Excellent
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Operational Excellence 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? 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)

#35

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, June 10, 2019 11:36:14 AM
Last Modified: Monday, June 10, 2019 11:45:33 AM
Time Spent: 00:09:19
First Name: Joey
Last Name: Farrales
Email: jfarrales@starry.com
IP Address: 69.39.221.30

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

We are a sponsor and we had a booth.

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

Comments:

I was not as conducive to networking as I thought.

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

I need be more strategic on planning my networking.

Q4 What was the most valuable aspect of this conference?

There were people that attended that were my target audience.

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

Placement of our booth.

Q6 Do you have any specific suggestions for improvement?

Make the exhibitors more centralize for exposure.

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	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Fair
L.A. Grand Hotel Downtown	Very Good
Food & Beverage	Fair
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Very Good

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

Presentation: Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Ron Zeff, CEO, Carmel Partners	N/A - Did not attend
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	Good
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Fair
Panel: Property Management Hacks	Good
Lunch Keynote: Market Perspective from the CEO	N/A - Did not attend
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Operational Excellence 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?

Yes, please contact ,
me.

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

Ricky Bobby

rrobert@starry.com

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

7 (Passive)

#36

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:01:35 PM
Last Modified: Monday, June 10, 2019 4:05:09 PM
Time Spent: 00:03:34
First Name: Bryson
Last Name: Youkstetter
Email: bryson.youkstetter@gmail.com
IP Address: 38.82.200.67

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Network and learn about the current view of the 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?

I thought the content was really good.

Q4 What was the most valuable aspect of this conference?

I enjoyed listening to the speakers.

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

I enjoyed all aspects of the conference.

Q6 Do you have any specific suggestions for improvement?

I do not.

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

Northern California (San Francisco) ,

Pacific Northwest (Seattle) ,

Other (please specify):
Central California

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
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	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?**No, thanks.**

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

Extremely likely - 10 (Promoter)

#37

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:02:27 PM
Last Modified: Monday, June 10, 2019 4:05:34 PM
Time Spent: 00:03:07
First Name: Dillon
Last Name: White
Email: dillon@rently.com
IP Address: 216.240.39.254

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking

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?

Start a more in-depth marketing campaign prior to the event.

Q4 What was the most valuable aspect of this conference?

Knowledge on the Multi-Family Space

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?

Keep up the good work!

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

Central Texas ,
(Austin)
New York,
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	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	Excellent
Panel: Innovations in Design & Construction	Excellent
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	Excellent
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

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)

#38

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:01:44 PM
Last Modified: Monday, June 10, 2019 4:09:33 PM
Time Spent: 00:07:49
First Name: Max
Last Name: Dodson
Email: Max.dodson@katerra.com
IP Address: 204.98.177.126

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Make connections

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?

John Sebree presentation

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?

No

Q6 Do you have any specific suggestions for improvement?

Large meeting room was a little warm

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

Other (please specify):
any and all

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	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
L.A. Grand Hotel Downtown	Good
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Good
Execution	Very Good

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Good
Panel: State of the Market	Good
Workshop: Fresh Information on Opportunity Zones	Good
Panel: Debt, Equity & Financing Trends	Good
Panel: Innovations in Design & Construction	Good
Panel: Winning at the Apartment Value-Add Game	Good
Panel: Property Management Hacks	Good
Lunch Keynote: Market Perspective from the CEO	Good
Panel: What's Ahead in Rent Control	Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

Just right

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

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

Not my call

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

Extremely likely - 10 (Promoter)

#39

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:04:56 PM
Last Modified: Monday, June 10, 2019 4:10:36 PM
Time Spent: 00:05:40
First Name: Edward
Last Name: Davis
Email: EdDavis@mbk.com
IP Address: 74.10.34.90

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking for capital and deals

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

Comments:

not as many capital markets people as I would have liked,
the brokers are talking to each other and not very
approachable

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

"intensely accurate underwriting" and deals are harder to get done

Q4 What was the most valuable aspect of this conference?

Sessions

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

Quality of vendors and M&M broker participation with attendees.

Q6 Do you have any specific suggestions for improvement?

There should be a session where the conference can put people together, i.e. brokers with developers. I walked around introducing myself to people only to find out they are we were not in alignment.

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

Northern California (San Francisco)

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	Fair
Speaker Quality	Good
Networking Opportunities	Good
L.A. Grand Hotel Downtown	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?

Presentation: Regional vs National Multifamily Market Outlook	Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	Fair
Panel: Winning at the Apartment Value-Add Game	Fair
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	Very Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

7 (Passive)

#40

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:10:54 PM
Last Modified: Monday, June 10, 2019 4:11:41 PM
Time Spent: 00:00:47
First Name: Cobi
Last Name: Lee
Email: cobi@brickwork.la
IP Address: 64.15.220.15

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Learning from sessions 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? **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? **Northern California (San Francisco)**, **Pacific Northwest (Seattle)**

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?

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

#41

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:04:48 PM
Last Modified: Monday, June 10, 2019 4:13:01 PM
Time Spent: 00:08:13
First Name: David
Last Name: Ting
Email: david@continuumventures.com
IP Address: 172.58.21.156

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Inform investing strategy.

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

Comments:

All the topics were relevant to me. Wish I had time for some of the B tracks.

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

Time to seek better returns outside of LA.

Q4 What was the most valuable aspect of this conference?

Economic forecasts based on data. Investor sentiment was less helpful to me.

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?

With so much pending legislation affecting our industry, I would have liked to see a more formal call to action among the attendees and a presentation from the CAA.

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	Very Good
L.A. Grand Hotel Downtown	Very Good
Food & Beverage	Good
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	Good
Panel: Winning at the Apartment Value-Add Game	Good
Panel: What's Ahead in Rent Control	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?

Pending and recent legislation

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)

#42

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:05:15 PM
Last Modified: Monday, June 10, 2019 4:15:33 PM
Time Spent: 00:10:18
First Name: Marissa
Last Name: Bowman
Email: marissab@epath.org
IP Address: 216.117.36.150

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To gain current information on the market pertaining to multi family housing. Meet Property Owners and RE investors.

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?

Investing in in distressed communities.

Q4 What was the most valuable aspect of this conference?

Information provided on re-thinking renter risks as well as opportunity zones.

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?

n/a

Q7 Which of the following geographies also interest you or your firm for multifamily forums?**Northern California (San Francisco)****Q8** How did you hear about the conference?**Referral / Word of Mouth**

Other (please specify):

AAGLA

Page 2

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

Subject Matter / Topics	Very Good
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	Excellent
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?

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Very Good
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	Very Good
Panel: Innovations in Design & Construction	Very Good
Panel: Winning at the Apartment Value-Add Game	Very Good
Panel: Property Management Hacks	Very Good
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	Very Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

Yes, please contact me.

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

7 (Passive)

#43

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:12:24 PM
Last Modified: Monday, June 10, 2019 4:17:40 PM
Time Spent: 00:05:16
First Name: James
Last Name: Burden
Email: james.burden@gmail.com
IP Address: 172.248.34.253

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Market overview. 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?

Patient capital.

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?

Central Texas ,

(Austin)

New York

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
L.A. Grand Hotel Downtown	Very Good
Food & Beverage	Very Good
Audio / Visual	Fair
GreenPearl Staff	Very Good
Execution	Very Good

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

Presentation: Regional vs National Multifamily Market Outlook	Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Good
Panel: State of the Market	Good
Workshop: Fresh Information on Opportunity Zones	Good
Panel: Debt, Equity & Financing Trends	Good
Panel: Innovations in Design & Construction	Good
Panel: Winning at the Apartment Value-Add Game	Good
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Fair
Panel: What's Ahead in Rent Control	Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

8 (Passive)

#44

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:08:05 PM
Last Modified: Monday, June 10, 2019 4:19:54 PM
Time Spent: 00:11:49
First Name: Marc
Last Name: Krause
Email: mkrause@thejacobsoncompany.com
IP Address: 74.87.33.74

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Speaker on a panel and to hear overview of both national markets & So Cal markets outlook.

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

Comments:

John Sebree always gives a great presentation. Give him an hour vs. 30 minutes.

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

Several ideas shared by the architects panel on amenity spaces.

Q4 What was the most valuable aspect of this conference?

Market outlooks.

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

Would of been more helpful to hear a "deeper dive" into the top 10 transaction markets to date, what's driving transactions in these markets (job growth, speculation, etc.) and where is M&M seeing "the next 10" markets start to grow.

Q6 Do you have any specific suggestions for improvement?

See #5.

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

Central Texas ,
(Austin)
Southeast (Atlanta),
Pacific ,
Northwest (Seattle)
 Other (please
 specify):
 Mountain (Denver, Salt Lake)

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	Good
Attendee Quality	Good
Speaker Quality	Good
Networking Opportunities	Good
L.A. Grand Hotel Downtown	Good
Food & Beverage	Good
Audio / Visual	Good
GreenPearl Staff	Good
Execution	Good

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

Presentation: Regional vs National Multifamily Market Outlook	Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Fair
Panel: State of the Market	Good
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	Very Good
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	Good
Lunch Keynote: Market Perspective from the CEO	Fair
Panel: What's Ahead in Rent Control	Good

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

7 (Passive)

#45

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:22:06 PM
Last Modified: Monday, June 10, 2019 4:26:43 PM
Time Spent: 00:04:37
First Name: Allan
Last Name: Holbrook
Email: allan.holbrook@marcusmillichap.com
IP Address: 208.87.237.201

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To learn about the So Cal 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?

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?

None

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),
 West & Central Florida ,
 (Tampa)
 South Florida (Miami),
 Dallas-Fort Worth

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	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	Very Good
Panel: Innovations in Design & Construction	Very Good
Panel: Winning at the Apartment Value-Add Game	Very Good
Panel: Property Management Hacks	Very Good
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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)

#46

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:22:58 PM
Last Modified: Monday, June 10, 2019 4:26:54 PM
Time Spent: 00:03:56
First Name: Paul
Last Name: Zeger
Email: pzegeer@polarispacific.com
IP Address: 96.78.191.129

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Connecting to DEvelopers

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?

Updated market conditions

Q4 What was the most valuable aspect of this conference?

Smoozing

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?

List of participants upon registration?

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

Northern California (San Francisco) ,
Pacific Northwest (Seattle)

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	Very Good
Attendee Quality	Very Good
Speaker Quality	Very Good
Networking Opportunities	Very Good
L.A. Grand Hotel Downtown	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?

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Fair
Presentation: Rethinking Renter Risks	Good
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	Good
Panel: Debt, Equity & Financing Trends	Good
Panel: Innovations in Design & Construction	Good
Panel: Winning at the Apartment Value-Add Game	Good
Panel: Property Management Hacks	Good
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	Good

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

Multifamily & Condo 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?

Lenders update

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?

6 (Detractor)

#47

INCOMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 4:54:28 PM
Last Modified: Monday, June 10, 2019 4:57:49 PM
Time Spent: 00:03:21
First Name: Sara
Last Name: Soudani
Email: ssoudani@cltic.com
IP Address: 161.69.123.10

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To hear Ron Zeff speak.

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?

Attend more events like this.

Q4 What was the most valuable aspect of this conference?

I enjoyed listening to the various apartment developers discuss how the existing marketplace affects their business strategic

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):
I am a national salesperson

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

#48

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 5:10:23 PM
Last Modified: Monday, June 10, 2019 5:16:46 PM
Time Spent: 00:06:23
First Name: Joseph
Last Name: Berkson
Email: joe.berkson@marcusmillichap.com
IP Address: 208.87.233.201

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Client relationship development and to educate myself.

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?

Discussions with my clients about rent control and competitive strategies for them to implement in their operations.

Q4 What was the most valuable aspect of this conference?

Well grounded information from highly credible speakers and panelists.

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

The food was way too good. I overate.

Q6 Do you have any specific suggestions for improvement?

I absolutely HATE driving into and being in Downtown LA. I was prepared for the traffic to be a nightmare. It was worth than I expected.

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):
I'm a Marcus & Millichap agent.

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

Subject Matter / Topics	Excellent
Attendee Quality	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent
Comments: :	The hotel was great. I just wish it wasn't in LA.

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	Excellent
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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)

#49

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 5:42:32 PM
Last Modified: Monday, June 10, 2019 5:48:07 PM
Time Spent: 00:05:35
First Name: Tal
Last Name: Zemer
Email: TAL@turnaroundsolutions.com
IP Address: 75.80.40.124

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Knowledge of Current State of multifamily; Business Development/Networking

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?

Not to be bullish or bearish with regards to the current multifamily market. There should still be some real consistency for 2019/2020.

Q4 What was the most valuable aspect of this conference?

Panels and Mixers

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 - We very much enjoyed this.

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

Northern California (San Francisco) ,

Other (please specify):

San Diego, Phoenix

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
L.A. Grand Hotel Downtown	Good
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

Building, Renovation, Construction, etc.

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.:

Possibly Tal Zemer, COO Turnaround Solutions LP
tal@turnaroundsolutions.com

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

9 (Promoter)

#50

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 6:05:35 PM
Last Modified: Monday, June 10, 2019 6:08:38 PM
Time Spent: 00:03:03
First Name: Oscar
Last Name: Uranga
Email: Oscar@IMG-cm.com
IP Address: 104.182.216.216

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Biz Dev

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?

Don't stop believin'

Q4 What was the most valuable aspect of this conference?

Opportunity Zone discussion was excellent.

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?

Smaller sessions were distracted by people walking in and out and opening up the doors to the main area. Not sure if you could close it down after it has started up.

Q7 Which of the following geographies also interest you or your firm for multifamily forums? **Pacific Northwest (Seattle)**

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	Very Good
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	Good
Food & Beverage	Very Good
Audio / Visual	Excellent
GreenPearl Staff	Good
Execution	Good

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	N/A - Did not attend
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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)

#51

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 6:26:40 PM
Last Modified: Monday, June 10, 2019 7:04:03 PM
Time Spent: 00:37:23
First Name: William
Last Name: Prince
Email: wprince@kingstoneproperties.com
IP Address: 70.224.69.116

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To gain additional information regarding the real estate market and to position my self to seize opportunities.
To network with like-minded people.

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?

The market is good and opportunities still exist.

Q4 What was the most valuable aspect of this conference?

the material and the way it was presented.

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

My expectations were met.

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?

Northern California (San Francisco)

Q8 How did you hear about the conference?

Advertisement / Event Calendar Listing

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

Subject Matter / Topics	Excellent
Attendee Quality	Very Good
Speaker Quality	Excellent
Networking Opportunities	Very Good
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Very Good
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	Very Good
Panel: Innovations in Design & Construction	Very Good
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	Very Good
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?	Just right
---	------------

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

No, thanks.,

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

wprince@kingstoneproperties.com (310) 893-3177

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

Extremely likely - 10 (Promoter)

#52

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 7:30:11 PM
Last Modified: Monday, June 10, 2019 7:35:54 PM
Time Spent: 00:05:43
First Name: JR
Last Name: Louie
Email: jr.louie@marcusmillichap.com
IP Address: 208.87.233.201

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Business networking and listening to the input of developers and investors in the LA 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?

To warn my clients about the uncertainty in the market and to advise them to be more precise when making investment decisions.

Q4 What was the most valuable aspect of this conference?

The Value-Add Game panel

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
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	Excellent
Panel: Innovations in Design & Construction	Excellent
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	Excellent
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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)

#53

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Monday, June 10, 2019 10:04:05 PM
Last Modified: Monday, June 10, 2019 10:07:38 PM
Time Spent: 00:03:33
First Name: John
Last Name: Jung
Email: john@brickwork.la
IP Address: 64.15.220.15

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking

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?

finding solutions to housing through development of workforce housing

Q4 What was the most valuable aspect of this conference?

speakers and their insights

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?**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	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	Very Good
Food & Beverage	Very Good
Audio / Visual	Good
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	Excellent
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

land use consultants

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@brickwork.la

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

Extremely likely - 10 (Promoter)

#54

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, June 11, 2019 5:44:07 AM
Last Modified: Tuesday, June 11, 2019 5:47:20 AM
Time Spent: 00:03:13
First Name: Jamie
Last Name: Pope
Email: jpope@engineeredtaxservices.com
IP Address: 108.88.21.43

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking and education

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? **Respondent skipped this question**

Q4 What was the most valuable aspect of this conference?

Most people were very approachable and open to ideas

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?

Northern California (San Francisco) ,

Midwest (Chicago)

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

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
L.A. Grand Hotel Downtown	Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Very Good
Panel: State of the Market	Good
Workshop: Fresh Information on Opportunity Zones	Fair
Panel: Debt, Equity & Financing Trends	Good
Panel: Innovations in Design & Construction	Good
Panel: Winning at the Apartment Value-Add Game	Fair
Lunch Keynote: Market Perspective from the CEO	Good
Panel: What's Ahead in Rent Control	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? **Too short**

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?

8 (Passive)

#55

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, June 11, 2019 9:33:56 AM
Last Modified: Tuesday, June 11, 2019 9:35:58 AM
Time Spent: 00:02:02
First Name: Tony
Last Name: Ditteaux
Email: tony@tcr.com
IP Address: 76.169.224.229

Page 1: Event Overview

Q1 What was your primary reason for attending this conference? Respondent skipped this question

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? 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? 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	Very Good
Networking Opportunities	Very Good
L.A. Grand Hotel Downtown	Very 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?

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Very Good
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	Very Good
Panel: Innovations in Design & Construction	Very Good
Panel: Winning at the Apartment Value-Add Game	Very Good
Panel: Property Management Hacks	Very Good
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	Very Good

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

Multifamily & Condo Developers Roundtable	Very Good
Operational Excellence 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)

#56

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, June 11, 2019 10:54:31 AM
Last Modified: Tuesday, June 11, 2019 11:02:01 AM
Time Spent: 00:07:30
First Name: Jeff
Last Name: Bulosan
Email: bulosanproperties@gmail.com
IP Address: 107.204.33.187

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

To be up-to-date on the rental market 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?

To understand more where the market is going and to try and get ahead of it.

Q4 What was the most valuable aspect of this conference?

The potential for 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 check-in process and parking validation; maybe not have the lunch during one of the featured talkbacks.

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

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
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Very Good
Execution	Very Good

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

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Very Good
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	Very Good
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	Very Good
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

How AirBnB is changing the landscape of the rental market; better communication between tenants and property owners to clear the air of possible misconceptions.

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)

#57

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, June 11, 2019 12:30:03 PM
Last Modified: Tuesday, June 11, 2019 12:32:35 PM
Time Spent: 00:02:32
First Name: Todd
Last Name: Samuelson
Email: todd@samuelsonpartners.com
IP Address: 173.200.74.70

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Investor information

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?

Market timing

Q4 What was the most valuable aspect of this conference?

hearing from market leaders

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),
Northern California (San Francisco) ,
Dallas-Fort Worth,
Houston,
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	Excellent
Speaker Quality	Excellent
Networking Opportunities	Excellent
L.A. Grand Hotel Downtown	Excellent
Food & Beverage	Excellent
Audio / Visual	Excellent
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	Excellent
Panel: Innovations in Design & Construction	Excellent
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	Excellent
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	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? **Respondent skipped this question**

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

Extremely likely - 10 (Promoter)

#58

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, June 11, 2019 12:59:11 PM
Last Modified: Tuesday, June 11, 2019 1:01:46 PM
Time Spent: 00:02:35
First Name: Carley
Last Name: Berkowitz
Email: carleyb@epath.org
IP Address: 216.117.36.150

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Engaging property owners & managers

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

Opportunity to have a table during networking breaks

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	Good
Attendee Quality	Good
Speaker Quality	Good
Networking Opportunities	Very Good
L.A. Grand Hotel Downtown	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?

Presentation: Regional vs National Multifamily Market Outlook	N/A - Did not attend
Morning Keynote: Ron Zeff, CEO, Carmel Partners	N/A - Did not attend
Presentation: Rethinking Renter Risks	N/A - Did not attend
Panel: State of the Market	N/A - Did not attend
Workshop: Fresh Information on Opportunity Zones	N/A - Did not attend
Panel: Debt, Equity & Financing Trends	N/A - Did not attend
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	N/A - Did not attend
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

Yes, please contact me.

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

7 (Passive)

#59

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, June 11, 2019 3:54:29 PM
Last Modified: Tuesday, June 11, 2019 3:59:24 PM
Time Spent: 00:04:55
First Name: George
Last Name: Azzi
Email: george.azzi@marcusmillichap.com
IP Address: 208.87.233.201

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Meeting clients and staying up to date with current market trends.

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?

Vote republican, again.

Q4 What was the most valuable aspect of this conference?

the fear or concern in regards to the policies and rent control ordinances introduced and adopted by Los Angeles city and California state in general clearly being the major common hurdle for most if not all investors and real estate people in the area...

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?

keep up the good work

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

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
L.A. Grand Hotel Downtown	Very Good
Food & Beverage	Very Good
Audio / Visual	Very Good
GreenPearl Staff	Excellent
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Excellent
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Excellent
Presentation: Rethinking Renter Risks	Excellent
Panel: State of the Market	Excellent
Workshop: Fresh Information on Opportunity Zones	Excellent
Panel: Debt, Equity & Financing Trends	Excellent
Panel: Innovations in Design & Construction	Excellent
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	Excellent
Lunch Keynote: Market Perspective from the CEO	Excellent
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo 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?

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)

#60

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Tuesday, June 11, 2019 3:50:22 PM
Last Modified: Tuesday, June 11, 2019 4:01:49 PM
Time Spent: 00:11:27
First Name: Jonathan
Last Name: Giannola
Email: jonathan.giannola@marcusmillichap.com
IP Address: 208.87.233.201

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Participate in the market overview and information sharing.

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? **Respondent skipped this question**

Q4 What was the most valuable aspect of this conference?

the networking of client to agent and agent to agent.

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),
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
L.A. Grand Hotel Downtown	Good
Food & Beverage	Good
Audio / Visual	Very Good
GreenPearl Staff	Very Good
Execution	Excellent

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

Presentation: Regional vs National Multifamily Market Outlook	Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Good
Panel: State of the Market	Very Good
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	Good
Panel: Innovations in Design & Construction	Good
Panel: Winning at the Apartment Value-Add Game	Excellent
Panel: Property Management Hacks	Good
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	Excellent

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

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)

#61

COMPLETE

Collector: Email Invitation 2 (Email)
Started: Tuesday, June 11, 2019 4:42:54 PM
Last Modified: Tuesday, June 11, 2019 4:53:19 PM
Time Spent: 00:10:25
First Name: Yinka
Last Name: Oyelaran
Email: Yoyelaran@peerstreet.com
IP Address: 162.208.94.242

Page 1: Event Overview

Q1 What was your primary reason for attending this conference?

Networking and MF industry overview -

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?

increased risk analysis on construction loans, pursue

Q4 What was the most valuable aspect of this conference?

Network and the state of MF overview

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?

Central Texas ,
(Austin)
Southeast (Atlanta),
New York,
Northeast ,
(Boston)
Northern California (San ,
Francisco)
West & Central Florida ,
(Tampa)
South Florida (Miami),
Mid-atlantic (Washington ,
DC)
Dallas-Fort Worth,
Houston,
Midwest ,
(Chicago)
Pacific
Northwest (Seattle)

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	Good
Attendee Quality	Good
Speaker Quality	Very Good
Networking Opportunities	Good
L.A. Grand Hotel Downtown	Good
Food & Beverage	Very Good
Audio / Visual	Good
Execution	Good

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

Presentation: Regional vs National Multifamily Market Outlook	Very Good
Morning Keynote: Ron Zeff, CEO, Carmel Partners	Very Good
Presentation: Rethinking Renter Risks	Good
Panel: State of the Market	Good
Workshop: Fresh Information on Opportunity Zones	Very Good
Panel: Debt, Equity & Financing Trends	Good
Panel: Innovations in Design & Construction	N/A - Did not attend
Panel: Winning at the Apartment Value-Add Game	N/A - Did not attend
Panel: Property Management Hacks	N/A - Did not attend
Lunch Keynote: Market Perspective from the CEO	Very Good
Panel: What's Ahead in Rent Control	N/A - Did not attend

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

Multifamily & Condo Developers Roundtable	N/A - Did not attend
Operational Excellence 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?

MF debt an investment class

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

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.:
 Yinka Oyelaran Associate Director of Commercial Real Estate (213) 545-2387 Yoyelaran@peerstreet.com 2121 Park Place, Suite 250 El Segundo, CA 90245
 PeerStreet.com "Fintech Tools That Can Change The World of Finance" - Forbes 2017 Recent Press: Over \$1 Billion Invested in 2018 Alone

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

7 (Passive)