

Q1 What was your primary reason for attending this conference?

Answered: 58 Skipped: 3

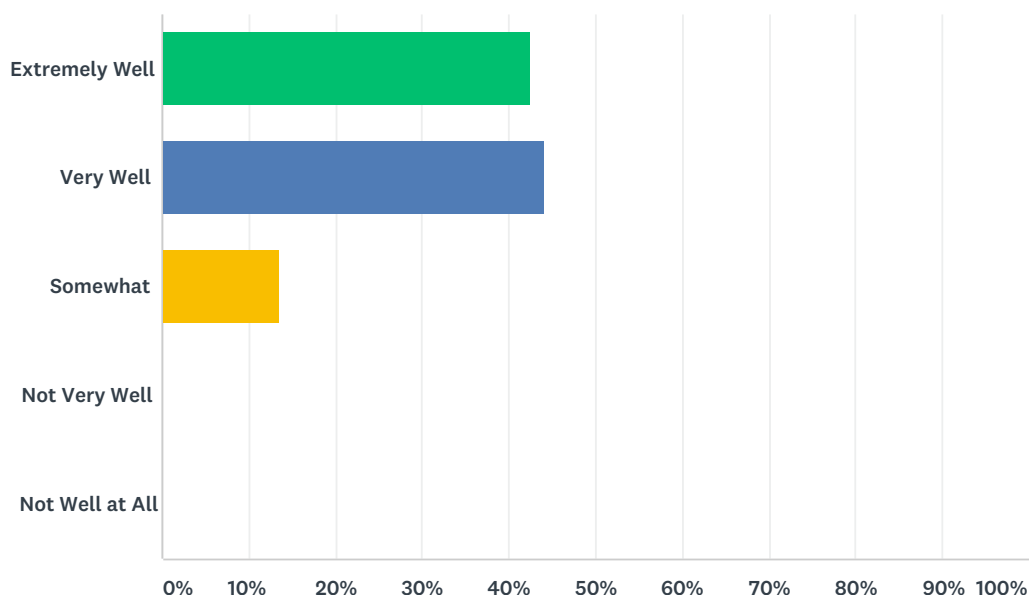
| # | RESPONSES | DATE |
|----|---|--------------------|
| 1 | Networking and MF industry overview - | 6/11/2019 4:51 PM |
| 2 | Participate in the market overview and information sharing. | 6/11/2019 4:00 PM |
| 3 | Meeting clients and staying up to date with current market trends. | 6/11/2019 3:59 PM |
| 4 | Engaging property owners & managers | 6/11/2019 1:01 PM |
| 5 | Investor information | 6/11/2019 12:32 PM |
| 6 | To be up-to-date on the rental market industry. | 6/11/2019 10:58 AM |
| 7 | Networking and education | 6/11/2019 5:46 AM |
| 8 | Networking | 6/10/2019 10:06 PM |
| 9 | Business networking and listening to the input of developers and investors in the LA market. | 6/10/2019 7:34 PM |
| 10 | To gain additional information regarding the real estate market and to position my self to seize opportunities. To network with like-minded people. | 6/10/2019 6:58 PM |
| 11 | Biz Dev | 6/10/2019 6:07 PM |
| 12 | Knowledge of Current State of multifamily; Business Development/Networking | 6/10/2019 5:45 PM |
| 13 | Client relationship development and to educate myself. | 6/10/2019 5:15 PM |
| 14 | To hear Ron Zeff speak. | 6/10/2019 4:58 PM |
| 15 | Connecting to DEvelopers | 6/10/2019 4:25 PM |
| 16 | To learn about the So Cal market | 6/10/2019 4:24 PM |
| 17 | Speaker on a panel and to hear overview of both national markets & So Cal markets outlook. | 6/10/2019 4:18 PM |
| 18 | Market overview. Networking. | 6/10/2019 4:15 PM |
| 19 | To gain current information on the market pertaining to multi family housing. Meet Property Owners and RE investors. | 6/10/2019 4:14 PM |
| 20 | Learning from sessions and networking | 6/10/2019 4:12 PM |
| 21 | Inform investing strategy. | 6/10/2019 4:10 PM |
| 22 | Networking for capital and deals | 6/10/2019 4:09 PM |
| 23 | Make connections | 6/10/2019 4:04 PM |
| 24 | Network and learn about the current view of the market. | 6/10/2019 4:04 PM |
| 25 | Networking | 6/10/2019 4:04 PM |
| 26 | We are a sponsor and we had a booth. | 6/10/2019 11:43 AM |
| 27 | State of the market. Networking. | 6/10/2019 11:35 AM |
| 28 | Receive information on the apartment market. | 6/9/2019 12:54 PM |
| 29 | Multifamily data forecast and insight to multifamily business in all levels nationwide | 6/8/2019 12:22 AM |
| 30 | Multifamily trends | 6/7/2019 10:23 PM |
| 31 | Business Development | 6/7/2019 7:51 PM |
| 32 | Networking and local industry news and trends | 6/7/2019 3:00 PM |
| 33 | To promote our companies value as a multi-family rehabilitation construction co. | 6/7/2019 1:54 PM |
| 34 | Understanding more about the multifamily market, including design inovations | 6/7/2019 1:37 PM |

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|----|--|-------------------|
| 35 | Market update and networking. | 6/7/2019 12:12 PM |
| 36 | Networking and where the market is projecting | 6/7/2019 10:23 AM |
| 37 | I'm an investor and want to stay current | 6/6/2019 11:41 PM |
| 38 | Showcase the firm's value to clients interested in listing their properties | 6/6/2019 11:32 PM |
| 39 | Network with clients and other agents. Learn about rent control and value add opportunity from another point of view | 6/6/2019 10:47 PM |
| 40 | networking and learn about new opportunities. | 6/6/2019 10:43 PM |
| 41 | market overview | 6/6/2019 10:25 PM |
| 42 | Network w/ MF developers | 6/6/2019 10:10 PM |
| 43 | Networking, learning | 6/6/2019 8:29 PM |
| 44 | Keep up on current trends | 6/6/2019 7:46 PM |
| 45 | Marcus and Millichap agent | 6/6/2019 7:43 PM |
| 46 | networking | 6/6/2019 7:42 PM |
| 47 | Networking, knowledge | 6/6/2019 7:40 PM |
| 48 | Received invitation. | 6/6/2019 7:09 PM |
| 49 | To network and find out out about rent control measures and other issues that affect property owners. | 6/6/2019 7:08 PM |
| 50 | I am a vendor who is a business partner of Marcus & Millichap | 6/6/2019 7:05 PM |
| 51 | Gain the perspective of industry experts (e.g. Ron Zeff). | 6/6/2019 7:02 PM |
| 52 | Current state of RE in So. CA and forecast | 6/6/2019 6:59 PM |
| 53 | Speaker/networking | 6/6/2019 6:53 PM |
| 54 | General updates and networking | 6/6/2019 6:40 PM |
| 55 | I was invited to speak | 6/6/2019 6:17 PM |
| 56 | Networking | 6/6/2019 6:15 PM |
| 57 | I was a vendor | 6/6/2019 6:05 PM |
| 58 | Work assignment | 6/6/2019 6:04 PM |

Q2 How well did the conference meet your expectations?

Answered: 59 Skipped: 2



| ANSWER CHOICES | RESPONSES | |
|-----------------|-----------|-----------|
| Extremely Well | 42.37% | 25 |
| Very Well | 44.07% | 26 |
| Somewhat | 13.56% | 8 |
| Not Very Well | 0.00% | 0 |
| Not Well at All | 0.00% | 0 |
| TOTAL | | 59 |

| # | COMMENTS | DATE |
|----|---|--------------------|
| 1 | John Sebree always gives a great presentation. Give him an hour vs. 30 minutes. | 6/10/2019 4:18 PM |
| 2 | All the topics were relevant to me. Wish I had time for some of the B tracks. | 6/10/2019 4:10 PM |
| 3 | not as many capital markets people as I would have liked, the brokers are talking to each other and not very approachable | 6/10/2019 4:09 PM |
| 4 | I was not as conducive to networking as I thought. | 6/10/2019 11:43 AM |
| 5 | Best panels I have seen over the past few years | 6/7/2019 3:00 PM |
| 6 | 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. | 6/6/2019 10:10 PM |
| 7 | Another good conference. But lacking actionable content. | 6/6/2019 8:29 PM |
| 8 | I was a little disappointed in the networking opportunities. | 6/6/2019 7:08 PM |
| 9 | I met a good amount of existing clients and new prospects as well. I am overall happy with the results of my day. | 6/6/2019 7:05 PM |
| 10 | I participated in only one session so can not make a real observation | 6/6/2019 6:17 PM |
| 11 | The audience was not exactly who we were targeting, but we made good contacts. | 6/6/2019 6:05 PM |

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

Answered: 48 Skipped: 13

| # | RESPONSES | DATE |
|----|---|--------------------|
| 1 | increased risk analysis on construction loans, pursue | 6/11/2019 4:51 PM |
| 2 | Vote republican, again. | 6/11/2019 3:59 PM |
| 3 | Market timing | 6/11/2019 12:32 PM |
| 4 | To understand more where the market is going and to try and get ahead of it. | 6/11/2019 10:58 AM |
| 5 | finding solutions to housing through development of workforce housing | 6/10/2019 10:06 PM |
| 6 | To warn my clients about the uncertainty in the market and to advise them to be more precise when making investment decisions. | 6/10/2019 7:34 PM |
| 7 | The market is good and opportunities still exist. | 6/10/2019 6:58 PM |
| 8 | Don't stop believin' | 6/10/2019 6:07 PM |
| 9 | Not to be bullish or bearish with regards to the current multifamily market. There should still be some real consistency for 2019/2020. | 6/10/2019 5:45 PM |
| 10 | Discussions with my clients about rent control and competitive strategies for them to implement in their operations. | 6/10/2019 5:15 PM |
| 11 | Attend more events like this. | 6/10/2019 4:58 PM |
| 12 | Updated market conditions | 6/10/2019 4:25 PM |
| 13 | Rent Control | 6/10/2019 4:24 PM |
| 14 | Several ideas shared by the architects panel on amenity spaces. | 6/10/2019 4:18 PM |
| 15 | Patient capital. | 6/10/2019 4:15 PM |
| 16 | Investing in in distressed communities. | 6/10/2019 4:14 PM |
| 17 | Time to seek better returns outside of LA. | 6/10/2019 4:10 PM |
| 18 | "intensely accurate underwriting" and deals are harder to get done | 6/10/2019 4:09 PM |
| 19 | John Sebree presentation | 6/10/2019 4:04 PM |
| 20 | I thought the content was really good. | 6/10/2019 4:04 PM |
| 21 | Start a more in-depth marketing campaign prior to the event. | 6/10/2019 4:04 PM |
| 22 | I need be more strategic on planning my networking. | 6/10/2019 11:43 AM |
| 23 | Insight on market direction value add syndication. | 6/8/2019 12:22 AM |
| 24 | Caution | 6/7/2019 3:00 PM |
| 25 | Market projection and planning for legislation, trend, analysis and forecasting. | 6/7/2019 1:54 PM |
| 26 | I did glean some of the information I was looking for. | 6/7/2019 1:37 PM |
| 27 | MF is a safehaven for capital if a recession were to occur. | 6/7/2019 12:12 PM |
| 28 | Seek class B and C opportunities | 6/7/2019 10:23 AM |
| 29 | Watch for rent control | 6/6/2019 11:41 PM |
| 30 | Debt Markets and the challenges facing developers | 6/6/2019 11:32 PM |
| 31 | How huge of an impact playing an advisory role can have on a client. | 6/6/2019 10:47 PM |
| 32 | New age of information. | 6/6/2019 10:43 PM |

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|----|--|-------------------|
| 33 | better speakers / less panel/ more organized questions | 6/6/2019 10:25 PM |
| 34 | N/A | 6/6/2019 10:10 PM |
| 35 | Raise rents now before rent control starts | 6/6/2019 8:29 PM |
| 36 | Dont worry about rent control legislation | 6/6/2019 7:46 PM |
| 37 | Cost segregation. | 6/6/2019 7:43 PM |
| 38 | be careful in markets your in and risk you take | 6/6/2019 7:42 PM |
| 39 | I will look into how to manage my assets better | 6/6/2019 7:08 PM |
| 40 | I did not attend any of the meetings today. | 6/6/2019 7:05 PM |
| 41 | Have plenty of cash reserves. | 6/6/2019 7:02 PM |
| 42 | Do a more accurate underwriting and factor in the risks ahead | 6/6/2019 6:59 PM |
| 43 | stay positive/de-leverage/be prepared | 6/6/2019 6:53 PM |
| 44 | N/A | 6/6/2019 6:40 PM |
| 45 | no take aways | 6/6/2019 6:17 PM |
| 46 | California is terrible | 6/6/2019 6:15 PM |
| 47 | 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. | 6/6/2019 6:05 PM |
| 48 | Economy is slowing | 6/6/2019 6:04 PM |

Q4 What was the most valuable aspect of this conference?

Answered: 50 Skipped: 11

| # | RESPONSES | DATE |
|----|---|--------------------|
| 1 | Network and the state of MF overview | 6/11/2019 4:51 PM |
| 2 | the networking of client to agent and agent to agent. | 6/11/2019 4:00 PM |
| 3 | 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... | 6/11/2019 3:59 PM |
| 4 | Opportunity to have a table during networking breaks | 6/11/2019 1:01 PM |
| 5 | hearing from market leaders | 6/11/2019 12:32 PM |
| 6 | The potential for networking. | 6/11/2019 10:58 AM |
| 7 | Most people were very approachable and open to ideas | 6/11/2019 5:46 AM |
| 8 | speakers and their insights | 6/10/2019 10:06 PM |
| 9 | The Value-Add Game panel | 6/10/2019 7:34 PM |
| 10 | the material and the way it was presented. | 6/10/2019 6:58 PM |
| 11 | Opportunity Zone discussion was excellent. | 6/10/2019 6:07 PM |
| 12 | Panels and Mixers | 6/10/2019 5:45 PM |
| 13 | Well grounded information from highly credible speakers and panelists. | 6/10/2019 5:15 PM |
| 14 | I enjoyed listening to the various apartment developers discuss how the existing marketplace affects their business strategic | 6/10/2019 4:58 PM |
| 15 | Smoozing | 6/10/2019 4:25 PM |
| 16 | Networking | 6/10/2019 4:24 PM |
| 17 | Market outlooks. | 6/10/2019 4:18 PM |
| 18 | Information provided on re-thinking renter risks as well as opportunity zones. | 6/10/2019 4:14 PM |
| 19 | Economic forecasts based on data. Investor sentiment was less helpful to me. | 6/10/2019 4:10 PM |
| 20 | Sessions | 6/10/2019 4:09 PM |
| 21 | Networking | 6/10/2019 4:04 PM |
| 22 | I enjoyed listening to the speakers. | 6/10/2019 4:04 PM |
| 23 | Knowledge on the Multi-Family Space | 6/10/2019 4:04 PM |
| 24 | There were people that attended that were my target audience. | 6/10/2019 11:43 AM |
| 25 | State of the market. Networking. | 6/10/2019 11:35 AM |
| 26 | Understanding state of the business in California | 6/8/2019 12:22 AM |
| 27 | high caliber of attendees | 6/7/2019 7:51 PM |
| 28 | Network exchange and relationships | 6/7/2019 3:00 PM |
| 29 | The Q n A panel and insight of the owners and moderator. | 6/7/2019 1:54 PM |
| 30 | State of the Market. John Sebree is a very good presenter. | 6/7/2019 1:37 PM |
| 31 | Market data. | 6/7/2019 12:12 PM |
| 32 | It made me think bigger! | 6/6/2019 11:41 PM |
| 33 | Rent Control, Debt Markets, and Value Add information | 6/6/2019 11:32 PM |

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|----|---|-------------------|
| 34 | The panels that spoke on rent control and value add opportunities | 6/6/2019 10:47 PM |
| 35 | regarding opportunity zone. | 6/6/2019 10:43 PM |
| 36 | market analysis | 6/6/2019 10:25 PM |
| 37 | The clients participating | 6/6/2019 10:10 PM |
| 38 | networking | 6/6/2019 8:29 PM |
| 39 | Learning investor thoughts on various markets | 6/6/2019 7:46 PM |
| 40 | Meeting with clients and the seminars. | 6/6/2019 7:43 PM |
| 41 | seeing old freinds | 6/6/2019 7:42 PM |
| 42 | Networking opportunities | 6/6/2019 7:40 PM |
| 43 | The panels and the information given | 6/6/2019 7:08 PM |
| 44 | Networking and meeting clients and prospects. | 6/6/2019 7:05 PM |
| 45 | Networking | 6/6/2019 7:02 PM |
| 46 | breadth of opinions | 6/6/2019 6:53 PM |
| 47 | The keynote, PM hacks and the final session on rent control. | 6/6/2019 6:40 PM |
| 48 | seeing people I have not seen for a while | 6/6/2019 6:17 PM |
| 49 | Networking | 6/6/2019 6:15 PM |
| 50 | Market data | 6/6/2019 6:04 PM |

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

Answered: 36 Skipped: 25

| # | RESPONSES | DATE |
|----|---|--------------------|
| 1 | N/A | 6/11/2019 4:51 PM |
| 2 | no | 6/11/2019 4:00 PM |
| 3 | no | 6/11/2019 3:59 PM |
| 4 | no | 6/11/2019 12:32 PM |
| 5 | My expectations were met. | 6/10/2019 6:58 PM |
| 6 | No | 6/10/2019 5:45 PM |
| 7 | The food was way too good. I overate. | 6/10/2019 5:15 PM |
| 8 | None | 6/10/2019 4:24 PM |
| 9 | 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. | 6/10/2019 4:18 PM |
| 10 | n/a | 6/10/2019 4:14 PM |
| 11 | Quality of vendors and M&M broker participation with attendees. | 6/10/2019 4:09 PM |
| 12 | No | 6/10/2019 4:04 PM |
| 13 | I enjoyed all aspects of the conference. | 6/10/2019 4:04 PM |
| 14 | no | 6/10/2019 4:04 PM |
| 15 | Placement of our booth. | 6/10/2019 11:43 AM |
| 16 | This spoke to me more as a syndicator not an investor. maybe I was at the wrong event for that | 6/8/2019 12:22 AM |
| 17 | Food | 6/7/2019 3:00 PM |
| 18 | None | 6/7/2019 1:54 PM |
| 19 | The break-out sessions seemed to be very short and rushed of the ones I attended. | 6/7/2019 1:37 PM |
| 20 | None | 6/7/2019 12:12 PM |
| 21 | None | 6/6/2019 11:41 PM |
| 22 | No, everything was organized great and my clients that I brought enjoyed everything. | 6/6/2019 11:32 PM |
| 23 | No | 6/6/2019 10:47 PM |
| 24 | no, everything was great. | 6/6/2019 10:43 PM |
| 25 | Noted above. | 6/6/2019 10:10 PM |
| 26 | 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. | 6/6/2019 8:29 PM |
| 27 | None | 6/6/2019 7:46 PM |
| 28 | no | 6/6/2019 7:42 PM |
| 29 | A reception at 2:30 PM in the afternoon is not practical since most need to return to work or leave to beat traffic. | 6/6/2019 7:40 PM |
| 30 | I would have liked to have asked questions. | 6/6/2019 7:08 PM |
| 31 | N/A | 6/6/2019 7:05 PM |

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|----|--|------------------|
| 32 | 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. | 6/6/2019 7:02 PM |
| 33 | attendance by more of my developer client base | 6/6/2019 6:53 PM |
| 34 | Awkward to be eating lunch during Hassem's presentation. | 6/6/2019 6:40 PM |
| 35 | 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. | 6/6/2019 6:05 PM |
| 36 | No | 6/6/2019 6:04 PM |

Q6 Do you have any specific suggestions for improvement?

Answered: 37 Skipped: 24

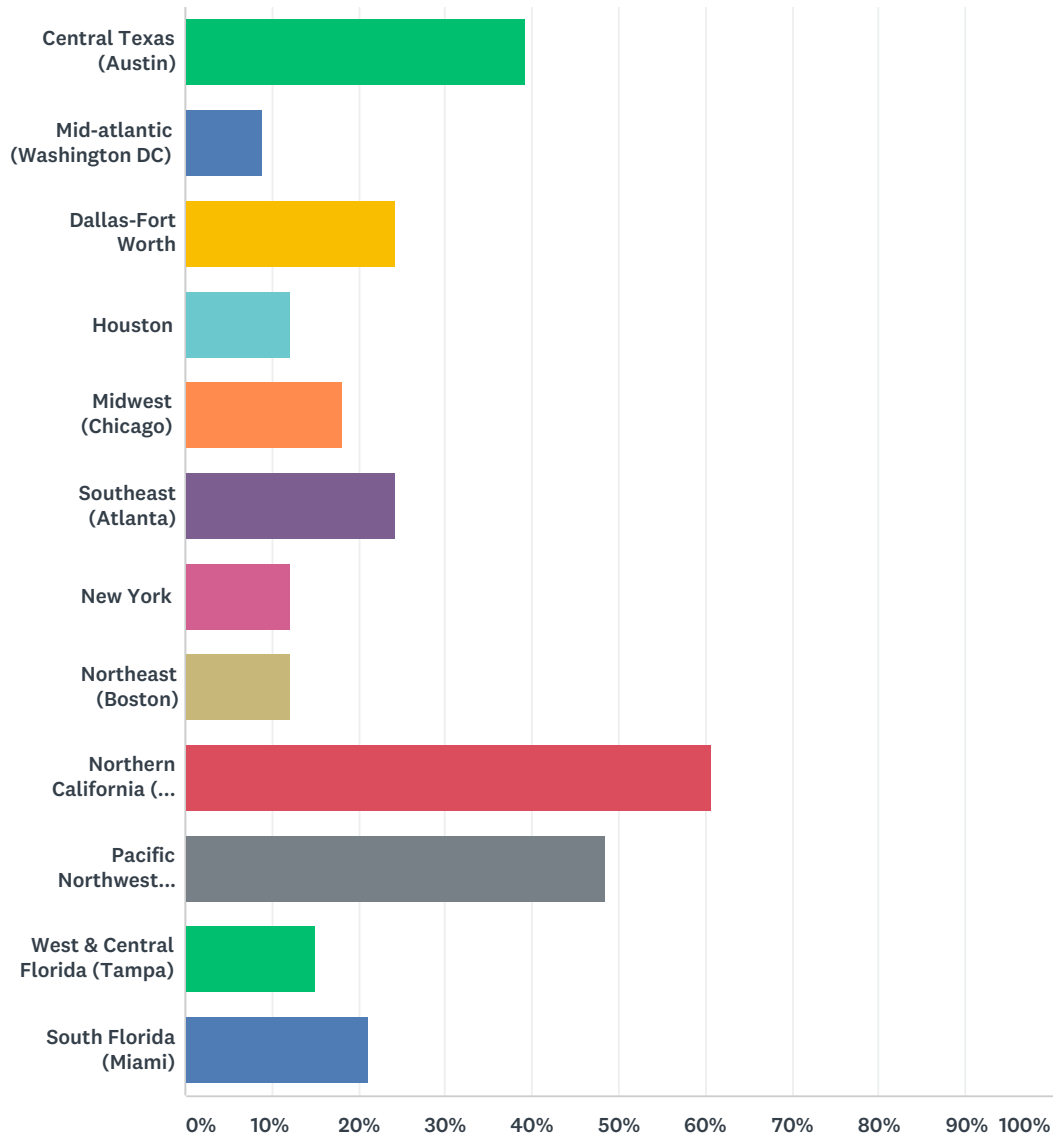
| # | RESPONSES | DATE |
|----|--|--------------------|
| 1 | no | 6/11/2019 4:00 PM |
| 2 | keep up the good work | 6/11/2019 3:59 PM |
| 3 | no | 6/11/2019 12:32 PM |
| 4 | Better check-in process and parking validation; maybe not have the lunch during one of the featured talkbacks. | 6/11/2019 10:58 AM |
| 5 | none | 6/10/2019 6:58 PM |
| 6 | 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. | 6/10/2019 6:07 PM |
| 7 | No - We very much enjoyed this. | 6/10/2019 5:45 PM |
| 8 | 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. | 6/10/2019 5:15 PM |
| 9 | List of participants upon registration? | 6/10/2019 4:25 PM |
| 10 | See #5. | 6/10/2019 4:18 PM |
| 11 | n/a | 6/10/2019 4:14 PM |
| 12 | 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. | 6/10/2019 4:10 PM |
| 13 | 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. | 6/10/2019 4:09 PM |
| 14 | Large meeting room was a little warm | 6/10/2019 4:04 PM |
| 15 | I do not. | 6/10/2019 4:04 PM |
| 16 | Keep up the good work! | 6/10/2019 4:04 PM |
| 17 | Make the exhibitors more centralize for exposure. | 6/10/2019 11:43 AM |
| 18 | None. | 6/9/2019 12:54 PM |
| 19 | No | 6/8/2019 12:22 AM |
| 20 | A little more room outside of the speakers hall to network and mingle | 6/7/2019 3:00 PM |
| 21 | None | 6/7/2019 1:54 PM |
| 22 | 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. | 6/7/2019 1:37 PM |
| 23 | None | 6/7/2019 12:12 PM |
| 24 | None | 6/6/2019 11:41 PM |
| 25 | No | 6/6/2019 11:32 PM |
| 26 | No | 6/6/2019 10:47 PM |
| 27 | not at this moment. | 6/6/2019 10:43 PM |
| 28 | Noted above | 6/6/2019 10:10 PM |
| 29 | Less fru-fru, more mainstream food please, specifically snacks. Asian lunch was above average. More actually actionable tips. Don't have Keynote during lunch. | 6/6/2019 8:29 PM |
| 30 | None | 6/6/2019 7:46 PM |

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| | | |
|----|---|------------------|
| 31 | student housing and go living more discussion | 6/6/2019 7:42 PM |
| 32 | Wonder if this conference would be better adjourning around 1 PM or just going the full day | 6/6/2019 7:40 PM |
| 33 | Everything was well panned and coordinated. | 6/6/2019 7:05 PM |
| 34 | See #5. Every panel and presentation should be more focused. | 6/6/2019 7:02 PM |
| 35 | See above | 6/6/2019 6:40 PM |
| 36 | None | 6/6/2019 6:05 PM |
| 37 | No | 6/6/2019 6:04 PM |

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

Answered: 33 Skipped: 28



| ANSWER CHOICES | RESPONSES | |
|------------------------------|-----------|----|
| Central Texas (Austin) | 39.39% | 13 |
| Mid-atlantic (Washington DC) | 9.09% | 3 |
| Dallas-Fort Worth | 24.24% | 8 |
| Houston | 12.12% | 4 |
| Midwest (Chicago) | 18.18% | 6 |
| Southeast (Atlanta) | 24.24% | 8 |
| New York | 12.12% | 4 |

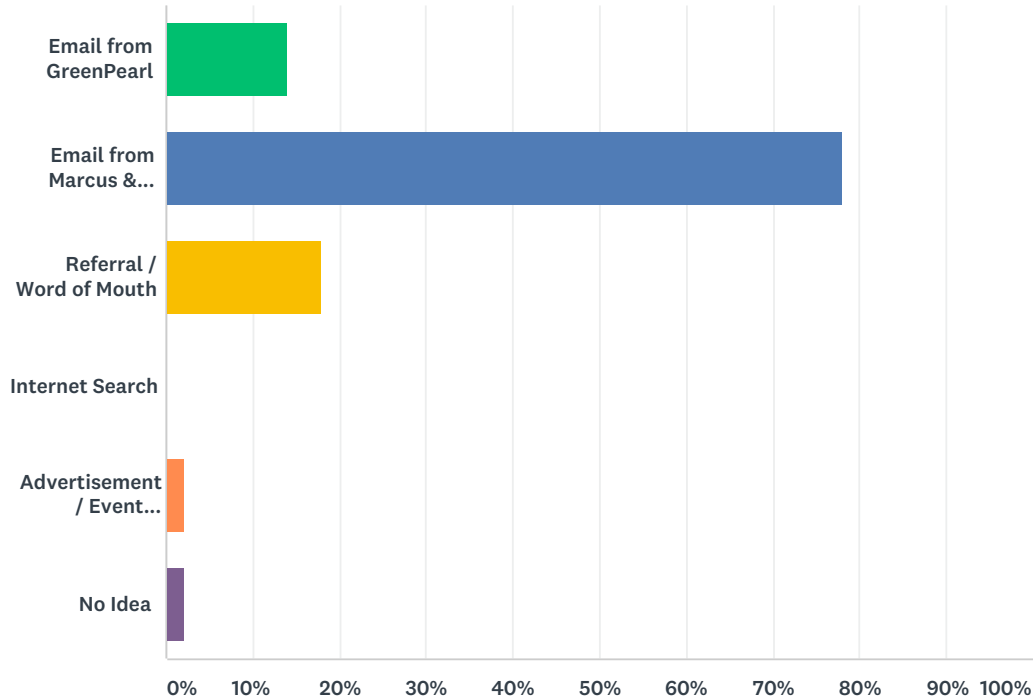
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| | | |
|-------------------------------------|--------|----|
| Northeast (Boston) | 12.12% | 4 |
| Northern California (San Francisco) | 60.61% | 20 |
| Pacific Northwest (Seattle) | 48.48% | 16 |
| West & Central Florida (Tampa) | 15.15% | 5 |
| South Florida (Miami) | 21.21% | 7 |
| Total Respondents: 33 | | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|----|------------------------------|-------------------|
| 1 | San Diego, Phoenix | 6/10/2019 5:45 PM |
| 2 | I am a national salesperson | 6/10/2019 4:58 PM |
| 3 | Mountain (Denver, Salt Lake) | 6/10/2019 4:18 PM |
| 4 | any and all | 6/10/2019 4:04 PM |
| 5 | Central California | 6/10/2019 4:04 PM |
| 6 | Colorado, Tennessee | 6/8/2019 12:22 AM |
| 7 | So Cal | 6/6/2019 11:41 PM |
| 8 | manly Los Angeles | 6/6/2019 10:43 PM |
| 9 | Southern California | 6/6/2019 7:46 PM |
| 10 | None | 6/6/2019 6:40 PM |
| 11 | Los Angeles DTLA | 6/6/2019 6:17 PM |
| 12 | Salt Lake City, Portland | 6/6/2019 6:02 PM |

Q8 How did you hear about the conference?

Answered: 50 Skipped: 11



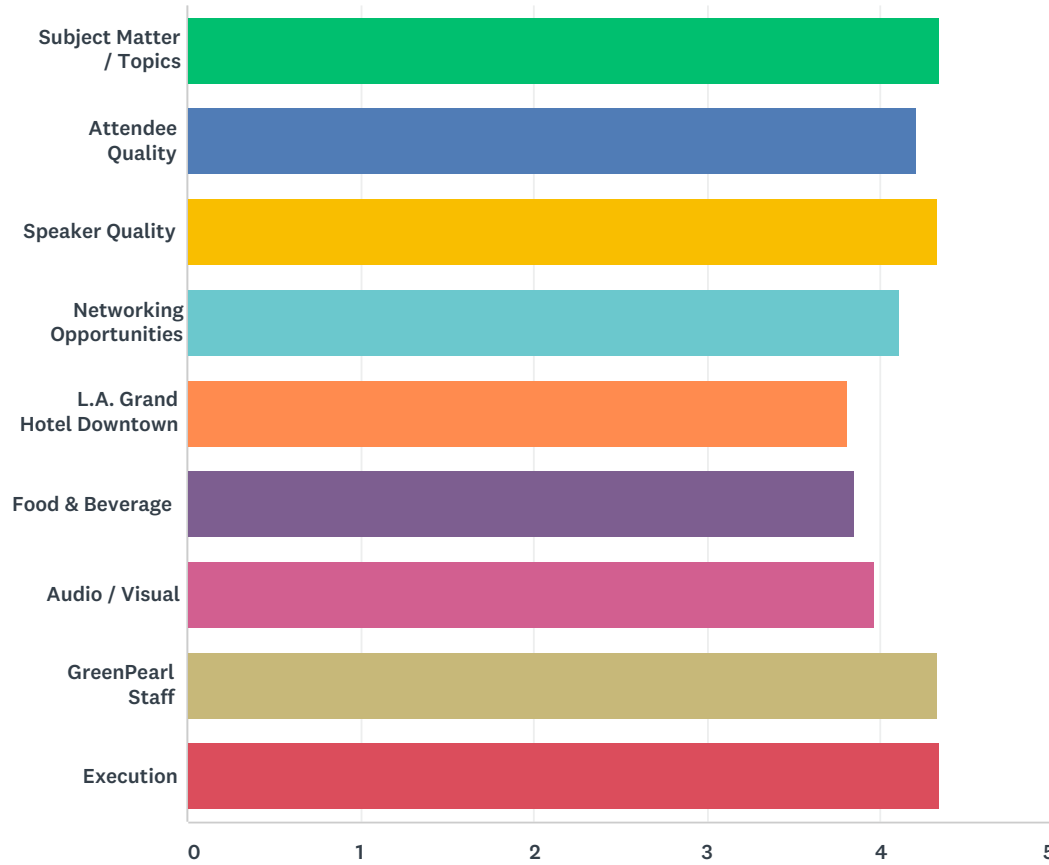
| ANSWER CHOICES | RESPONSES | |
|--|-----------|----|
| Email from GreenPearl | 14.00% | 7 |
| Email from Marcus & Millichap | 78.00% | 39 |
| Referral / Word of Mouth | 18.00% | 9 |
| Internet Search | 0.00% | 0 |
| Advertisement / Event Calendar Listing | 2.00% | 1 |
| No Idea | 2.00% | 1 |
| Total Respondents: 50 | | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|--|-------------------|
| 1 | I'm a Marcus & Millichap agent. | 6/10/2019 5:15 PM |
| 2 | AAGLA | 6/10/2019 4:14 PM |
| 3 | prior attendee | 6/7/2019 7:51 PM |
| 4 | Office associate | 6/7/2019 1:37 PM |
| 5 | Andy Chan, your broker | 6/6/2019 11:41 PM |
| 6 | I am a Marcus & Millichap agent | 6/6/2019 10:47 PM |
| 7 | by invitation. | 6/6/2019 10:43 PM |
| 8 | Attend every year | 6/6/2019 7:40 PM |
| 9 | Erin Eldridge, National Multifamily Group, Santa Monica Specialist | 6/6/2019 7:02 PM |

| | | |
|----|------------|------------------|
| 10 | Invitation | 6/6/2019 6:17 PM |
|----|------------|------------------|

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

Answered: 54 Skipped: 7



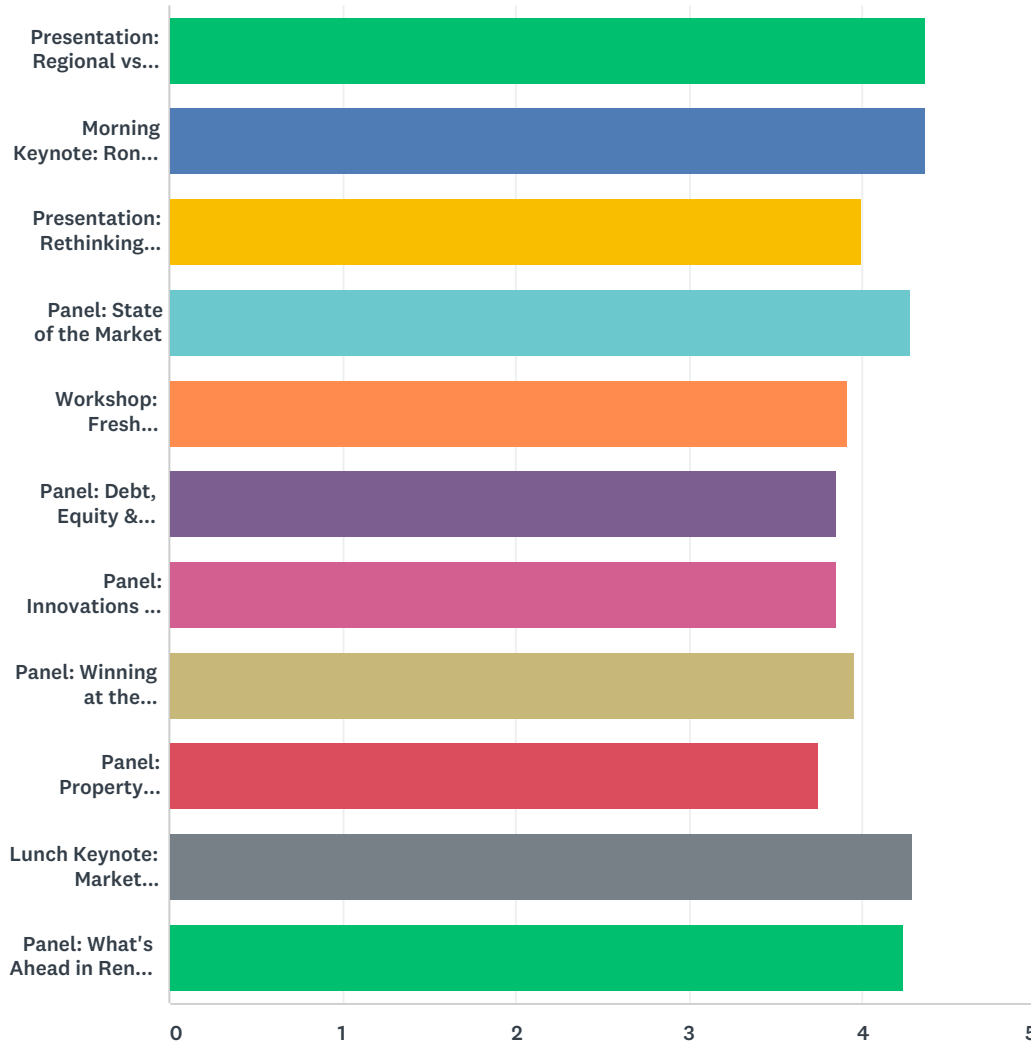
| | EXCELLENT | VERY GOOD | GOOD | FAIR | POOR | TOTAL | WEIGHTED AVERAGE |
|---------------------------|--------------|--------------|--------------|------------|------------|-------|------------------|
| Subject Matter / Topics | 47.17% 25 | 39.62% 21 | 13.21% 7 | 0.00% 0 | 0.00% 0 | 53 | 4.34 |
| Attendee Quality | 37.74% 20 | 47.17% 25 | 13.21% 7 | 1.89% 1 | 0.00% 0 | 53 | 4.21 |
| Speaker Quality | 46.15% 24 | 40.38% 21 | 13.46% 7 | 0.00% 0 | 0.00% 0 | 52 | 4.33 |
| Networking Opportunities | 37.04% 20 | 38.89% 21 | 22.22% 12 | 1.85% 1 | 0.00% 0 | 54 | 4.11 |
| L.A. Grand Hotel Downtown | 28.30% 15 | 33.96% 18 | 30.19% 16 | 5.66% 3 | 1.89% 1 | 53 | 3.81 |
| Food & Beverage | 26.42% 14 | 41.51% 22 | 22.64% 12 | 9.43% 5 | 0.00% 0 | 53 | 3.85 |
| Audio / Visual | 28.30% 15 | 47.17% 25 | 16.98% 9 | 7.55% 4 | 0.00% 0 | 53 | 3.96 |
| GreenPearl Staff | 48.08% 25 | 36.54% 19 | 15.38% 8 | 0.00% 0 | 0.00% 0 | 52 | 4.33 |
| Execution | 47.17% 25 | 39.62% 21 | 13.21% 7 | 0.00% 0 | 0.00% 0 | 53 | 4.34 |

8th annual Marcus & Millichap / IPA Multifamily Forum: Southern California Attendee Survey

| # | COMMENTS: | DATE |
|---|---|-------------------|
| 1 | The hotel was great. I just wish it wasn't in LA. | 6/10/2019 5:16 PM |
| 2 | 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. | 6/6/2019 10:50 PM |
| 3 | Event was well managed. For vendors, needs to be more incentives for participants to visit. | 6/6/2019 10:12 PM |
| 4 | It was a little too warm in the areas of the hotel | 6/6/2019 7:10 PM |

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

Answered: 53 Skipped: 8



| | EXCELLENT | VERY GOOD | GOOD | FAIR | POOR | N/A - DID NOT ATTEND | TOTAL | WEIGHTED AVERAGE |
|---|--------------|--------------|-------------|------------|------------|----------------------|-------|------------------|
| Presentation: Regional vs National Multifamily Market Outlook | 43.40% 23 | 28.30% 15 | 13.21% 7 | 0.00% 0 | 0.00% 0 | 15.09% 8 | 53 | 4.36 |
| Morning Keynote: Ron Zeff, CEO, Carmel Partners | 43.40% 23 | 32.08% 17 | 5.66% 3 | 3.77% 2 | 0.00% 0 | 15.09% 8 | 53 | 4.36 |
| Presentation: Rethinking Renter Risks | 28.85% 15 | 21.15% 11 | 17.31% 9 | 5.77% 3 | 0.00% 0 | 26.92% 14 | 52 | 4.00 |
| Panel: State of the Market | 44.23% 23 | 28.85% 15 | 15.38% 8 | 1.92% 1 | 0.00% 0 | 9.62% 5 | 52 | 4.28 |
| Workshop: Fresh Information on Opportunity Zones | 23.08% 12 | 23.08% 12 | 7.69% 4 | 7.69% 4 | 1.92% 1 | 36.54% 19 | 52 | 3.91 |
| Panel: Debt, Equity & Financing Trends | 22.00% 11 | 22.00% 11 | 16.00% 8 | 8.00% 4 | 0.00% 0 | 32.00% 16 | 50 | 3.85 |

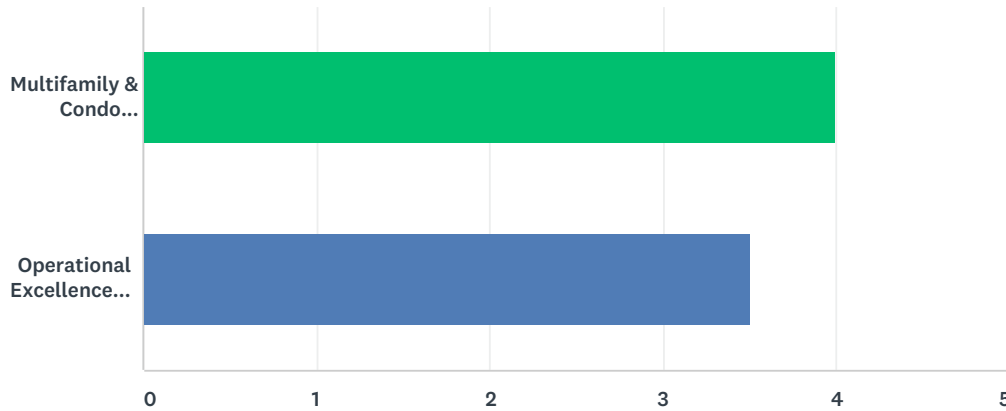
8th annual Marcus & Millichap / IPA Multifamily Forum: Southern California Attendee Survey

| | | | | | | | | |
|--|--------------|--------------|-------------|-------------|------------|--------------|----|------|
| Panel: Innovations in Design & Construction | 16.33% 8 | 18.37% 9 | 16.33% 8 | 4.08% 2 | 0.00% 0 | 44.90% 22 | 49 | 3.85 |
| Panel: Winning at the Apartment Value-Add Game | 33.33% 17 | 19.61% 10 | 7.84% 4 | 11.76% 6 | 1.96% 1 | 25.49% 13 | 51 | 3.95 |
| Panel: Property Management Hacks | 12.50% 6 | 16.67% 8 | 12.50% 6 | 6.25% 3 | 0.00% 0 | 52.08% 25 | 48 | 3.74 |
| Lunch Keynote: Market Perspective from the CEO | 44.00% 22 | 26.00% 13 | 4.00% 2 | 8.00% 4 | 0.00% 0 | 18.00% 9 | 50 | 4.29 |
| Panel: What's Ahead in Rent Control | 39.22% 20 | 15.69% 8 | 15.69% 8 | 0.00% 0 | 1.96% 1 | 27.45% 14 | 51 | 4.24 |

| # | COMMENTS: | DATE |
|---|--|------------------|
| 1 | Please send slide from morning presentations. | 6/6/2019 8:31 PM |
| 2 | Wanted more info on how we can help change the vote and what stats are available | 6/6/2019 7:10 PM |

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

Answered: 48 Skipped: 13



| | EXCELLENT | VERY GOOD | GOOD | FAIR | POOR | N/A - DID NOT ATTEND | TOTAL | WEIGHTED AVERAGE |
|---|------------|------------|------------|------------|------------|----------------------|-------|------------------|
| Multifamily & Condo Developers Roundtable | 4.35% 2 | 4.35% 2 | 0.00% 0 | 2.17% 1 | 0.00% 0 | 89.13% 41 | 46 | 4.00 |
| Operational Excellence Roundtable | 2.22% 1 | 0.00% 0 | 0.00% 0 | 2.22% 1 | 0.00% 0 | 95.56% 43 | 45 | 3.50 |

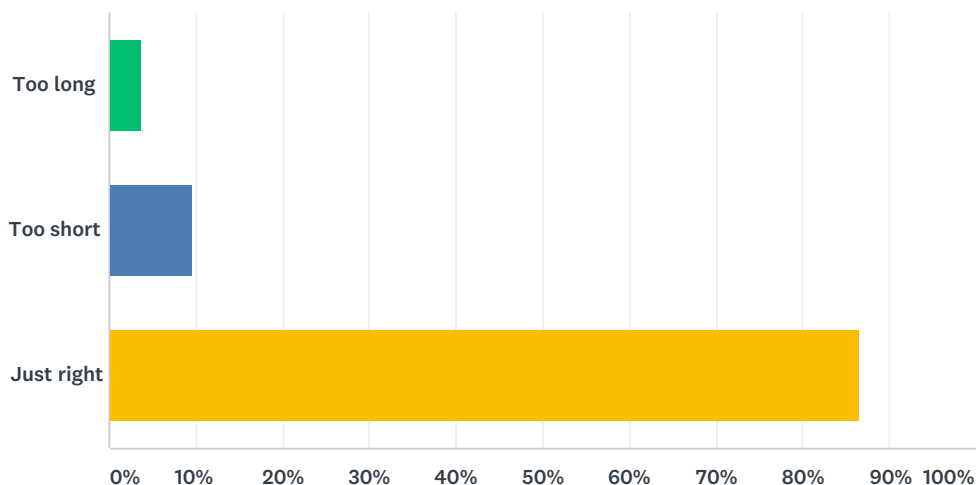
Q12 Is there a speaker or topic that we did not include that you would like to see at a future event?

Answered: 27 Skipped: 34

| # | RESPONSES | DATE |
|----|--|--------------------|
| 1 | MF debt an investment class | 6/11/2019 4:53 PM |
| 2 | no | 6/11/2019 4:02 PM |
| 3 | no | 6/11/2019 3:59 PM |
| 4 | How AirBnB is changing the landscape of the rental market; better communication between tenants and property owners to clear the air of possible misconceptions. | 6/11/2019 11:02 AM |
| 5 | land use consultants | 6/10/2019 10:08 PM |
| 6 | no | 6/10/2019 7:04 PM |
| 7 | Building, Renovation, Construction, etc. | 6/10/2019 5:48 PM |
| 8 | Lenders update | 6/10/2019 4:27 PM |
| 9 | n/a | 6/10/2019 4:16 PM |
| 10 | Pending and recent legislation | 6/10/2019 4:13 PM |
| 11 | No | 6/10/2019 4:09 PM |
| 12 | no | 6/10/2019 4:06 PM |
| 13 | NO | 6/7/2019 3:02 PM |
| 14 | n/a | 6/7/2019 1:56 PM |
| 15 | None | 6/7/2019 12:13 PM |
| 16 | No | 6/6/2019 11:34 PM |
| 17 | No | 6/6/2019 10:50 PM |
| 18 | N/A | 6/6/2019 10:12 PM |
| 19 | Useful Technology being implemented now Top 10 ways to cut operational costs The Ups & Downs of dealing with Elevator companies | 6/6/2019 8:35 PM |
| 20 | How the LA City Soft Story Retrofit Ordinance is affecting apartment demand and sales. | 6/6/2019 7:49 PM |
| 21 | student housing and co living | 6/6/2019 7:44 PM |
| 22 | Which amenities are the most valuable? | 6/6/2019 7:42 PM |
| 23 | No | 6/6/2019 7:11 PM |
| 24 | Things can change so rapidly, so no. | 6/6/2019 7:04 PM |
| 25 | Social responsibility in multi family industry | 6/6/2019 6:49 PM |
| 26 | Would selfishly love to see more about how smart home technology will shape future trends. | 6/6/2019 6:06 PM |
| 27 | No | 6/6/2019 6:06 PM |

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

Answered: 52 Skipped: 9

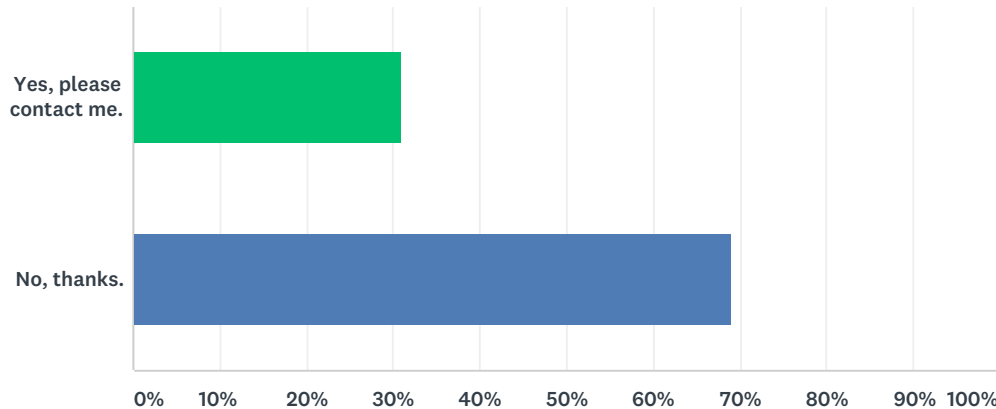


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Too long | 3.85% | 2 |
| Too short | 9.62% | 5 |
| Just right | 86.54% | 45 |
| TOTAL | | 52 |

| # | COMMENTS | DATE |
|---|--------------------|------------------|
| 1 | Always felt rushed | 6/7/2019 1:39 PM |

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

Answered: 42 Skipped: 19

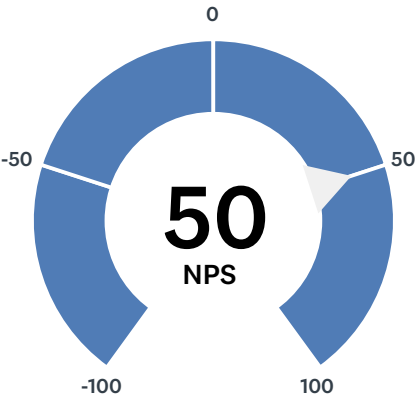


| ANSWER CHOICES | RESPONSES | |
|-------------------------|-----------|----|
| Yes, please contact me. | 30.95% | 13 |
| No, thanks. | 69.05% | 29 |
| TOTAL | | 42 |

| # | PLEASE INCLUDE YOUR CONTACT INFO IF YOU WOULD LIKE US TO CONTACT YOU. | DATE |
|---|---|--------------------|
| 1 | 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 | 6/11/2019 4:53 PM |
| 2 | john@brickwork.la | 6/10/2019 10:08 PM |
| 3 | wprince@kingstoneproperties.com (310) 893-3177 | 6/10/2019 7:04 PM |
| 4 | Possibly Tal Zemer, COO Turnaround Solutions LP tal@turnaroundsolutions.com | 6/10/2019 5:48 PM |
| 5 | Not my call | 6/10/2019 4:09 PM |
| 6 | Ricky Bobby rrobert@starry.com | 6/10/2019 11:46 AM |
| 7 | i spoke and would again. Mark Weinstein MJW Investments | 6/6/2019 7:44 PM |
| 8 | mwfriday@adt.com | 6/6/2019 6:06 PM |

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

Answered: 54 Skipped: 7



| DETRACTORS (0-6) | PASSIVES (7-8) | PROMOTERS (9-10) | NET PROMOTER® SCORE |
|------------------|----------------|------------------|---------------------|
| 9% 5 | 31% 17 | 59% 32 | 50 |