

# KEY PERFORMANCE INDICATORS

## December 2022

### CAPITAL INVESTMENT



### ACTIVE PROJECT PIPELINE

23

2022 TARGET: 20

### EMAIL MARKETING OPEN RATE

30%

2022 TARGET: 40%

### WEBSITE VISITOR TRAFFIC

830

2022 TARGET: 1,000

### TRADE SHOWS & MISSIONS

6

2022 TARGET: 5

### BRE VISITS

87

9 in December

2022 TARGET: 60

### FAMILIARIZATION (FAM) TOUR

2

2022 TARGET: 2

### COMMUNITY FORUM

2

2022 TARGET: 2