

KEY PERFORMANCE INDICATORS

September 2022

CAPITAL INVESTMENT



\$49m
CONTRACTS
PENDING

\$13.6m
CURRENT

2022 TARGET: \$304m

ACTIVE PROJECT PIPELINE

24

2022 TARGET: 20

EMAIL MARKETING OPEN RATE

30%

2022 TARGET: 40%

WEBSITE VISITOR TRAFFIC

1,209

2022 TARGET: 1,000

TRADE SHOWS & MISSIONS

5

2022 TARGET: 5

BRE VISITS

67

4 in September

2022 TARGET: 60

FAMILIARIZATION (FAM) TOUR

2

2022 TARGET: 2

COMMUNITY FORUM

1

2022 TARGET: 2