

# KEY PERFORMANCE INDICATORS

## January 2023

### CAPITAL INVESTMENT



### ACTIVE PROJECT PIPELINE

23

2023 TARGET: 20

### EMAIL MARKETING OPEN RATE

28%

2023 TARGET: 30%

### WEBSITE VISITOR TRAFFIC

1274

2023 TARGET: 1,000

### TRADE SHOWS & MISSIONS

0

2023 TARGET: 5

### BRE VISITS

6

2023 TARGET: 60

### FAMILIARIZATION (FAM) TOUR

0

2023 TARGET: 2

### COMMUNITY FORUM

0

2023 TARGET: 2