

# KEY PERFORMANCE INDICATORS

## August 2022

### CAPITAL INVESTMENT



\$49m  
CONTRACTS  
PENDING

\$13.6m  
CURRENT

2022 TARGET: \$304m

### ACTIVE PROJECT PIPELINE

27

2022 TARGET: 20

### EMAIL MARKETING OPEN RATE



2022 TARGET: 40%

### WEBSITE VISITOR TRAFFIC



2022 TARGET: 1,000

### TRADE SHOWS & MISSIONS

5

2022 TARGET: 5

### BRE VISITS

65

5 in August

2022 TARGET:  
60

### FAMILIARIZATION (FAM) TOUR

2

2022 TARGET: 2

### COMMUNITY FORUM

1

2022 TARGET: 2