

KEY PERFORMANCE INDICATORS

JULY 2022

CAPITAL INVESTMENT



\$49m
CONTRACTS
PENDING

\$13.6m
CURRENT

2022 TARGET: \$304m

ACTIVE PROJECT PIPELINE



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

58

2022 TARGET:
60

FAMILIARIZATION (FAM) TOUR

2

2022 TARGET:
2

COMMUNITY FORUM

1

2022 TARGET:
2