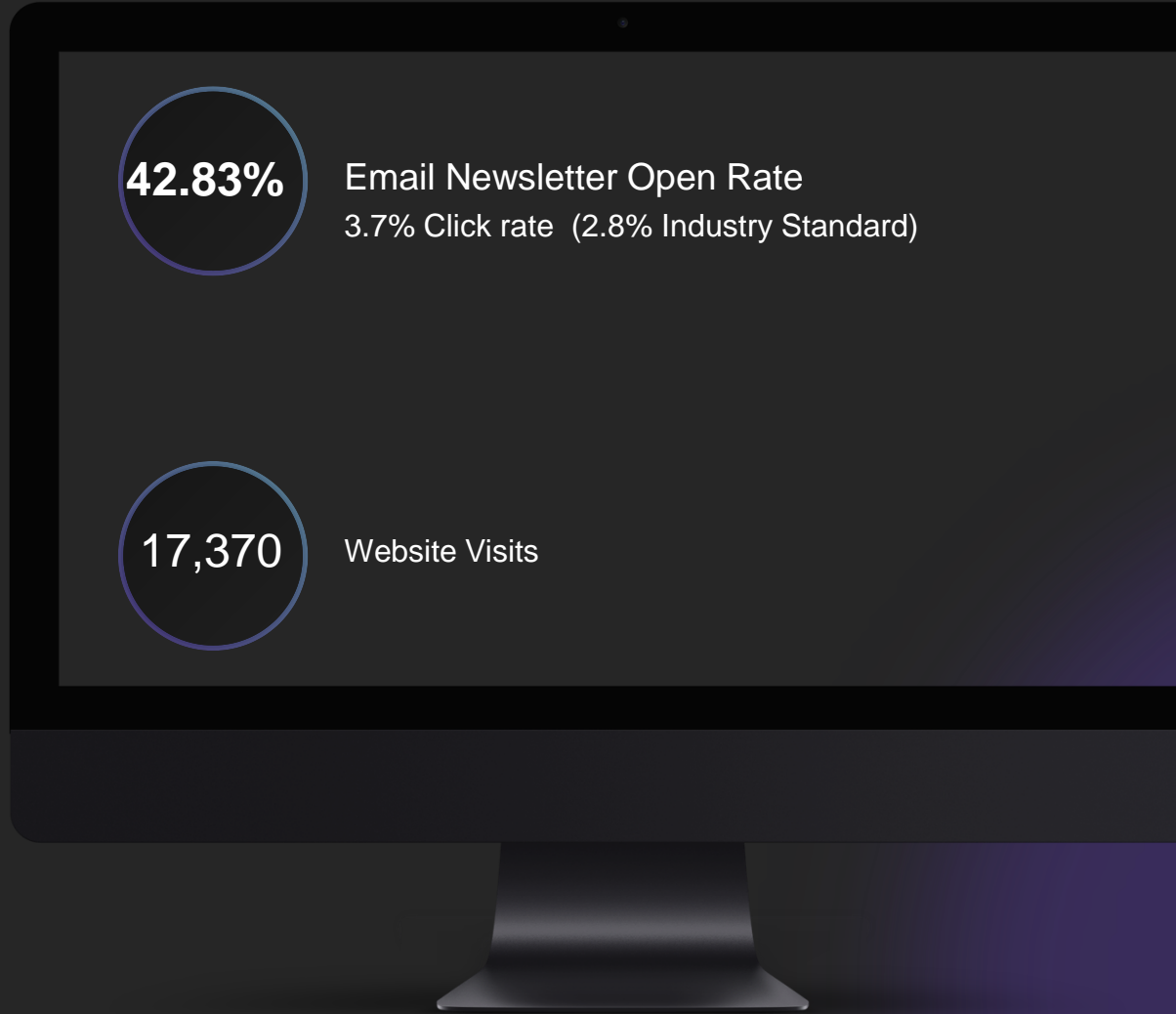


May 2026

# Marketing and Community Engagement

2026 BRE Visits, Tours, and Presentations

FAM TOURS	Community & Industry Presentations
YTD: 5	May: 3 YTD: 13
BRE Visits	Trade Shows and Missions
May: 46 YTD: 83	May: 2 YTD: 6



42.83%

Email Newsletter Open Rate  
3.7% Click rate (2.8% Industry Standard)

17,370

Website Visits

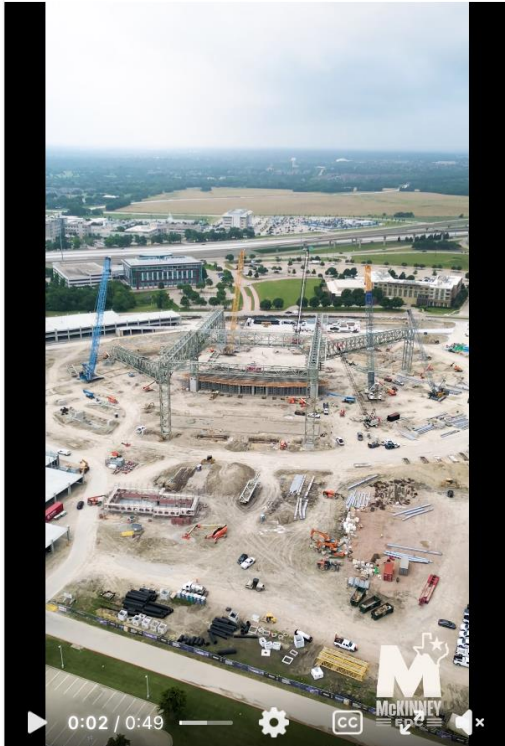
May 2026

# A Rocking Response

Top content  
**Post insights**

**MEDC - McKinney Economic ...**  
Published by Luke Gajary · May 18 at 11:59 AM ·

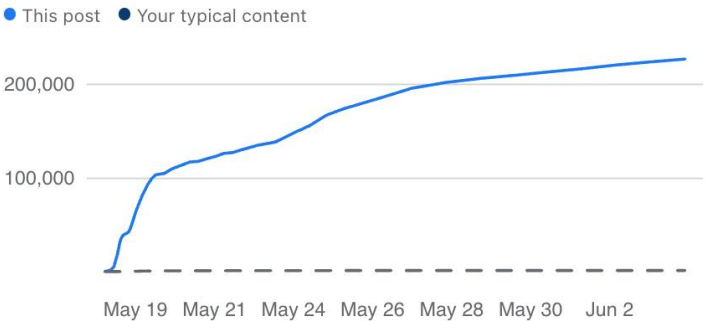
If you've driven past the 75 and 121 interchange lately, you've seen some giant steel framework going up. We flew our drone this morning to show some real-time context, ... [See more](#)



Views over time ⓘ

**Ranking by views**  
This reel ranked 1 out of 10 in views compared to your last 10 published posts. [See ranking](#)

● This post ● Your typical content



<b>Views</b>	228,701
<b>Viewers</b>	196,646
<b>Net follows</b> ⓘ	<b>338</b> Net follows