

# KEY PERFORMANCE INDICATORS MARCH 2023

## CAPITAL INVESTMENT



\$49m  
CONTRACTS  
PENDING

\$6m  
CURRENT

2023 TARGET: \$225

## ACTIVE PROJECT PIPELINE

20

2023 TARGET: 20

## EMAIL MARKETING OPEN RATE

41%

2023 TARGET: 30%

## WEBSITE VISITOR TRAFFIC

1432

2023 TARGET: 1,000

## TRADE SHOWS & MISSIONS

3

2023 TARGET:  
5

## BRE VISITS

13

MARCH

26

YTD

2023 TARGET: 60

## FAMILIARIZATION (FAM) TOUR

1

2023 TARGET:  
2

## COMMUNITY FORUM

0

2023 TARGET:  
2