

KEY PERFORMANCE INDICATORS

May 2023

CAPITAL INVESTMENT



\$49m
CONTRACTS
PENDING

\$43m
CURRENT

2023 TARGET: \$225

ACTIVE PROJECT PIPELINE

24

2023 TARGET: 20

EMAIL MARKETING OPEN RATE

38%

2023 TARGET: 30%

WEBSITE VISITOR TRAFFIC

1137

2023 TARGET: 1,000

TRADE SHOWS & MISSIONS

5

2023 TARGET:
5

BRE VISITS

5

MAY

31

YTD

2023 TARGET: 60

FAMILIARIZATION (FAM) TOUR

2

2023 TARGET:
2

COMMUNITY FORUM

0

2023 TARGET:
2