

KEY PERFORMANCE INDICATORS

October 2022

CAPITAL INVESTMENT



ACTIVE PROJECT PIPELINE



EMAIL MARKETING OPEN RATE



2022 TARGET: 40%

WEBSITE VISITOR TRAFFIC



2022 TARGET: 1,000

TRADE SHOWS & MISSIONS

6

2022 TARGET: 5

BRE VISITS

71

4 in October

2022 TARGET: 60

FAMILIARIZATION (FAM) TOUR

2

2022 TARGET: 2

COMMUNITY FORUM

2

2022 TARGET: 2