



Jerusalem Luxury Vacation Rentals

POTENTIAL INCOME REPORT BASED ON GOAL PRICING

Seasonal rates	List Price			Goal Price		
	Per Night	Average Rental = 7 Nights	Per Rental Period	Per Night	Average Rental = 7 Nights	Per Rental Period
High Season	\$599	7	\$4,193	\$539	7	\$3,774
Low Season	\$599	7	\$4,193	\$539	7	
Sukkos	\$1,872	16	\$29,950	\$1,685	16	\$26,955
Pesach	\$1,059	16	\$16,950	\$953	16	\$15,255

ANNUAL Earnings Based on % of Occupancy

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$196,500	\$176,850
65%	\$176,554	\$158,898
55%	\$156,607	\$140,946
45%	\$136,660	\$122,994
35%	\$116,713	\$105,042

Annual Earnings Based on % of Occupancy (If Owner uses the Apartment on Sukkos & Pesach)

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$149,600	\$134,640
65%	\$129,654	\$116,688
55%	\$109,707	\$98,736
45%	\$89,760	\$80,784
35%	\$69,813	\$62,832

Annual Earnings Based on % of Occupancy (If Owner uses the Apartment on Sukkos)

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$166,550.25	\$149,895.23
65%	\$146,603.55	\$131,943.20
55%	\$126,656.85	\$113,991.17
45%	\$106,710.15	\$96,039.14
35%	\$86,763.45	\$78,087.11