



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	\$329	7	\$2,303	\$296	7	\$2,073
Low Season	\$329	7	\$2,303	\$296	7	
Sukkos	\$547	16	\$8,750	\$492	16	\$7,875
Pesach	\$369	16	\$5,900	\$332	16	\$5,310

ANNUAL Earnings Based on % of Occupancy

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$96,818	\$87,136
65%	\$85,862	\$77,276
55%	\$74,906	\$67,416
45%	\$63,951	\$57,556
35%	\$52,995	\$47,695

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%	\$82,168	\$73,951
65%	\$71,212	\$64,091
55%	\$60,256	\$54,231
45%	\$49,301	\$44,371
35%	\$38,345	\$34,510

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

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$88,067.75	\$79,260.98
65%	\$77,112.05	\$69,400.85
55%	\$66,156.35	\$59,540.72
45%	\$55,200.65	\$49,680.59
35%	\$44,244.95	\$39,820.46