



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 | \$319 | 7 | \$2,233 | \$287 | 7 | \$2,010 |
| Low Season | \$289 | 7 | \$2,023 | \$260 | 7 | \$1,821 |
| Sukkos | \$744 | 16 | \$11,900 | \$669 | 16 | \$10,710 |
| Pesach | \$372 | 16 | \$5,950 | \$335 | 16 | \$5,355 |

ANNUAL Earnings Based on % of Occupancy

| % of Occupancy | Based on List Price | Based on Goal Price |
|----------------|---------------------|---------------------|
| 75% | \$94,123 | \$84,710 |
| 65% | \$83,953 | \$75,558 |
| 55% | \$73,783 | \$66,405 |
| 45% | \$63,614 | \$57,252 |
| 35% | \$53,444 | \$48,100 |

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% | \$76,273 | \$68,645 |
| 65% | \$66,103 | \$59,493 |
| 55% | \$55,933 | \$50,340 |
| 45% | \$45,764 | \$41,187 |
| 35% | \$35,594 | \$32,035 |

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

| % of Occupancy | Based on List Price | Based on Goal Price |
|----------------|---------------------|---------------------|
| 75% | \$82,222.75 | \$74,000.48 |
| 65% | \$72,053.05 | \$64,847.75 |
| 55% | \$61,883.35 | \$55,695.02 |
| 45% | \$51,713.65 | \$46,542.29 |
| 35% | \$41,543.95 | \$37,389.56 |