



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	\$349	7	\$2,443	\$314	7	\$2,199
Low Season	\$349	7	\$2,443	\$314	7	\$2,199
Sukkos	\$1,179	14	\$16,500	\$1,061	14	\$14,850
Pesach	\$496	14	\$6,950	\$447	14	\$6,255

ANNUAL Earnings Based on % of Occupancy

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$110,613	\$99,551
65%	\$98,991	\$89,092
55%	\$87,369	\$78,632
45%	\$75,748	\$68,173
35%	\$64,126	\$57,713

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%	\$87,163	\$78,446
65%	\$75,541	\$67,987
55%	\$63,919	\$57,527
45%	\$52,298	\$47,068
35%	\$40,676	\$36,608

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

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$94,112.75	\$84,701.48
65%	\$82,491.05	\$74,241.95
55%	\$70,869.35	\$63,782.42
45%	\$59,247.65	\$53,322.89
35%	\$47,625.95	\$42,863.36