



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	\$499	7	\$3,493	\$449	7	\$3,144
Low Season	\$449	7	\$3,143	\$404	7	\$2,829
Sukkos	\$1,919	13	\$24,950	\$1,775	13	\$23,079
Pesach	\$1,079	12	\$12,950	\$998	12	\$11,979

ANNUAL Earnings Based on % of Occupancy

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$156,863	\$141,176
65%	\$141,001	\$126,901
55%	\$125,139	\$112,625
45%	\$109,278	\$98,350
35%	\$93,416	\$84,074

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%	\$118,963	\$101,176
65%	\$103,101	\$92,791
55%	\$87,239	\$78,515
45%	\$71,378	\$64,240
35%	\$55,516	\$49,964