



**GROSS POTENTIAL INCOME REPORT BASED ON LIST & 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 (Actual List Price on Site)	\$325	7	\$2,275	\$293	7	\$2,048
Low Season (For Internal Use)	\$325	7	\$2,275	\$293	7	\$2,048
Sukkos	\$711	14	\$9,950	\$640	14	\$8,955
Pesach	\$404	14	\$5,650	\$363	14	\$5,085

**ANNUAL Earnings Based on % of Occupancy**

% of Occupancy	GROSS - Based on List Price	NET - Based on List Price	GROSS - Based on Goal Price	NET - Based on Goal Price
55%	\$75,124	\$60,099	\$67,611	\$54,089
50%	\$69,713	\$55,770	\$62,741	\$50,193
45%	\$64,301	\$51,441	\$57,871	\$46,297
40%	\$58,890	\$47,112	\$53,001	\$42,401
35%	\$53,479	\$42,783	\$48,131	\$38,505

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

% of Occupancy	GROSS - Based on List Price	NET - Based on List Price	GROSS - Based on Goal Price	NET - Based on Goal Price
55%	\$59,524	\$47,684	\$53,571	\$42,857
50%	\$54,113	\$43,290	\$48,701	\$38,961
45%	\$48,701	\$38,961	\$43,831	\$35,065
40%	\$43,290	\$34,632	\$38,961	\$31,169
35%	\$37,879	\$30,303	\$34,091	\$27,273

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

% of Occupancy	GROSS - Based on List Price	NET - Based on List Price	GROSS - Based on Goal Price	NET - Based on Goal Price
55%	\$65,174	\$52,139	\$58,656	\$46,925
50%	\$59,763	\$47,810	\$53,786	\$43,029
45%	\$54,351	\$43,481	\$48,916	\$39,133
40%	\$48,940	\$39,152	\$44,046	\$35,237
35%	\$43,529	\$34,823	\$39,176	\$31,341