



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)	\$449	7	\$3,143	\$404	7	\$2,829
Low Season (For Internal Use)	\$405	7	\$2,835	\$365	7	\$2,829
Sukkos	\$1,354	14	\$18,950	\$1,218	14	\$17,055
Pesach	\$679	14	\$9,500	\$611	14	\$8,550

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%	\$107,030	\$85,624	\$96,327	\$77,062
50%	\$99,887	\$79,909	\$89,898	\$71,918
45%	\$92,743	\$74,194	\$83,469	\$66,775
40%	\$85,599	\$68,479	\$77,039	\$61,631
35%	\$78,456	\$62,764	\$70,610	\$56,488

**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%	\$78,580	\$62,950	\$70,722	\$56,578
50%	\$71,437	\$57,149	\$64,293	\$51,434
45%	\$64,293	\$51,434	\$57,864	\$46,291
40%	\$57,149	\$45,719	\$51,434	\$41,147
35%	\$50,006	\$40,004	\$45,005	\$36,004

**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%	\$88,080	\$70,464	\$79,272	\$63,418
50%	\$80,937	\$64,749	\$72,843	\$58,274
45%	\$73,793	\$59,034	\$66,414	\$53,131
40%	\$66,649	\$53,319	\$59,984	\$47,987
35%	\$59,506	\$47,604	\$53,555	\$42,844