



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)	\$405	7	\$2,835	\$365	7	\$2,552
Low Season (For Internal Use)	\$365	7	\$2,555	\$329	7	\$2,552
Sukkos	\$1,354	14	\$18,950	\$1,218	14	\$17,055
Pesach	\$561	14	\$7,850	\$505	14	\$7,065

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%	\$97,654	\$78,123	\$87,888	\$70,311
50%	\$91,213	\$72,970	\$82,091	\$65,673
45%	\$84,771	\$67,817	\$76,294	\$61,035
40%	\$78,330	\$62,664	\$70,497	\$56,398
35%	\$71,889	\$57,511	\$64,700	\$51,760

**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%	\$70,854	\$56,760	\$63,768	\$51,015
50%	\$64,413	\$51,530	\$57,971	\$46,377
45%	\$57,971	\$46,377	\$52,174	\$41,739
40%	\$51,530	\$41,224	\$46,377	\$37,102
35%	\$45,089	\$36,071	\$40,580	\$32,464

**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%	\$78,704	\$62,963	\$70,833	\$56,667
50%	\$72,263	\$57,810	\$65,036	\$52,029
45%	\$65,821	\$52,657	\$59,239	\$47,391
40%	\$59,380	\$47,504	\$53,442	\$42,754
35%	\$52,939	\$42,351	\$47,645	\$38,116