



**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)	\$399	7	\$2,793	\$359	7	\$2,514
Low Season (For Internal Use)	\$359	7	\$2,513	\$323	7	\$2,514
Sukkos	\$696	14	\$9,750	\$627	14	\$8,775
Pesach	\$496	14	\$6,950	\$447	14	\$6,255

**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%	\$86,455	\$69,164	\$77,809	\$62,247
50%	\$80,114	\$64,091	\$72,102	\$57,682
45%	\$73,772	\$59,018	\$66,395	\$53,116
40%	\$67,431	\$53,945	\$60,688	\$48,550
35%	\$61,089	\$48,872	\$54,981	\$43,984

**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%	\$69,755	\$55,880	\$62,779	\$50,223
50%	\$63,414	\$50,731	\$57,072	\$45,658
45%	\$57,072	\$45,658	\$51,365	\$41,092
40%	\$50,731	\$40,585	\$45,658	\$36,526
35%	\$44,389	\$35,512	\$39,951	\$31,960

**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%	\$76,705	\$61,364	\$69,034	\$55,227
50%	\$70,364	\$56,291	\$63,327	\$50,662
45%	\$64,022	\$51,218	\$57,620	\$46,096
40%	\$57,681	\$46,145	\$51,913	\$41,530
35%	\$51,339	\$41,072	\$46,206	\$36,964