



**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)	\$409	7	\$2,863	\$375	7	\$2,626
Low Season (For Internal Use)	\$409	7	\$2,863	\$375	7	\$2,626
Sukkos	\$821	14	\$11,500	\$739	14	\$10,350
Pesach	\$546	14	\$7,650	\$492	14	\$6,885

**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%	\$94,058	\$75,247	\$84,653	\$67,722
50%	\$87,249	\$69,799	\$78,524	\$62,819
45%	\$80,439	\$64,351	\$72,395	\$57,916
40%	\$73,629	\$58,903	\$66,266	\$53,013
35%	\$66,819	\$53,455	\$60,137	\$48,110

**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%	\$74,908	\$60,009	\$67,418	\$53,934
50%	\$68,099	\$54,479	\$61,289	\$49,031
45%	\$61,289	\$49,031	\$55,160	\$44,128
40%	\$54,479	\$43,583	\$49,031	\$39,225
35%	\$47,669	\$38,135	\$42,902	\$34,322

**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%	\$82,558	\$66,047	\$74,303	\$59,442
50%	\$75,749	\$60,599	\$68,174	\$54,539
45%	\$68,939	\$55,151	\$62,045	\$49,636
40%	\$62,129	\$49,703	\$55,916	\$44,733
35%	\$55,319	\$44,255	\$49,787	\$39,830