



**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)	\$729	7	\$5,103	\$649	7	\$4,543
Low Season (For Internal Use)	\$729	7	\$5,103	\$649	7	\$4,543
Sukkos	\$2,500	14	\$35,000	\$2,250	14	\$31,500
Pesach	\$1,421	14	\$19,900	\$1,279	14	\$17,900

**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%	\$188,416	\$150,733	\$169,575	\$135,660
50%	\$176,279	\$141,023	\$158,651	\$126,921
45%	\$164,141	\$131,313	\$147,727	\$118,181
40%	\$152,003	\$121,602	\$136,803	\$109,442
35%	\$139,865	\$111,892	\$125,878	\$100,703

**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%	\$133,516	\$106,959	\$120,165	\$96,132
50%	\$121,379	\$97,103	\$109,241	\$87,393
45%	\$109,241	\$87,393	\$98,317	\$78,653
40%	\$97,103	\$77,682	\$87,393	\$69,914
35%	\$84,965	\$67,972	\$76,468	\$61,175

**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%	\$153,416	\$122,733	\$138,075	\$110,460
50%	\$141,279	\$113,023	\$127,151	\$101,721
45%	\$129,141	\$103,313	\$116,227	\$92,981
40%	\$117,003	\$93,602	\$105,303	\$84,242
35%	\$104,865	\$83,892	\$94,378	\$75,503