



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)	\$319	7	\$2,233	\$289	7	\$2,023
Low Season (For Internal Use)	\$319	7	\$2,233	\$289	7	\$2,023
Sukkos	\$893	14	\$12,500	\$804	14	\$11,250
Pesach	\$464	14	\$6,500	\$418	14	\$5,850

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%	\$77,425	\$61,940	\$69,682	\$55,746
50%	\$72,114	\$57,691	\$64,902	\$51,922
45%	\$66,802	\$53,442	\$60,122	\$48,098
40%	\$61,491	\$49,193	\$55,342	\$44,273
35%	\$56,179	\$44,944	\$50,562	\$40,449

**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%	\$58,425	\$46,804	\$52,582	\$42,066
50%	\$53,114	\$42,491	\$47,802	\$38,242
45%	\$47,802	\$38,242	\$43,022	\$34,418
40%	\$42,491	\$33,993	\$38,242	\$30,593
35%	\$37,179	\$29,744	\$33,462	\$26,769

**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%	\$64,925	\$51,940	\$58,432	\$46,746
50%	\$59,614	\$47,691	\$53,652	\$42,922
45%	\$54,302	\$43,442	\$48,872	\$39,098
40%	\$48,991	\$39,193	\$44,092	\$35,273
35%	\$43,679	\$34,944	\$39,312	\$31,449