



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)	\$269	7	\$1,883	\$239	7	\$1,673
Low Season (For Internal Use)	\$269	7	\$1,883	\$239	7	\$1,673
Sukkos	\$679	14	\$9,500	\$611	14	\$8,550
Pesach	\$357	14	\$5,000	\$321	14	\$4,500

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%	\$63,767	\$51,014	\$57,391	\$45,912
50%	\$59,289	\$47,431	\$53,360	\$42,688
45%	\$54,810	\$43,848	\$49,329	\$39,463
40%	\$50,331	\$40,265	\$45,298	\$36,238
35%	\$45,852	\$36,682	\$41,267	\$33,013

**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%	\$49,267	\$39,468	\$44,341	\$35,472
50%	\$44,789	\$35,831	\$40,310	\$32,248
45%	\$40,310	\$32,248	\$36,279	\$29,023
40%	\$35,831	\$28,665	\$32,248	\$25,798
35%	\$31,352	\$25,082	\$28,217	\$22,573

**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%	\$54,267	\$43,414	\$48,841	\$39,072
50%	\$49,789	\$39,831	\$44,810	\$35,848
45%	\$45,310	\$36,248	\$40,779	\$32,623
40%	\$40,831	\$32,665	\$36,748	\$29,398
35%	\$36,352	\$29,082	\$32,717	\$26,173