



**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)	\$429	7	\$3,003	\$385	7	\$2,695
Low Season (For Internal Use)	\$429	7	\$3,003	\$385	7	\$2,695
Sukkos	\$893	14	\$12,500	\$804	14	\$11,250
Pesach	\$639	14	\$8,950	\$575	14	\$8,055

**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%	\$100,021	\$80,017	\$90,019	\$72,015
50%	\$92,879	\$74,303	\$83,591	\$66,873
45%	\$85,736	\$68,589	\$77,162	\$61,730
40%	\$78,593	\$62,874	\$70,734	\$56,587
35%	\$71,450	\$57,160	\$64,305	\$51,444

**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%	\$78,571	\$62,943	\$70,714	\$56,571
50%	\$71,429	\$57,143	\$64,286	\$51,429
45%	\$64,286	\$51,429	\$57,857	\$46,286
40%	\$57,143	\$45,714	\$51,429	\$41,143
35%	\$50,000	\$40,000	\$45,000	\$36,000

**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%	\$87,521	\$70,017	\$78,769	\$63,015
50%	\$80,379	\$64,303	\$72,341	\$57,873
45%	\$73,236	\$58,589	\$65,912	\$52,730
40%	\$66,093	\$52,874	\$59,484	\$47,587
35%	\$58,950	\$47,160	\$53,055	\$42,444