



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)	\$499	7	\$3,493	\$449	7	\$3,144
Low Season (For Internal Use)	\$499	7	\$3,493	\$449	7	\$3,144
Sukkos	\$1,139	14	\$15,950	\$1,025	14	\$14,355
Pesach	\$1,139	14	\$15,950	\$1,025	14	\$14,355

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%	\$123,292	\$98,633	\$110,963	\$88,770
50%	\$114,984	\$91,987	\$103,485	\$82,788
45%	\$106,675	\$85,340	\$96,008	\$76,806
40%	\$98,367	\$78,693	\$88,530	\$70,824
35%	\$90,058	\$72,047	\$81,053	\$64,842

**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%	\$91,392	\$73,213	\$82,253	\$65,802
50%	\$83,084	\$66,467	\$74,775	\$59,820
45%	\$74,775	\$59,820	\$67,298	\$53,838
40%	\$66,467	\$53,173	\$59,820	\$47,856
35%	\$58,158	\$46,527	\$52,343	\$41,874

**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%	\$107,342	\$85,873	\$96,608	\$77,286
50%	\$99,034	\$79,227	\$89,130	\$71,304
45%	\$90,725	\$72,580	\$81,653	\$65,322
40%	\$82,417	\$65,933	\$74,175	\$59,340
35%	\$74,108	\$59,287	\$66,698	\$53,358