



**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)	\$425	7	\$2,975	\$385	7	\$2,695
Low Season (For Internal Use)	\$425	7	\$2,975	\$385	7	\$2,695
Sukkos	\$996	14	\$13,950	\$897	14	\$12,555
Pesach	\$568	14	\$7,950	\$511	14	\$7,155

**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%	\$99,739	\$79,791	\$89,765	\$71,812
50%	\$92,663	\$74,130	\$83,396	\$66,717
45%	\$85,586	\$68,469	\$77,028	\$61,622
40%	\$78,510	\$62,808	\$70,659	\$56,527
35%	\$71,434	\$57,147	\$64,290	\$51,432

**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%	\$77,839	\$62,356	\$70,055	\$56,044
50%	\$70,763	\$56,610	\$63,686	\$50,949
45%	\$63,686	\$50,949	\$57,318	\$45,854
40%	\$56,610	\$45,288	\$50,949	\$40,759
35%	\$49,534	\$39,627	\$44,580	\$35,664

**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%	\$85,789	\$68,631	\$77,210	\$61,768
50%	\$78,713	\$62,970	\$70,841	\$56,673
45%	\$71,636	\$57,309	\$64,473	\$51,578
40%	\$64,560	\$51,648	\$58,104	\$46,483
35%	\$57,484	\$45,987	\$51,735	\$41,388