



**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)	\$649	7	\$4,543	\$584	7	\$4,089
Low Season (For Internal Use)	\$649	7	\$4,543	\$584	7	\$4,089
Sukkos	\$1,607	14	\$22,500	\$1,446	14	\$20,250
Pesach	\$964	14	\$13,500	\$868	14	\$12,150

**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%	\$154,864	\$123,891	\$139,378	\$111,502
50%	\$144,059	\$115,247	\$129,653	\$103,722
45%	\$133,253	\$106,602	\$119,927	\$95,942
40%	\$122,447	\$97,957	\$110,202	\$88,162
35%	\$111,641	\$89,313	\$100,477	\$80,381

**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%	\$118,864	\$95,221	\$106,978	\$85,582
50%	\$108,059	\$86,447	\$97,253	\$77,802
45%	\$97,253	\$77,802	\$87,527	\$70,022
40%	\$86,447	\$69,157	\$77,802	\$62,242
35%	\$75,641	\$60,513	\$68,077	\$54,461

**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%	\$132,364	\$105,891	\$119,128	\$95,302
50%	\$121,559	\$97,247	\$109,403	\$87,522
45%	\$110,753	\$88,602	\$99,677	\$79,742
40%	\$99,947	\$79,957	\$89,952	\$71,962
35%	\$89,141	\$71,313	\$80,227	\$64,181