



Jerusalem Luxury Vacation Rentals

POTENTIAL INCOME REPORT BASED ON 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	\$215	7	\$1,505	\$194	7	\$1,355
Low Season	\$215	7	\$1,505	\$194	7	
Sukkos	\$219	16	\$3,500	\$197	16	\$3,150
Pesach	\$219	16	\$3,500	\$197	16	\$3,150

ANNUAL Earnings Based on % of Occupancy

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$60,696	\$54,627
65%	\$53,537	\$48,183
55%	\$46,377	\$41,740
45%	\$39,218	\$35,296
35%	\$32,058	\$28,852

Annual Earnings Based on % of Occupancy (If Owner uses the Apartment on Sukkos & Pesach)

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$53,696	\$48,327
65%	\$46,537	\$41,883
55%	\$39,377	\$35,440
45%	\$32,218	\$28,996
35%	\$25,058	\$22,552

Annual Earnings Based on % of Occupancy (If Owner uses the Apartment on Sukkos)

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$57,196.25	\$51,476.63
65%	\$50,036.75	\$45,033.08
55%	\$42,877.25	\$38,589.53
45%	\$35,717.75	\$32,145.98
35%	\$28,558.25	\$25,702.43