



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	\$699	7	\$4,893	\$629	7	\$4,404
Low Season	\$699	7	\$4,893	\$629	7	
Sukkos	\$1,844	16	\$29,500	\$1,659	16	\$26,550
Pesach	\$997	16	\$15,950	\$897	16	\$14,355

ANNUAL Earnings Based on % of Occupancy

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$220,025	\$198,023
65%	\$196,749	\$177,074
55%	\$173,472	\$156,125
45%	\$150,195	\$135,176
35%	\$126,918	\$114,227

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%	\$174,575	\$157,118
65%	\$151,299	\$136,169
55%	\$128,022	\$115,220
45%	\$104,745	\$94,271
35%	\$81,468	\$73,322

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

% of Occupancy	Based on List Price	Based on Goal Price
75%	\$190,525.25	\$171,472.73
65%	\$167,248.55	\$150,523.70
55%	\$143,971.85	\$129,574.67
45%	\$120,695.15	\$108,625.64
35%	\$97,418.45	\$87,676.61