**A close up of a logo

Description automatically generated**

**Increase Your Income & Reduce Your Vacancy**

**Annual turnover Percentage=**

Total number of annual physical move outs ÷ total number of apartments

**Average Effective Rent=**

(Rental Income – Concession Rent) ÷ Units Occupied

**NOI** or **Income** or **Projected Income** or **Benefit**

÷ ÷

**Value** × **Rate**

**Investment Capitalization Rate**

**Purchase Price Rate of Return**

**Overall Capitalization Rate**

×

**Closing Percentage or Ratio=**

(Total number of leases for a period of time ÷ total number of traffic) x 100

**Cost of Advertising per Lease=**

Total cost of ad ÷ number of leases generated from ad

**Cost of Advertising per Traffic=**

Total cost of ad ÷ total number of traffic generated from ad

**Gross Potential Rent (GRP or GPR)=**

Add sum of all occupied units at current lease contract rates + all vacants units at market rents

**Effective Rent=**

(Market rent x number of months in lease term – total concession awarded) ÷ number of months in lease term

**Effective Gross Income (EGI or Net Rental Income or Total Net Income)=**

GPR – VAC (current month vacancy concessions, bad debt and non-revenue units)

**Economic Occupancy Percentage=**

EGI÷ GPR

**Operating Expenses per Unit (annual)=**

Total operating expenses ÷ toal number of units

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**Gross Operating Income (GOI)=**

Effective Gross Income + Operating Income

GOI – OI = EGI

GOI – EGI = OI

**Operating Expense Ratio=**

Operating Expense ÷ Gross Potential Rent x100

**Net Operating Income (NOI)=**

Total Income – total Operating Expenses

Or

Gross Operating Income – Operating Expenses

**Break-even Occupancy Ratio=**

(Operating Expense + Debt Service) ÷ Gross Operating Income

**Break-even rent per square foot=**

(Operating Expense + Debt Service) ÷ total square feet

Contact Occupancy Solutions for your solution today! 1-800-865-0948

www.occupancysolutionscom