

# Income Approach

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Please Visit Every Other Night Dressed Casual

**Please:** PGI (Potential Gross Income)  
**Visit:** - Vacancy and Collection Losses (+ other income)  

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**Every:** = EGI (Effective Gross Income)  
**Other:** - Operating Expenses  

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**Night:** = Net Operating Income  
**Dressed:** - Debt Services  

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**Casual:** = Cash Throw Off (Before Tax Cash Flow)