Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
BRIAN FRANKS	RICARDO GOMEZ	MIKE RINKES
JAMES JORDAN	COREY CHAFFIN	PATRICK RAYMOND
CHARLIE NAPIER	ZAIN AKHTAR	HUNTER HORN
DAVE ROMEO		JUSTIN WALDEN
		TYLER COBURN
		KEVIN JOHNSON
		JESSE TURLEY
		JUSTIN BAILEY
		MATT SWIER
		TY SMITH
		NICK WERNER
		LUIS GONZALEZ
		MO KHAN
		JAKE LAWHUN
		SHANE BANDARA
		BILL KLAMAR
		SISTER STORE SALESPERSON

New Car Franchise(s)
KIA

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CPO	Advertised Price (Time of Sale)	Transaction Price	Advertised Price to Market % (Time of Sale)	Transactional Discount ($)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	$ 15,000	$ 13,800	95%	$ 1,200	$1,500	$500
1	KGE032075	2016	Honda	CIVIC	31	Trade on New	No	$ 12,993	$ 12,493	96%	$ 500	$2,865	$0
2	KLG627290	2020	Kia	SORENTO	17	Auction/Wholesale	Yes	$ 23,862	$ 23,862	99%	$ -	($627)	$2,924
3	KDR806626	2013	Lincoln	MKZ	28	Trade on New	No	$ 11,783	$ 11,483	96%	$ 300	$3,100	$0
4	KEA226710	2014	Honda	ACCORD	61	Trade on Used	No	$ 9,184	$ 9,000	83%	$ 184	$266	$0
5	KP6213211	2023	Kia	CARNIVAL	109	Auction/Wholesale	Yes	$ 33,694	$ 33,694	90%	$ -	($3,734)	$4,453
6	KHG382635	2017	Hyundai	SANTAFE	32	Trade on New	No	$ 16,433	$ 16,433	102%	$ -	$3,698	$2,323
7	KN5090981	2022	Kia	SORENTO HY	12	Trade on New	Yes	$ 35,291	$ 35,291	101%	$ -	$303	$5,459
8	KCH153163	2012	GMC	ACADIA	22	Trade on Used	No	$ 9,842	$ 9,842	100%	$ -	$3,322	$0
9	KGJ282502	2016	GMC	ACADIA	17	Trade on Used	No	$ 13,991	$ 13,991	98%	$ -	$1,831	$1,051
10	KML329586	2021	Chevrolet	EQUINOX	17	Street/Curb Buy	No	$ 21,992	$ 21,992	97%	$ -	$1,011	$3,242
11	KNU037243	2022	Genesis	GV70	11	Trade on New	No	$ 51,491	$ 51,491	102%	$ -	$3,736	$3,029
12	KCG138386	2012	Hyundai	SANTAFE	42	Trade on New	No	$ 7,094	$ 6,500	86%	$ 594	($684)	$0
13	KHF263686	2017	Chevrolet	MALIBU	23	Trade on New	No	$ 15,992	$ 15,992	105%	$ -	$4,469	$3,654
14	KG7868592	2016	Kia	SOUL	28	Trade on New	No	$ 10,332	$ 10,332	93%	$ -	$3,971	$0
15	KMG135241	2021	Kia	TELLURIDE	49	Trade on New	Yes	$ 31,664	$ 31,664	93%	$ -	($588)	$6,058
16	KKFM238128	2015	Volkswagen	JETTA	21	Trade on New	No	$ 8,791	$ 8,791	98%	$ -	$2,146	$418
17	KJ6014878	2018	Kia	STINGER	19	Trade on Used	Yes	$ 28,891	$ 28,891	101%	$ -	$2,140	$4,512
18	KGD823440	2016	Dodge	DART	13	Trade on New	No	$ 11,891	$ 11,050	100%	$ 841	$1,384	$1,654
19	KA1262201	2010	Mazda	3	42	Trade on New	No	$ 5,593	$ 5,593	100%	$ -	$454	$0
20	KGF188040	2016	Chevrolet	MALIBU	35	Trade on Used	No	$ 13,393	$ 12,593	98%	$ 800	$503	$1,745
21	KLG709438	2020	Kia	SORENTO	19	Trade on New	Yes	$ 29,852	$ 29,852	106%	$ -	$2,939	$5,343

22	KMG103547	2021	Kia	TELLURIDE	14	Trade on New	Yes	$ 36,752	$ 35,461	102%	$ 1,291	$1,498	$872
23	KKCG067833	2012	Kia	OPTIMA	19	Street/Curb Buy	No	$ 8,891	$ 8,891	100%	$ -	$2,409	$73
24	KMD176590	2021	Buick	ENVISION	46	Trade on New	No	$ 25,894	$ 25,894	90%	$ -	($1,860)	$1,000
25	KMM262802	2021	Mazda	CX30	17	Trade on New	No	$ 22,891	$ 22,835	101%	$ 56	$3,406	$0
26	KDW035602	2013	Toyota	RAV4	39	Trade on New	No	$ 15,643	$ 15,000	95%	$ 643	$2,214	$0
27	KNG162247	2022	Kia	K5	12	Trade on New	Yes	$ 26,991	$ 26,991	105%	$ -	$3,258	$2,791
28	KLL031462	2020	Acura	MDX	45	Trade on Used	No	$ 32,223	$ 32,223	100%	$ -	$2,010	$1,899
29	KMH000398	2021	Hyundai	ELANTRA	18	Trade on New	No	$ 18,891	$ 18,191	97%	$ 700	$2,317	$0
30	KLH402506	2020	Honda	CRV	55	Trade on New	No	$ 24,354	$ 24,354	96%	$ -	$2,530	$330
31	KN7953802	2022	Kia	SPORTAGE	9	Trade on New	Yes	$ 24,991	$ 23,991	101%	$ 1,000	$2,193	$234
32	KES437176	2014	Ram	1500	16	Trade on Used	No	$ 20,991	$ 20,200	98%	$ 791	$2,578	$2,563
33	KL1073603	2020	Toyota	CHR	24	Trade on New	No	$ 22,832	$ 22,832	97%	$ -	$3,856	$2,688
34	KGM274410	2016	Mazda	6	17	Trade on Used	No	$ 13,991	$ 11,658	105%	$ 2,333	$732	$1,999
35	KAM756157	2010	Infiniti	EX35	35	Trade on Used	No	$ 6,823	$ 6,247	85%	$ 576	$823	$0
36	KEG205316	2014	Hyundai	SANTAFE	50	Trade on New	No	$ 11,994	$ 11,994	82%	$ -	$90	$100
37	KNG132912	2022	Kia	SORENTO	21	Trade on New	Yes	$ 36,472	$ 35,000	100%	$ 1,472	$297	$3,613
38	KME288662	2021	Kia	FORTE	10	Loaner	No	$ 18,991	$ 17,391	100%	$ 1,600	$8,721	$2,570
39	KFC143881	2015	Nissan	ALTIMA	25	Trade on Used	No	$ 12,382	$ 12,000	98%	$ 382	($187)	$38
40	KHBB30970	2017	Ford	EDGE	34	Trade on New	No	$ 16,483	$ 16,483	99%	$ -	$4,351	$150
41	KEC528339	2014	Jeep	GRAND CHERO	6	Trade on Used	No	$ 15,981	$ 15,981	99%	$ -	$1,951	$1,112
42	KCW216254	2012	Nissan	MURANO	29	Trade on Used	No	$ 6,792	$ 4,387	98%	$ 2,405	$1,393	$0
43	KL7752312	2020	Kia	SPORTAGE	64	Trade on New	Yes	$ 24,194	$ 24,194	90%	$ -	($2,053)	$3,678
44	KLL044996	2020	Honda	CRV	9	Other	No	$ 29,991	$ 29,991	103%	$ -	$2,408	$3,147
45	KN7181439	2022	Kia	SOUL	8	Trade on New	Yes	$ 23,991	$ 22,991	102%	$ 1,000	$2,092	$2,082
46	KL7792757	2020	Kia	SPORTAGE	21	Street/Curb Buy	Yes	$ 19,902	$ 18,800	99%	$ 1,102	$403	$0
47	KEUB94655	2014	Ford	ESCAPE	24	Trade on New	No	$ 7,592	$ 7,592	100%	$ -	$2,528	$943
48	KBL507904	2011	Jeep	WRANGLER	18	Trade on Used	No	$ 18,991	$ 15,491	105%	$ 3,500	$2,095	$3,406
49	KPF463850	2023	Tesla	MODEL 3	34	Trade on New	No	$ 41,993	$ 41,887	98%	$ 106	$2,381	$100
50	KME310242	2021	Kia	FORTE	33	Trade on New	Yes	$ 18,493	$ 18,243	97%	$ 250	($1,486)	$740
51	KL5442936	2020	Kia	NIRO	6	Loaner	No	$ 21,991	$ 20,291	103%	$ 1,700	$5,218	$2,392
52	KE7453404	2014	Chevrolet	CRUZE	38	Trade on Used	No	$ 7,393	$ 7,393	94%	$ -	$813	$0
53	K3UAA6564	2003	Ford	EXPLORER	9	Trade on New	No	$ 4,991	$ 3,457	100%	$ 1,534	$2,937	$0

Scoreboard Totals

% Retailed of Non-Franchise Make	61%
Total # Retail Units	193
Avg. Days to Sale	29.9
Avg. Advertised Price (Time of Sale)	$ 20,722
Avg. Transaction Price	$ 20,442
Avg. Market Price at 100%	$ 21,285
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	96%
Avg. Transactional Discount	$ 279
Avg. Front-End Gross	$ 1,401
Avg. Finance Gross	$ 1,352
PUVR	$ 2,754
Total Gross (Units & PUVR)	$ 531,506
GROI	162%
% with Trade	39%
Avg. Over/Under Allowance	($146)

Scoreboard

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Desk Manager	Totals	Bob Atwood	BRIAN FRANKS
% Retailed of Non-New Franchise	61%	#DIV/0!	59%
Total # Retail Units	193	0	64
Avg. Days to Sale	29.9	#DIV/0!	29.4
Avg. Advertised Price (Time of Sale)	$ 20,722	#DIV/0!	$ 21,769
Avg. Transaction Price	$ 20,442	#DIV/0!	$ 21,616
Avg. Market Price at 100%	$ 21,285	#DIV/0!	$ 22,370
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	97%
Avg. Transaction to Market	96%	#DIV/0!	97%
Avg. Transactional Discount	$ 279	#DIV/0!	$ 153
Avg. Front-End Gross	$ 1,401	#DIV/0!	$ 1,184
Avg. Finance Gross	$ 1,352	#DIV/0!	$ 1,511
PUVR	$ 2,754	#DIV/0!	$ 2,695
Total Gross (Units & PUVR)	$ 531,506	#DIV/0!	$ 172,484
GROI	162%	#DIV/0!	153%
% with Trade	39%	#DIV/0!	30%
Avg. Over/Under Allowance	-146	#DIV/0!	-58

NADA ACADEMY

n list, then scroll up to select your staff member for each column.)

JAMES JORDAN	CHARLIE NAPIER	DAVE ROMEO	
67%	54%	56%	#DIV/0!
76	28	25	0
31.1	32.0	25.4	#DIV/0!
$ 20,375	$ 18,774	$ 21,275	#DIV/0!
$ 19,995	$ 18,496	$ 20,979	#DIV/0!
$ 20,673	$ 19,385	$ 21,575	#DIV/0!
99%	97%	99%	#DIV/0!
97%	95%	97%	#DIV/0!
$ 380	$ 279	$ 296	#DIV/0!
$ 1,546	$ 1,490	$ 1,422	#DIV/0!
$ 1,207	$ 1,305	$ 1,442	#DIV/0!
$ 2,752	$ 2,794	$ 2,864	#DIV/0!
$ 209,183	$ 78,243	$ 71,596	#DIV/0!
159%	170%	193%	#DIV/0!
42%	43%	48%	#DIV/0!
-173	-286	-132	#DIV/0!

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Scoreboard

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Sales Consultant	Totals	MIKE RINKES	PATRICK RAYMOND
% Retailed of Non-New Franchise	61%	64%	55%
Total # Retail Units	193	14	11
Avg. Days to Sale	29.9	30.1	30.5
Avg. Advertised Price (Time of Sale)	$ 20,722	$ 17,911	$ 21,349
Avg. Transaction Price	$ 20,442	$ 17,570	$ 21,050
Avg. Market Price at 100%	$ 21,285	$ 18,471	$ 21,605
Avg. Price to Market % (Time of Sale)	97%	97%	99%
Avg. Transaction to Market	96%	95%	97%
Avg. Transactional Discount	$ 279	$ 341	$ 299
Avg. Front-End Gross	$ 1,401	$ 1,977	$ 873
Avg. Finance Gross	$ 1,352	$ 910	$ 981
PUVR	$ 2,754	$ 2,887	$ 1,853
Total Gross (Units & PUVR)	$ 531,506	$ 40,411	$ 20,387
GROI	162%	196%	104%
% with Trade	39%	29%	55%
Avg. Over/Under Allowance	-146	-36	-45

NADA ACADEMY

n list, then scroll up to select your staff member for each column.)

HUNTER HORN	JUSTIN WALDEN	TYLER COBURN	KEVIN JOHNSON
89%	50%	67%	65%
9	14	9	17
24.1	32.5	20.9	31.3
$ 19,614	$ 22,528	$ 20,310	$ 19,871
$ 19,503	$ 22,024	$ 19,974	$ 19,485
$ 20,147	$ 23,071	$ 20,532	$ 20,100
97%	98%	99%	99%
97%	95%	97%	97%
$ 111	$ 503	$ 335	$ 387
$ 2,189	$ 965	$ 971	$ 2,085
$ 1,153	$ 1,125	$ 1,053	$ 989
$ 3,342	$ 2,090	$ 2,024	$ 3,074
$ 30,078	$ 29,265	$ 18,213	$ 52,266
256%	105%	175%	182%
22%	14%	56%	35%
0	-56	-167	-391

JESSE TURLEY	JUSTIN BAILEY	MATT SWIER	TY SMITH
33%	58%	78%	60%
6	12	9	5
42.7	32.3	38.6	28.6
$ 19,353	$ 16,842	$ 18,758	$ 18,346
$ 19,353	$ 16,679	$ 18,241	$ 18,340
$ 19,830	$ 17,621	$ 19,255	$ 19,363
98%	96%	97%	95%
98%	95%	95%	95%
$ -	$ 162	$ 518	$ 6
$ 722	$ 1,467	$ 140	$ 1,081
$ 2,153	$ 1,290	$ 1,292	$ 930
$ 2,875	$ 2,757	$ 1,432	$ 2,011
$ 17,249	$ 33,078	$ 12,885	$ 10,056
125%	184%	73%	138%
50%	50%	44%	60%
-167	-183	-167	-300

NICK WERNER	LUIS GONZALEZ	MO KHAN	JAKE LAWHUN
36%	56%	57%	57%
11	16	14	14
28.3	24.2	34.5	32.1
$ 24,444	$ 21,181	$ 20,475	$ 23,640
$ 24,071	$ 21,102	$ 20,312	$ 23,026
$ 24,651	$ 21,604	$ 21,112	$ 24,062
99%	98%	97%	98%
98%	98%	96%	96%
$ 373	$ 79	$ 163	$ 614
$ 381	$ 1,075	$ 1,853	$ 852
$ 1,308	$ 1,831	$ 1,281	$ 1,974
$ 1,689	$ 2,905	$ 3,133	$ 2,826
$ 18,574	$ 46,484	$ 43,866	$ 39,568
89%	205%	161%	137%
45%	44%	14%	36%
-45	-188	0	-250

SHANE BANDARA			
60%	#DIV/0!	#DIV/0!	#DIV/0!
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23.7	#DIV/0!	#DIV/0!	#DIV/0!
$ 21,578	#DIV/0!	#DIV/0!	#DIV/0!
$ 21,328	#DIV/0!	#DIV/0!	#DIV/0!
$ 21,825	#DIV/0!	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
$ 250	#DIV/0!	#DIV/0!	#DIV/0!
$ 2,515	#DIV/0!	#DIV/0!	#DIV/0!
$ 1,930	#DIV/0!	#DIV/0!	#DIV/0!
$ 4,445	#DIV/0!	#DIV/0!	#DIV/0!
$ 66,676	#DIV/0!	#DIV/0!	#DIV/0!
317%	#DIV/0!	#DIV/0!	#DIV/0!
53%	#DIV/0!	#DIV/0!	#DIV/0!
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Scoreboard

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Finance Manager	Totals	RICARDO GOME	COREY CHAFFIN
% Retailed of Non-New Franchise	61%	59%	63%
Total # Retail Units	193	68	54
Avg. Days to Sale	29.9	28.4	29.6
Avg. Advertised Price (Time of Sale)	$ 20,722	$ 22,414	$ 20,917
Avg. Transaction Price	$ 20,442	$ 22,205	$ 20,624
Avg. Market Price at 100%	$ 21,285	$ 22,791	$ 21,372
Avg. Price to Market % (Time of Sale)	97%	98%	98%
Avg. Transaction to Market	96%	97%	96%
Avg. Transactional Discount	$ 279	$ 209	$ 293
Avg. Front-End Gross	$ 1,401	$ 1,313	$ 1,566
Avg. Finance Gross	$ 1,352	$ 1,503	$ 1,523
PUVR	$ 2,754	$ 2,816	$ 3,088
Total Gross (Units & PUVR)	$ 531,506	$ 191,467	$ 166,766
GROI	162%	161%	182%
% with Trade	39%	0%	0%
Avg. Over/Under Allowance	-146	-162	-116

NADA ACADEMY

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Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	193	58	135
Avg. Days to Sale	29.9	31.6	29.2
Avg. Advertised Price (Time of Sale)	$ 20,722	$ 26,467	$ 17,989
Avg. Transaction Price	$ 20,442	$ 26,153	$ 17,989
Avg. Market Price at 100%	$ 21,285	$ 26,808	$ 18,742
Avg. Price to Market % (Time of Sale)	97%	99%	96%
Avg. Transaction to Market	96%	98%	96%
Avg. Transactional Discount	$ 279	$ 314	$ 264
Avg. Front-End Gross	$ 1,401	$ 627	$ 1,734
Avg. Finance Gross	$ 1,352	$ 1,906	$ 1,115
PUVR	$ 2,754	$ 2,532	$ 2,849
Total Gross (Units & PUVR)	$ 531,506	$ 146,881	$ 384,625
GROI	162%	110%	195%
% with Trade	39%	57%	31%
Avg. Over/Under Allowance	-146	-146	-146

NADA ACADEMY

Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	193	75	118
Avg. Days to Sale	29.9	31.6	28.9
Avg. Advertised Price (Time of Sale)	$ 20,722	$ 23,145	$ 18,912
Avg. Transaction Price	$ 20,442	$ 22,850	$ 18,912
Avg. Market Price at 100%	$ 21,285	$ 23,519	$ 19,670
Avg. Price to Market % (Time of Sale)	97%	98%	96%
Avg. Transaction to Market	96%	97%	96%
Avg. Transactional Discount	$ 279	$ 295	$ 269
Avg. Front-End Gross	$ 1,401	$ 1,053	$ 1,623
Avg. Finance Gross	$ 1,352	$ 1,659	$ 1,158
PUVR	$ 2,754	$ 2,712	$ 2,781
Total Gross (Units & PUVR)	$ 531,506	$ 203,374	$ 328,132
GROI	162%	135%	183%
% with Trade	39%	51%	31%
Avg. Over/Under Allowance	-146	-160	-137

NADA ACADEMY

Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	193	119	42
% of Retail Units	100%	62%	22%
% Retailed of Non-New Franchise	61%	63%	81%
Avg. Days to Sale	29.9	32.8	27.1
Avg. Transaction Price	$ 20,442	$ 21,221	$ 15,202
Avg. Transaction to Market %	96%	95%	95%
Avg. Transactional Discount	$ 279	$ 267	$ 302
Avg. Front End Gross	$ 1,401	$ 1,382	$ 1,731
Avg. Finance Gross	$ 1,352	$ 1,438	$ 1,048
PUVR	$ 2,754	$ 2,820	$ 2,779
Total Gross (Units & PUVR)	$ 531,506	$ 335,543	$ 116,714
GROI	162%	146%	243%
% with Trade	39%	37%	33%
Avg. Over/Under Allowance	-146	-121	-95

NADA ACADEMY

Street/Curb buy	Auction/wholesale	Loaner	LBO customer
18	10	3	0
9%	5%	2%	0%
22%	40%	0%	#DIV/0!
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$ 24,779	$ 24,988	$ 18,558	#DIV/0!
98%	99%	96%	#DIV/0!
$ 251	$ 169	$ 1,100	#DIV/0!
$ 1,157	$ (1,175)	$ 7,304	#DIV/0!
$ 1,033	$ 1,914	$ 1,654	#DIV/0!
$ 2,191	$ 739	$ 8,958	#DIV/0!
$ 39,432	$ 7,387	$ 26,875	#DIV/0!
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67%	40%	33%	#DIV/0!
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Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	193	113	39
% of Retail Units	100%	59%	20%
% Retailed of Non-New Franchise	61%	62%	69%
Avg. Days to Sale	29.9	15.8	37.3
Avg. Transaction Price	$ 20,442	$ 19,913	$ 20,274
Avg. Transaction to Market %	96%	97%	95%
Avg. Transactional Discount	$ 279	$ 392	$ 142
Avg. Front End Gross	$ 1,401	$ 2,078	$ 1,113
Avg. Finance Gross	$ 1,352	$ 1,394	$ 1,149
PUVR	$ 2,754	$ 3,472	$ 2,262
Total Gross (Units & PUVR)	$ 531,506	$ 392,322	$ 88,217
GROI	162%	398%	108%
% with Trade	39%	38%	36%
Avg. Over/Under Allowance	-146	-190	-115

NADA ACADEMY

46-60 days	61-90 days	90+ days
24	12	5
12%	6%	3%
54%	58%	20%
51.5	68.7	96.6
$ 22,651	$ 19,038	$ 26,495
93%	87%	93%
$ 60	$ 78	$ 339
$ 444	$ (528)	$ (2,399)
$ 1,368	$ 1,135	$ 2,442
$ 1,811	$ 607	$ 43
$ 43,468	$ 7,285	$ 214
56%	17%	1%
54%	17%	60%
-83	0	-40