









Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CP O	Advertised Price (Time of Sale)	Transaction Price	Advertised Price to Market % (Time of Sale)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	\$ 15,000	\$ 13,800	95%	\$1,500	\$500
1	Y329673A	2018	Kia	sedona	44	Trade on New		\$ 16,834	\$ 23,996	89%	\$2,500	\$1,640
2	y589761b	2019	Hyundai	tucson	49	Trade on Used	Yes	\$ 18,499	\$ 19,348	84%	(\$933)	\$2,504
3	YP1991A	2018	Ford	mustang	53	Trade on New		\$ 29,993	\$ 31,230	86%	(\$3,955)	\$3,433
4	Y054897A	2020	Hyundai	KONA	45	Trade on Used		\$ 18,504	\$ 19,727	87%	(\$100)	\$842
5	Y625372A	2019	Ford	FUSION	74	Trade on Used		\$ 18,990	\$ 22,985	83%	(\$3,188)	\$0
6	Y639815A	2016	Nissan	ROGUE	15	Trade on New		\$ 15,399	\$ 16,549	101%	\$3,763	\$103
7	Y638823A	2017	Toyota	SIENNA	46	Trade on New		\$ 17,994	\$ 20,391	80%	\$189	\$794
8	Y261513B	2023	Hyundai	ELANTRA	56	Trade on New		\$ 21,553	\$ 24,632	82%	(\$1,298)	\$1,483
9	Y078708A	2019	Ford	F150	45	Trade on Used		\$ 29,994	\$ 31,898	80%	(\$108)	\$2,175
10	YP2008	2022	Hyundai	SANTE CRUZ	41	Street/Curb Buy		\$ 25,994	\$ 27,990	92%	\$185	\$1,096
11	YS2037R	2018	Cadillac	xt5	2	Street/Curb Buy		\$ 23,994	\$ 24,986	89%	(\$661)	\$1,406
12	YP2023A	2016	Jeep	cherokee	15	Trade on Used		\$ 13,998	\$ 16,128	77%	(\$978)	\$1,840
13	Y612660A	2016	Chevrolet	camero	11	Trade on New		\$ 36,889	\$ 39,894	99%	\$3,466	\$2,240
14	Y583288B	2017	Honda	civic	30	Trade on Used		\$ 17,456	\$ 20,453	86%	\$2,865	\$3,684
15	Y653433A	2019	Volkswagen	atlas	24	Trade on New		\$ 24,667	\$ 20,544	94%	\$130	\$1,506
16	Y605637A	2021	Hyundai	tucson	37	Trade on New		\$ 20,028	\$ 20,954	101%	\$2,411	\$1,002
17	Y293916B	2023	Hyundai	tucson	11	Trade on Used		\$ 30,629	\$ 28,172	98%	(\$729)	\$553
18	Y046843B	2005	Ford	mustang	11	Trade on Used		\$ 4,899	\$ 3,704	1%	\$302	\$313
19	Y653825A	2018	Audi	a3	21	Trade on New		\$ 24,898	\$ 27,393	101%	\$2,436	
20	YP1984A	2016	BMW	m3	52	Trade on Used		\$ 28,999	\$ 26,438	86%	(\$768)	
21	Y575264A	2022	Hyundai	tucson	28	Trade on New		\$ 21,834	\$ 27,681	80%	\$799	\$3,563
22	Y271698A	2014	Chevrolet	traverse	15	Trade on New		\$ 6,498	\$ 9,493	56%	\$947	\$1,535
23	Y569899B	2016	Nissan	ROGUE	24	Trade on Used		\$ 9,997	\$ 13,992	74%	\$1,391	\$1,659
24	Y605139A	2013	Hyundai	sante fe	22	Trade on New		\$ 10,497	\$ 13,532	89%	\$2,986	\$1,584
25	Y608249Z	2014	Kia	sorrento	21	Trade on Used		\$ 11,497	\$ 12,792	1%	\$1,130	\$1,309
26	Y600244A	2022	Hyundai	ELANTRA	42	Trade on New		\$ 18,554	\$ 23,362	92%	(\$1,076)	\$495
27	Y140037A	2019	Hyundai	sante fe	31	Trade on New		\$ 17,133	\$ 22,731	1%	\$1,082	\$3,368

28	Y611328A	2018	Hyundai	sante fe	27	Trade on New		\$	12,039	\$	15,304	68%	(\$451)	\$501
29	Y081099A	2019	Ram	1500	41	Trade on New		\$	29,996	\$	32,037	79%	(\$2,169)	\$3,983
30	YP2026	2019	Genesis	g70	28	Auction/Wholesale		\$	22,900	\$	25,295	81%	(\$1,052)	\$1,904
31	Y306222A	2023	Hyundai	ELANTRA	26	Trade on New		\$	18,147	\$	21,691	76%	\$96	\$1,098
32	YP2019	2023	Hyundai	sante fe	49	Street/Curb Buy	Yes	\$	25,523	\$	28,518	82%	(\$2,684)	\$3,915
33	Y579479A	2019	Toyota	rav	78	Trade on New		\$	26,600	\$	28,495	88%	(\$1,169)	\$504
34	Y600300A	2020	Hyundai	ELANTRA	32	Trade on New		\$	15,613	\$	18,378	77%	(\$681)	\$1,528
35	Y301587A	2020	Hyundai	tucson	42	Trade on New		\$	18,994	\$	22,615	82%	\$312	\$0
36	Y583292A	2021	Nissan	sentra	60	Trade on New		\$	16,721	\$	25,848	80%	(\$916)	\$3,183
37	Y302496A	2020	Toyota	truck	33	Trade on New		\$	18,692	\$	21,687	82%	\$326	\$1,803
38	Y046843A	2019	Subaru	impreza	53	Trade on New		\$	15,713	\$	18,708	77%	(\$267)	\$4,272
39	Y304254A	2018	Honda	civic	49	Trade on New		\$	13,454	\$	16,449	78%	\$4,405	\$1,626
40	Y322719A	2018	Hyundai	sonata	56	Trade on New		\$	11,993	\$	14,908	84%	\$2,800	\$2,400
41	Y302506A	2020	Hyundai	sante fe	24	Trade on New		\$	23,447	\$	27,442	93%	\$3,129	\$2,705
42	Y613447A	2020	Hyundai	sante fe	23	Trade on New		\$	25,258	\$	25,605	97%	(\$180)	\$2,347
43	YS2027	2020	Nissan	murano	36	Auction/Wholesale		\$	20,065	\$	22,966	83%	(\$1,430)	\$2,759
44	YP2016	2023	Hyundai	tucson	55	Auction/Wholesale	Yes	\$	26,972	\$	30,300	80%	(\$4,100)	\$2,475
45	Y600244A	2022	Hyundai	ELANTRA	54	Trade on New	Yes	\$	18,554	\$	23,267	92%	(\$1,174)	\$313
46	YS2014	2021	GMC	TERRAIN	50	Auction/Wholesale		\$	20,842	\$	23,447	84%	(\$4,000)	\$0
47	YP2015	2023	Hyundai	SANTE FE	59	Auction/Wholesale	Yes	\$	25,622	\$	26,657	78%	(\$4,100)	\$1,201
48	Y615830A	2017	Hyundai	sante fe	19	Trade on New		\$	11,888	\$	14,883	81%	\$250	\$1,012
49	Y617834A	2017	Hyundai	tucson	20	Trade on New		\$	17,574	\$	19,726	77%	\$413	\$1,359
50	Y310866A	2013	Volkswagen	passat	23	Trade on New		\$	6,848	\$	11,890	68%	\$2,186	\$1,200
51	Y300352A	2020	Hyundai	sante fe	34	Trade on New	Yes	\$	17,945	\$	21,940	77%	\$1,151	\$3,759
52	Y266196A	2017	Jeep	compass	19	Trade on New		\$	13,920	\$	14,796	87%	\$498	\$1,577
53	Y313086A	2022	Mitsubishi	outlander	19	Trade on New		\$	23,858	\$	27,853	87%	\$417	\$2,988

## Scoreboard Totals

% Retailed of Non-Franchise Make	47%
Total # Retail Units	103
Avg. Days to Sale	33.3
Avg. Advertised Price (Time of Sale)	\$ 18,881
Avg. Transaction Price	\$ 21,461
Avg. Market Price at 100%	\$ 23,742
Avg. Price to Market % (Time of Sale)	80%
Avg. Transaction to Market	90%
Avg. Transactional Discount	\$ (2,580)
Avg. Front-End Gross	\$ 361
Avg. Finance Gross	\$ 1,900
PUVR	\$ 2,132
Total Gross (Units & PUVR)	\$ 219,604
GROI	108%
% with Trade	34%
Avg. Over/Under Allowance	\$359



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	sandy ruiz
% Retailed of Non-New Franchise	47%	#DIV/0!	35%
Total # Retail Units	103	0	20
Avg. Days to Sale	33.3	#DIV/0!	32.7
Avg. Advertised Price (Time of Sale)	\$ 18,881	#DIV/0!	\$ 18,159
Avg. Transaction Price	\$ 21,461	#DIV/0!	\$ 20,247
Avg. Market Price at 100%	\$ 23,742	#DIV/0!	\$ 78,893
Avg. Price to Market % (Time of Sale)	80%	#DIV/0!	23%
Avg. Transaction to Market	90%	#DIV/0!	26%
Avg. Transactional Discount	\$ (2,580)	#DIV/0!	\$ (2,087)
Avg. Front-End Gross	\$ 361	#DIV/0!	\$ 175
Avg. Finance Gross	\$ 1,900	#DIV/0!	\$ 1,843
PUVR	\$ 2,132	#DIV/0!	\$ 1,833
Total Gross (Units & PUVR)	\$ 219,604	#DIV/0!	\$ 36,668
GROI	108%	#DIV/0!	100%
% with Trade	34%	#DIV/0!	40%
Avg. Over/Under Allowance	359	#DIV/0!	1,338









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	brandon Gacad	Matt Vollmers
% Retailed of Non-New Franchise	47%	57%	#DIV/0!
Total # Retail Units	103	14	0
Avg. Days to Sale	33.3	33.1	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 18,881	\$ 20,535	#DIV/0!
Avg. Transaction Price	\$ 21,461	\$ 23,510	#DIV/0!
Avg. Market Price at 100%	\$ 23,742	\$ 24,905	#DIV/0!
Avg. Price to Market % (Time of Sale)	80%	82%	#DIV/0!
Avg. Transaction to Market	90%	94%	#DIV/0!
Avg. Transactional Discount	\$ (2,580)	\$ (2,975)	#DIV/0!
Avg. Front-End Gross	\$ 361	\$ 276	#DIV/0!
Avg. Finance Gross	\$ 1,900	\$ 2,351	#DIV/0!
PUVR	\$ 2,132	\$ 2,460	#DIV/0!
Total Gross (Units & PUVR)	\$ 219,604	\$ 34,433	#DIV/0!
GROI	108%	114%	#DIV/0!
% with Trade	34%	36%	#DIV/0!
Avg. Over/Under Allowance	359	240	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Ben kline	
% Retailed of Non-New Franchise	47%	40%	#DIV/0!
Total # Retail Units	103	35	0
Avg. Days to Sale	33.3	34.5	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 18,881	\$ 18,104	#DIV/0!
Avg. Transaction Price	\$ 21,461	\$ 20,998	#DIV/0!
Avg. Market Price at 100%	\$ 23,742	\$ 64,343	#DIV/0!
Avg. Price to Market % (Time of Sale)	80%	28%	#DIV/0!
Avg. Transaction to Market	90%	33%	#DIV/0!
Avg. Transactional Discount	\$ (2,580)	\$ (2,894)	#DIV/0!
Avg. Front-End Gross	\$ 361	\$ 363	#DIV/0!
Avg. Finance Gross	\$ 1,900	\$ 2,031	#DIV/0!
PUVR	\$ 2,132	\$ 2,221	#DIV/0!
Total Gross (Units & PUVR)	\$ 219,604	\$ 77,728	#DIV/0!
GROI	108%	110%	#DIV/0!
% with Trade	34%	0%	#DIV/0!
Avg. Over/Under Allowance	359	189	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	103	9	0
Avg. Days to Sale	33.3	49.0	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 18,881	\$ 23,014	#DIV/0!
Avg. Transaction Price	\$ 21,461	\$ 25,281	#DIV/0!
Avg. Market Price at 100%	\$ 23,742	\$ 27,530	#DIV/0!
Avg. Price to Market % (Time of Sale)	80%	84%	#DIV/0!
Avg. Transaction to Market	90%	92%	#DIV/0!
Avg. Transactional Discount	\$ (2,580)	\$ (2,267)	#DIV/0!
Avg. Front-End Gross	\$ 361	\$ (1,761)	#DIV/0!
Avg. Finance Gross	\$ 1,900	\$ 2,227	#DIV/0!
PUVR	\$ 2,132	\$ 466	#DIV/0!
Total Gross (Units & PUVR)	\$ 219,604	\$ 4,196	#DIV/0!
GROI	108%	14%	#DIV/0!
% with Trade	34%	67%	#DIV/0!
Avg. Over/Under Allowance	359	833	#DIV/0!



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	103	55	48
Avg. Days to Sale	33.3	32.6	34.0
Avg. Advertised Price (Time of Sale)	\$ 18,881	\$ 18,738	\$ 21,501
Avg. Transaction Price	\$ 21,461	\$ 21,427	\$ 21,501
Avg. Market Price at 100%	\$ 23,742	\$ 79,907	\$ 120,906
Avg. Price to Market % (Time of Sale)	80%	23%	18%
Avg. Transaction to Market	90%	27%	18%
Avg. Transactional Discount	\$ (2,580)	\$ (2,688)	\$ (2,456)
Avg. Front-End Gross	\$ 361	\$ 465	\$ 242
Avg. Finance Gross	\$ 1,900	\$ 1,833	\$ 1,979
PUVR	\$ 2,132	\$ 2,199	\$ 2,056
Total Gross (Units & PUVR)	\$ 219,604	\$ 120,928	\$ 98,676
GROI	108%	113%	101%
% with Trade	34%	36%	31%
Avg. Over/Under Allowance	359	143	647



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	103	69	21
% of Retail Units	100%	67%	20%
% Retailed of Non-New Franchise	47%	43%	57%
Avg. Days to Sale	33.3	31.5	32.8
Avg. Transaction Price	\$ 21,461	\$ 21,364	\$ 17,687
Avg. Transaction to Market %	90%	94%	87%
Avg. Transactional Discount	\$ (2,580)	\$ (2,848)	\$ (1,834)
Avg. Front End Gross	\$ 361	\$ 860	\$ (69)
Avg. Finance Gross	\$ 1,900	\$ 1,869	\$ 1,924
PUVR	\$ 2,132	\$ 2,675	\$ 1,396
Total Gross (Units & PUVR)	\$ 219,604	\$ 184,580	\$ 29,321
GROI	108%	143%	87%
% with Trade	34%	35%	19%
Avg. Over/Under Allowance	359	65	250



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
6	7	0	0
6%	7%	0%	0%
33%	57%	#DIV/0!	#DIV/0!
41.2	45.4	#DIV/0!	#DIV/0!
\$ 29,175	\$ 27,135	#DIV/0!	#DIV/0!
94%	91%	#DIV/0!	#DIV/0!
\$ (2,203)	\$ (2,508)	#DIV/0!	#DIV/0!
\$ (965)	\$ (2,130)	#DIV/0!	#DIV/0!
\$ 2,055	\$ 2,010	#DIV/0!	#DIV/0!
\$ 1,090	\$ (120)	#DIV/0!	#DIV/0!
\$ 6,541	\$ (838)	#DIV/0!	#DIV/0!
33%	-3%	#DIV/0!	#DIV/0!
67%	43%	#DIV/0!	#DIV/0!
2,000	667	#DIV/0!	#DIV/0!

BO OEM/Leasing	Central Fleet (Enterprise, etc)	Other
0	0	0
0%	0%	0%
#DIV/0!	#DIV/0!	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	103	50	30
% of Retail Units	100%	49%	29%
% Retailed of Non-New Franchise	47%	48%	37%
Avg. Days to Sale	33.3	19.6	38.4
Avg. Transaction Price	\$ 21,461	\$ 19,994	\$ 21,281
Avg. Transaction to Market %	90%	89%	98%
Avg. Transactional Discount	\$ (2,580)	\$ (2,133)	\$ (3,249)
Avg. Front End Gross	\$ 361	\$ 1,203	\$ 275
Avg. Finance Gross	\$ 1,900	\$ 1,824	\$ 1,862
PUVR	\$ 2,132	\$ 3,026	\$ 2,137
Total Gross (Units & PUVR)	\$ 219,604	\$ 151,320	\$ 64,111
GROI	108%	278%	94%
% with Trade	34%	26%	33%
Avg. Over/Under Allowance	359	385	255



46-60 days	61-90 days	90+ days
18	5	0
17%	5%	0%
50%	80%	#DIV/0!
52.5	70.0	#DIV/0!
\$ 23,988	\$ 28,113	#DIV/0!
94%	94%	#DIV/0!
\$ (2,594)	\$ (2,990)	#DIV/0!
\$ (1,086)	\$ (2,323)	#DIV/0!
\$ 2,369	\$ 1,328	#DIV/0!
\$ 1,282	\$ (995)	#DIV/0!
\$ 23,080	\$ (4,974)	#DIV/0!
37%	-18%	#DIV/0!
50%	60%	#DIV/0!
-56	1,833	#DIV/0!