

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Jeff Camara	Michael Heverling	Derek Lewis
Max Saltz	Alex Morpew	Dell Cook
Lionel Crooks	Kirk Feasby	Jayson Sierra
Chau Buttorff		Gordon Begley
		Raidel Orta
		Tom Strickland
		Aubre Kent
		Hugo Gardin
		John Rennicks
		Frankie Morales
		Cameron Caldwell
		Steve Burgess
		James Alton
		Eve Lopez
		Izzy Abreu
		Tim O'shea
		Edward Cook
		Ricardo Vega
		John Burgess
		Giennaro Pignano
		Hasan Sehic







## Scoreboard Totals

% Retailed of Non-Franchise Make	46%
Total # Retail Units	186
Avg. Days to Sale	52.1
Avg. Advertised Price (Time of Sale)	\$ 35,268
Avg. Transaction Price	\$ 35,502
Avg. Market Price at 100%	\$ 35,369
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	100%
Avg. Transactional Discount	\$ (234)
Avg. Front-End Gross	\$ 1,167
Avg. Finance Gross	\$ 1,485
PUVR	\$ 2,652
Total Gross (Units & PUVR)	\$ 493,212
GROI	52%
% with Trade	35%
Avg. Over/Under Allowance	\$15



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	p16354	21	Ford	Transit Cargo	76	Auction/Wholesale	Yes	\$ 39,663	\$ 40,663	101%	(\$698)	\$0
2	p16495	18	Ford	Super Duty	26	Auction/Wholesale	Yes	\$ 44,990	\$ 44,990	101%	\$4,190	\$3,049
3	p16471a	22	Ford	Super Duty	4	Trade on Used	Yes	\$ 61,545	\$ 61,545	109%	\$6,685	\$1,629
4	p16565	22	Mercedes-Benz	Sprinter	4	Auction/Wholesale	Yes	\$ 48,808	\$ 48,808	101%	\$6,928	\$3,582
5	p16498	14	Ford	Explorer	26	Street/Curb Buy	No	\$ 16,570	\$ 16,570	105%	\$1,841	\$2,679
6	35279a	23	Ford	Edge	54	Trade on New	Yes	\$ 33,990	\$ 33,588	87%	(\$160)	\$94
7	a16460	20	Ford	Explorer	40	Auction/Wholesale	Yes	\$ 29,325	\$ 29,325	97%	(\$2,806)	\$105
8	p16308	21	Ford	Transit Connect	90	Auction/Wholesale	Yes	\$ 37,780	\$ 38,530	97%	(\$2,400)	\$1,627
9	p16320	21	Ford	Transit Connect	89	Auction/Wholesale	Yes	\$ 38,556	\$ 39,306	98%	(\$3,170)	\$1,663
10	p16306	21	Ford	Transit Connect	90	Auction/Wholesale	Yes	\$ 38,395	\$ 39,145	98%	(\$3,904)	\$1,655
11	a16453	21	Chevrolet	Express Cargo	39	Auction/Wholesale	Yes	\$ 43,550	\$ 44,990	109%	\$7,219	\$0
12	a16456	21	Chevrolet	Express Cargo	39	Auction/Wholesale	Yes	\$ 41,990	\$ 42,404	106%	\$7,687	\$1,283
13	a16428	48	Chevrolet	Express Cargo	48	Auction/Wholesale	Yes	\$ 43,990	\$ 45,990	108%	\$8,292	\$0
14	35344a	14	BMW	X7	14	Trade on New	Yes	\$ 70,545	\$ 70,545	97%	\$1,698	\$594
15	p16384	22	Ram	1500	64	Auction/Wholesale	Yes	\$ 26,687	\$ 27,687	94%	\$1,020	\$0
16	p16385	22	Ram	1500	64	Auction/Wholesale	Yes	\$ 26,891	\$ 27,891	96%	\$1,057	\$0
17	p16386	22	Ram	1500	64	Auction/Wholesale	Yes	\$ 26,687	\$ 27,687	95%	\$634	\$0
18	35299a	18	Honda	Civic	4	Trade on New	Yes	\$ 19,350	\$ 20,809	97%	\$3,932	\$2,802
19	35289a	18	Ford	Mustang	13	Trade on New	Yes	\$ 19,373	\$ 19,373	96%	\$697	\$2,631
20	a16434	20	Chevrolet	Express Pax	45	Auction/Wholesale	Yes	\$ 35,939	\$ 36,100	107%	\$456	\$0
21	p16318	20	Chevrolet	Express Pax	92	Auction/Wholesale	Yes	\$ 35,990	\$ 36,200	94%	(\$1,400)	\$0
22	p16491	23	Ford	Super Duty	33	Auction/Wholesale	Yes	\$ 96,767	\$ 98,388		\$10,559	\$4,796
23	35200a	20	Fiat	Ranger	31	Trade on New	Yes	\$ 28,331	\$ 28,331	95%	\$1,635	\$3,577
24	a16089a	20	Jeep	Gladiator	54	Trade on Used	Yes	\$ 32,990	\$ 32,990	96%	\$121	\$3,523
25	a16340	20	Ford	Expedition	85	Auction/Wholesale	Yes	\$ 41,990	\$ 43,990	102%	(\$1,887)	\$495
26	34917b	18	Ford	F-150	10	Trade on Used	Yes	\$ 36,990	\$ 36,490	107%	\$3,192	\$1,574
27	a16365	18	Ford	F-150	71	Auction/Wholesale	Yes	\$ 21,109	\$ 22,109	105%	(\$917)	\$2,719

28	35309g	22	Ram	2500	8	Trade on Used	Yes	\$	55,565	\$	52,806	109%	\$2,907	\$735
29	35159c	15	Ford	Focus	20	Trade on Used	No	\$	8,768	\$	8,768	96%	\$3,143	\$0
30	p16493	17	Ford	F-150	30	Auction/Wholesale	Yes	\$	28,550	\$	29,550	110%	\$3,922	\$1,952
31	p16512	16	Ford	F-150	21	Auction/Wholesale	Yes	\$	28,990	\$	29,990	94%	\$4,521	\$2,278
32	a16529	20	Ford	F-150	16	Auction/Wholesale	Yes	\$	37,880	\$	37,880	109%	\$55	\$2,928
33	35216a	18	Cadillac	XT5	56	Trade on New	Yes	\$	20,836	\$	20,836	91%	(\$1,453)	\$864
34	a16524	22	Ford	Mustang	18	ntal Fleet (Enterprise, e	Yes	\$	39,545	\$	38,000	120%	\$1,345	\$105
35	p16238	23	Ford	Super Duty	46	Auction/Wholesale	Yes	\$	85,989	\$	89,797	111%	\$6,102	\$0
36	p16332a	20	Nissan	NV200	10	Trade on Used	Yes	\$	21,611	\$	20,678	100%	\$3,026	\$0
37	a16390	21	Chevrolet	Express Cargo	67	Auction/Wholesale	Yes	\$	41,745	\$	41,990	106%	\$5,199	\$1,275
38	a16581	20	Chevrolet	Express Pax	6	Auction/Wholesale	Yes	\$	34,276	\$	34,276	103%	\$6,408	\$2,038
39	P16506	13	Mercedes-Benz	E Class	28	Street/Curb Buy	Yes	\$	14,807	\$	14,624	100%	\$3,537	\$2,747
40	35053a	19	Ford	F-350	35	Trade on New	Yes	\$	41,550	\$	41,550	95%	\$16,577	\$2,774
41	p16554	21	Ford	Transit Connect	14	Auction/Wholesale	Yes	\$	28,787	\$	29,500	108%	\$2,111	\$575
42	p15947	23	Ford	Transit Cargo	100	Auction/Wholesale	Yes	\$	57,126	\$	58,126	91%	(\$595)	\$0
43	35323a	16	Ford	F-150	30	Auction/Wholesale	Yes	\$	21,516	\$	21,516	97%	\$1,528	\$1,078
44	P16516	21	Chevrolet	Express Cargo	21	Auction/Wholesale	Yes	\$	37,676	\$	38,676	90%	\$2,802	\$5,921
45	35300a	17	Ford	Expedition	29	Trade on New	Yes	\$	27,676	\$	27,676		\$3,263	\$0
46	35259b	19	Ford	F-350	18	Trade on New	Yes	\$	54,545	\$	54,000	99%	\$5,533	\$3,551
47	p16407	22	Chevrolet	Silverado	63	Auction/Wholesale	Yes	\$	28,550	\$	27,833	96%	(\$1,729)	\$1,554
48	p16483	22	Chevrolet	Silverado	44	Auction/Wholesale	Yes	\$	28,878	\$	27,833	96%	(\$1,857)	\$1,526
49	a16107	21	Nissan	Maxima	168	Auction/Wholesale	Yes	\$	24,888	\$	25,388	95%	(\$2,829)	\$2,218
50	p16567	21	Nissan	NV 200	10	Auction/Wholesale	Yes	\$	28,565	\$	28,565	126%	\$4,177	\$958
51	p16362	21	Ford	Transit Cargo	79	Auction/Wholesale	Yes	\$	34,927	\$	34,927	91%	(\$4,198)	\$1,205
52	35283a	17	Fiat	500C	30	Trade on New	Yes	\$	15,990	\$	15,990		\$1,931	\$191
53	35443a	17	Ford	Super Duty	3	Trade on Used	Yes	\$	54,057	\$	53,984	100%	\$4,262	\$2,298

## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Chaun Buttorff	Lionel Crooks
% Retailed of Non-New Franchise	46%	38%	49%
Total # Retail Units	186	48	87
Avg. Days to Sale	52.1	35.8	54.6
Avg. Advertised Price (Time of Sale)	\$ 35,268	\$ 37,455	\$ 34,040
Avg. Transaction Price	\$ 35,502	\$ 37,563	\$ 34,490
Avg. Market Price at 100%	\$ 35,369	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	100%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (234)	\$ (109)	\$ (450)
Avg. Front-End Gross	\$ 1,167	\$ 2,489	\$ 609
Avg. Finance Gross	\$ 1,485	\$ 1,191	\$ 1,436
PUVR	\$ 2,652	\$ 3,679	\$ 2,045
Total Gross (Units & PUVR)	\$ 493,212	\$ 176,613	\$ 177,917
GROI	52%	99%	39%
% with Trade	35%	31%	36%
Avg. Over/Under Allowance	15	207	-100









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals		
% Retailed of Non-New Franchise	46%	#DIV/0!	#DIV/0!
Total # Retail Units	186	0	0
Avg. Days to Sale	52.1	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 35,268	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 35,502	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 35,369	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	100%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (234)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,167	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,485	#DIV/0!	#DIV/0!
PUVR	\$ 2,652	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 493,212	#DIV/0!	#DIV/0!
GROI	52%	#DIV/0!	#DIV/0!
% with Trade	35%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	15	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals		
% Retailed of Non-New Franchise	46%	#DIV/0!	#DIV/0!
Total # Retail Units	186	0	0
Avg. Days to Sale	52.1	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 35,268	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 35,502	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 35,369	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	100%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (234)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,167	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,485	#DIV/0!	#DIV/0!
PUVR	\$ 2,652	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 493,212	#DIV/0!	#DIV/0!
GROI	52%	#DIV/0!	#DIV/0!
% with Trade	35%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	15	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	186	183	3
Avg. Days to Sale	52.1	52.6	23.3
Avg. Advertised Price (Time of Sale)	\$ 35,268	\$ 35,658	\$ 10,385
Avg. Transaction Price	\$ 35,502	\$ 35,914	\$ 10,385
Avg. Market Price at 100%	\$ 35,369	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	100%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (234)	\$ (255)	\$ 1,057
Avg. Front-End Gross	\$ 1,167	\$ 1,148	\$ 2,290
Avg. Finance Gross	\$ 1,485	\$ 1,495	\$ 893
PUVR	\$ 2,652	\$ 2,643	\$ 3,183
Total Gross (Units & PUVR)	\$ 493,212	\$ 483,664	\$ 9,548
GROI	52%	50%	473%
% with Trade	35%	36%	33%
Avg. Over/Under Allowance	15	15	0



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	186	100	86
Avg. Days to Sale	52.1	54.2	49.6
Avg. Advertised Price (Time of Sale)	\$ 35,268	\$ 38,409	\$ 32,048
Avg. Transaction Price	\$ 35,502	\$ 38,472	\$ 32,048
Avg. Market Price at 100%	\$ 35,369	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	100%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (234)	\$ (63)	\$ (433)
Avg. Front-End Gross	\$ 1,167	\$ 1,166	\$ 1,167
Avg. Finance Gross	\$ 1,485	\$ 1,434	\$ 1,544
PUVR	\$ 2,652	\$ 2,600	\$ 2,711
Total Gross (Units & PUVR)	\$ 493,212	\$ 260,028	\$ 233,184
GROI	52%	45%	61%
% with Trade	35%	40%	30%
Avg. Over/Under Allowance	15	0	39



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	186	32	41
% of Retail Units	100%	17%	22%
% Retailed of Non-New Franchise	46%	44%	66%
Avg. Days to Sale	52.1	31.8	29.0
Avg. Transaction Price	\$ 35,502	\$ 31,390	\$ 30,602
Avg. Transaction to Market %	100%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (234)	\$ 528	\$ (474)
Avg. Front End Gross	\$ 1,167	\$ 2,460	\$ 2,701
Avg. Finance Gross	\$ 1,485	\$ 1,574	\$ 1,001
PUVR	\$ 2,652	\$ 4,035	\$ 3,702
Total Gross (Units & PUVR)	\$ 493,212	\$ 129,109	\$ 151,763
GROI	52%	146%	150%
% with Trade	35%	56%	39%
Avg. Over/Under Allowance	15	-206	-338



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
2	107	0	0
1%	58%	0%	0%
50%	41%	#DIV/0!	#DIV/0!
27.0	67.7	#DIV/0!	#DIV/0!
\$ 15,597	\$ 38,893	#DIV/0!	#DIV/0!
102%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 91	\$ (402)	#DIV/0!	#DIV/0!
\$ 2,689	\$ 236	#DIV/0!	#DIV/0!
\$ 2,713	\$ 1,628	#DIV/0!	#DIV/0!
\$ 5,403	\$ 1,864	#DIV/0!	#DIV/0!
\$ 10,805	\$ 199,487	#DIV/0!	#DIV/0!
462%	26%	#DIV/0!	#DIV/0!
50%	26%	#DIV/0!	#DIV/0!
0	322	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	3	1
0%	2%	1%
#DIV/0!	0%	0%
#DIV/0!	49.0	45.0
#DIV/0!	\$ 37,476	\$ 38,984
#DIV/0!	104%	99%
#DIV/0!	\$ 605	\$ -
#DIV/0!	\$ (799)	\$ (718)
#DIV/0!	\$ 1,429	\$ 876
#DIV/0!	\$ 630	\$ 159
#DIV/0!	\$ 1,890	\$ 159
#DIV/0!	12%	3%
#DIV/0!	67%	100%
#DIV/0!	500	-500

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	186	74	26
% of Retail Units	100%	40%	14%
% Retailed of Non-New Franchise	46%	45%	50%
Avg. Days to Sale	52.1	14.7	39.2
Avg. Transaction Price	\$ 35,502	\$ 32,825	\$ 36,503
Avg. Transaction to Market %	100%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (234)	\$ 286	\$ 326
Avg. Front End Gross	\$ 1,167	\$ 3,395	\$ 3,231
Avg. Finance Gross	\$ 1,485	\$ 1,406	\$ 1,219
PUVR	\$ 2,652	\$ 4,801	\$ 4,450
Total Gross (Units & PUVR)	\$ 493,212	\$ 355,277	\$ 115,694
GROI	52%	358%	112%
% with Trade	35%	43%	38%
Avg. Over/Under Allowance	15	-233	-316



46-60 days	61-90 days	90+ days
22	35	29
12%	19%	16%
50%	51%	38%
53.0	76.8	128.5
\$ 39,139	\$ 34,187	\$ 40,261
99%	#DIV/0!	#DIV/0!
\$ (193)	\$ (219)	\$ (2,112)
\$ 715	\$ (584)	\$ (3,915)
\$ 1,417	\$ 1,558	\$ 1,889
\$ 2,133	\$ 974	\$ (2,026)
\$ 46,920	\$ 34,087	\$ (58,766)
37%	13%	-14%
36%	9%	45%
1,214	167	177