

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)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	\$ 15,000	\$ 13,800	95%	\$1,500	\$500
1	GUMEC10336	2021	Ford	F450	114	Trade on New	No	\$ 58,400.00	\$ 56,790.00	87%	\$ 418.00	\$ 1,001.00
2	GU19W535165	2009	Jeep	LIBERTY	10	Street/Curb Buy	No	\$ 9,000.00	\$ 7,575.00	104%	\$ 2,385.00	\$ 574.00
3	GUJ6J76325	2018	Ram	PROMASTER	28	Auction/Wholesale	No	\$ 20,500.00	\$ 21,374.00	100%	\$ 2,656.00	\$ 1,176.00
4	GUEUC26779	2014	Ford	ESCAPE	3	Auction/Wholesale	No	\$ 10,000.00	\$ 12,228.00	68%	\$ 4,116.00	\$ 958.00
5	GULR224449	2020	Chevrolet	SUBURBAN	18	Street/Curb Buy	No	\$ 53,000.00	\$ 52,500.00	95%	\$ 2,448.00	\$ -
6	GULJ267198	2020	Chevrolet	TRAVERSE	110	Auction/Wholesale	No	\$ 34,600.00	\$ 38,087.00	97%	\$ (979.00)	\$ 5,223.00
7	GUKBB47519	2019	Ford	EDGE	19	Auction/Wholesale	No	\$ 19,100.00	\$ 30,700.00	101%	\$ 3,243.00	\$ 1,619.00
8	GUJR164411	2018	Ford	FUSION	8	Trade on New	No	\$ 17,500.00	\$ 18,900.00	87%	\$ 3,543.00	\$ 989.00
9	GUEGB71162	2014	Ford	EXPLORER	20	Street/Curb Buy	No	\$ 14,400.00	\$ 14,400.00	110%	\$ 3,346.00	\$ -
10	GUHX644078	2017	Toyota	TUNDRA	20	Trade on New	No	\$ 32,800.00	\$ 44,918.00	96%	\$ 5,450.00	\$ 2,659.00
11	GUFW768820	2015	Jeep	CHEROKEE	35	Auction/Wholesale	No	\$ 15,900.00	\$ 15,500.00	98%	\$ 843.00	\$ 1,085.00
12	GUM1016733	2021	Audi	Q3	71	Auction/Wholesale	No	\$ 29,200.00	\$ 29,071.00	104%	\$ (4,313.00)	\$ -
13	GUFS653803	2015	Ram	1500	11	Trade on Used	No	\$ 18,500.00	\$ 19,995.00	90%	\$ 3,894.00	\$ 2,195.00
14	GUGW220307	2016	Jeep	CHEROKEE	3	Trade on Used	No	\$ 13,500.00	\$ 14,288.00	99%	\$ 4,835.00	\$ -
15	GUKGA92219	2019	Ford	EXPLORER	131	Street/Curb Buy	No	\$ 28,200.00	\$ 25,900.00	101%	\$ (1,845.00)	\$ 537.00
16	GUHH753842	2017	Honda	CIVIC	62	Trade on Used	No	\$ 20,900.00	\$ 20,400.00	98%	\$ 1,354.00	\$ 1,935.00
17	GUBFB39739	2011	Ford	F150	16	Trade on New	No	\$ 13,000.00	\$ 14,295.00	97%	\$ 5,032.00	\$ 574.00
18	GUKC554787	2019	Jeep	G CHEROKEE	42	Auction/Wholesale	No	\$ 23,700.00	\$ 34,995.00	99%	\$ 2,319.00	\$ 2,177.00
19	GUFGB78138	2015	Ford	EXPLORER	34	Auction/Wholesale	No	\$ 16,000.00	\$ 13,995.00	121%	\$ (230.00)	\$ 350.00
20	GUE6375279	2014	Kia	RIO	38	Trade on Used	No	\$ 9,900.00	\$ 9,500.00	114%	\$ 5,412.00	\$ -
21	GUHM534617	2017	Volkswagen	GOLF	18	Auction/Wholesale	No	\$ 18,900.00	\$ 21,146.00	101%	\$ 1,238.00	\$ 1,560.00
22	GUJU144351	2018	Buick	LACROSSE	10	Street/Curb Buy	No	\$ 20,500.00	\$ 21,192.00	99%	\$ 1,797.00	\$ 1,624.00
23	GUJZ012556	2018	Mitsubishi	OUTLANDER	12	Trade on Used	No	\$ 16,800.00	\$ 18,262.00	91%	\$ 3,402.00	\$ -
24	GUFR108627	2015	Ford	FUSION	14	Trade on Used	No	\$ 11,900.00	\$ 11,800.00	106%	\$ 2,727.00	\$ 1,230.00
25	GUFH213887	2015	Hyundai	SONATA	7	Trade on Used	No	\$ 11,200.00	\$ 10,995.00	103%	\$ 2,488.00	\$ 574.00
26	GULEC66144	2020	Ford	F350	47	Trade on New	No	\$ 54,000.00	\$ 54,000.00	93%	\$ 3,400.00	\$ 2,996.00
27	GUHZ249657	2017	GMC	ACADIA	12	Auction/Wholesale	No	\$ 16,900.00	\$ 17,887.00	94%	\$ 1,985.00	\$ 500.00
28	GUMGA09886	2021	Ford	EXPLORER	70	Street/Curb Buy	No	\$ 31,500.00	\$ 37,500.00	101%	\$ 2,833.00	\$ 1,631.00
29	GUHU288554	2017	Hyundai	ACCENT	18	Trade on Used	No	\$ 10,000.00	\$ 9,600.00	70%	\$ 3,419.00	\$ -
30	GUM7041541	2021	Kia	SELTOS S	9	Trade on New	No	\$ 22,800.00	\$ 25,495.00	94%	\$ 5,168.00	\$ 4,226.00
31	GUPLE07402	2023	Ford	RANGER	33	Street/Curb Buy	No	\$ 39,800.00	\$ 41,695.00	93%	\$ 3,527.00	\$ -
32	GUMN584234	2021	Ram	1500	25	Auction/Wholesale	No	\$ 33,700.00	\$ 31,695.00	97%	\$ 2,005.00	\$ 3,353.00
33	GUHH036032	2017	Hyundai	ELANTRA	11	Street/Curb Buy	No	\$ 14,900.00	\$ 14,500.00	91%	\$ 2,445.00	\$ 814.00
34	GUB1093841	2011	Buick	REGAL	8	Trade on Used	No	\$ 7,800.00	\$ 9,762.00	77%	\$ 4,463.00	\$ 1,160.00
35	GUFFB75992	2015	Ford	F150	16	Trade on New	No	\$ 28,300.00	\$ 30,145.00	93%	\$ 8,243.00	\$ 1,869.00
36	GUCR161663	2012	Ford	FUSION	7	Trade on Used	No	\$ 6,500.00	\$ 2,017.00	58%	\$ 936.00	\$ -
37	GUCH132689	2012	Dodge	CHARGER	26	Auction/Wholesale	No	\$ 10,900.00	\$ 10,200.00	93%	\$ 3,489.00	\$ 592.00
38	GUEC130834	2014	Jeep	RAND CHEROKE	16	Auction/Wholesale	No	\$ 13,900.00	\$ 15,381.00	90%	\$ 1,315.00	\$ 455.00
39	GUFX422697	2015	Toyota	TUNDRA	35	Auction/Wholesale	No	\$ 25,400.00	\$ 27,527.00	93%	\$ 3,852.00	\$ 1,660.00
40	GUJH697917	2018	Honda	CR-V	78	Trade on Used	No	\$ 20,600.00	\$ 31,672.00	93%	\$ 1,149.00	\$ 861.00
41	GUL126573	2020	Chevrolet	EXPRESS 3500	9	Trade on New	No	\$ 33,900.00	\$ 36,862.00	84%	\$ 3,242.00	\$ 1,657.00
42	GUHUC58951	2017	Ford	ESCAPE	38	Trade on Used	No	\$ 13,600.00	\$ 13,176.00	91%	\$ 1,556.00	\$ 1,760.00

43	GUH0186996	2017	Mazda	CX-5	17	Street/Curb Buy	No	\$ 20,900.00	\$ 22,887.00	93%	\$ 307.00	\$ 2,247.00
44	GUFB067492	2015	Chevrolet	TRAX	66	Trade on Used	No	\$ 10,900.00	\$ 11,000.00	113%	\$ (832.00)	\$ 770.00
45	GUMLD97139	2021	Ford	RANGER	45	Trade on New	No	\$ 33,800.00	\$ 33,800.00	92%	\$ 2,702.00	\$ 1,211.00
46	GUJG408381	2018	Ram	3500	126	Trade on Used	No	\$ 43,900.00	\$ 47,900.00	86%	\$ (4,391.00)	\$ 3,643.00
47	GUMS502033	2021	Chevrolet	BLAZER	148	Auction/Wholesale	No	\$ 25,100.00	\$ 27,200.00	88%	\$ (461.00)	\$ 1,681.00
48	GUKC599205	2019	Dodge	DURANGO	13	Trade on Used	No	\$ 27,800.00	\$ 30,014.00	91%	\$ 4,494.00	\$ 2,995.00
49	GUKFB74980	2019	Ford	F150	4	Auction/Wholesale	No	\$ 31,000.00	\$ 39,000.00	89%	\$ 5,025.00	\$ 1,922.00
50	GUE5372057	2014	Ford	FUSION	12	Street/Curb Buy	No	\$ 10,500.00	\$ 10,190.00	93%	\$ 1,703.00	\$ 206.00
51	GUFS600579	2015	Ram	1500	12	Trade on Used	No	\$ 21,900.00	\$ 21,000.00	99%	\$ 4,528.00	\$ 198.00
52	GUKFC15169	2019	Ford	F150	13	Trade on New	No	\$ 45,100.00	\$ 43,000.00	101%	\$ 6,506.00	\$ 400.00
53	GUKF589961	2019	Mercedes-Benz	GLC 300	38	Trade on Used	No	\$ 29,400.00	\$ 29,493.00	96%	\$ 2,500.00	\$ 1,000.00

Scoreboard Totals

% Retailed of Non-Franchise Make	23%
Total # Retail Units	199
Avg. Days to Sale	29.7
Avg. Advertised Price (Time of Sale)	\$ 23,346
Avg. Transaction Price	\$ 24,757
Avg. Market Price at 100%	\$ 25,011
Avg. Price to Market % (Time of Sale)	93%
Avg. Transaction to Market	99%
Avg. Transactional Discount	\$ (1,411)
Avg. Front-End Gross	\$ 3,031
Avg. Finance Gross	\$ 1,293
PUVR	\$ 4,323
Total Gross (Units & PUVR)	\$ 860,309
GROI	212%
% with Trade	30%
Avg. Over/Under Allowance	\$1,700



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	DANIEL	JOEY
% Retailed of Non-New Franchise	23%	20%	26%
Total # Retail Units	199	86	113
Avg. Days to Sale	29.7	34.5	26.0
Avg. Advertised Price (Time of Sale)	\$ 23,346	\$ 24,534	\$ 22,442
Avg. Transaction Price	\$ 24,757	\$ 26,031	\$ 23,787
Avg. Market Price at 100%	\$ 25,011	\$ 26,388	\$ 24,059
Avg. Price to Market % (Time of Sale)	93%	93%	93%
Avg. Transaction to Market	99%	99%	99%
Avg. Transactional Discount	\$ (1,411)	\$ (1,497)	\$ (1,345)
Avg. Front-End Gross	\$ 3,031	\$ 2,903	\$ 3,128
Avg. Finance Gross	\$ 1,293	\$ 1,213	\$ 1,353
PUVR	\$ 4,323	\$ 4,116	\$ 4,481
Total Gross (Units & PUVR)	\$ 860,309	\$ 353,994	\$ 506,315
GROI	212%	165%	260%
% with Trade	30%	36%	25%
Avg. Over/Under Allowance	1,700	2,341	1,014



Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	CRAIG	RICK
% Retailed of Non-New Franchise	23%	0%	19%
Total # Retail Units	199	1	26
Avg. Days to Sale	29.7	114.0	30.8
Avg. Advertised Price (Time of Sale)	\$ 23,346	\$ 58,400	\$ 24,988
Avg. Transaction Price	\$ 24,757	\$ 56,790	\$ 25,805
Avg. Market Price at 100%	\$ 25,011	\$ 67,126	\$ 26,050
Avg. Price to Market % (Time of Sale)	93%	87%	96%
Avg. Transaction to Market	99%	85%	99%
Avg. Transactional Discount	\$ (1,411)	\$ 1,610	\$ (816)
Avg. Front-End Gross	\$ 3,031	\$ 418	\$ 3,139
Avg. Finance Gross	\$ 1,293	\$ 1,001	\$ 1,326
PUVR	\$ 4,323	\$ 1,419	\$ 4,465
Total Gross (Units & PUVR)	\$ 860,309	\$ 1,419	\$ 116,080
GROI	212%	8%	202%
% with Trade	30%	0%	19%
Avg. Over/Under Allowance	1,700	#DIV/0!	797



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

JAY	BRANDON	ETHAN	CHASE
26%	30%	28%	#DIV/0!
34	10	32	0
23.2	46.1	25.6	#DIV/0!
\$ 26,685	\$ 22,870	\$ 23,670	#DIV/0!
\$ 29,013	\$ 24,593	\$ 25,381	#DIV/0!
\$ 29,472	\$ 24,393	\$ 25,509	#DIV/0!
91%	94%	93%	#DIV/0!
98%	101%	99%	#DIV/0!
\$ (2,328)	\$ (1,723)	\$ (1,711)	#DIV/0!
\$ 3,349	\$ 3,347	\$ 2,764	#DIV/0!
\$ 1,267	\$ 1,253	\$ 1,386	#DIV/0!
\$ 4,616	\$ 4,600	\$ 4,150	#DIV/0!
\$ 156,948	\$ 46,003	\$ 132,813	#DIV/0!
247%	146%	230%	#DIV/0!
47%	40%	34%	#DIV/0!
2,972	2,175	1,789	#DIV/0!

AMY	SCOTTY	JUSTIN	
20%	#DIV/0!	19%	#DIV/0!
40	0	26	0
33.4	#DIV/0!	34.5	#DIV/0!
\$ 22,023	#DIV/0!	\$ 23,138	#DIV/0!
\$ 23,357	#DIV/0!	\$ 24,720	#DIV/0!
\$ 23,508	#DIV/0!	\$ 24,764	#DIV/0!
94%	#DIV/0!	93%	#DIV/0!
99%	#DIV/0!	100%	#DIV/0!
\$ (1,335)	#DIV/0!	\$ (1,581)	#DIV/0!
\$ 3,199	#DIV/0!	\$ 3,105	#DIV/0!
\$ 1,438	#DIV/0!	\$ 1,238	#DIV/0!
\$ 4,637	#DIV/0!	\$ 4,343	#DIV/0!
\$ 185,476	#DIV/0!	\$ 112,914	#DIV/0!
214%	#DIV/0!	183%	#DIV/0!
25%	#DIV/0!	31%	#DIV/0!
1,603	#DIV/0!	-644	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	ALEX	LOUIE
% Retailed of Non-New Franchise	23%	#DIV/0!	23%
Total # Retail Units	199	0	184
Avg. Days to Sale	29.7	#DIV/0!	29.8
Avg. Advertised Price (Time of Sale)	\$ 23,346	#DIV/0!	\$ 23,021
Avg. Transaction Price	\$ 24,757	#DIV/0!	\$ 24,484
Avg. Market Price at 100%	\$ 25,011	#DIV/0!	\$ 24,721
Avg. Price to Market % (Time of Sale)	93%	#DIV/0!	93%
Avg. Transaction to Market	99%	#DIV/0!	99%
Avg. Transactional Discount	\$ (1,411)	#DIV/0!	\$ (1,463)
Avg. Front-End Gross	\$ 3,031	#DIV/0!	\$ 3,052
Avg. Finance Gross	\$ 1,293	#DIV/0!	\$ 1,305
PUVR	\$ 4,323	#DIV/0!	\$ 4,357
Total Gross (Units & PUVR)	\$ 860,309	#DIV/0!	\$ 801,670
GROI	212%	#DIV/0!	215%
% with Trade	30%	#DIV/0!	0%
Avg. Over/Under Allowance	1,700	#DIV/0!	1,869



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	199	0	199
Avg. Days to Sale	29.7	#DIV/0!	29.7
Avg. Advertised Price (Time of Sale)	\$ 23,346	#DIV/0!	\$ 24,757
Avg. Transaction Price	\$ 24,757	#DIV/0!	\$ 24,757
Avg. Market Price at 100%	\$ 25,011	#DIV/0!	\$ 25,066
Avg. Price to Market % (Time of Sale)	93%	#DIV/0!	99%
Avg. Transaction to Market	99%	#DIV/0!	99%
Avg. Transactional Discount	\$ (1,411)	#DIV/0!	\$ (1,411)
Avg. Front-End Gross	\$ 3,031	#DIV/0!	\$ 3,031
Avg. Finance Gross	\$ 1,293	#DIV/0!	\$ 1,293
PUVR	\$ 4,323	#DIV/0!	\$ 4,323
Total Gross (Units & PUVR)	\$ 860,309	#DIV/0!	\$ 860,309
GROI	212%	#DIV/0!	212%
% with Trade	30%	#DIV/0!	30%
Avg. Over/Under Allowance	1,700	#DIV/0!	1,700



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	199	141	46
Avg. Days to Sale	29.7	28.4	35.2
Avg. Advertised Price (Time of Sale)	\$ 23,346	\$ 23,675	\$ 23,978
Avg. Transaction Price	\$ 24,757	\$ 24,881	\$ 23,978
Avg. Market Price at 100%	\$ 25,011	\$ 25,407	\$ 23,786
Avg. Price to Market % (Time of Sale)	93%	93%	101%
Avg. Transaction to Market	99%	98%	101%
Avg. Transactional Discount	\$ (1,411)	\$ (1,206)	\$ (1,739)
Avg. Front-End Gross	\$ 3,031	\$ 3,094	\$ 2,459
Avg. Finance Gross	\$ 1,293	\$ 1,243	\$ 1,351
PUVR	\$ 4,323	\$ 4,337	\$ 3,810
Total Gross (Units & PUVR)	\$ 860,309	\$ 611,508	\$ 175,253
GROI	212%	221%	162%
% with Trade	30%	0%	128%
Avg. Over/Under Allowance	1,700	1,800	1,883



Scoreboard

Source	Totals	Trade on New	Trade on Used	Street/Curb buy	Auction/wholesale	Loaner	LBO customer	BO OEM/Leasing	coental Fleet (Enterprise, etc)	Other
Total # Retail Units	199	39	75	24	61	0	0	0	0	0
% of Retail Units	100%	20%	38%	12%	31%	0%	0%	0%	0%	0%
% Retailed of Non-New Franchise	23%	10%	29%	29%	21%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Days to Sale	29.7	21.0	29.5	26.6	36.7	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 24,757	\$ 32,054	\$ 21,599	\$ 24,225	\$ 24,183	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market %	99%	101%	95%	99%	101%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (1,411)	\$ (1,969)	\$ (1,126)	\$ (704)	\$ (1,682)	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Front End Gross	\$ 3,031	\$ 4,141	\$ 3,233	\$ 3,195	\$ 2,007	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,293	\$ 1,495	\$ 1,121	\$ 1,207	\$ 1,407	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
PUVR	\$ 4,323	\$ 5,636	\$ 4,354	\$ 4,403	\$ 3,415	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 860,309	\$ 219,809	\$ 326,527	\$ 105,667	\$ 208,306	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
GROI	212%	302%	246%	246%	138%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
% with Trade	30%	33%	28%	33%	28%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	1,700	1,658	1,554	675	2,357	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!



Scoreboard

Age	Totals	0-30 days	31-45 days	46-60 days	61-90 days
Total # Retail Units	199	137	28	5	17
% of Retail Units	100%	69%	14%	3%	9%
% Retailed of Non-New Franchise	23%	22%	21%	0%	35%
Avg. Days to Sale	29.7	13.3	37.1	51.8	74.5
Avg. Transaction Price	\$ 24,757	\$ 24,241	\$ 23,918	\$ 30,638	\$ 24,519
Avg. Transaction to Market %	99%	98%	101%	99%	103%
Avg. Transactional Discount	\$ (1,411)	\$ (1,420)	\$ (1,472)	\$ (1,398)	\$ (1,674)
Avg. Front End Gross	\$ 3,031	\$ 3,546	\$ 2,981	\$ 2,515	\$ 1,277
Avg. Finance Gross	\$ 1,293	\$ 1,387	\$ 761	\$ 1,637	\$ 954
PUVR	\$ 4,323	\$ 4,932	\$ 3,742	\$ 4,151	\$ 2,231
Total Gross (Units & PUVR)	\$ 860,309	\$ 675,706	\$ 104,782	\$ 20,757	\$ 37,935
GROI	212%	550%	152%	94%	44%
% with Trade	30%	29%	29%	20%	35%
Avg. Over/Under Allowance	1,700	1,454	2,869	0	2,323



90+ days	
	12
	6%
	33%
	126.8
\$	30,491
	97%
\$	(791)
\$	(34)
\$	1,795
\$	1,761
\$	21,129
	16%
	33%
	1,375