Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Joshua Griffin	Godfrey Thompson	Justin McFarland
Landon Tucker	Eddie Kelly	Andrew Coleman
Bobby Brister	Troy Morrison	Sarrah Brown
Rick Mcary	Landon Tucker	Abraham Erhabor
		Mike Lacey
		Mike Green
		Clinton Blackwell
		James Archie
		James Cole
		Justin Banks
		Elicia Register
		Michael Shannon
		Robert Williams
		Chris Lewis
		Teresa Palmer
		Johnny Grishby

New Car Franchise(s)
BMW
Mercedes-Benz
Cadillac
FORD
MAZDA

NADA ACADEMY

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	B10922A	20	BMW	X7	36	Trade on New	Yes	$ 59,997	$ 59,997	99%	$3,568	$2,839
2	B10867b	19	BMW	X1	21	Trade on Used	Yes	$ 26,997	$ 25,370	102%	$4,614	$2,240
3	B10921A	22	Mercedes-benz	GLC 300	19	Trade on New	No	$ 34,997	$ 34,997	105%	$5,163	$4,246
4	BP3391A	18	GMC	Yukon XL	12	Trade on Used	No	$ 42,911	$ 39,977	104%	$6,169	$5,269
5	BP3408	20	BMW	330i	69	Auction/Wholesale	No	$ 27,990	$ 28,519	97%	($376)	$743
6	Bp3447	21	BMW	X6	21	Auction/Wholesale	No	$ 66,997	$ 66,997	105%	$6,872	$4,794
7	Bp3421	20	BMW	3 series	48	Auction/Wholesale	Yes	$ 32,997	$ 32,697	99%	$1,376	$0
8	BPL3459	21	BMW	X5	20	LBO Customer	No	$ 33,261	$ 33,261	106%	($800)	$0
9	BP3397A	20	Chevrolet	Impala	25	Trade on Used	No	$ 25,997	$ 25,997	100%	$1,458	$0
10	BPL3427	21	BMW	X5	42	LBO Customer	Yes	$ 49,997	$ 47,500	103%	$7,723	$0
11	BP3429A	15	INFINITI	Q60 COUPE	13	Trade on Used	No	$ 14,997	$ 12,500	99%	$1,102	$152
12	B10922B	18	BMW	6 SERIES	17	Trade on New	No	$ 21,111	$ 19,565	101%	$3,961	$0
13	B10887B	20	Mercedes-benz	C-CLASS C 300	43	Trade on New	No	$ 28,998	$ 28,000	97%	$1,317	$0
14	BP3442	20	BMW	M340i	36	Auction/Wholesale	No	$ 47,997	$ 47,997	103%	$7,614	$1,270
15	BP3428	19	INFINITI	QX80	50	Auction/Wholesale	No	$ 35,611	$ 35,611	98%	$1,538	$0
16	BP3421A	15	GMC	SIERRA 3500HD	11	Trade on Used	No	$ 42,997	$ 41,447	105%	$6,113	$3,312
17	BP3412	20	LAND ROVER	RANGE ROVER	55	Auction/Wholesale	No	$ 31,992	$ 31,992	96%	($625)	$3,426
18	BP3457	20	BMW	X5	10	Auction/Wholesale	Yes	$ 44,997	$ 44,497	102%	$5,632	$1,425
19	BP3414	21	BMW	X5	58	Auction/Wholesale	Yes	$ 49,630	$ 49,630	100%	$3,564	$762
20	B10892B	22	JEEP	GRAND CHEROKEI	36	Trade on New	No	$ 45,997	$ 45,997	96%	($310)	$2,080
21	B10857A	20	BMW	X5	76	Trade on New	No	$ 33,997	$ 33,000	99%	($686)	$1,005
22	BP3451	23	BMW	X3	27	Auction/Wholesale	Yes	$ 42,997	$ 42,997	100%	$2,060	$0
23	B10948A	20	Cadillac	XT6	11	Trade on New	No	$ 34,997	$ 34,997	99%	$3,663	$230
24	B10903A	20	Honda	cr-v	61	Trade on New	No	$ 28,575	$ 28,575	98%	$2,174	$2,298
25	B10851A	16	Nissan	Maxima	6	Trade on New	No	$ 14,997	$ 13,197	99%	$2,396	$1,000
26	BP3415	18	BMW	X3	64	Auction/Wholesale	No	$ 24,998	$ 24,998	97%	($996)	$1,107
27	BP3455	21	BMW	X2	19	Auction/Wholesale	Yes	$ 34,997	$ 34,997	103%	$4,432	$2,122
28	B10952A	22	BMW	X5	6	Trade on New	Yes	$ 54,997	$ 53,997	105%	$7,914	$635
29	B10863A	19	Honda	Accord	33	Trade on New	No	$ 29,997	$ 26,613	97%	$576	$0
30	BP3420	20	BMW	7 Series	68	Auction/Wholesale	Yes	$ 42,997	$ 41,997	98%	$709	$4,370
31	BP3456	21	BMW	X3	24	Auction/Wholesale	Yes	$ 39,965	$ 39,965	100%	$3,278	$2,551

32	BP3406	20	BMW	X5	74	Auction/Wholesale	No	$ 39,200	$ 34,997	97%	($1,141)	$0
33	BP3437	19	BMW	5 Series	48	Auction/Wholesale	No	$ 31,787	$ 29,189	98%	$373	$440
34	BP3430	21	LEXUS	RX	56	Auction/Wholesale	No	$ 40,700	$ 40,700	99%	$81	$2,810
35	BP3468	21	BMW	X3	1	Auction/Wholesale	No	$ 26,703	$ 26,703	97%	($800)	$0
36	BP3449	19	BMW	X3	35	Auction/Wholesale	No	$ 28,160	$ 28,160	99%	$2,187	$3,494
37	BP3466	22	Honda	Accord	5	Auction/Wholesale	No	$ 33,836	$ 33,836	101%	$2,197	$2,610
38	BP3430A	13	Lexus	Rx 350	1	Trade on Used	No	$ 14,995	$ 14,470	107%	$4,636	$0
39	BP3407	20	BMW	8 Series	75	Auction/Wholesale	Yes	$ 53,995	$ 53,995	97%	($2,219)	$2,656
40	BP3417	20	BMW	5 Series	76	Auction/Wholesale	No	$ 29,507	$ 27,405	95%	($6,430)	$51
41	BP3465	20	BMW	X3	14	Auction/Wholesale	Yes	$ 38,997	$ 38,497	103%	$5,517	$1,637
42	BP3403	23	BMW	4 Series	85	Auction/Wholesale	Yes	$ 40,730	$ 40,730	96%	($4,266)	$5,168
43	BPL3477	21	BMW	X7	2	LBO Customer	No	$ 49,064	$ 49,064	100%	($800)	$4,074
44	BPL3478	21	BMW	5 Series	1	LBO Customer	No	$ 43,415	$ 43,415	100%	($800)	$0
45	B10933A	19	BMW	X1	32	Trade on New	No	$ 22,997	$ 19,425	98%	($6)	$1,514
46	B10947A	18	FORD	F-150	16	Trade on New	No	$ 29,997	$ 29,997	102%	$2,125	$3,081
47	BP3459	20	BMW	5 Series	29	Auction/Wholesale	No	$ 29,997	$ 29,997	101%	$2,762	$0
48	BP3431	18	MAZDA	CX-5	66	Auction/Wholesale	No	$ 17,575	$ 17,575	95%	($1,850)	$2,705
49	BP3471	19	BMW	5 Series	11	Auction/Wholesale	No	$ 33,997	$ 33,997	104%	$6,015	$3,496
50	BPL3481	21	BMW	X3	9	LBO OEM/Leasing Co.	Yes	$ 38,977	$ 38,851	105%	$6,070	$171
51	BP3439	21	BMW	X7	63	Auction/Wholesale	Yes	$ 58,997	$ 58,997	106%	$5,817	$1,636
52	BP3437A	22	BMW	X5	20	Trade on Used	Yes	$ 54,997	$ 54,997	108%	$10,477	$3,590
53	B10967A	18	Honda	Accord	13	Trade on New	No	$ 21,997	$ 20,997	99%	$946	$908

Scoreboard Totals

% Retailed of Non-Franchise Make	30%
Total # Retail Units	73
Avg. Days to Sale	34.3
Avg. Advertised Price (Time of Sale)	$ 36,319
Avg. Transaction Price	$ 35,667
Avg. Market Price at 100%	$ 36,324
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	98%
Avg. Transactional Discount	$ 652
Avg. Front-End Gross	$ 2,915
Avg. Finance Gross	$ 1,949
PUVR	$ 4,863
Total Gross (Units & PUVR)	$ 355,006
GROI	143%
% with Trade	25%
Avg. Over/Under Allowance	($114)

Scoreboard

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Desk Manager	Totals		
% Retailed of Non-New Franchise	30%	#DIV/0!	#DIV/0!
Total # Retail Units	73	0	0
Avg. Days to Sale	34.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	$ 36,319	#DIV/0!	#DIV/0!
Avg. Transaction Price	$ 35,667	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	$ 36,324	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	$ 652	#DIV/0!	#DIV/0!
Avg. Front-End Gross	$ 2,915	#DIV/0!	#DIV/0!
Avg. Finance Gross	$ 1,949	#DIV/0!	#DIV/0!
PUVR	$ 4,863	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	$ 355,006	#DIV/0!	#DIV/0!
GROI	143%	#DIV/0!	#DIV/0!
% with Trade	25%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-114	#DIV/0!	#DIV/0!

NADA ACADEMY

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Scoreboard

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Sales Consultant	Totals		
% Retailed of Non-New Franchise	30%	#DIV/0!	#DIV/0!
Total # Retail Units	73	0	0
Avg. Days to Sale	34.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	$ 36,319	#DIV/0!	#DIV/0!
Avg. Transaction Price	$ 35,667	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	$ 36,324	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	$ 652	#DIV/0!	#DIV/0!
Avg. Front-End Gross	$ 2,915	#DIV/0!	#DIV/0!
Avg. Finance Gross	$ 1,949	#DIV/0!	#DIV/0!
PUVR	$ 4,863	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	$ 355,006	#DIV/0!	#DIV/0!
GROI	143%	#DIV/0!	#DIV/0!
% with Trade	25%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-114	#DIV/0!	#DIV/0!

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Scoreboard

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Finance Manager	Totals		
% Retailed of Non-New Franchise	30%	#DIV/0!	#DIV/0!
Total # Retail Units	73	0	0
Avg. Days to Sale	34.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	$ 36,319	#DIV/0!	#DIV/0!
Avg. Transaction Price	$ 35,667	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	$ 36,324	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	$ 652	#DIV/0!	#DIV/0!
Avg. Front-End Gross	$ 2,915	#DIV/0!	#DIV/0!
Avg. Finance Gross	$ 1,949	#DIV/0!	#DIV/0!
PUVR	$ 4,863	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	$ 355,006	#DIV/0!	#DIV/0!
GROI	143%	#DIV/0!	#DIV/0!
% with Trade	25%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-114	#DIV/0!	#DIV/0!

NADA ACADEMY

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Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	73	25	48
Avg. Days to Sale	34.3	33.7	34.7
Avg. Advertised Price (Time of Sale)	$ 36,319	$ 45,588	$ 30,699
Avg. Transaction Price	$ 35,667	$ 45,206	$ 30,699
Avg. Market Price at 100%	$ 36,324	$ 44,843	$ 31,716
Avg. Price to Market % (Time of Sale)	100%	102%	97%
Avg. Transaction to Market	98%	101%	97%
Avg. Transactional Discount	$ 652	$ 382	$ 792
Avg. Front-End Gross	$ 2,915	$ 6,163	$ 1,223
Avg. Finance Gross	$ 1,949	$ 2,043	$ 1,899
PUVR	$ 4,863	$ 8,206	$ 3,122
Total Gross (Units & PUVR)	$ 355,006	$ 205,146	$ 149,860
GROI	143%	194%	106%
% with Trade	25%	48%	13%
Avg. Over/Under Allowance	-114	-271	200

NADA ACADEMY

Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	73	51	22
Avg. Days to Sale	34.3	35.7	31.1
Avg. Advertised Price (Time of Sale)	$ 36,319	$ 39,310	$ 28,564
Avg. Transaction Price	$ 35,667	$ 38,731	$ 28,564
Avg. Market Price at 100%	$ 36,324	$ 39,038	$ 29,660
Avg. Price to Market % (Time of Sale)	100%	101%	96%
Avg. Transaction to Market	98%	99%	96%
Avg. Transactional Discount	$ 652	$ 578	$ 823
Avg. Front-End Gross	$ 2,915	$ 3,535	$ 1,477
Avg. Finance Gross	$ 1,949	$ 1,975	$ 1,887
PUVR	$ 4,863	$ 5,509	$ 3,365
Total Gross (Units & PUVR)	$ 355,006	$ 280,984	$ 74,021
GROI	143%	143%	136%
% with Trade	25%	33%	5%
Avg. Over/Under Allowance	-114	-179	1,000

NADA ACADEMY

Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	73	19	10
% of Retail Units	100%	26%	14%
% Retailed of Non-New Franchise	30%	37%	80%
Avg. Days to Sale	34.3	31.3	14.8
Avg. Transaction Price	$ 35,667	$ 31,697	$ 28,482
Avg. Transaction to Market %	98%	95%	97%
Avg. Transactional Discount	$ 652	$ 934	$ 1,354
Avg. Front End Gross	$ 2,915	$ 2,083	$ 3,927
Avg. Finance Gross	$ 1,949	$ 2,010	$ 1,886
PUVR	$ 4,863	$ 4,093	$ 5,813
Total Gross (Units & PUVR)	$ 355,006	$ 77,761	$ 58,130
GROI	143%	148%	496%
% with Trade	25%	11%	0%
Avg. Over/Under Allowance	-114	-625	#DIV/0!

NADA ACADEMY

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#DIV/0!	$ 203,477	#DIV/0!	$ 9,397
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BO OEM/Leasing co	ental Fleet (Enterprise, etc	Other
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100%	#DIV/0!	#DIV/0!
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Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	73	41	8
% of Retail Units	100%	56%	11%
% Retailed of Non-New Franchise	30%	32%	25%
Avg. Days to Sale	34.3	15.1	36.6
Avg. Transaction Price	$ 35,667	$ 35,528	$ 37,961
Avg. Transaction to Market %	98%	99%	95%
Avg. Transactional Discount	$ 652	$ 621	$ 1,306
Avg. Front End Gross	$ 2,915	$ 4,823	$ 2,834
Avg. Finance Gross	$ 1,949	$ 1,802	$ 1,400
PUVR	$ 4,863	$ 6,625	$ 4,233
Total Gross (Units & PUVR)	$ 355,006	$ 271,630	$ 33,866
GROI	143%	445%	110%
% with Trade	25%	22%	25%
Avg. Over/Under Allowance	-114	-567	-375

NADA ACADEMY

46-60 days	61-90 days	90+ days
8	15	1
11%	21%	1%
38%	27%	0%
53.1	71.7	95.0
$ 36,583	$ 34,482	$ 33,497
96%	96%	93%
$ 487	$ 518	$ -
$ 668	$ (788)	$ (1,167)
$ 2,376	$ 2,265	$ 4,165
$ 3,044	$ 1,477	$ 2,998
$ 24,352	$ 22,159	$ 2,998
56%	22%	34%
38%	27%	0%
467	600	#DIV/0!