









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	22U8044	22	Ford	F150	53	Auction/Wholesale	No	\$ 67,975	\$ 67,975	96%	\$2,392	\$761
2	18U7205	18	Ram	3500	8	Trade on Used	No	\$ 38,225	\$ 38,225	91%	\$6,375	\$0
3	19U3844	19	Ram	3500	13		No	\$ 45,975	\$ 45,975	98%	\$4,202	\$3,341
4	19U2352	19	Ford	EXPEDITION	41		No	\$ 51,850	\$ 51,425	92%	\$4,996	\$5,252
5	20U2130	20	Ford	F150	21	Auction/Wholesale	No	\$ 49,650	\$ 49,650	88%	\$3,960	\$2,360
6	21U1669	21	Ford	F350	13	Auction/Wholesale	No	\$ 56,425	\$ 56,425	98%	\$1,347	\$0
7	19U5103	19	Ford	F350	19	Auction/Wholesale	No	\$ 65,895	\$ 65,895	96%	\$544	\$6,208
8	20U5096	20	Ford	F150	10	Trade on New	No	\$ 39,980	\$ 39,980	90%	\$5,670	\$0
9	17U2492	17	Ford	F250	19	Trade on New	No	\$ 58,225	\$ 58,225	102%	\$3,484	\$0
10	20U9171	20	Ford	F350	324	Trade on New	No	\$ 63,225	\$ 63,225	99%	\$9,102	\$1,772
11	16U2149	7	Ram	1500	7	Trade on Used	No	\$ 24,975	\$ 24,975	85%	\$4,136	\$979
12	22U4527	22	Ford	F350	22	Auction/Wholesale	No	\$ 47,300	\$ 47,300	92%	(\$500)	\$0
13	21U4008	21	Ford	F350	2	Auction/Wholesale	No	\$ 44,800	\$ 44,800	92%	\$50	\$0
14	23U5847	23	Ford	F350	2	Auction/Wholesale	No	\$ 93,950	\$ 93,000	99%	\$4,050	\$0
15	19U0275	19	Ford	F150	32	Trade on New	No	\$ 34,800	\$ 34,800	85%	\$1,133	\$2,576
16	21U4972	21	Ford	EDGE	82	Trade on New	No	\$ 30,950	\$ 29,500	85%	\$1,980	\$3,412
17	16U8464	16	Ford	F150	21	Trade on Used	No	\$ 22,750	\$ 22,750	90%	\$9,478	\$1,051
18	18U3111	18	Ram	2500	248	Trade on New	No	\$ 25,950	\$ 21,950	68%	\$2,100	\$0
19	18U1805	18	Ford	ECOSPORT	28	Street/Curb Buy	No	\$ 17,125	\$ 17,125	88%	\$302	\$941
20	19U3566	19	Ford	F350	149	Trade on Used	No	\$ 57,950	\$ 57,950	94%	\$4,366	\$5,453
21	12U9404	12	Ram	3500	10	Trade on New	No	\$ 38,900	\$ 38,900	103%	\$5,328	\$0
22	19u4603	19	Ford	F350	254	Other	No	\$ 54,950	\$ 54,950	89%	(\$1,850)	\$2,989
23	20U0649	20	GMC	ENCORE	199	Trade on Used	No	\$ 22,000	\$ 22,000	80%	\$1,800	\$2,343
24	18U9163	18	Toyota	TUNDRA	1	Other	No	\$ 42,375	\$ 42,375	90%	\$1,308	\$0
25	21U9779	21	Fiat	F150	343	Auction/Wholesale	No	\$ 39,800	\$ 39,800	78%	\$2,100	\$3,365
26	20U1323	20	Chrysler	PACIFICA	133	Auction/Wholesale	No	\$ 19,800	\$ 19,800	85%	\$2,075	\$2,565
27	17U1435	17	Ford	F350	10	Other	No	\$ 26,900	\$ 26,900	95%	\$1,000	\$1,227
28	21U8177	21	Ram	2500	152	Trade on New	No	\$ 59,950	\$ 59,950	92%	\$850	\$4,015



## Scoreboard Totals

% Retailed of Non-Franchise Make	14%
Total # Retail Units	50
Avg. Days to Sale	88.7
Avg. Advertised Price (Time of Sale)	\$ 42,287
Avg. Transaction Price	\$ 41,773
Avg. Market Price at 100%	\$ 46,923
Avg. Price to Market % (Time of Sale)	90%
Avg. Transaction to Market	89%
Avg. Transactional Discount	\$ 514
Avg. Front-End Gross	\$ 2,854
Avg. Finance Gross	\$ 1,629
PUVR	\$ 4,483
Total Gross (Units & PUVR)	\$ 224,144
GROI	44%
% with Trade	42%
Avg. Over/Under Allowance	\$0



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals		
% Retailed of Non-New Franchise	14%	#DIV/0!	#DIV/0!
Total # Retail Units	50	0	0
Avg. Days to Sale	88.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 42,287	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 41,773	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 46,923	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	90%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	89%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 514	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,854	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,629	#DIV/0!	#DIV/0!
PUVR	\$ 4,483	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 224,144	#DIV/0!	#DIV/0!
GROI	44%	#DIV/0!	#DIV/0!
% with Trade	42%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	0	#DIV/0!	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals		
% Retailed of Non-New Franchise	14%	#DIV/0!	#DIV/0!
Total # Retail Units	50	0	0
Avg. Days to Sale	88.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 42,287	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 41,773	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 46,923	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	90%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	89%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 514	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,854	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,629	#DIV/0!	#DIV/0!
PUVR	\$ 4,483	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 224,144	#DIV/0!	#DIV/0!
GROI	44%	#DIV/0!	#DIV/0!
% with Trade	42%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	0	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals		
% Retailed of Non-New Franchise	14%	#DIV/0!	#DIV/0!
Total # Retail Units	50	0	0
Avg. Days to Sale	88.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 42,287	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 41,773	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 46,923	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	90%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	89%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 514	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,854	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,629	#DIV/0!	#DIV/0!
PUVR	\$ 4,483	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 224,144	#DIV/0!	#DIV/0!
GROI	44%	#DIV/0!	#DIV/0!
% with Trade	42%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	0	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	50	0	50
Avg. Days to Sale	88.7	#DIV/0!	88.7
Avg. Advertised Price (Time of Sale)	\$ 42,287	#DIV/0!	\$ 41,773
Avg. Transaction Price	\$ 41,773	#DIV/0!	\$ 41,773
Avg. Market Price at 100%	\$ 46,923	#DIV/0!	\$ 45,880
Avg. Price to Market % (Time of Sale)	90%	#DIV/0!	91%
Avg. Transaction to Market	89%	#DIV/0!	91%
Avg. Transactional Discount	\$ 514	#DIV/0!	\$ 514
Avg. Front-End Gross	\$ 2,854	#DIV/0!	\$ 2,854
Avg. Finance Gross	\$ 1,629	#DIV/0!	\$ 1,629
PUVR	\$ 4,483	#DIV/0!	\$ 4,483
Total Gross (Units & PUVR)	\$ 224,144	#DIV/0!	\$ 224,144
GROI	44%	#DIV/0!	44%
% with Trade	42%	#DIV/0!	42%
Avg. Over/Under Allowance	0	#DIV/0!	0



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	50	43	7
Avg. Days to Sale	88.7	89.9	81.4
Avg. Advertised Price (Time of Sale)	\$ 42,287	\$ 45,239	\$ 25,882
Avg. Transaction Price	\$ 41,773	\$ 44,360	\$ 25,882
Avg. Market Price at 100%	\$ 46,923	\$ 48,854	\$ 27,606
Avg. Price to Market % (Time of Sale)	90%	93%	94%
Avg. Transaction to Market	89%	91%	94%
Avg. Transactional Discount	\$ 514	\$ 879	\$ (1,729)
Avg. Front-End Gross	\$ 2,854	\$ 2,994	\$ 1,992
Avg. Finance Gross	\$ 1,629	\$ 1,659	\$ 1,448
PUVR	\$ 4,483	\$ 4,653	\$ 3,440
Total Gross (Units & PUVR)	\$ 224,144	\$ 200,064	\$ 24,080
GROI	44%	42%	59%
% with Trade	42%	42%	43%
Avg. Over/Under Allowance	0	0	0



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	50	14	13
% of Retail Units	100%	28%	26%
% Retailed of Non-New Franchise	14%	0%	31%
Avg. Days to Sale	88.7	111.5	68.9
Avg. Transaction Price	\$ 41,773	\$ 45,197	\$ 29,846
Avg. Transaction to Market %	89%	89%	91%
Avg. Transactional Discount	\$ 514	\$ 2,496	\$ (923)
Avg. Front End Gross	\$ 2,854	\$ 3,645	\$ 3,883
Avg. Finance Gross	\$ 1,629	\$ 1,511	\$ 1,707
PUVR	\$ 4,483	\$ 5,156	\$ 5,591
Total Gross (Units & PUVR)	\$ 224,144	\$ 72,179	\$ 72,677
GROI	44%	37%	98%
% with Trade	42%	50%	38%
Avg. Over/Under Allowance	0	0	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
1	13	0	0
2%	26%	0%	0%
0%	8%	#DIV/0!	#DIV/0!
28.0	95.8	#DIV/0!	#DIV/0!
\$ 17,125	\$ 51,642	#DIV/0!	#DIV/0!
88%	89%	#DIV/0!	#DIV/0!
\$ -	\$ 142	#DIV/0!	#DIV/0!
\$ 302	\$ 1,874	#DIV/0!	#DIV/0!
\$ 941	\$ 1,352	#DIV/0!	#DIV/0!
\$ 1,243	\$ 3,225	#DIV/0!	#DIV/0!
\$ 1,243	\$ 41,928	#DIV/0!	#DIV/0!
93%	23%	#DIV/0!	#DIV/0!
100%	31%	#DIV/0!	#DIV/0!
0	0	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	0	7
0%	0%	14%
#DIV/0!	#DIV/0!	29%
#DIV/0!	#DIV/0!	93.1
#DIV/0!	#DIV/0!	\$ 40,291
#DIV/0!	#DIV/0!	91%
#DIV/0!	#DIV/0!	\$ 66
#DIV/0!	#DIV/0!	\$ 1,045
#DIV/0!	#DIV/0!	\$ 1,573
#DIV/0!	#DIV/0!	\$ 2,618
#DIV/0!	#DIV/0!	\$ 18,326
#DIV/0!	#DIV/0!	25%
#DIV/0!	#DIV/0!	43%
#DIV/0!	#DIV/0!	0

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	50	25	4
% of Retail Units	100%	50%	8%
% Retailed of Non-New Franchise	14%	20%	0%
Avg. Days to Sale	88.7	11.2	34.8
Avg. Transaction Price	\$ 41,773	\$ 41,236	\$ 40,538
Avg. Transaction to Market %	89%	95%	91%
Avg. Transactional Discount	\$ 514	\$ (478)	\$ 256
Avg. Front End Gross	\$ 2,854	\$ 3,160	\$ 4,228
Avg. Finance Gross	\$ 1,629	\$ 1,208	\$ 3,011
PUVR	\$ 4,483	\$ 4,368	\$ 7,239
Total Gross (Units & PUVR)	\$ 224,144	\$ 109,205	\$ 28,954
GROI	44%	342%	185%
% with Trade	42%	40%	50%
Avg. Over/Under Allowance	0	0	0



46-60 days	61-90 days	90+ days
2	2	17
4%	4%	34%
0%	0%	12%
51.0	75.5	221.5
\$ 43,625	\$ 42,225	\$ 42,584
92%	73%	84%
\$ -	\$ 15,725	\$ 303
\$ 1,902	\$ 4,328	\$ 2,018
\$ 548	\$ 3,890	\$ 1,785
\$ 2,450	\$ 8,218	\$ 3,803
\$ 4,900	\$ 16,435	\$ 64,650
40%	93%	15%
50%	50%	41%
0	0	0