

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CPO	Same Brand as New	Advertised Price (Time of Sale)	Transaction Price	Advertised Price to Market % (Time of Sale)	Market Price at 100%	Transaction to Market (%)	Transactional Discount (\$)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	No	\$ 15,000	\$ 13,800	95%	\$ 15,789	87%	\$ 1,200	\$1,500	\$500
1	se19480a	2020	Kia	sportage	31	Trade on New	Yes	Yes	\$ 17,852	\$ 17,852	97%	\$ 18,404	97%	\$ -	\$421	\$644
2	se19478a	2021	Kia	seltos	11	Trade on New	Yes	Yes	\$ 20,831	\$ 20,831	98%	\$ 21,256	98%	\$ -	\$2,781	\$3,721
3	p3209	2023	Kia	sorento	6	Auction/Wholesale	Yes	Yes	\$ 28,672	\$ 29,121	100%	\$ 28,672	102%	\$ (449)	\$2,029	\$2,271
4	tr19542a	2015	Chevrolet	suburban	4	Trade on New	No	No	\$ 27,900	\$ 27,900	93%	\$ 30,000	93%	\$ -	\$3,150	\$4,385
5	se19543b	2024	Kia	seltos	4	Trade on Used	Yes	Yes	\$ 36,000	\$ 36,000	116%	\$ 31,034	116%	\$ -	\$1,810	\$2,501
6	se19543c	2015	Kia	forte	1	Trade on Used	No	Yes	\$ 10,170	\$ 10,170	91%	\$ 11,176	91%	\$ -	\$1,670	\$1,003
7	P3206	2021	Kia	sportage	18	Auction/Wholesale	Yes	Yes	\$ 22,427	\$ 22,427	103%	\$ 21,774	103%	\$ -	\$796	\$0
8	TR19410A	2021	Kia	TELLURIDE	71	Trade on New	Yes	Yes	\$ 40,000	\$ 39,900	97%	\$ 41,237	97%	\$ 100	\$110	\$828
9	CV19465A	2021	Toyota	HIGHLANDER	41	Trade on New	No	No	\$ 43,370	\$ 42,840	95%	\$ 45,653	94%	\$ 530	\$974	\$500
10	FT19388D	2022	Kia	forte	77	Trade on Used	Yes	Yes	\$ 19,668	\$ 22,377	98%	\$ 20,069	111%	\$ (2,709)	\$4,239	\$1,522
11	p3181a	2016	Ford	F-150	65	Trade on Used	No	No	\$ 24,594	\$ 24,594	92%	\$ 26,733	92%	\$ -	\$106	\$0
12	sr19512b	2011	BMW	328i	11	Trade on Used	No	No	\$ 11,309	\$ 10,159	103%	\$ 10,980	93%	\$ 1,150	\$3,009	\$93
13	P3194	2020	Hyundai	IONIQ	40	Street/Curb Buy	No	No	\$ 19,499	\$ 19,499	97%	\$ 20,102	97%	\$ -	\$1,787	\$330
14	P3151	2022	Kia	Sportage	113	Street/Curb Buy	Yes	Yes	\$ 26,307	\$ 26,307	100%	\$ 26,307	100%	\$ -	\$ (2,544)	\$203
15	P3202	2022	Kia	CARNIVAL	27	Auction/Wholesale	Yes	Yes	\$ 43,343	\$ 43,343	99%	\$ 43,781	99%	\$ -	\$1,814	\$2,871
16	TR19440B	2019	Jeep	CHEROKEE	46	Trade on Used	No	No	\$ 16,586	\$ 15,990	93%	\$ 17,834	90%	\$ 596	\$1,726	\$0
17	se19454a	2018	Kia	forte	18	Trade on New	Yes	Yes	\$ 14,881	\$ 14,490	103%	\$ 14,448	100%	\$ 391	\$2,778	\$400
18	sr19570a	2019	Ford	f350	12	Trade on New	No	No	\$ 61,990	\$ 60,884	90%	\$ 68,878	88%	\$ 1,106	\$4,884	\$0
19	sr19580a	2019	Kia	sorento	7	Trade on New	Yes	Yes	\$ 25,900	\$ 25,900	106%	\$ 24,434	106%	\$ -	\$3,518	\$2,769
20	sr19441a	2022	Kia	sportage	64	Trade on New	Yes	Yes	\$ 25,512	\$ 25,512	109%	\$ 23,406	109%	\$ -	\$3,754	\$0
21	P3202A	2020	Chevrolet	BLAZER	6	Trade on Used	No	No	\$ 25,500	\$ 25,500	92%	\$ 27,717	92%	\$ -	\$2,117	\$901
22	p3199	2022	Hyundai	kona	34	Street/Curb Buy	No	No	\$ 20,955	\$ 20,500	103%	\$ 20,345	101%	\$ 455	\$599	\$0
23	sr19562A	2015	Jeep	WRANGLER	16	Trade on New	No	No	\$ 22,900	\$ 22,900	99%	\$ 23,131	99%	\$ -	\$5,340	\$0
24	p3151a	2017	Kia	sportage	11	Trade on Used	No	Yes	\$ 15,284	\$ 14,890	99%	\$ 15,438	96%	\$ 394	\$4,090	\$0
25	p3211	2023	Kia	soul	23	Auction/Wholesale	Yes	Yes	\$ 20,850	\$ 20,995	102%	\$ 20,441	103%	\$ (145)	\$1,742	\$3,493
26	st19594a	2020	Kia	soul	12	Trade on New	Yes	Yes	\$ 16,074	\$ 14,000	97%	\$ 16,571	84%	\$ 2,074	\$1,151	\$2,712
27	sl19525a	2013	Toyota	camry	17	Trade on New	No	No	\$ 12,946	\$ 9,790	86%	\$ 15,053	65%	\$ 3,156	\$2,982	\$1,168
28	tr19555a	2021	Hyundai	palisade	27	Trade on New	No	No	\$ 33,987	\$ 33,987	100%	\$ 33,987	100%	\$ -	\$1,253	\$0
29	tr19587a	2016	Honda	civic	12	Trade on New	No	No	\$ 14,352	\$ 12,990	105%	\$ 13,669	95%	\$ 1,362	\$3,740	\$0
30	p2795	2020	Kia	soul	5	Street/Curb Buy	Yes	Yes	\$ 15,834	\$ 17,063	95%	\$ 16,667	102%	\$ (1,229)	\$1,920	\$4,242
31	p3214	2023	Kia	sportage	30	Auction/Wholesale	Yes	Yes	\$ 27,173	\$ 27,300	100%	\$ 27,173	100%	\$ (127)	\$1,034	\$2,595
32	cv19465b	2018	Genesis	g80	22	Trade on Used	No	No	\$ 23,167	\$ 23,167	99%	\$ 23,401	99%	\$ -	\$4,462	\$2,916
33	p3175	2022	Kia	k5	74	Street/Curb Buy	Yes	Yes	\$ 27,277	\$ 29,227	99%	\$ 27,553	106%	\$ (1,950)	\$ (442)	\$3,850
34	cv19564a	2018	Kia	sedona	30	Trade on New	Yes	Yes	\$ 21,155	\$ 20,405	102%	\$ 20,740	98%	\$ 750	\$2,129	\$675
35	sr19513a	2020	Kia	sorento	48	Trade on New	Yes	Yes	\$ 26,041	\$ 26,041	100%	\$ 26,041	100%	\$ -	\$652	\$1,092
36	st19616a	2023	Kia	TELLURIDE	5	Trade on New	Yes	Yes	\$ 50,990	\$ 50,990	101%	\$ 50,485	101%	\$ -	\$5,211	\$4,004
37	cv19506a	2021	Ram	2500	58	Trade on New	No	No	\$ 61,848	\$ 58,990	96%	\$ 64,425	92%	\$ 2,858	\$1,170	\$0
38	st19597a	2022	Kia	sportage	25	Trade on New	Yes	Yes	\$ 19,595	\$ 21,000	99%	\$ 19,793	106%	\$ (1,405)	\$3,399	\$0
39	P3203A	2021	Kia	sportage	49	Trade on Used	Yes	Yes	\$ 19,427	\$ 19,900	99%	\$ 19,623	101%	\$ (473)	\$402	\$1,163
40	TR19602A	2016	Jeep	WRANGLER	18	Trade on New	No	No	\$ 24,999	\$ 24,699	98%	\$ 25,509	97%	\$ 300	\$3,344	\$626
41	sr19217a	2021	Ford	bronco	54	Trade on New	No	No	\$ 29,095	\$ 28,990	93%	\$ 31,285	93%	\$ 105	\$1,313	\$2,971
42	p3210	2022	Volkswagen	taos	42	Street/Curb Buy	No	No	\$ 20,779	\$ 20,779	96%	\$ 21,645	96%	\$ -	\$2,771	\$0
43	tr19467a	2019	Ford	escape	53	Trade on New	No	No	\$ 16,997	\$ 16,237	88%	\$ 19,315	84%	\$ 760	\$1,669	\$1,569
44	tr19549a	2015	BMW	535i	31	Trade on New	No	No	\$ 15,044	\$ 15,779	89%	\$ 16,903	93%	\$ (735)	\$3,168	\$1,766
45	p3175a	2021	Kia	k5	11	Trade on Used	Yes	Yes	\$ 20,400	\$ 20,200	101%	\$ 20,198	100%	\$ 200	\$3,531	\$3,018
46	st19637a	2019	Kia	forte	18	Trade on New	Yes	Yes	\$ 13,649	\$ 13,649	96%	\$ 14,218	96%	\$ -	\$4,301	\$2,038
47	p3231	2021	Kia	k5	4	Auction/Wholesale	Yes	Yes	\$ 27,100	\$ 29,900	99%	\$ 27,374	109%	\$ (2,800)	\$5,759	\$3,771
48	p3197	2021	Kia	sorento	62	Auction/Wholesale	Yes	Yes	\$ 26,884	\$ 26,790	98%	\$ 27,433	98%	\$ 94	\$298	\$1,651

49	p3215	2021	Kia	soul	40	Auction/Wholesale	Yes	Yes	\$ 17,990	\$ 17,169	100%	\$ 17,990	95%	\$ 821	\$30	\$2,966
50	p2795a	2022	Kia	soul	21	Trade on Used	Yes	Yes	\$ 18,900	\$ 21,225	100%	\$ 18,900	112%	\$ (2,325)	\$6,029	\$3,027
51	ev19589a	2022	Kia	soul	13	Trade on New	Yes	Yes	\$ 19,357	\$ 18,000	99%	\$ 19,553	92%	\$ 1,357	(\$150)	\$3,401
52	st19673a	2021	Kia	sorento	4	Trade on New	Yes	Yes	\$ 27,476	\$ 28,990	99%	\$ 27,754	104%	\$ (1,514)	\$4,015	\$1,860
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Scoreboard Totals

% Retailed of Non-Franchise Make	38%
Total # Retail Units	52
Avg. Days to Sale	29.7
Avg. Advertised Price (Time of Sale)	\$ 24,824
Avg. Transaction Price	\$ 24,772
Avg. Market Price at 100%	\$ 25,266
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ 52
Avg. Front-End Gross	\$ 2,266
Avg. Finance Gross	\$ 1,568
PUVR	\$ 3,834
Total Gross (Units & PUVR)	\$ 199,357
GROI	188%
% with Trade	31%
Avg. Over/Under Allowance	(\$230)



Scoreboard

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Desk Manager	Totals	Adam Richey	Jason Leming
% Retailed of Non-New Franchise	38%	34%	50%
Total # Retail Units	52	29	20
Avg. Days to Sale	29.7	32.5	27.3
Avg. Advertised Price (Time of Sale)	\$ 24,824	\$ 22,823	\$ 28,155
Avg. Transaction Price	\$ 24,772	\$ 22,980	\$ 27,768
Avg. Market Price at 100%	\$ 25,266	\$ 23,244	\$ 28,824
Avg. Price to Market % (Time of Sale)	98%	98%	98%
Avg. Transaction to Market	98%	99%	96%
Avg. Transactional Discount	\$ 52	\$ (157)	\$ 387
Avg. Front-End Gross	\$ 2,266	\$ 2,193	\$ 2,334
Avg. Finance Gross	\$ 1,568	\$ 1,660	\$ 1,277
PUVR	\$ 3,834	\$ 3,852	\$ 3,611
Total Gross (Units & PUVR)	\$ 199,357	\$ 111,722	\$ 72,215
GROI	188%	186%	172%
% with Trade	31%	45%	15%
Avg. Over/Under Allowance	-230	-475	750



Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Elijah Tucker	Tony Washington
% Retailed of Non-New Franchise	38%	43%	57%
Total # Retail Units	52	7	7
Avg. Days to Sale	29.7	41.9	23.1
Avg. Advertised Price (Time of Sale)	\$ 24,824	\$ 27,049	\$ 20,294
Avg. Transaction Price	\$ 24,772	\$ 26,777	\$ 20,617
Avg. Market Price at 100%	\$ 25,266	\$ 27,709	\$ 21,341
Avg. Price to Market % (Time of Sale)	98%	98%	95%
Avg. Transaction to Market	98%	97%	97%
Avg. Transactional Discount	\$ 52	\$ 272	\$ (323)
Avg. Front-End Gross	\$ 2,266	\$ 1,202	\$ 2,135
Avg. Finance Gross	\$ 1,568	\$ 671	\$ 2,067
PUVR	\$ 3,834	\$ 1,874	\$ 4,201
Total Gross (Units & PUVR)	\$ 199,357	\$ 13,115	\$ 29,408
GROI	188%	60%	317%
% with Trade	31%	14%	14%
Avg. Over/Under Allowance	-230	#DIV/0!	#DIV/0!



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Tim LeRay	Jorden Reaves	Will Hutchinson	Cody Struthers
0%	29%	29%	67%
2	7	7	3
11.5	32.1	27.0	22.3
\$ 15,679	\$ 20,922	\$ 23,686	\$ 26,832
\$ 14,445	\$ 20,966	\$ 23,320	\$ 26,797
\$ 16,005	\$ 20,967	\$ 24,383	\$ 27,812
98%	100%	97%	96%
90%	100%	96%	96%
\$ 1,234	\$ (43)	\$ 366	\$ 35
\$ 2,621	\$ 3,026	\$ 1,834	\$ 2,316
\$ 1,356	\$ 1,929	\$ 2,243	\$ 2,214
\$ 3,977	\$ 4,955	\$ 4,078	\$ 4,530
\$ 7,953	\$ 34,683	\$ 28,544	\$ 13,589
862%	265%	233%	272%
0%	14%	43%	33%
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Davis Smith	Ken Papaleo	Luis Colon	Jimmy Walker
50%	25%	50%	43%
2	4	4	7
45.0	32.0	20.3	29.4
\$ 31,399	\$ 22,617	\$ 24,587	\$ 32,762
\$ 31,370	\$ 22,551	\$ 24,225	\$ 32,590
\$ 32,638	\$ 22,039	\$ 23,391	\$ 34,048
96%	103%	105%	96%
96%	102%	104%	96%
\$ 29	\$ 66	\$ 363	\$ 172
\$ 688	\$ 3,227	\$ 2,204	\$ 2,837
\$ 832	\$ 749	\$ 1,078	\$ 1,029
\$ 1,520	\$ 3,975	\$ 3,282	\$ 3,866
\$ 3,039	\$ 15,901	\$ 13,127	\$ 27,060
39%	198%	241%	145%
100%	50%	25%	43%
-199	-99	-500	1,250

James Dimitriou			
0%	#DIV/0!	#DIV/0!	#DIV/0!
2	0	0	0
39.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 27,189	#DIV/0!	#DIV/0!	#DIV/0!
\$ 29,564	#DIV/0!	#DIV/0!	#DIV/0!
\$ 27,463	#DIV/0!	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!	#DIV/0!
108%	#DIV/0!	#DIV/0!	#DIV/0!
\$ (2,375)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,659	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,811	#DIV/0!	#DIV/0!	#DIV/0!
\$ 6,469	#DIV/0!	#DIV/0!	#DIV/0!
\$ 12,938	#DIV/0!	#DIV/0!	#DIV/0!
202%	#DIV/0!	#DIV/0!	#DIV/0!
50%	#DIV/0!	#DIV/0!	#DIV/0!
-1,500	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

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Finance Manager	Totals	Corey Sullivan	Isaac Roelfsema
% Retailed of Non-New Franchise	38%	36%	42%
Total # Retail Units	52	28	24
Avg. Days to Sale	29.7	25.9	34.1
Avg. Advertised Price (Time of Sale)	\$ 24,824	\$ 25,038	\$ 24,574
Avg. Transaction Price	\$ 24,772	\$ 24,980	\$ 24,529
Avg. Market Price at 100%	\$ 25,266	\$ 25,474	\$ 25,135
Avg. Price to Market % (Time of Sale)	98%	98%	98%
Avg. Transaction to Market	98%	98%	98%
Avg. Transactional Discount	\$ 52	\$ 58	\$ 45
Avg. Front-End Gross	\$ 2,266	\$ 2,624	\$ 1,849
Avg. Finance Gross	\$ 1,568	\$ 1,691	\$ 1,423
PUVR	\$ 3,834	\$ 4,315	\$ 3,272
Total Gross (Units & PUVR)	\$ 199,357	\$ 120,825	\$ 78,532
GROI	188%	241%	141%
% with Trade	31%	32%	29%
Avg. Over/Under Allowance	-230	-316	-100



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	52	30	22
Avg. Days to Sale	29.7	30.7	28.2
Avg. Advertised Price (Time of Sale)	\$ 24,824	\$ 24,586	\$ 24,602
Avg. Transaction Price	\$ 24,772	\$ 24,897	\$ 24,602
Avg. Market Price at 100%	\$ 25,266	\$ 24,444	\$ 26,508
Avg. Price to Market % (Time of Sale)	98%	101%	93%
Avg. Transaction to Market	98%	102%	93%
Avg. Transactional Discount	\$ 52	\$ (311)	\$ 547
Avg. Front-End Gross	\$ 2,266	\$ 2,084	\$ 2,515
Avg. Finance Gross	\$ 1,568	\$ 2,110	\$ 829
PUVR	\$ 3,834	\$ 4,194	\$ 3,343
Total Gross (Units & PUVR)	\$ 199,357	\$ 125,805	\$ 73,552
GROI	188%	198%	173%
% with Trade	31%	33%	27%
Avg. Over/Under Allowance	-230	-539	492



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	52	32	20
Avg. Days to Sale	29.7	29.2	30.5
Avg. Advertised Price (Time of Sale)	\$ 24,824	\$ 23,844	\$ 25,809
Avg. Transaction Price	\$ 24,772	\$ 24,124	\$ 25,809
Avg. Market Price at 100%	\$ 25,266	\$ 23,748	\$ 27,828
Avg. Price to Market % (Time of Sale)	98%	100%	93%
Avg. Transaction to Market	98%	102%	93%
Avg. Transactional Discount	\$ 52	\$ (280)	\$ 582
Avg. Front-End Gross	\$ 2,266	\$ 2,134	\$ 2,478
Avg. Finance Gross	\$ 1,568	\$ 2,009	\$ 861
PUVR	\$ 3,834	\$ 4,143	\$ 3,339
Total Gross (Units & PUVR)	\$ 199,357	\$ 132,568	\$ 66,789
GROI	188%	212%	153%
% with Trade	31%	31%	30%
Avg. Over/Under Allowance	-230	-539	492



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	52	26	12
% of Retail Units	100%	50%	23%
% Retailed of Non-New Franchise	38%	46%	42%
Avg. Days to Sale	29.7	26.9	27.0
Avg. Transaction Price	\$ 24,772	\$ 26,675	\$ 20,348
Avg. Transaction to Market %	98%	95%	99%
Avg. Transactional Discount	\$ 52	\$ 431	\$ (264)
Avg. Front End Gross	\$ 2,266	\$ 2,579	\$ 2,766
Avg. Finance Gross	\$ 1,568	\$ 1,428	\$ 1,345
PUVR	\$ 3,834	\$ 4,007	\$ 4,111
Total Gross (Units & PUVR)	\$ 199,357	\$ 104,186	\$ 49,335
GROI	188%	201%	269%
% with Trade	31%	15%	42%
Avg. Over/Under Allowance	-230	-341	-419



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
6	8	0	0
12%	15%	0%	0%
50%	0%	#DIV/0!	#DIV/0!
51.3	26.3	#DIV/0!	#DIV/0!
\$ 22,229	\$ 27,131	#DIV/0!	#DIV/0!
100%	101%	#DIV/0!	#DIV/0!
\$ (454)	\$ (326)	#DIV/0!	#DIV/0!
\$ 682	\$ 1,688	#DIV/0!	#DIV/0!
\$ 1,438	\$ 2,452	#DIV/0!	#DIV/0!
\$ 2,119	\$ 4,140	#DIV/0!	#DIV/0!
\$ 12,716	\$ 33,120	#DIV/0!	#DIV/0!
67%	209%	#DIV/0!	#DIV/0!
83%	25%	#DIV/0!	#DIV/0!
250	-99	#DIV/0!	#DIV/0!

BO OEM/Leasing	Central Fleet (Enterprise, etc)	Other
0	0	0
0%	0%	0%
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Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	52	32	7
% of Retail Units	100%	62%	13%
% Retailed of Non-New Franchise	38%	31%	71%
Avg. Days to Sale	29.7	14.0	37.0
Avg. Transaction Price	\$ 24,772	\$ 24,152	\$ 22,060
Avg. Transaction to Market %	98%	98%	96%
Avg. Transactional Discount	\$ 52	\$ 70	\$ 153
Avg. Front End Gross	\$ 2,266	\$ 2,989	\$ 1,393
Avg. Finance Gross	\$ 1,568	\$ 1,889	\$ 887
PUVR	\$ 3,834	\$ 4,878	\$ 2,279
Total Gross (Units & PUVR)	\$ 199,357	\$ 156,099	\$ 15,956
GROI	188%	518%	101%
% with Trade	31%	25%	43%
Avg. Over/Under Allowance	-230	-420	989



46-60 days	61-90 days	90+ days
6	6	1
12%	12%	2%
67%	17%	0%
51.3	68.8	113.0
\$ 27,691	\$ 28,067	\$ 26,307
93%	102%	100%
\$ 641	\$ (744)	\$ -
\$ 1,155	\$ 1,344	\$ (2,544)
\$ 1,133	\$ 1,309	\$ 203
\$ 2,288	\$ 2,653	\$ (2,341)
\$ 13,727	\$ 15,916	\$ (2,341)
58%	49%	-28%
17%	50%	100%
-375	-900	#DIV/0!