

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CP O	Same Brand as New	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	No	\$ 15,000	\$ 13,800	95%	\$1,500	\$500
1	P7771	2021	Toyota	RAV4	22	Auction/Wholesale	Yes	No	\$ 24,979	\$ 24,979	100%	(\$670)	\$488
2	P7747A	2016	Ford	TAURUS	26	Trade on Used	Yes	Yes	\$ 15,998	\$ 16,488	111%	\$420	\$1,850
3	P7667A	2022	Volkswagen	ATLAS	98	Trade on Used	Yes	No	\$ 33,505	\$ 32,995	93%	(\$2,521)	\$567
4	T3021A	2015	Jeep	PATRIOT	13	Trade on Used	No	No	\$ 10,800	\$ 10,000	95%	\$2,432	\$534
5	T12617B	2020	Ford	ECOSPORT	5	Trade on Used	Yes	Yes	\$ 19,988	\$ 19,988	97%	\$3,531	\$2,460
6	P7605	2018	Jeep	COMPASS	187	Auction/Wholesale	Yes	No	\$ 16,988	\$ 16,988	90%	(\$1,137)	\$2,335
7	P7724A	2016	Hyundai	TUSCON	1	Trade on Used	Yes	No	\$ 14,988	\$ 14,988	98%	\$729	\$1,875
8	P7705	2022	GMC	SIERRA	104	Auction/Wholesale	Yes	No	\$ 50,500	\$ 50,500	100%	(\$3,672)	\$1,950
9	p7581a	2018	Buick	REGAL	84	Trade on Used	Yes	No	\$ 20,359	\$ 20,359	90%	(\$59)	\$0
10	P7757	2021	Volvo	XC90	37	Auction/Wholesale	Yes	No	\$ 47,894	\$ 47,594	95%	\$1,847	\$1,570
11	P7773	2021	Lincoln	NAUTILUS	21	Auction/Wholesale	Yes	No	\$ 42,960	\$ 41,460	101%	\$996	\$1,645
12	p7735	2020	Acura	MDX	61	Auction/Wholesale	Yes	No	\$ 35,388	\$ 35,388	103%	(\$2,435)	\$2,250
13	T12796A	2019	Jeep	CHEROKEE	36	Trade on New	Yes	No	\$ 21,600	\$ 21,600	98%	\$837	\$1,597
14	P7692	2022	Ford	ESCAPE	78	Auction/Wholesale	Yes	Yes	\$ 26,885	\$ 26,885	96%	(\$975)	\$150
15	P7690A	2021	Ford	RANGER	59	Trade on Used	Yes	Yes	\$ 31,994	\$ 31,274	94%	(\$554)	\$600
16	T12717A	2020	Ford	F150	84	Trade on New	Yes	Yes	\$ 51,988	\$ 51,988	94%	\$2,270	\$1,640
17	P7750	2022	Ford	F150	9	Auction/Wholesale	Yes	Yes	\$ 62,980	\$ 62,980	99%	\$898	\$1,296
18	P7746	2016	Chrysler	TOWN	14	Auction/Wholesale	Yes	No	\$ 13,788	\$ 13,011	100%	\$1,427	\$2,092
19	T12875A1	2017	Ford	F150	1	Trade on Used	Yes	Yes	\$ 29,988	\$ 29,988	103%	\$3,060	\$2,894
20	P7753	2021	Nissan	MURANO	7	Auction/Wholesale	Yes	No	\$ 22,988	\$ 22,988	99%	\$1,350	\$1,767
21	P7656	2022	Ford	F150	121	Auction/Wholesale	Yes	Yes	\$ 45,419	\$ 46,800	88%	\$2,474	\$0
22	T12717B	2014	Ford	F150	4	Trade on Used	No	Yes	\$ 31,988	\$ 29,231	98%	\$2,477	\$0
23	P7747	2023	Honda	CRV	19	Auction/Wholesale	Yes	No	\$ 34,450	\$ 33,278	100%	\$947	\$755
24	T12808C	2017	Ford	FIESTA	3	Trade on Used	Yes	Yes	\$ 11,498	\$ 10,999	93%	\$999	\$1,714
25	T12879A	2017	GMC	SIERRA	6	Trade on Used	Yes	No	\$ 29,994	\$ 29,994	95%	\$4,190	\$500
26	P7722	2021	Audi	Q3	49	Auction/Wholesale	Yes	No	\$ 23,988	\$ 23,714	95%	(\$36)	\$0
27	P7665	2020	Lexus	UX250H	117	Auction/Wholesale	Yes	No	\$ 32,644	\$ 32,644	97%	(\$1,563)	\$250
28	P7669A	2017	Ford	F150	23	Auction/Wholesale	Yes	Yes	\$ 27,970	\$ 27,970	97%	\$2,396	\$1,941
29	P7723	2021	Ford	EXPEDITION	50	Auction/Wholesale	Yes	Yes	\$ 39,988	\$ 39,488	96%	\$733	\$0
30	T12802B	2017	RAM	2500	17	Trade on Used	Yes	No	\$ 39,980	\$ 39,980	95%	\$5,449	\$0

31	T12848B	2008	Jeep	LIBERTY	12	Trade on Used	Yes	No	\$ 23,980	\$ 23,980	97%	\$107	\$150
32	T12902A	2016	Ford	F150	9	Trade on New	Yes	Yes	\$ 21,988	\$ 21,438	92%	\$1,508	\$2,469
33	P7767	2019	Ford	F150	11	Auction/Wholesale	Yes	Yes	\$ 26,450	\$ 26,450	94%	\$1,761	\$0
34	P7777	2017	Ford	F150	4	Auction/Wholesale	Yes	Yes	\$ 22,988	\$ 23,288	86%	\$3,116	\$900
35	T12818A	2016	Toyota	TUNDRA	40	Auction/Wholesale	No	No	\$ 23,716	\$ 23,716	93%	\$1,151	\$606
36	T12807A	2013	BMW	6 SERIES	44	Trade on New	No	No	\$ 20,988	\$ 20,316	90%	\$2,215	\$0
37	T12899A	2014	Hyundai	ELANTRA GT	16	Trade on New	No	No	\$ 10,712	\$ 9,539	87%	\$1,290	\$0
38	P7724A	2022	Toyota	RAV4	66	Auction/Wholesale	Yes	No	\$ 33,850	\$ 33,850	99%	(\$620)	\$0
39	P7740	2017	Buick	ECNCLAVE	44	Auction/Wholesale	Yes	No	\$ 19,450	\$ 19,450	95%	\$385	\$0
40	P7770	2020	Ford	ESCAPE	21	Auction/Wholesale	Yes	Yes	\$ 21,988	\$ 20,903	101%	(\$610)	\$0
41	T12884A	2018	Ford	F150	3	Trade on New	Yes	Yes	\$ 33,650	\$ 31,900	100%	\$2,898	\$1,870
42	P7724A	2016	Hyundai	TUSCON	1	Trade on Used	Yes	No	\$ 14,988	\$ 14,988	98%	\$729	\$1,822
43	P7785	2023	Ford	F250	11	Auction/Wholesale	Yes	Yes	\$ 50,750	\$ 49,619	96%	\$687	\$529
44	P7755	2021	Honda	HRV	39	Auction/Wholesale	Yes	No	\$ 22,750	\$ 22,750	94%	\$1,467	\$3,104
45	P7709	2020	Ford	F150	99	Auction/Wholesale	Yes	Yes	\$ 46,000	\$ 46,000	96%	(\$1,238)	\$453
46	T12752A	2021	Ford	F250	29	Trade on New	Yes	Yes	\$ 65,300	\$ 67,783	95%	\$609	\$2,393
47	P7760	2023	Lexus	RX350	43	Auction/Wholesale		No	\$ 53,850	\$ 52,488	94%	\$3,154	\$0
48	T12870A	2021	Ford	F250	18	Trade on New	Yes	Yes	\$ 46,988	\$ 45,419	98%	\$1,076	\$157
49	T12849A	2020	Ford	EXPLORER	37	Trade on New	Yes	Yes	\$ 25,988	\$ 25,988	91%	\$1,588	\$750
50	T12942A	2016	Ford	EXPLORER	8	Trade on New	Yes	Yes	\$ 16,988	\$ 16,988	95%	\$2,931	\$1,278
51	T12818B	2015	Ford	F150	21	Trade on New	Yes	Yes	\$ 16,861	\$ 16,861	95%	\$3,198	\$972
52	P7581A1	2010	Ford	EXPLORER	6	Trade on Used	No	Yes	\$ 11,988	\$ 11,988	116%	\$3,629	\$289
53	P7780A	2017	Ford	F150	1	Trade on Used	Yes	Yes	\$ 28,821	\$ 28,980	95%	\$4,859	\$850

Scoreboard Totals

% Retailed of Non-Franchise Make	47%
Total # Retail Units	100
Avg. Days to Sale	36.9
Avg. Advertised Price (Time of Sale)	\$ 30,528
Avg. Transaction Price	\$ 30,214
Avg. Market Price at 100%	\$ 31,629
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	96%
Avg. Transactional Discount	\$ 314
Avg. Front-End Gross	\$ 1,284
Avg. Finance Gross	\$ 1,010
PUVR	\$ 2,293
Total Gross (Units & PUVR)	\$ 229,325
GROI	74%
% with Trade	42%
Avg. Over/Under Allowance	(\$109)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	CHRIS BLANCHARD
% Retailed of Non-New Franchise	47%	#DIV/0!	44%
Total # Retail Units	100	0	61
Avg. Days to Sale	36.9	#DIV/0!	41.5
Avg. Advertised Price (Time of Sale)	\$ 30,528	#DIV/0!	\$ 32,317
Avg. Transaction Price	\$ 30,214	#DIV/0!	\$ 32,041
Avg. Market Price at 100%	\$ 31,629	#DIV/0!	\$ 33,613
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	96%
Avg. Transaction to Market	96%	#DIV/0!	95%
Avg. Transactional Discount	\$ 314	#DIV/0!	\$ 276
Avg. Front-End Gross	\$ 1,284	#DIV/0!	\$ 1,059
Avg. Finance Gross	\$ 1,010	#DIV/0!	\$ 993
PUVR	\$ 2,293	#DIV/0!	\$ 2,052
Total Gross (Units & PUVR)	\$ 229,325	#DIV/0!	\$ 125,161
GROI	74%	#DIV/0!	56%
% with Trade	42%	#DIV/0!	44%
Avg. Over/Under Allowance	-109	#DIV/0!	-176



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

Rufus Gaskins	Brian Mckeon		
42%	69%	#DIV/0!	#DIV/0!
26	13	0	0
25.3	38.4	#DIV/0!	#DIV/0!
\$ 26,338	\$ 30,516	#DIV/0!	#DIV/0!
\$ 25,958	\$ 30,156	#DIV/0!	#DIV/0!
\$ 27,541	\$ 31,619	#DIV/0!	#DIV/0!
96%	97%	#DIV/0!	#DIV/0!
94%	95%	#DIV/0!	#DIV/0!
\$ 380	\$ 360	#DIV/0!	#DIV/0!
\$ 1,801	\$ 1,305	#DIV/0!	#DIV/0!
\$ 1,007	\$ 1,093	#DIV/0!	#DIV/0!
\$ 2,808	\$ 2,397	#DIV/0!	#DIV/0!
\$ 73,000	\$ 31,165	#DIV/0!	#DIV/0!
154%	75%	#DIV/0!	#DIV/0!
31%	54%	#DIV/0!	#DIV/0!
-289	357	#DIV/0!	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Ron Locklear	Eric Mikul
% Retailed of Non-New Franchise	47%	39%	57%
Total # Retail Units	100	18	14
Avg. Days to Sale	36.9	44.1	39.4
Avg. Advertised Price (Time of Sale)	\$ 30,528	\$ 34,382	\$ 35,173
Avg. Transaction Price	\$ 30,214	\$ 34,440	\$ 34,233
Avg. Market Price at 100%	\$ 31,629	\$ 35,696	\$ 36,877
Avg. Price to Market % (Time of Sale)	97%	96%	95%
Avg. Transaction to Market	96%	96%	93%
Avg. Transactional Discount	\$ 314	\$ (58)	\$ 940
Avg. Front-End Gross	\$ 1,284	\$ 1,479	\$ 1,433
Avg. Finance Gross	\$ 1,010	\$ 1,437	\$ 485
PUVR	\$ 2,293	\$ 2,916	\$ 1,917
Total Gross (Units & PUVR)	\$ 229,325	\$ 52,484	\$ 26,843
GROI	74%	69%	51%
% with Trade	42%	33%	29%
Avg. Over/Under Allowance	-109	750	-291



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

Ryan Gittman	Rodney Holloway	John Hansel	David Heuster
50%	50%	36%	14%
10	8	11	7
31.2	19.6	50.6	20.1
\$ 23,755	\$ 25,947	\$ 29,572	\$ 33,960
\$ 23,455	\$ 25,828	\$ 28,978	\$ 33,676
\$ 24,650	\$ 26,474	\$ 30,706	\$ 35,903
96%	98%	96%	95%
95%	98%	94%	94%
\$ 300	\$ 119	\$ 593	\$ 284
\$ 544	\$ 1,711	\$ 560	\$ 1,864
\$ 823	\$ 1,249	\$ 851	\$ 647
\$ 1,367	\$ 2,960	\$ 1,411	\$ 2,512
\$ 13,665	\$ 23,678	\$ 15,521	\$ 17,581
67%	210%	35%	133%
50%	50%	36%	71%
-100	-1,122	-250	100

Nicholas Hart	Branson Tomchessc	Wiley Coleman	
50%	40%	67%	#DIV/0!
6	10	6	0
15.2	54.1	40.5	#DIV/0!
\$ 23,427	\$ 33,168	\$ 41,081	#DIV/0!
\$ 23,239	\$ 32,978	\$ 40,866	#DIV/0!
\$ 24,516	\$ 33,999	\$ 43,387	#DIV/0!
96%	98%	95%	#DIV/0!
95%	97%	94%	#DIV/0!
\$ 189	\$ 190	\$ 215	#DIV/0!
\$ 1,495	\$ 580	\$ 2,408	#DIV/0!
\$ 1,224	\$ 1,220	\$ 1,261	#DIV/0!
\$ 2,719	\$ 1,800	\$ 3,669	#DIV/0!
\$ 16,314	\$ 17,998	\$ 22,013	#DIV/0!
278%	36%	80%	#DIV/0!
33%	70%	0%	#DIV/0!
-206	-243	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	LISA ESPOSITO	Lee Midgete
% Retailed of Non-New Franchise	47%	27%	54%
Total # Retail Units	100	26	71
Avg. Days to Sale	36.9	32.1	37.2
Avg. Advertised Price (Time of Sale)	\$ 30,528	\$ 32,780	\$ 29,983
Avg. Transaction Price	\$ 30,214	\$ 32,765	\$ 29,592
Avg. Market Price at 100%	\$ 31,629	\$ 33,934	\$ 31,345
Avg. Price to Market % (Time of Sale)	97%	97%	96%
Avg. Transaction to Market	96%	97%	94%
Avg. Transactional Discount	\$ 314	\$ 15	\$ 391
Avg. Front-End Gross	\$ 1,284	\$ 1,855	\$ 1,177
Avg. Finance Gross	\$ 1,010	\$ 1,246	\$ 946
PUVR	\$ 2,293	\$ 3,101	\$ 2,123
Total Gross (Units & PUVR)	\$ 229,325	\$ 80,625	\$ 150,704
GROI	74%	106%	69%
% with Trade	42%	0%	0%
Avg. Over/Under Allowance	-109	-356	-21



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Eric Mikul			
67%	#DIV/0!	#DIV/0!	#DIV/0!
3	0	0	0
70.3	#DIV/0!	#DIV/0!	#DIV/0!
\$ 23,908	#DIV/0!	#DIV/0!	#DIV/0!
\$ 22,829	#DIV/0!	#DIV/0!	#DIV/0!
\$ 23,249	#DIV/0!	#DIV/0!	#DIV/0!
103%	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,079	#DIV/0!	#DIV/0!	#DIV/0!
\$ (1,128)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 460	#DIV/0!	#DIV/0!	#DIV/0!
\$ (668)	#DIV/0!	#DIV/0!	#DIV/0!
\$ (2,004)	#DIV/0!	#DIV/0!	#DIV/0!
-15%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	100	89	10
Avg. Days to Sale	36.9	38.4	22.7
Avg. Advertised Price (Time of Sale)	\$ 30,528	\$ 31,140	\$ 21,919
Avg. Transaction Price	\$ 30,214	\$ 30,896	\$ 21,919
Avg. Market Price at 100%	\$ 31,629	\$ 32,361	\$ 24,016
Avg. Price to Market % (Time of Sale)	97%	96%	91%
Avg. Transaction to Market	96%	95%	91%
Avg. Transactional Discount	\$ 314	\$ 244	\$ 831
Avg. Front-End Gross	\$ 1,284	\$ 1,195	\$ 1,887
Avg. Finance Gross	\$ 1,010	\$ 1,040	\$ 839
PUVR	\$ 2,293	\$ 2,235	\$ 2,726
Total Gross (Units & PUVR)	\$ 229,325	\$ 198,913	\$ 27,258
GROI	74%	68%	197%
% with Trade	42%	43%	30%
Avg. Over/Under Allowance	-109	-126	333



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	100	53	47
Avg. Days to Sale	36.9	30.8	43.7
Avg. Advertised Price (Time of Sale)	\$ 30,528	\$ 32,531	\$ 27,828
Avg. Transaction Price	\$ 30,214	\$ 32,331	\$ 27,828
Avg. Market Price at 100%	\$ 31,629	\$ 34,095	\$ 29,159
Avg. Price to Market % (Time of Sale)	97%	95%	95%
Avg. Transaction to Market	96%	95%	95%
Avg. Transactional Discount	\$ 314	\$ 200	\$ 442
Avg. Front-End Gross	\$ 1,284	\$ 1,699	\$ 816
Avg. Finance Gross	\$ 1,010	\$ 1,199	\$ 796
PUVR	\$ 2,293	\$ 2,898	\$ 1,612
Total Gross (Units & PUVR)	\$ 229,325	\$ 153,578	\$ 75,747
GROI	74%	105%	48%
% with Trade	42%	43%	40%
Avg. Over/Under Allowance	-109	26	-271



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	100	26	28
% of Retail Units	100%	26%	28%
% Retailed of Non-New Franchise	47%	27%	50%
Avg. Days to Sale	36.9	26.9	22.2
Avg. Transaction Price	\$ 30,214	\$ 28,420	\$ 24,540
Avg. Transaction to Market %	96%	94%	95%
Avg. Transactional Discount	\$ 314	\$ 315	\$ 473
Avg. Front End Gross	\$ 1,284	\$ 1,826	\$ 1,856
Avg. Finance Gross	\$ 1,010	\$ 1,415	\$ 922
PUVR	\$ 2,293	\$ 3,240	\$ 2,778
Total Gross (Units & PUVR)	\$ 229,325	\$ 84,249	\$ 77,779
GROI	74%	153%	184%
% with Trade	42%	31%	32%
Avg. Over/Under Allowance	-109	323	-221



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	46	0	0
0%	46%	0%	0%
#DIV/0!	57%	#DIV/0!	#DIV/0!
#DIV/0!	51.5	#DIV/0!	#DIV/0!
#DIV/0!	\$ 34,683	#DIV/0!	#DIV/0!
#DIV/0!	96%	#DIV/0!	#DIV/0!
#DIV/0!	\$ 217	#DIV/0!	#DIV/0!
#DIV/0!	\$ 629	#DIV/0!	#DIV/0!
#DIV/0!	\$ 834	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,463	#DIV/0!	#DIV/0!
#DIV/0!	\$ 67,297	#DIV/0!	#DIV/0!
#DIV/0!	30%	#DIV/0!	#DIV/0!
#DIV/0!	54%	#DIV/0!	#DIV/0!
#DIV/0!	-207	#DIV/0!	#DIV/0!

BO OEM/Leasing	Central Fleet (Enterprise, etc)	Other
0	0	0
0%	0%	0%
#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	100	61	11
% of Retail Units	100%	61%	11%
% Retailed of Non-New Franchise	47%	39%	82%
Avg. Days to Sale	36.9	12.4	39.3
Avg. Transaction Price	\$ 30,214	\$ 27,400	\$ 31,391
Avg. Transaction to Market %	96%	96%	94%
Avg. Transactional Discount	\$ 314	\$ 422	\$ 208
Avg. Front End Gross	\$ 1,284	\$ 2,201	\$ 1,614
Avg. Finance Gross	\$ 1,010	\$ 1,114	\$ 1,217
PUVR	\$ 2,293	\$ 3,315	\$ 2,830
Total Gross (Units & PUVR)	\$ 229,325	\$ 202,226	\$ 31,132
GROI	74%	351%	83%
% with Trade	42%	38%	55%
Avg. Over/Under Allowance	-109	-396	-113



46-60 days	61-90 days	90+ days
6	11	11
6%	11%	11%
50%	36%	64%
51.5	73.0	126.0
\$ 31,229	\$ 36,398	\$ 37,906
94%	95%	95%
\$ 420	\$ 65	\$ 11
\$ 52	\$ (831)	\$ (1,349)
\$ 316	\$ 1,036	\$ 576
\$ 368	\$ 205	\$ (773)
\$ 2,208	\$ 2,257	\$ (8,499)
8%	3%	-6%
50%	45%	45%
0	143	900