

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
ulises soza	carlos rivera	Jose Otero
Gisuppe Strogan	gabino ramos	Carlos Caballero
Chris Cobos-Vera	jose diaz	Alejandro Padron
		Eddie Collazo
		Jose Denis
		Willy masot
		Carlo Rajsmin
		Dominic Sparado
		Rocio Sanchez
		Jimmy Sabajh
		Jean Raymond
		Josue Jiminez
		Luis Valdes
		Eddie Cros
		Daniel Hernandez
		Torres Jordan
		Orlando Pena
		Hodari Bazemore
		Joan Fernandez
		Samuel Collins
		Kamel Orio

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	G336238A	20	GMC	SIERRA	65	Trade on New	Yes	\$ 45,745	\$ 45,745	94%	\$1,719	\$0
2	C486630A	21	Chevrolet	TAHOE	45	Trade on New	Yes	\$ 59,991	\$ 57,300	90%	\$3,402	\$1,713
3	C356949A	21	Cadillac	ESCALADE	227	Trade on New	Yes	\$ 85,990	\$ 92,184	80%	(\$6,694)	\$715
4	C198926A	20	Cadillac	XT6	253	Trade on New	Yes	\$ 33,873	\$ 34,262	88%	\$85	\$1,250
5	C384007A	22	Porsche	CAYENNE	166	Trade on New	No	\$ 67,248	\$ 67,248	93%	\$1,357	\$1,810
6	P165301	21	GMC	SIERRA	92	Street/Curb Buy	Yes	\$ 53,510	\$ 53,510	92%	\$3,262	\$960
7	G140104A	21	GMC	SIERRA	146	Trade on New	Yes	\$ 50,931	\$ 50,000	89%	\$321	\$0
8	P146011	19	Cadillac	CT6	45	Street/Curb Buy	Yes	\$ 37,985	\$ 36,985	95%	\$1,000	\$1,100
9	P342108	21	Cadillac	ESCALADE	167	Street/Curb Buy	Yes	\$ 84,568	\$ 79,568	89%	\$1,644	\$5,213
10	P243431	21	Cadillac	ESCALADE	72	Trade on Used	Yes	\$ 82,556	\$ 78,960	93%	\$7,985	\$1,550
11	P173974	21	GMC	YUKON	67	Trade on Used	Yes	\$ 51,117	\$ 51,117	91%	\$6,804	\$0
12	G509820A	23	Cadillac	CT5-V	80	Trade on New	Yes	\$ 62,388	\$ 59,388	89%	\$474	\$1,000
13	P193116	21	GMC	YUKON	1	LBO Customer	No	\$ 43,923	\$ 43,923	95%	\$0	\$1,935
14	P322285	20	GMC	SIERRA	35	Street/Curb Buy	No	\$ 31,354	\$ 30,354	95%	\$1,250	\$0
15	P011623	21	Cadillac	XT4	1	LBO Customer	No	\$ 21,326	\$ 21,326	95%	\$0	\$1,144
16	P371967	19	GMC	TERRAIN	98	Street/Curb Buy	Yes	\$ 29,963	\$ 21,519	88%	\$1,439	\$702
17	P135607	20	Cadillac	XT5	1	LBO Customer	No	\$ 30,468	\$ 30,468	95%	\$0	\$1,602
18	P133675	20	Cadillac	CT4	53	Trade on New	Yes	\$ 36,668	\$ 33,991	87%	\$2,294	\$1,735
19	B075182A	20	GMC	TERRAIN	81	Street/Curb Buy	Yes	\$ 30,216	\$ 27,251	90%	(\$375)	\$524
20	P224058	20	Jeep	WRANGLER	105	LBO Customer	No	\$ 31,470	\$ 31,470	95%	\$0	\$911
21	P322917	20	Buick	ENCORE	70	Street/Curb Buy	Yes	\$ 23,565	\$ 19,820	90%	\$1,614	\$1,000
22	P272095	21	Cadillac	ESCALADE	183	Street/Curb Buy	Yes	\$ 73,889	\$ 69,014	84%	\$9,999	\$250
23	G173192B	21	Chevrolet	BLAZER	172	Trade on Used	Yes	\$ 34,998	\$ 31,051	90%	\$448	\$731
24	G168953A	20	GMC	TERRAIN	81	Trade on Used	Yes	\$ 31,855	\$ 28,914	88%	(\$650)	\$504
25	G230041A	21	GMC	SIERRA	69	Trade on New	Yes	\$ 69,752	\$ 63,223	90%	\$2,126	\$1,863
26	P256904	21	Buick	ENCLAVE	1	LBO Customer	No	\$ 30,166	\$ 30,166	95%	\$0	\$0
27	P684048	20	Chevrolet	EQUINOX	1	LBO Customer	No	\$ 17,272	\$ 17,272	95%	\$0	\$1,062

28	G458217A	22	GMC	YUKON	124	Trade on New	Yes	\$	66,998	\$	62,961	83%	(\$2,232)	\$2,611
29	C492318A	21	Cadillac	ESCALADE	91	Trade on Used	Yes	\$	94,637	\$	84,637	88%	\$6,169	\$1,750
30	B148767A	20	Buick	ENCLAVE	57	Trade on New	Yes	\$	30,440	\$	27,900	90%	\$851	\$450
31	C135973A	21	Cadillac	CT5-V	175	Trade on New	Yes	\$	39,889	\$	33,589	84%	\$150	\$0
32	C525999A	23	Cadillac	ESCALADE	57	Trade on New	Yes	\$	103,466	\$	97,000	93%	\$8,155	\$1,500
33	P165766	19	Cadillac	ESCALADE	226	Trade on Used	No		51144	\$	50,500	86%	(\$342)	\$0
34	C397567B	19	Cadillac	ESCALADE	123	Trade on New	Yes	\$	53,662	\$	49,437	88%	\$3,153	\$1,617
35	BB122397A	20	Buick	ENCORE	65	Street/Curb Buy	Yes	\$	25,998	\$	20,815	90%	\$1,674	\$1,090
36	C423024A	20	Cadillac	ESCALADE	151	Trade on New	Yes	\$	52,998	\$	47,624	83%	\$90	\$3,124
37	C143563A	21	Cadillac	CT4	187	Street/Curb Buy	Yes	\$	26,416	\$	25,999	84%	\$181	\$1,629
38	G322069A	23	GMC	SIERRA	113	Trade on New	Yes	\$	75,022	\$	64,061	87%	\$1,368	\$0
39	C150638A	20	Cadillac	XT6	232	Trade on Used	Yes	\$	31,272	\$	31,272	90%	\$598	\$0
40	B199425A	20	Buick	ENVISION	230	LBO Customer	Yes	\$	28,995	\$	23,168	90%	\$495	\$523
41	C133943A	20	Cadillac	XT6	211	Trade on New	Yes	\$	35,199	\$	31,250	90%	(\$2,450)	\$915
42	CC124082A	20	Cadillac	CT4	205	Trade on Used	Yes	\$	33,998	\$	26,425	83%	(\$1,287)	\$1,578
43	C198926A	20	Cadillac	XT6	195	Trade on New	Yes	\$	33,873	\$	33,873	91%	\$85	\$1,856
44	P165766	19	Cadillac	ESCALADE	194	Street/Curb Buy	Yes	\$	51,144	\$	50,500	93%	(\$342)	\$0
45	C212796A	21	Cadillac	XT6	178	LBO Customer	Yes	\$	37,998	\$	33,127	92%	(\$187)	\$0
46	C356949A	21	Cadillac	ESCALADE	169	Trade on New	Yes	\$	85,990	\$	85,990	100%	(\$6,694)	\$715
47	B068443A	20	Buick	ENCORE	90	Trade on Used	Yes	\$	22,998	\$	20,924	97%	\$3,098	\$1,682
48	P234077	20	GMC	ACADIA	92	Trade on New	Yes	\$	30,778	\$	24,502	90%	\$2,745	\$1,591
49	P105466	20	Cadillac	XT4	1	LBO Customer	No	\$	21,017	\$	21,017	95%	\$0	\$0
50	C708818A	20	Cadillac	XT5	89	Trade on New	Yes	\$	31,784	\$	31,784	91%	\$1,358	\$285
51	B264314A	20	Buick	ENCLAVE	193	Trade on New	Yes	\$	28,997	\$	24,450	89%	\$594	\$2,281
52	P403106	20	GMC	SIERRA	1	LBO Customer	No	\$	41,433	\$	41,433	95%	\$0	\$0
53	G245689A	20	GMC	TERRAIN	157	Trade on New	Yes	\$	26,998	\$	22,000	80%	\$211	\$1,066

Scoreboard Totals

% Retailed of Non-Franchise Make	51%
Total # Retail Units	90
Avg. Days to Sale	103.0
Avg. Advertised Price (Time of Sale)	\$ 47,093
Avg. Transaction Price	\$ 43,930
Avg. Market Price at 100%	\$ 51,337
Avg. Price to Market % (Time of Sale)	92%
Avg. Transaction to Market	86%
Avg. Transactional Discount	#VALUE!
Avg. Front-End Gross	\$ 1,466
Avg. Finance Gross	\$ 1,149
PUVR	\$ 2,615
Total Gross (Units & PUVR)	\$ 235,384
GROI	21%
% with Trade	27%
Avg. Over/Under Allowance	\$133



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	51%	#DIV/0!	#DIV/0!
Total # Retail Units	90	0	0
Avg. Days to Sale	103.0	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 47,093	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 43,930	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 51,337	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	92%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	86%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#VALUE!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,466	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,149	#DIV/0!	#DIV/0!
PUVR	\$ 2,615	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 235,384	#DIV/0!	#DIV/0!
GROI	21%	#DIV/0!	#DIV/0!
% with Trade	27%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	133	#DIV/0!	#DIV/0!



Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Mike Lucki	Matt Vollmers
% Retailed of Non-New Franchise	51%	#DIV/0!	#DIV/0!
Total # Retail Units	90	0	0
Avg. Days to Sale	103.0	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 47,093	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 43,930	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 51,337	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	92%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	86%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#VALUE!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,466	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,149	#DIV/0!	#DIV/0!
PUVR	\$ 2,615	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 235,384	#DIV/0!	#DIV/0!
GROI	21%	#DIV/0!	#DIV/0!
% with Trade	27%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	133	#DIV/0!	#DIV/0!



Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	51%	#DIV/0!	#DIV/0!
Total # Retail Units	90	0	0
Avg. Days to Sale	103.0	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 47,093	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 43,930	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 51,337	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	92%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	86%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#VALUE!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,466	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,149	#DIV/0!	#DIV/0!
PUVR	\$ 2,615	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 235,384	#DIV/0!	#DIV/0!
GROI	21%	#DIV/0!	#DIV/0!
% with Trade	27%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	133	#DIV/0!	#DIV/0!



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	90	68	21
Avg. Days to Sale	103.0	116.8	57.5
Avg. Advertised Price (Time of Sale)	\$ 47,093	\$ 48,421	\$ 39,846
Avg. Transaction Price	\$ 43,930	\$ 44,849	\$ 39,846
Avg. Market Price at 100%	\$ 51,337	#VALUE!	\$ 47,008
Avg. Price to Market % (Time of Sale)	92%	#VALUE!	85%
Avg. Transaction to Market	86%	#VALUE!	85%
Avg. Transactional Discount	#VALUE!	#VALUE!	\$ 4,205
Avg. Front-End Gross	\$ 1,466	\$ 1,611	\$ 774
Avg. Finance Gross	\$ 1,149	\$ 1,168	\$ 1,049
PUVR	\$ 2,615	\$ 2,780	\$ 1,824
Total Gross (Units & PUVR)	\$ 235,384	\$ 189,009	\$ 38,295
GROI	21%	19%	29%
% with Trade	27%	29%	19%
Avg. Over/Under Allowance	133	-240	2,000



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	90	44	46
Avg. Days to Sale	103.0	117.4	89.3
Avg. Advertised Price (Time of Sale)	\$ 47,093	\$ 50,094	\$ 40,594
Avg. Transaction Price	\$ 43,930	\$ 47,418	\$ 40,594
Avg. Market Price at 100%	\$ 51,337	#VALUE!	\$ 47,968
Avg. Price to Market % (Time of Sale)	92%	#VALUE!	85%
Avg. Transaction to Market	86%	#VALUE!	85%
Avg. Transactional Discount	#VALUE!	#VALUE!	\$ 3,628
Avg. Front-End Gross	\$ 1,466	\$ 1,329	\$ 1,597
Avg. Finance Gross	\$ 1,149	\$ 1,185	\$ 1,115
PUVR	\$ 2,615	\$ 2,514	\$ 2,712
Total Gross (Units & PUVR)	\$ 235,384	\$ 110,613	\$ 124,771
GROI	21%	16%	27%
% with Trade	27%	27%	26%
Avg. Over/Under Allowance	133	1,000	-733



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	90	39	23
% of Retail Units	100%	43%	26%
% Retailed of Non-New Franchise	51%	54%	52%
Avg. Days to Sale	103.0	119.4	113.2
Avg. Transaction Price	\$ 43,930	\$ 49,235	\$ 40,829
Avg. Transaction to Market %	86%	#VALUE!	83%
Avg. Transactional Discount	#VALUE!	#VALUE!	\$ 5,699
Avg. Front End Gross	\$ 1,466	\$ 1,335	\$ 2,196
Avg. Finance Gross	\$ 1,149	\$ 1,276	\$ 1,180
PUVR	\$ 2,615	\$ 2,611	\$ 3,376
Total Gross (Units & PUVR)	\$ 235,384	\$ 101,813	\$ 77,652
GROI	21%	16%	26%
% with Trade	27%	41%	26%
Avg. Over/Under Allowance	133	-500	767



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
14	0	0	14
16%	0%	0%	16%
50%	#DIV/0!	#DIV/0!	43%
103.1	#DIV/0!	#DIV/0!	40.6
\$ 49,059	#DIV/0!	#DIV/0!	\$ 29,119
84%	#DIV/0!	#DIV/0!	92%
\$ 3,012	#DIV/0!	#DIV/0!	\$ 764
\$ 2,078	#DIV/0!	#DIV/0!	\$ 22
\$ 988	#DIV/0!	#DIV/0!	\$ 907
\$ 3,066	#DIV/0!	#DIV/0!	\$ 929
\$ 42,920	#DIV/0!	#DIV/0!	\$ 12,999
22%	#DIV/0!	#DIV/0!	28%
14%	#DIV/0!	#DIV/0!	0%
#DIV/0!	#DIV/0!	#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	90	14	6
% of Retail Units	100%	16%	7%
% Retailed of Non-New Franchise	51%	50%	50%
Avg. Days to Sale	103.0	4.9	42.7
Avg. Transaction Price	\$ 43,930	\$ 30,929	\$ 41,035
Avg. Transaction to Market %	86%	94%	92%
Avg. Transactional Discount	#VALUE!	\$ 1,246	\$ 1,831
Avg. Front End Gross	\$ 1,466	\$ 724	\$ 2,820
Avg. Finance Gross	\$ 1,149	\$ 1,109	\$ 887
PUVR	\$ 2,615	\$ 1,832	\$ 3,707
Total Gross (Units & PUVR)	\$ 235,384	\$ 25,654	\$ 22,242
GROI	21%	433%	76%
% with Trade	27%	7%	17%
Avg. Over/Under Allowance	133	-200	#DIV/0!



46-60 days	61-90 days	90+ days
7	15	48
8%	17%	53%
43%	67%	48%
53.1	75.3	155.1
\$ 69,201	\$ 44,203	\$ 44,313
#REF!	85%	#VALUE!
#REF!	\$ 3,394	#VALUE!
\$ 4,865	\$ 2,854	\$ 584
\$ 1,529	\$ 801	\$ 1,247
\$ 6,395	\$ 3,655	\$ 1,831
\$ 44,762	\$ 54,830	\$ 87,896
63%	40%	10%
57%	40%	25%
1,000	500	-167