Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Mike Guettle	Dave Rehwault	Elwood Johnson
Mike Schutz	Richard Lemaster	Brian Camp
Alex Tanchev	Teresa Carter	Joe Conner
	Samantha Larson	Mike Zohlman
	Teresa Carter	Paris Ryan
	Ronald George	Ricardo
	Frank Potis	Marc Gaddison
	Josh duncan	Bryce Gaskill

New Car Franchise(s)
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Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CPO	original price	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	P12527	2021	CHEVROLET	SILVERADO	75	Auction/Wholesale	No	$ 30,499	$ 27,908	91%	$279.05	$60.79
###	P12504	2020	FORD	ESCAPE	47	Auction/Wholesale	No	$ 23,499	$ 21,360	91%	$398.71	$423.67
###	P12508	2021	FORD	EDGE	65	Auction/Wholesale	No	$ 68,499	$ 66,374	97%	$1,464.51	$5,431.00
###	P12530	2020	FORD	FUSION HYB	72	Auction/Wholesale	No	$ 60,998	$ 59,000	97%	$2,156.76	$3,998.07
###	P12506	2023	FORD	BRONCO	85	Auction/Wholesale	No	$ 20,995	$ 20,995	91%	$1,772.29	$6,629.72
###	P12496	2021	FORD	BRONCO	54	Auction/Wholesale	No	$ 47,900	$ 42,619	89%	$692.43	$3,952.03
###	23F714A	2017	CHEVROLET	TRAVERSE	73	Trade on New	No	$ 22,499	$ 20,995	93%	$1,331.62	$0.00
###	P12503A	2021	FORD	F-150	85	Trade on Used	No	$ 47,900	$ 42,619	89%	$850.27	$2,580.11
###	P12524	2023	FORD	MAVERICK	55	Auction/Wholesale	No	$ 39,500	$ 37,950	96%	$1,774.42	$6,715.15
###	P12491B	2012	CHRYSLER	300	3	Trade on Used	No	$ 30,371	$ 24,921	82%	$517.08	$0.00
###	P12419A	2019	AUDI	A5 SPORTBA	23	Trade on Used	No	$ 8,519	$ 85,419	100%	$2,958.00	$0.00
###	P12514	2022	FORD	BRONCO SPO	63	Auction/Wholesale	No	$ 32,500	$ 29,583	91%	$1,136.74	$3,953.95
###	P12499	2022	FORD	EDGE	45	Auction/Wholesale	No	$ 36,900	$ 33,300	90%	$979.21	$4,081.48
###	23F595A	2014	HONDA	RIDGELINE	76	Trade on New	No	$ 19,660	$ 19,660	100%	$2,978.74	$0.00
###	P12513	2021	FORD	EDGE	17	Auction/Wholesale	No	$ 34,900	$ 31,655	91%	($617.91)	$0.00
###	22F876A	2016	FORD	MUSTANG	45	Trade on New	No	$ 21,900	$ 15,105	69%	$3,204.00	$1,200.00
###	P12374A	2022	CHEVROLET	SILVERADO	40	Trade on Used	No	$ 50,304	$ 42,903	85%	$1,515.00	$1,000.00
###	23F730A	2017	FORD	EXPLORER	6	Trade on New	No	$ 23,825	$ 23,500	99%	$4,214.00	$1,000.00
###	P12507	2020	FORD	F-150	19	Auction/Wholesale	No	$ 45,781	$ 44,981	98%	$1,901.00	$2,859.00
###	23F419A	2015	FORD	F-150	68	Trade on New	No	$ 34,998	$ 31,847	91%	$1,913.00	$5,327.23
###	23F713B	2017	DODGE	GRAND CARA	48	Trade on New	No	$ 16,983	$ 15,983	94%	$1,523.00	$204.37
###	P12502	2022	FORD	BRONCO	47	Auction/Wholesale	No	$ 66,907	$ 63,958	96%	$432.38	$4,803.09
###	P12457B	2022	NISSAN	FRONTIER	75	Trade on Used	No	$ 41,400	$ 37,404	90%	$39.75	$3,969.88
###	P12476A	2017	FORD	F-150	26	Trade on Used	No	$ 35,900	$ 34,753	97%	$1,889.74	$2,565.72
###	23F583L	2017	TOYOTA	COROLLA	47	Trade on Used	No	$ 17,872	$ 17,872	100%	$2,437.85	$2,409.25
###	P12519	2021	FORD	BRONCO SPO	20	Auction/Wholesale	No	$ 36,985	$ 34,995	95%	$604.57	$4,160.14
###	23F629A	2022	RAM	1500	95	Trade on New	No	$ 92,209	$ 89,539	97%	$4,329.65	$5,412.61
###	P12547	2022	FORD	MAVERICK	87	Auction/Wholesale	No	$ 35,900	$ 35,748	99%	$2,374.95	$996.73

	Stock #	Year/Make	Model	Days	Source	Cert		Cost		Value	%	Profit/Loss	Recon
###	23F571A	2021 FORD	MUSTANG	100	Trade on New	No	$	42,200	$	39,045	95%	($70.58)	$0.00
###	P12474	2020 FORD	EXPEDITION	79	Auction/Wholesale	No	$	51,500	$	46,139	89%	($364.95)	$1,303.71
###	P12509	2020 FORD	EDGE	14	Auction/Wholesale	No	$	33,100	$	27,500	83%	($1,523.00)	$1,318.10
###	23F820A	2018 HYUNDAI	TUCSON	2	Trade on New	No	$	16,969	$	15,731	93%	($579.85)	$827.25
###	P12532	2019 FORD	F-150	1	Auction/Wholesale	No	$	42,535	$	42,535	100%	$7,904.29	$0.00
###	23F544A	2015 FORD	ESCAPE	35	Trade on New	No	$	15,500	$	14,900	96%	$1,889.18	$1,126.47
###	23F238A	2015 NISSAN	FRONTIER	76	Trade on New	No	$	24,547	$	23,678	96%	$1,309.35	$0.00
###	23F918A	2016 FORD	EXPEDITION	55	Trade on New	No	$	28,974	$	28,974	100%	$2,519.00	$322.06
###	P12516A	2013 LEXUS	RX	75	Trade on Used	No	$	24,200	$	21,930	91%	$664.06	$0.00
###	P12531	2020 FORD	FUSION	40	Auction/Wholesale	No	$	24,299	$	19,137	78%	($1,889.00)	$1,988.50
###	23F578A	2012 FORD	F-150	27	Trade on New	No	$	23,984	$	23,984	100%	$2,656.18	$3,115.29
###	P12533	2019 FORD	RANGER	14	Auction/Wholesale	No	$	41,199	$	37,909	92%	$843.89	$3,418.07
###	23F646A	2016 FORD	F-150	64	Trade on New	No	$	28,587	$	28,587	100%	$4,409.49	$1,425.00
###	P12510	2019 FORD	EXPLORER	100	Auction/Wholesale	No	$	33,500	$	29,502	88%	($1,064.31)	$570.28
###	23F604A	2016 FORD	EDGE	35	Trade on New	No	$	15,997	$	15,497	97%	$3.39	$2,597.74
###	23F939A	2018 FORD	F-150	51	Trade on New	No	$	28,800	$	25,800	89%	$100.00	$2,110.62
###	P12498	2021 FORD	BRONCO SPO	37	Auction/Wholesale	No	$	32,400	$	28,252	87%	($2,290.91)	$1,183.87
###	23F843A	2021 SUBARU	CROSSTREK	99	Trade on New	No	$	22,879	$	22,379	98%	$3,168.40	$1,348.20
###	P12441	2020 FORD	F-150	10	Auction/Wholesale	No	$	44,200	$	39,865	90%	($1,613.02)	$3,380.88
###	P12533A	2010 VOLKSWAGEN	PASSAT	17	Trade on Used	No	$	7,148	$	7,148	100%	$2,000.00	$0.00
###	P12497	2020 FORD	ESCAPE	6	Auction/Wholesale	No	$	33,400	$	29,626	89%	($41.26)	$4,031.22
###	23F850A	2020 FORD	F-350	90	Auction/Wholesale	No	$	68,000	$	68,000	100%	$2,452.43	$1,990.61
###	P12515	2020 FORD	ESCAPE	69	Auction/Wholesale	No	$	26,500	$	21,990	83%	($1,478.50)	$4,261.73
###	P12520	2021 FORD	EDGE	97	Auction/Wholesale	No	$	29,200	$	26,791	92%	$149.72	$1,419.43

Scoreboard Totals

% Retailed of Non-Franchise Make	27%
Total # Retail Units	75
Avg. Days to Sale	52.5
Avg. Advertised Price (Time of Sale)	$ 34,568
Avg. Transaction Price	$ 37,298
Avg. Market Price at 100%	$ 37,245
Avg. Price to Market % (Time of Sale)	93%
Avg. Transaction to Market	100%
Avg. Transactional Discount	$ (2,730)
Avg. Front-End Gross	$ 876
Avg. Finance Gross	$ 2,032
PUVR	$ 2,908
Total Gross (Units & PUVR)	$ 218,112
GROI	53%
% with Trade	53%
Avg. Over/Under Allowance	$68

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Scoreboard			

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Desk Manager	Totals	Alex Tanchev	Mike Guettle
% Retailed of Non-New Franchise	27%	Err:502	Err:502
Total # Retail Units	75	32	43
Avg. Days to Sale	52.5	45.2	58.0
Avg. Advertised Price (Time of Sale)	$ 34,568	$ 32,783	$ 35,896
Avg. Transaction Price	$ 37,298	$ 32,541	$ 40,838
Avg. Market Price at 100%	$ 37,245	$ 35,970	$ 38,337
Avg. Price to Market % (Time of Sale)	93%	91%	94%
Avg. Transaction to Market	100%	90%	107%
Avg. Transactional Discount	$ (2,730)	$ 242	$ (4,941)
Avg. Front-End Gross	$ 876	$ 897	$ 860
Avg. Finance Gross	$ 2,032	$ 1,766	$ 2,231
PUVR	$ 2,908	$ 2,663	$ 3,091
Total Gross (Units & PUVR)	$ 218,112	$ 85,219	$ 132,893
GROI	53%	65%	47%
% with Trade	53%	Err:502	Err:502
Avg. Over/Under Allowance	68	466	-246

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Scoreboard			
Sales Consultant	**Totals**	Elwood Johnson	Bryce Gaskill
% Retailed of Non-New Franchise	27%	Err:502	Err:502
Total # Retail Units	75	16	5
Avg. Days to Sale	52.5	49.0	72.8
Avg. Advertised Price (Time of Sale)	$ 34,568	$ 34,926	$ 42,361
Avg. Transaction Price	$ 37,298	$ 32,434	$ 37,603
Avg. Market Price at 100%	$ 37,245	$ 37,882	$ 47,570
Avg. Price to Market % (Time of Sale)	93%	92%	89%
Avg. Transaction to Market	100%	86%	79%
Avg. Transactional Discount	$ (2,730)	$ 2,493	$ 4,758
Avg. Front-End Gross	$ 876	$ 180	$ 281
Avg. Finance Gross	$ 2,032	$ 2,036	$ 2,147
PUVR	$ 2,908	$ 2,216	$ 2,429
Total Gross (Units & PUVR)	$ 218,112	$ 35,455	$ 12,144
GROI	53%	50%	32%
% with Trade	53%	Err:502	Err:502
Avg. Over/Under Allowance	68	-360	-1,487

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Brian Camp		Joe Conner		Mike Zohlman		Bryce Gaskill	
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	44.5		64.6		53.7		72.8
$	42,629	$	44,202	$	27,720	$	42,361
$	40,263	$	41,432	$	25,919	$	37,603
$	45,379	$	47,281	$	29,810	$	47,570
	94%		93%		93%		89%
	89%		88%		87%		79%
$	2,366	$	2,769	$	1,801	$	4,758
$	1,588	$	486	$	828	$	281
$	2,311	$	2,668	$	2,315	$	2,147
$	3,899	$	3,154	$	3,143	$	2,429
$	50,687	$	28,386	$	18,860	$	12,144
	78%		42%		81%		32%
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	538		-51		-80		-1,487

Marc Gaddison	Ricardo	Paris Ryan	
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$ 27,962	$ 31,093	$ 24,953	#DIV/0!
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$ 1,677	$ 1,844	$ 734	#DIV/0!
$ 2,200	$ 937	$ 1,596	#DIV/0!
$ 3,877	$ 2,781	$ 2,331	#DIV/0!
$ 23,265	$ 16,685	$ 32,630	#DIV/0!
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Scoreboard

Finance Manager	Totals	Dave Rehwault	Richard Lemast
% Retailed of Non-New Franchise	27%	Err:502	Err:502
Total # Retail Units	75	36	25
Avg. Days to Sale	52.5	50.5	56.7
Avg. Advertised Price (Time of Sale)	$ 34,568	$ 36,006	$ 35,792
Avg. Transaction Price	$ 37,298	$ 35,745	$ 33,014
Avg. Market Price at 100%	$ 37,245	$ 38,796	$ 38,950
Avg. Price to Market % (Time of Sale)	93%	93%	92%
Avg. Transaction to Market	100%	92%	85%
Avg. Transactional Discount	$ (2,730)	$ 261	$ 2,778
Avg. Front-End Gross	$ 876	$ 934	$ 417
Avg. Finance Gross	$ 2,032	$ 2,300	$ 1,785
PUVR	$ 2,908	$ 3,235	$ 2,202
Total Gross (Units & PUVR)	$ 218,112	$ 116,449	$ 55,049
GROI	53%	65%	42%
% with Trade	53%	Err:502	Err:502
Avg. Over/Under Allowance	68	21	27

NADA | ACADEMY

Teresa Carter	Samantha Lars	Teresa Carter	Josh duncan
Err:502	Err:502	Err:502	Err:502
6	4	6	4
47.0	71.3	47.0	33.8
$ 24,596	$ 23,345	$ 24,596	$ 40,158
$ 22,990	$ 99,382	$ 22,990	$ 37,423
$ 26,428	$ 24,389	$ 26,428	$ 43,259
93%	96%	93%	93%
87%	407%	87%	87%
$ 1,606	$ (76,037)	$ 1,606	$ 2,735
$ 1,134	$ 1,335	$ 1,134	$ 2,370
$ 1,348	$ 2,121	$ 1,348	$ 2,103
$ 2,482	$ 3,457	$ 2,482	$ 4,473
$ 14,895	$ 13,826	$ 14,895	$ 17,893
83%	18%	83%	128%
Err:502	Err:502	Err:502	Err:502
50	-1,499	50	1,525

Err:502	Err:502	Err:502	Err:502
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Err:502	Err:502	Err:502	Err:502
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Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	75	0	75
Avg. Days to Sale	52.5	#DIV/0!	52.5
Avg. Advertised Price (Time of Sale)	$ 34,568	#DIV/0!	$ 37,298
Avg. Transaction Price	$ 37,298	#DIV/0!	$ 37,298
Avg. Market Price at 100%	$ 37,245	#DIV/0!	$ 37,327
Avg. Price to Market % (Time of Sale)	93%	#DIV/0!	100%
Avg. Transaction to Market	100%	#DIV/0!	100%
Avg. Transactional Discount	$ (2,730)	#DIV/0!	$ (2,730)
Avg. Front-End Gross	$ 876	#DIV/0!	$ 876
Avg. Finance Gross	$ 2,032	#DIV/0!	$ 2,032
PUVR	$ 2,908	#DIV/0!	$ 2,908
Total Gross (Units & PUVR)	$ 218,112	#DIV/0!	$ 218,112
GROI	53%	#DIV/0!	53%
% with Trade	53%	#DIV/0!	53%
Avg. Over/Under Allowance	68	#DIV/0!	68

a

Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	75	53	20
Avg. Days to Sale	52.5	50.4	57.1
Avg. Advertised Price (Time of Sale)	$ 34,568	$ 37,570	$ 29,164
Avg. Transaction Price	$ 37,298	$ 40,845	$ 29,164
Avg. Market Price at 100%	$ 37,245	$ 40,490	$ 29,712
Avg. Price to Market % (Time of Sale)	93%	93%	98%
Avg. Transaction to Market	100%	101%	98%
Avg. Transactional Discount	$ (2,730)	$ (3,275)	$ (1,795)
Avg. Front-End Gross	$ 876	$ 729	$ 1,318
Avg. Finance Gross	$ 2,032	$ 2,415	$ 1,197
PUVR	$ 2,908	$ 3,145	$ 2,514
Total Gross (Units & PUVR)	$ 218,112	$ 166,660	$ 50,289
GROI	53%	55%	54%
% with Trade	53%	58%	40%
Avg. Over/Under Allowance	68	117	-231

Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	75	23	13
% of Retail Units	100%	31%	17%
% Retailed of Non-New Franchise	27%	43%	77%
Avg. Days to Sale	52.5	54.6	56.7
Avg. Transaction Price	$ 37,298	$ 27,933	$ 29,507
Avg. Transaction to Market %	100%	89%	156%
Avg. Transactional Discount	$ (2,730)	$ 1,670	$ (3,581)
Avg. Front End Gross	$ 876	$ 1,621	$ 1,387
Avg. Finance Gross	$ 2,032	$ 1,508	$ 1,622
PUVR	$ 2,908	$ 3,128	$ 3,009
Total Gross (Units & PUVR)	$ 218,112	$ 71,955	$ 39,118
GROI	53%	74%	65%
% with Trade	53%	48%	31%
Avg. Over/Under Allowance	68	-316	90

NADA | ACADEMY

Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	39	0	0
0%	52%	0%	0%
#DIV/0!	0%	#DIV/0!	#DIV/0!
#DIV/0!	49.8	#DIV/0!	#DIV/0!
#DIV/0!	$ 45,417	#DIV/0!	#DIV/0!
#DIV/0!	108%	#DIV/0!	#DIV/0!
#DIV/0!	$ (5,040)	#DIV/0!	#DIV/0!
#DIV/0!	$ 266	#DIV/0!	#DIV/0!
#DIV/0!	$ 2,478	#DIV/0!	#DIV/0!
#DIV/0!	$ 2,745	#DIV/0!	#DIV/0!
#DIV/0!	$ 107,038	#DIV/0!	#DIV/0!
#DIV/0!	44%	#DIV/0!	#DIV/0!
#DIV/0!	64%	#DIV/0!	#DIV/0!
#DIV/0!	248	#DIV/0!	#DIV/0!

BO OEM/Leasing co	ental Fleet (Enterprise, etc	Other
0	0	0
0%	0%	0%
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Age	Totals	0-30 days	31-45 days
Total # Retail Units	75	20	13
% of Retail Units	100%	27%	17%
% Retailed of Non-New Franchise	27%	20%	23%
Avg. Days to Sale	52.5	15.1	39.2
Avg. Transaction Price	$ 37,298	$ 33,309	$ 29,726
Avg. Transaction to Market %	100%	133%	79%
Avg. Transactional Discount	$ (2,730)	$ (1,614)	$ 3,475
Avg. Front End Gross	$ 876	$ 625	$ 543
Avg. Finance Gross	$ 2,032	$ 1,671	$ 1,630
PUVR	$ 2,908	$ 2,296	$ 2,173
Total Gross (Units & PUVR)	$ 218,112	$ 45,922	$ 28,246
GROI	53%	165%	67%
% with Trade	53%	45%	69%
Avg. Over/Under Allowance	68	162	418

NADA | ACADEMY

46-60 days	61-90 days	90+ days
9	24	9
12%	32%	12%
22%	33%	33%
50.8	74.5	98.1
$ 34,480	$ 46,308	$ 35,889
90%	126%	86%
$ 1,991	$ (10,714)	$ 2,400
$ 1,257	$ 1,056	$ 1,052
$ 2,777	$ 2,350	$ 1,826
$ 4,034	$ 3,406	$ 2,878
$ 36,306	$ 81,737	$ 25,901
83%	36%	29%
67%	58%	22%
485	-360	-1,270