

## Pricing Strategy Pre-Work VO1

### Instructions:

- 1) Complete the data input sections for minimum of 30 days or 50 retail pre-owned transactions. Don't touch the yellow cells!
- 2) All transactions must be for transaction prices of \$10,000 and up.
- 3) Use the tool you use to benchmark your pricing to determine Market Price at 100%. (Vauto, Inventory Plus, Carfax, KBB, etc.)

#	Make	Model	Year	Age	Advertised Price (Time of Sale)	Transaction Price	Market Price at 100%	Advertised Price to Market (%)	Transaction to Market (%)	Transactional Discount (\$)	Salesperson	Desk Manager
<b>Example</b>	<b>Chevrolet</b>	<b>Malibu</b>	<b>2016</b>	<b>55</b>	<b>\$ 15,000</b>	<b>\$ 13,800</b>	<b>\$ 15,000</b>	<b>100%</b>	<b>92%</b>	<b>\$ 1,200</b>	<b>Michael Lucki</b>	<b>Michael Hayes</b>
1	MERC	CLA250	2015	17	\$ 25,900	\$ 25,900	\$ 26,000	100%	100%	\$ -	GUY	FRANK
2	MERC	GLA250	2015	19	\$ 24,770	\$ 24,770	\$ 24,500	101%	101%	\$ -	NORTY	FRANK
3	MERC	E350	2011	18	\$ 18,500	\$ 18,500	\$ 18,100	102%	102%	\$ -	RAZ	BRIAN
4	FORD	E350	2012	54	\$ 18,000	\$ 18,000	\$ 18,200	99%	99%	\$ -	KANE	BRIAN
5	MERC	GLE350	2017	12	\$ 49,995	\$ 49,995	\$ 50,750	99%	99%	\$ -	RYAN	BRIAN
6	MERC	GLC300	2018	19	\$ 41,770	\$ 41,770	\$ 42,000	99%	99%	\$ -	JOE	FRANK
7	MERC	S550	2017	20	\$ 57,750	\$ 57,750	\$ 57,000	101%	101%	\$ -	CHRIS	FRANK
8	MERC	GLE350	2018	1	\$ 60,500	\$ 60,280	\$ 61,000	99%	99%	\$ 220	CHRIS	FRANK
9	MERC	ML350	2018	13	\$ 34,550	\$ 34,550	\$ 35,000	99%	99%	\$ -	RYAN	BRIAN
10	MERC	E350	2015	1	\$ 29,500	\$ 29,500	\$ 28,000	105%	105%	\$ -	KANE	FRANK
11	MERC	C300	2016	43	\$ 30,500	\$ 30,500	\$ 31,000	98%	98%	\$ -	KIRK	FRANK
12	JEEP	G CHER	2014	17	\$ 25,150	\$ 25,150	\$ 25,500	99%	99%	\$ -	CASEY	FRANK
13	MERC	GLA250	2015	6	\$ 27,995	\$ 27,995	\$ 27,200	103%	103%	\$ -	RAZ	EDGAR
14	MERC	ML350	2015	1	\$ 35,000	\$ 35,000	\$ 34,650	101%	101%	\$ -	NORTY	EDGAR
15	MERC	GLA250	2015	39	\$ 24,990	\$ 24,990	\$ 25,900	96%	96%	\$ -	RAZ	EDGAR
16	MAZDA	CX7	2015	2	\$ 16,450	\$ 16,450	\$ 16,200	102%	102%	\$ -	RAZ	BRIAN
17	MERC	C300	2016	28	\$ 27,500	\$ 27,500	\$ 28,000	98%	98%	\$ -	KIRK	FRANK
18	TOYOTA	TACOMA	2017	39	\$ 28,500	\$ 28,200	\$ 29,000	98%	97%	\$ 300	ABBY	EDGAR
19	MERC	GLK	2015	5	\$ 29,500	\$ 29,288	\$ 29,500	100%	99%	\$ 212	KIRK	BRIAN
20	LAND ROVER	EVOQUE	2015	25	\$ 29,500	\$ 29,500	\$ 29,000	102%	102%	\$ -	ABBY	FRANK
21	MERC	E350	2014	2	\$ 33,750	\$ 33,750	\$ 33,500	101%	101%	\$ -	RAZ	FRANK
22	INFINITI	Q70	2015	29	\$ 27,500	\$ 27,500	\$ 28,000	98%	98%	\$ -	NORTY	EDGAR
23	MERC	SLK	2015	51	\$ 32,750	\$ 32,500	\$ 33,000	99%	98%	\$ 250	KIRK	BRIAN
24	MERC	GLK	2014	23	\$ 21,300	\$ 21,100	\$ 24,000	89%	88%	\$ 200	KANE	BRIAN
25	MERC	E350	2016	22	\$ 38,500	\$ 38,500	\$ 39,000	99%	99%	\$ -	JOE	BRIAN
26	MERC	CLS550	2016	15	\$ 57,990	\$ 57,990	\$ 58,000	100%	100%	\$ -	NORTY	EDGAR
27	MERC	GLA250	2017	46	\$ 33,000	\$ 33,000	\$ 34,000	97%	97%	\$ -	KIRK	EDGAR
28	MERC	C300	2016	17	\$ 31,995	\$ 31,995	\$ 30,500	105%	105%	\$ -	RAZ	FRANK
29	MERC	C300	2014	98	\$ 20,750	\$ 20,250	\$ 22,000	94%	92%	\$ 500	GUY	EDGAR
30	MERC	C300	2015	21	\$ 27,750	\$ 27,750	\$ 28,000	99%	99%	\$ -	GUY	FRANK
31	MERC	GLA250	2015	1	\$ 27,500	\$ 27,348	\$ 27,000	102%	101%	\$ 152	NORTY	BRIAN
32	GMC	YUKON	2017	22	\$ 37,900	\$ 37,866	\$ 37,500	101%	101%	\$ 34	KIRK	EDGAR
33	MERC	CLS550	2015	58	\$ 39,500	\$ 38,200	\$ 39,500	100%	97%	\$ 1,300	ABBY	FRANK
34	MERC	GLK	2015	66	\$ 25,800	\$ 25,500	\$ 26,500	97%	96%	\$ 300	CHRIS	BRIAN
35	MERC	GLC300	2018	22	\$ 44,000	\$ 43,800	\$ 44,000	100%	100%	\$ 200	RAZ	FRANK
36	MERC	GLA250	2015	32	\$ 23,995	\$ 23,995	\$ 23,500	102%	102%	\$ -	RAZ	EDGAR
37	HONA	ACCORD	2014	25	\$ 17,000	\$ 16,500	\$ 16,500	103%	100%	\$ 500	KIRK	EDGAR
38	NISSAN	ALTIMA	2015	43	\$ 16,500	\$ 16,250	\$ 17,000	97%	96%	\$ 250	NORTY	BRIAN
39	AUDI	Q70	2014	17	\$ 30,995	\$ 30,600	\$ 31,000	100%	99%	\$ 395	RYAN	FRANK
40	NISSAN	FRONTIER	2013	41	\$ 21,500	\$ 21,000	\$ 22,000	98%	95%	\$ 500	KANE	FRANK
41	MERC	GLE350	2018	60	\$ 51,500	\$ 51,000	\$ 52,000	99%	98%	\$ 500	JOE	EDGAR
42	INFINITI	G37	2012	29	\$ 14,000	\$ 13,500	\$ 13,800	101%	98%	\$ 500	CASEY	BRIAN
43	MERC	CLA250	2018	66	\$ 34,000	\$ 33,200	\$ 34,500	99%	96%	\$ 800	MANNY	EDGAR
44	MERC	GLE350	2018	42	\$ 55,000	\$ 53,500	\$ 54,000	102%	99%	\$ 1,500	MANNY	BRIAN
45	MERC	GLE350	2018	57	\$ 55,000	\$ 53,800	\$ 54,000	102%	100%	\$ 1,200	KIRK	EDGAR
46	MERC	CLA250	2018	25	\$ 33,500	\$ 33,500	\$ 33,000	102%	102%	\$ -	RYAN	BRIAN
47	MERC	GLA250	2015	22	\$ 27,800	\$ 27,500	\$ 27,000	103%	102%	\$ 300	KANE	FRANK
48	MERC	C300	2015	20	\$ 28,000	\$ 27,500	\$ 28,000	100%	98%	\$ 500	RAZ	FRANK
49	MERC	GLA250	2015	30	\$ 24,500	\$ 23,800	\$ 23,500	104%	101%	\$ 700	ABBY	FRANK
50	MERC	CLS550	2016	55	\$ 44,500	\$ 44,200	\$ 44,500	100%	99%	\$ 300	NORTY	EDGAR
				<b>Averages</b>	<b>\$ 28.72</b>	<b>\$ 32,282</b>	<b>\$ 32,050</b>	<b>100%</b>	<b>99%</b>	<b>\$ 232</b>		