

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
Example	Chevrolet	Malibu	2016	55	\$ 15,000	\$ 13,800.00	\$ 15,000	100%	92%	\$ 1,200	Michael Lucki	Michael Hayes
1	Lambo	Huracan	2105			\$ 219,000.00	\$ 220,000	0%	100%	\$ (219,000)	Ralph	Seb
2	BMW	M4	2016			\$ 90,928.00	\$ 95,000	0%	96%	\$ (90,928)	Ralph	Seb
3	MCLAREN	720S				\$ 345,000.00		#DIV/0!	#DIV/0!	\$ (345,000)		
4	MCLAREN	570S				\$ 239,472.00		#DIV/0!	#DIV/0!	\$ (239,472)		
5	AUDI	R8				\$ 144,500.00		#DIV/0!	#DIV/0!	\$ (144,500)		
6	DUCATTI	DUCATTI				\$ 12,520.00		#DIV/0!	#DIV/0!	\$ (12,520)		
7	LAMBO	GALLARDO				\$ 149,880.00		#DIV/0!	#DIV/0!	\$ (149,880)		
8	MCLAREN	720S				\$ 323,005.00		#DIV/0!	#DIV/0!	\$ (323,005)		
9	DODGE	DEMON				\$ 129,000.00		#DIV/0!	#DIV/0!	\$ (129,000)		
10	MCLAREN	570S				\$ 224,961.00		#DIV/0!	#DIV/0!	\$ (224,961)		
11	LAMBO	HURACAN				\$ 339,885.00		#DIV/0!	#DIV/0!	\$ (339,885)		
12	LAMBO	AVENTADOR				\$ 379,500.00		#DIV/0!	#DIV/0!	\$ (379,500)		
13	MCLAREN	720S				\$ 233,050.00		#DIV/0!	#DIV/0!	\$ (233,050)		
14	MCLAREN	MP4-12C				\$ 124,920.00		#DIV/0!	#DIV/0!	\$ (124,920)		
15	MCLAREN	570S				\$ 177,000.00		#DIV/0!	#DIV/0!	\$ (177,000)		
16	MCLAREN	650S				\$ 185,000.00		#DIV/0!	#DIV/0!	\$ (185,000)		
17	ASTON MAR	DB11				\$ 176,500.00		#DIV/0!	#DIV/0!	\$ (176,500)		
18	LAMBO	HURACAN				\$ 237,342.00		#DIV/0!	#DIV/0!	\$ (237,342)		
19	LAMBO	AVENTADOR				\$ 499,000.00		#DIV/0!	#DIV/0!	\$ (499,000)		
20	LAMBO	HURACAN				\$ 202,000.00		#DIV/0!	#DIV/0!	\$ (202,000)		
21								#DIV/0!	#DIV/0!	\$ -		
22								#DIV/0!	#DIV/0!	\$ -		
23								#DIV/0!	#DIV/0!	\$ -		
24								#DIV/0!	#DIV/0!	\$ -		
25								#DIV/0!	#DIV/0!	\$ -		
26								#DIV/0!	#DIV/0!	\$ -		
27								#DIV/0!	#DIV/0!	\$ -		
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34								#DIV/0!	#DIV/0!	\$ -		
35								#DIV/0!	#DIV/0!	\$ -		
36								#DIV/0!	#DIV/0!	\$ -		
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42								#DIV/0!	#DIV/0!	\$ -		
43								#DIV/0!	#DIV/0!	\$ -		
44								#DIV/0!	#DIV/0!	\$ -		
45								#DIV/0!	#DIV/0!	\$ -		
46								#DIV/0!	#DIV/0!	\$ -		
47								#DIV/0!	#DIV/0!	\$ -		
48								#DIV/0!	#DIV/0!	\$ -		
49								#DIV/0!	#DIV/0!	\$ -		
50								#DIV/0!	#DIV/0!	\$ -		
			Averages	#DIV/0!	#DIV/0!	\$ 221,623.15	\$ 157,500	#DIV/0!	#DIV/0!	\$ (88,649)		