









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	REC01460A	2022	JEEP	WRANGLER UNLIMITED	1	TRADE ON NEW	NO	\$ 53,000	\$ 45,500	101%	(\$980)	\$350
2	PEA63299A	2022	JEEP	WRANGLER UNLIMITED		TRADE ON NEW	NO	\$ 65,000	\$ 69,187	98%	(\$6,214)	\$3,859
3	P5840848	2021	TOYOTA	4 RUNNER	19	Auction/Wholesale	NO	\$ 31,500	\$ 32,500	96%	\$637	\$1,314
4	PRE08501B	2017	FORD	F-150	9	Trade on Used	NO	\$ 25,000	\$ 26,000	102%	\$4,565	\$3,257
5	PZ028679	2022	Y	OUTLANDER	91	Auction/Wholesale	NO	\$ 21,000	\$ 25,299	85%	(\$3,412)	\$1,721
6	TLA65915	2019	FORD	RANGER		Auction/Wholesale	NO	\$ 29,422	\$ 29,422	98%	\$419	\$2,701
7	PKF18237A	2023	FORD	EXPLORER	85	Trade on New	NO	\$ 38,900	\$ 39,900	88%	(\$4,196)	\$0
8	T5149361A	2021	HONDA	CIVIC	17	Trade on Used	NO	\$ 25,000	\$ 25,000	102%	\$2,801	\$1,990
9	PR276151	2018	CADILLAC	ESCALADE	95	Auction/Wholesale	NO	\$ 38,000	\$ 38,000	87%	(\$6,511)	\$0
10	PRA95880A	2020	FORD	ESCAPE	20	Trade on New	NO	\$ 20,500	\$ 43,732	96%	\$20,720	\$4,070
11	T0436659A	2017	KIA	SPORTAGE	3	Trade on Used	NO	\$ 15,515	\$ 11,750	107%	\$308	\$586
12	TBA47230	2022	FORD	EDGE	63	Auction/Wholesale	NO	\$ 33,000	\$ 33,000	93%	(\$3,997)	\$1,069
13	PKF44620A	2023	FORD	F-150	51	Trade on New	NO	\$ 44,000	\$ 53,565	92%	\$7,465	\$6,610
14	PFC79142A	2023	FORD	EXPEDITION MAX	37	Trade on New	NO	\$ 76,000	\$ 74,500	97%	(\$39)	\$1,897
15	T0436659	2019	MAZDA	CX-3	30	Auction/Wholesale	NO	\$ 22,500	\$ 22,500	94%	(\$2,750)	\$2,534
16	PUB34802A	2021	FORD	ECOSPORT	5	Trade on New	NO	\$ 20,000	\$ 21,000	106%	\$1,460	\$1,526
17	PRE08501A	2020	GMC	CANYON	45	Trade on New	NO	\$ 34,900	\$ 34,900	94%	(\$2,570)	\$4,056
18	PRA43918B	2015	GMC	SIERRA 3500	25	Trade on Used	NO	\$ 30,500	\$ 30,500	100%	\$2,138	\$1,147
19	PFC60117C	2014	CHEV	CAMARO	32	Trade on Used	NO	\$ 17,200	\$ 12,500	104%	(\$967)	\$0
20	PFD19333A	2021	CHEV	SILVERADO 1500	12	Trade on New	NO	\$ 36,500	\$ 36,500	100%	\$1,372	\$916
21	PM418342C	2023	FORD	F-150	54	Trade on Used	NO	\$ 52,500	\$ 51,260	92%	(\$1,854)	\$3,709
22	PGC07908A	2018	FORD	EXPLORER	1	Trade on New	NO	\$ 22,500	\$ 22,500	102%	\$4,113	\$1,880
23	PED96613A	2023	FORD	F-250	10	Trade on New	NO	\$ 99,900	\$ 99,000	96%	\$550	\$1,543
24	PGB66836A	2022	CHEV	SUBURBAN 1500	38	Trade on New	NO	\$ 53,500	\$ 53,500	96%	\$67	\$1,644
25	PLC08686A	2018	FORD	EXPLORER	4	Trade on Used	NO	\$ 24,000	\$ 24,000	105%	\$3,901	\$1,360
26	PGC69445	2016	FORD	EXPLORER	23	Auction/Wholesale	NO	\$ 18,000	\$ 19,250	99%	\$2,182	\$2,210
27	PUB20075A	2022	CHEV	SILVERADO 1500	77	Trade on New	NO	\$ 47,000	\$ 25,000	91%	(\$3,039)	\$0
28	TX043654A	2019	GMC	YUKON	58	Trade on Used	NO	\$ 27,500	\$ 27,500	87%	\$144	\$677
29	PPRE01898	2023	FORD	BRONCO SPORT	75	Auction/Wholesale	NO	\$ 33,500	\$ 32,468	86%	(\$703)	\$2,985
30	T3700306	2020	SUBARU	IMPREZA	73	Auction/Wholesale	NO	\$ 17,500	\$ 19,000	92%	(\$1,728)	\$2,127
31	PKF46329A	2023	FORD	F-150	38	Trade on New	NO	\$ 35,400	\$ 35,500	92%	\$3,394	\$814

32	PRE37839A	2012	CHEV	EQUINOX	1	Trade on New	NO	\$	4,500	\$	4,500	100%	\$50	\$0
33	T5263250	2017	FORD	MUSTANG	1	Auction/Wholesale	NO	\$	17,000	\$	17,000	100%	(\$885)	\$536
34	PFC50831J	2013	GMC	SIERRA 1500	6	Trade on Used	NO	\$	16,000	\$	15,000	108%	\$6,350	\$0
35	RBA12276A	2020	FORD	FUSION HYBRID	8	Trade on New	NO	\$	18,000	\$	14,000	107%	(\$1,082)	\$543
36	PKF47578C	2017	RAM	1500	25	Trade on Used	NO	\$	21,000	\$	20,000	95%	\$2,292	\$707
37	PR276151A	2017	CADILLAC	XT5	6	Trade on New	NO	\$	18,000	\$	18,000	104%	\$3,701	\$3,126
38	PFA96198	2020	FORD	F-150	15	Auction/Wholesale	NO	\$	28,795	\$	31,000	100%	\$239	\$1,375
39	P5236907	2021	TOYOTA	4 RUNNER	18	Auction/Wholesale	NO	\$	29,451	\$	30,451	99%	\$982	\$1,672
40	TZ140375	2019	CHEV	SILVERADO 1500		Auction/Wholesale	NO	\$	34,000	\$	34,779	101%	(\$2,436)	\$1,421
41	PLC08686B	2009	NISSAN	FRONTIER	15	Trade on Used	NO	\$	12,000	\$	11,151	98%	\$4,101	\$0
42	T5278432	2023	TOYOTA	4 RUNNER	67	Auction/Wholesale	NO	\$	39,000	\$	39,000	94%	(\$1,280)	\$525
43	PJ217836	2020	BUICK	ENCLAVE	20	Auction/Wholesale	NO	\$	26,900	\$	27,789	97%	(\$3,563)	\$1,134
44	PS235595	2022	CHEV	BLAZER	39	Auction/Wholesale	NO	\$	32,500	\$	33,500	95%	\$1,190	\$172
45	PC087234	2021	TOYOTA	RAV4	19	Auction/Wholesale	NO	\$	24,000	\$	25,000	100%	(\$1,166)	\$2,218
46	REC01460B	2020	JEEP	GRAND CHEROKEE	26	Trade on Used	NO	\$	28,300	\$	28,350	100%	\$865	\$0
47	PEA66175A	2022	FORD	EXPEDITION MAX	16	Trade on New	NO	\$	53,500	\$	53,500	100%	\$4,575	\$1,861
48	TNG126407	2022	CHEVROLET	SILVERADO 1500 LTD		Auction/Wholesale	NO	\$	44,500	\$	44,500	100%	\$2,156	\$1,078
49	PUA84337A	2021	FORD	ECOSPORT	134	Trade on New	NO	\$	17,000	\$	12,347	96%	(\$3,761)	\$536
50	PFC23176	2018	FORD	F-150	7	Street/Curb Buy	NO	\$	32,416	\$	29,000	101%	\$2,296	\$0
51	TX043654B	2012	FORD	F-250	10	Trade on Used	NO	\$	20,000	\$	22,000	92%	\$7,780	\$546
52	TC504318B	2020	TOYOTA	4 RUNNER	6	Trade on Used	NO	\$	37,000	\$	36,760	99%	(\$22)	\$5,566
53	PE010952A	2006	HONDA	ACCORD	1	Trade on Used	NO	\$	1,250	\$	1,200	29%	(\$1,250)	\$0

## Scoreboard Totals

% Retailed of Non-Franchise Make	58%
Total # Retail Units	90
Avg. Days to Sale	33.6
Avg. Advertised Price (Time of Sale)	\$ 33,072
Avg. Transaction Price	\$ 33,640
Avg. Market Price at 100%	\$ 34,272
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ (567)
Avg. Front-End Gross	\$ 835
Avg. Finance Gross	\$ 1,837
PUVR	\$ 2,651
Total Gross (Units & PUVR)	\$ 238,632
GROI	85%
% with Trade	42%
Avg. Over/Under Allowance	(\$1,850)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	AUSTIN SPEARS	WESTON BROWN
% Retailed of Non-New Franchise	58%	53%	62%
Total # Retail Units	90	47	39
Avg. Days to Sale	33.6	37.2	31.8
Avg. Advertised Price (Time of Sale)	\$ 33,072	\$ 34,522	\$ 30,553
Avg. Transaction Price	\$ 33,640	\$ 35,945	\$ 30,089
Avg. Market Price at 100%	\$ 34,272	\$ 35,700	\$ 31,767
Avg. Price to Market % (Time of Sale)	97%	97%	96%
Avg. Transaction to Market	98%	101%	95%
Avg. Transactional Discount	\$ (567)	\$ (1,423)	\$ 464
Avg. Front-End Gross	\$ 835	\$ 1,777	\$ (512)
Avg. Finance Gross	\$ 1,837	\$ 1,749	\$ 1,672
PUVR	\$ 2,651	\$ 3,526	\$ 1,117
Total Gross (Units & PUVR)	\$ 238,632	\$ 165,727	\$ 43,580
GROI	85%	95%	42%
% with Trade	42%	36%	51%
Avg. Over/Under Allowance	-1,850	-3,168	-721



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

BARNEY LOPEZ			
75%	#DIV/0!	#DIV/0!	#DIV/0!
4	0	0	0
11.8	#DIV/0!	#DIV/0!	#DIV/0!
\$ 40,600	#DIV/0!	#DIV/0!	#DIV/0!
\$ 41,174	#DIV/0!	#DIV/0!	#DIV/0!
\$ 41,150	#DIV/0!	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
\$ (574)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,893	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,439	#DIV/0!	#DIV/0!	#DIV/0!
\$ 7,331	#DIV/0!	#DIV/0!	#DIV/0!
\$ 29,325	#DIV/0!	#DIV/0!	#DIV/0!
546%	#DIV/0!	#DIV/0!	#DIV/0!
25%	#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!





## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	JOE WEBB	BRIAN GENOVESE
% Retailed of Non-New Franchise	58%	63%	57%
Total # Retail Units	90	16	7
Avg. Days to Sale	33.6	25.4	18.3
Avg. Advertised Price (Time of Sale)	\$ 33,072	\$ 37,468	\$ 27,750
Avg. Transaction Price	\$ 33,640	\$ 37,571	\$ 28,491
Avg. Market Price at 100%	\$ 34,272	\$ 38,124	\$ 28,282
Avg. Price to Market % (Time of Sale)	97%	98%	98%
Avg. Transaction to Market	98%	99%	101%
Avg. Transactional Discount	\$ (567)	\$ (103)	\$ (741)
Avg. Front-End Gross	\$ 835	\$ 1,103	\$ (57)
Avg. Finance Gross	\$ 1,837	\$ 1,374	\$ 1,433
PUVR	\$ 2,651	\$ 2,477	\$ 1,376
Total Gross (Units & PUVR)	\$ 238,632	\$ 39,628	\$ 9,630
GROI	85%	94%	95%
% with Trade	42%	50%	57%
Avg. Over/Under Allowance	-1,850	-2,064	-4,174



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

GREGG GUETZLAFF	JAMES ROBERTSON	TIM PERRY	JEFF BECKER
50%	67%	36%	45%
10	9	11	11
23.6	25.4	35.4	41.8
\$ 37,100	\$ 40,189	\$ 33,159	\$ 32,355
\$ 38,633	\$ 40,709	\$ 34,758	\$ 29,943
\$ 37,898	\$ 41,131	\$ 34,842	\$ 33,503
98%	98%	95%	97%
102%	99%	100%	89%
\$ (1,533)	\$ (520)	\$ (1,598)	\$ 2,411
\$ 3,701	\$ 598	\$ (39)	\$ (98)
\$ 2,415	\$ 2,308	\$ 2,060	\$ 2,081
\$ 6,116	\$ 2,906	\$ 1,833	\$ 1,983
\$ 61,156	\$ 26,154	\$ 20,165	\$ 21,816
242%	101%	54%	57%
20%	44%	45%	55%
750	-4,500	-1,963	-1,058

ALEXANDER WARRE	DEREK CURRY	PHILLIP LASSETTER	ADAM CANTRELL
55%	71%	80%	100%
11	7	5	3
40.4	35.3	49.6	64.0
\$ 31,792	\$ 19,359	\$ 31,063	\$ 29,626
\$ 31,847	\$ 23,754	\$ 31,425	\$ 29,626
\$ 33,298	\$ 20,546	\$ 33,043	\$ 32,387
95%	94%	94%	91%
96%	116%	95%	91%
\$ (55)	\$ (4,395)	\$ (362)	\$ -
\$ (622)	\$ 4,195	\$ (546)	\$ (936)
\$ 1,460	\$ 1,466	\$ 3,114	\$ 401
\$ 838	\$ 5,662	\$ 2,568	\$ (535)
\$ 9,217	\$ 39,632	\$ 12,839	\$ (1,605)
23%	243%	59%	-10%
27%	14%	60%	67%
-2,933	-3,000	833	#DIV/0!



























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	JUSTIN BASS	
% Retailed of Non-New Franchise	58%	58%	#DIV/0!
Total # Retail Units	90	90	0
Avg. Days to Sale	33.6	33.6	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 33,072	\$ 33,072	#DIV/0!
Avg. Transaction Price	\$ 33,640	\$ 33,640	#DIV/0!
Avg. Market Price at 100%	\$ 34,272	\$ 34,238	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	97%	#DIV/0!
Avg. Transaction to Market	98%	98%	#DIV/0!
Avg. Transactional Discount	\$ (567)	\$ (567)	#DIV/0!
Avg. Front-End Gross	\$ 835	\$ 835	#DIV/0!
Avg. Finance Gross	\$ 1,837	\$ 1,837	#DIV/0!
PUVR	\$ 2,651	\$ 2,651	#DIV/0!
Total Gross (Units & PUVR)	\$ 238,632	\$ 238,632	#DIV/0!
GROI	85%	85%	#DIV/0!
% with Trade	42%	42%	#DIV/0!
Avg. Over/Under Allowance	-1,850	-1,850	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	90	0	90
Avg. Days to Sale	33.6	#DIV/0!	33.6
Avg. Advertised Price (Time of Sale)	\$ 33,072	#DIV/0!	\$ 33,640
Avg. Transaction Price	\$ 33,640	#DIV/0!	\$ 33,640
Avg. Market Price at 100%	\$ 34,272	#DIV/0!	\$ 34,238
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	98%
Avg. Transaction to Market	98%	#DIV/0!	98%
Avg. Transactional Discount	\$ (567)	#DIV/0!	\$ (567)
Avg. Front-End Gross	\$ 835	#DIV/0!	\$ 835
Avg. Finance Gross	\$ 1,837	#DIV/0!	\$ 1,837
PUVR	\$ 2,651	#DIV/0!	\$ 2,651
Total Gross (Units & PUVR)	\$ 238,632	#DIV/0!	\$ 238,632
GROI	85%	#DIV/0!	85%
% with Trade	42%	#DIV/0!	42%
Avg. Over/Under Allowance	-1,850	#DIV/0!	-1,850



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	90	38	52
Avg. Days to Sale	33.6	32.0	34.9
Avg. Advertised Price (Time of Sale)	\$ 33,072	\$ 38,505	\$ 29,040
Avg. Transaction Price	\$ 33,640	\$ 39,935	\$ 29,040
Avg. Market Price at 100%	\$ 34,272	\$ 39,857	\$ 30,131
Avg. Price to Market % (Time of Sale)	97%	97%	96%
Avg. Transaction to Market	98%	100%	96%
Avg. Transactional Discount	\$ (567)	\$ (1,429)	\$ 62
Avg. Front-End Gross	\$ 835	\$ 2,211	\$ (171)
Avg. Finance Gross	\$ 1,837	\$ 1,978	\$ 1,732
PUVR	\$ 2,651	\$ 4,189	\$ 1,528
Total Gross (Units & PUVR)	\$ 238,632	\$ 159,194	\$ 79,438
GROI	85%	118%	54%
% with Trade	42%	53%	35%
Avg. Over/Under Allowance	-1,850	-2,236	-1,234



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	90	27	27
% of Retail Units	100%	30%	30%
% Retailed of Non-New Franchise	58%	33%	70%
Avg. Days to Sale	33.6	32.1	25.3
Avg. Transaction Price	\$ 33,640	\$ 39,143	\$ 33,043
Avg. Transaction to Market %	98%	98%	96%
Avg. Transactional Discount	\$ (567)	\$ (94)	\$ (203)
Avg. Front End Gross	\$ 835	\$ 1,411	\$ 2,298
Avg. Finance Gross	\$ 1,837	\$ 1,855	\$ 1,914
PUVR	\$ 2,651	\$ 3,266	\$ 4,212
Total Gross (Units & PUVR)	\$ 238,632	\$ 88,170	\$ 113,723
GROI	85%	94%	182%
% with Trade	42%	41%	37%
Avg. Over/Under Allowance	-1,850	-1,612	-1,307



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
1	35	0	0
1%	39%	0%	0%
0%	69%	#DIV/0!	#DIV/0!
7.0	42.3	#DIV/0!	#DIV/0!
\$ 29,000	\$ 29,988	#DIV/0!	#DIV/0!
90%	101%	#DIV/0!	#DIV/0!
\$ 3,416	\$ (1,328)	#DIV/0!	#DIV/0!
\$ 2,296	\$ (781)	#DIV/0!	#DIV/0!
\$ -	\$ 1,817	#DIV/0!	#DIV/0!
\$ 2,296	\$ 984	#DIV/0!	#DIV/0!
\$ 2,296	\$ 34,443	#DIV/0!	#DIV/0!
407%	28%	#DIV/0!	#DIV/0!
100%	46%	#DIV/0!	#DIV/0!
-2,865	-2,399	#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	46	13
% of Retail Units	100%	51%	14%
% Retailed of Non-New Franchise	58%	54%	54%
Avg. Days to Sale	33.6	12.7	37.0
Avg. Transaction Price	\$ 33,640	\$ 30,509	\$ 37,404
Avg. Transaction to Market %	98%	101%	96%
Avg. Transactional Discount	\$ (567)	\$ (732)	\$ (481)
Avg. Front End Gross	\$ 835	\$ 2,357	\$ 542
Avg. Finance Gross	\$ 1,837	\$ 1,743	\$ 1,836
PUVR	\$ 2,651	\$ 4,101	\$ 2,378
Total Gross (Units & PUVR)	\$ 238,632	\$ 188,623	\$ 30,917
GROI	85%	382%	62%
% with Trade	42%	39%	69%
Avg. Over/Under Allowance	-1,850	-2,127	-2,729



46-60 days	61-90 days	90+ days
7	11	5
8%	12%	6%
43%	64%	60%
54.0	72.6	102.6
\$ 41,041	\$ 29,081	\$ 37,574
103%	91%	87%
\$ (3,313)	\$ 1,262	\$ 1,326
\$ 1,647	\$ (1,804)	\$ (5,622)
\$ 3,078	\$ 880	\$ 2,630
\$ 4,725	\$ (925)	\$ (2,993)
\$ 33,074	\$ (10,170)	\$ (14,963)
77%	-16%	-28%
43%	27%	60%
-3,525	200	1,833