

NADA GUIDELINES FOR GROSS PROFIT RETURN ON SALES

New Vehicle Department	5%
Pre-Owned Vehicle Department	12%
Parts Department	38%
Body Shop	55%
Service Department	76%

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New Vehicle Department Gross Profit Return on Sales

	<u>Front End Gross</u>	
YTD New Vehicle Retail Gross Profit	4,194,227	6 YTD 39 - 30
YTD New Vehicle Retail Sales Dollars	÷ 82,345,608	6 YTD 39-30
YTD Gross Profit Return on Sales	= <u>5.1%</u>	

	<u>Front End Gross</u> <u>+ F&I</u>	
YTD New Vehicle Retail Gross Profit	7,278,356	6 YTD 39
YTD New Vehicle Retail Sales Dollars	÷ 87,343,270	6 YTD 39
YTD Gross Profit Return on Sales	= <u>8.3%</u>	

	<u>Front End Gross</u> <u>+ F&I</u> <u>+ Below the Line</u>	
YTD New Vehicle Retail Gross Profit	0	YTD
YTD New Vehicle Retail Sales Dollars	÷ 0	YTD
YTD Gross Profit Return on Sales	= <u>#DIV/0!</u>	Guide = 5%

The 5% NADA Guide include front & back end gross profit plus below the line factory money tied to new vehicle sales plus DOC Fees.

Depending on your OEM; F&I, below the line and doc fees are not conveniently summarized on your statement. Use the area below to summarize and carry the totals to the calculations above.



Pre-Owned Vehicle Department Gross Profit Return on Sales

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YTD Pre-Owned Vehicle Retail Gross Profit
 YTD Pre-Owned Vehicle Retail Sales Dollars
 YTD Gross Profit Return on Sales

Front End Gross
 + F&I

	2,507,131
÷	24,410,821
=	<u>10.3%</u>

6	YTD	72
6	YTD	72

Guide = 12%



SERVICE DEPARTMENT GROSS PROFIT RETURN ON SALES

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YTD Customer Pay Gross Profit		5,141,170	8	YTD	1
YTD Customer Pay Sales Dollars	÷	6,508,478	8	YTD	1
YTD Gross Profit Return on Sales	=	<u>79.0%</u>	Guide = 76%		

YTD Internal Gross Profit		920,521	8	YTD	5+15
YTD Internal Sales Dollars	÷	1,214,871	8	YTD	5+15
YTD Gross Profit Return on Sales	=	<u>75.8%</u>	Guide = 76%		

YTD Warranty Gross Profit		256,007	8	YTD	6
YTD Warranty Sales Dollars	÷	372,045	8	YTD	6
YTD Gross Profit Return on Sales	=	<u>68.8%</u>	Guide = 76%		

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PARTS DEPARTMENT GROSS PROFIT RETURN ON SALES

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YTD Customer RO Gross Profit		1,500,346	9	YTD
YTD Customer RO Sales Dollars	÷	3,393,089	9	YTD
YTD Gross Profit Return on Sales	=	<u>44.2%</u>	Guide = 4	

YTD Internal Gross Profit		218,863	9	YTD
YTD Internal Sales Dollars	÷	648,512	9	YTD
YTD Gross Profit Return on Sales	=	<u>33.7%</u>	Guide = 4	

YTD Warranty Gross Profit		137,557	9	YTD
YTD Warranty Sales Dollars	÷	312,363	9	YTD
YTD Gross Profit Return on Sales	=	<u>44.0%</u>	Guide = 28%	

YTD Counter Retail Gross Profit		133,451	9	YTD
YTD Counter Retail Sales Dollars	÷	384,727	9	YTD
YTD Gross Profit Return on Sales	=	<u>34.7%</u>	Guide = 4	

YTD Wholesale Gross Profit		116,908	9	YTD
YTD Wholesale Sales Dollars	÷	869,445	9	YTD
YTD Gross Profit Return on Sales	=	<u>13.4%</u>	Guide = 20%	

YTD Body Shop Gross Profit		0		YTD
YTD Body Shop Sales Dollars	÷	0		YTD
YTD Gross Profit Return on Sales	=	<u>#DIV/0!</u>	Guide = 25%	

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Line

1+5+36
1+5+36

1%

6+7+30
6+7+30

1%

8
8

5-41%

13+33
13+33

1%

10+11
10+11

5-25%

5-30%