









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	80106A	2021	Chevrolet	SILVERADO 1500	31	Trade on New	No	\$ 28,575	\$ 28,575	99%	\$418	\$1,200
2	80062a	2022	Chevrolet	TrailBlazer	98	Trade on New	No	\$ 23,000	\$ 23,000	99%	\$4,302	\$1,671
3	L1600A	2019	Kia	SOUL	56	Trade on Used	No	\$ 12,994	\$ 12,994	94%	\$2,891	\$1,901
4	P5637	2019	Chevrolet	MALIBU	136	Auction/Wholesale	No	\$ 18,995	\$ 18,200	109%	(\$1,152)	\$1,050
5	L1635	2020	Chevrolet	SILVERADO 1500	31	LBO Customer	No	\$ 34,000	\$ 34,000	105%	\$2,646	\$3,971
6	P5666	2023	Chevrolet	EQUINOX	35	Auction/Wholesale	No	\$ 27,000	\$ 26,835	95%	\$289	\$1,200
7	L1604	2021	Chevrolet	TrailBlazer	147	LBO Customer	No	\$ 20,998	\$ 21,000	97%	\$2,463	\$155
8	70145A	2023	Chevrolet	BOLT EUV	33	Trade on New	No	\$ 21,500	\$ 22,000	102%	(\$111)	\$0
9	80052A	2015	Chevrolet	SILVERADO 1500	51	Trade on New	No	\$ 20,500	\$ 22,000	107%	\$3,084	\$457
10	80051A	2021	Chevrolet	SILVERADO 1500	17	Trade on New	No	\$ 43,699	\$ 43,200	99%	\$3,485	\$2,339
11	L1631	2020	Chevrolet	TRAVERSE	55	LBO Customer	No	\$ 29,434	\$ 29,434	103%	\$1,397	\$1,586
12	L1596A	2013	Chevrolet	SILVERADO 1500	113	Trade on Used	No	\$ 15,000	\$ 15,000	90%	\$3,102	\$0
13	l1623	2020	Chevrolet	Equinox	108	LBO Customer	No	\$ 21,806	\$ 21,806	103%	\$1,101	\$290
14	P5668	2017	Chevrolet	BOLT EV	35	Auction/Wholesale	No	\$ 19,000	\$ 19,000	101%	\$6,530	\$2,452
15	L1601	2021	Chevrolet	SILVERADO 1500	187	LBO Customer	No	\$ 34,000	\$ 34,000	100%	(\$2,055)	\$431
16	L1622	2021	Chevrolet	Equinox	109	LBO Customer	No	\$ 22,000	\$ 22,000	102%	\$702	\$0
17	50058b	2019	Jeep	CHEROKEE	203	Trade on Used	No	\$ 21,500	\$ 21,500	94%	(\$375)	\$1,963
18	80136A	2018	Chevrolet	TRAX	12	Trade on New	No	\$ 15,000	\$ 14,750	107%	\$4,934	\$2,640
19	80065A	2019	Chevrolet	EQUINOX	139	Trade on New	No	\$ 22,000	\$ 22,000	95%	\$773	\$1,622
20	P5602	2022	Chevrolet	SILVERADO 1500	260	Auction/Wholesale	No	\$ 28,318	\$ 27,000	102%	(\$2,489)	\$0
21	80035A	2019	GMC	SIERRA 1500	166	Trade on Used	No	\$ 33,000	\$ 32,400	99%	\$114	\$2,667
22	P5664	2023	GMC	SIERRA 1500 DEN	54	Auction/Wholesale	No	\$ 73,000	\$ 73,000	100%	\$977	\$0
23	80043A	2022	GMC	SIERRA 2500	95	Trade on New	No	\$ 67,000	\$ 67,000	98%	\$1,020	\$0
24	80084A	2020	Chevrolet	Equinox	6	Trade on New	No	\$ 22,000	\$ 22,000	105%	\$1,709	\$0
25	P5660	2020	Chevrolet	Equinox	75	Auction/Wholesale	No	\$ 21,000	\$ 21,000	103%	(\$861)	\$0
26	P5663	2016	Chevrolet	COLORADO	61	Street/Curb Buy	No	\$ 25,000	\$ 24,500	94%	\$1,557	\$0
27	80140A	2018	Chevrolet	Equinox	15	Trade on New	No	\$ 19,000	\$ 19,000	104%	\$2,370	\$403

28	P5624	2022	Chevrolet	Colorado	208	Auction/Wholesale	No	\$	42,000	\$	42,000	98%	(\$631)	\$1,567
29	80135B	2018	Chevrolet	Camaro	5	Trade on New	No	\$	37,000	\$	36,000	99%	\$4,285	\$1,191
30	p5647	2020	Chevrolet	Bolt	172	Auction/Wholesale	No	\$	15,000	\$	15,000	107%	(\$2,595)	\$0
31	70142A	2019	Chevrolet	TRAVERSE	79	Trade on New	No	\$	24,000	\$	22,999	96%	\$368	\$1,170
32	80053A	2018	GMC	SIERRA 1500	21	Trade on New	No	\$	31,000	\$	31,000	96%	\$5,681	\$1,797
33	70125A	2020	Chevrolet	SILVERADO 1500	32	Trade on New	No	\$	41,835	\$	41,200	102%	\$5,865	\$1,094
34	P5611	2017	Chevrolet	MALIBU	85	Auction/Wholesale	No	\$	19,996	\$	19,996	102%	(\$1,263)	\$578
35	70113A	2015	GMC	CANYON	60	Trade on New	No	\$	25,997	\$	25,997	100%	\$3,415	\$0
36	70101A	2018	Chevrolet	COLORADO	82	Trade on New	No	\$	28,945	\$	28,945	98%	\$5,791	\$1,218
37	P5606	2019	Chevrolet	Equinox	92	Auction/Wholesale	No	\$	19,996	\$	21,167	105%	(\$544)	\$1,019
38	l1633	2021	Chevrolet	BLAZER	8	LBO Customer	No	\$	35,700	\$	35,700	105%	\$4,040	\$4,794
39	70141A	2016	Chevrolet	Silverado 1500	36	Trade on New	No	\$	28,995	\$	28,995	107%	\$1,430	\$0
40	23009B	2023	Chevrolet	CAMARO	151	Trade on Used	No	\$	72,500	\$	74,889	103%	\$1,025	\$0
41	70128A	2020	BUICK	ENCLAVE	134	Trade on New	No	\$	28,384	\$	28,384	98%	(\$1,329)	\$1,463
42	70099A	2017	Chevrolet	SILVERADO 2500	146	Trade on New	No	\$	28,490	\$	28,490	103%	(\$474)	\$1,508
43	L1583	2020	Chevrolet	Equinox	250	LBO Customer	No	\$	21,991	\$	21,991	105%	(\$771)	\$1,110
44	L1609	2020	Chevrolet	TRAX	122	LBO Customer	No	\$	18,489	\$	18,489	107%	\$1,481	\$0
45	80074A	2024	Chevrolet	3500	83	Trade on New	No	\$	73,679	\$	72,000	103%	\$3,443	\$0
46	80063A	2021	Chevrolet	TrailBlazer	70	Trade on New	No	\$	23,995	\$	23,595	106%	\$1,808	\$589
47	P5661	2021	Chevrolet	EQUINOX	20	Auction/Wholesale	No	\$	21,900	\$	21,900	104%	(\$242)	\$1,338
48	80080A	2019	Chevrolet	Equinox	31	Trade on New	No	\$	20,503	\$	20,503	100%	(\$192)	\$1,581
49	L1598A	2015	Chevrolet	Malibu	64	Trade on Used	No	\$	13,659	\$	13,659	107%	\$5,045	\$676
50	L1608A	2015	BUICK	Encore	24	Trade on Used	No	\$	14,925	\$	13,830	119%	\$2,563	\$450
51	l1620	2020	Chevrolet	Trax	53	LBO Customer	No	\$	18,995	\$	18,995	110%	\$2,434	\$2,409
52	p5626	2022	Chevrolet	silverado 1500	121	Auction/Wholesale	No	\$	30,994	\$	30,994	108%	\$1,283	\$1,136
53	P5642	2022	Chevrolet	SILVERADO 1500	90	Auction/Wholesale	No	\$	30,994	\$	30,994	106%	(\$476)	\$1,136

## Scoreboard Totals

% Retailed of Non-Franchise Make	23%
Total # Retail Units	111
Avg. Days to Sale	86.3
Avg. Advertised Price (Time of Sale)	\$ 30,112
Avg. Transaction Price	\$ 30,000
Avg. Market Price at 100%	\$ 29,522
Avg. Price to Market % (Time of Sale)	102%
Avg. Transaction to Market	102%
Avg. Transactional Discount	\$ 112
Avg. Front-End Gross	\$ 1,950
Avg. Finance Gross	\$ 1,099
PUVR	\$ 3,049
Total Gross (Units & PUVR)	\$ 338,416
GROI	42%
% with Trade	41%
Avg. Over/Under Allowance	\$287



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Tim Ritter	Vince Lawyer
% Retailed of Non-New Franchise	23%	18%	25%
Total # Retail Units	111	28	83
Avg. Days to Sale	86.3	62.0	94.5
Avg. Advertised Price (Time of Sale)	\$ 30,112	\$ 24,389	\$ 32,043
Avg. Transaction Price	\$ 30,000	\$ 24,404	\$ 31,888
Avg. Market Price at 100%	\$ 29,522	\$ 23,696	\$ 31,746
Avg. Price to Market % (Time of Sale)	102%	103%	101%
Avg. Transaction to Market	102%	103%	100%
Avg. Transactional Discount	\$ 112	\$ (15)	\$ 155
Avg. Front-End Gross	\$ 1,950	\$ 3,045	\$ 1,581
Avg. Finance Gross	\$ 1,099	\$ 1,442	\$ 983
PUVR	\$ 3,049	\$ 4,487	\$ 2,564
Total Gross (Units & PUVR)	\$ 338,416	\$ 125,638	\$ 212,778
GROI	42%	107%	31%
% with Trade	41%	36%	43%
Avg. Over/Under Allowance	287	594	187









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Jesse Mcconell-Whit	Matt Olmstead
% Retailed of Non-New Franchise	23%	28%	27%
Total # Retail Units	111	43	30
Avg. Days to Sale	86.3	80.1	104.2
Avg. Advertised Price (Time of Sale)	\$ 30,112	\$ 29,327	\$ 32,581
Avg. Transaction Price	\$ 30,000	\$ 29,218	\$ 32,356
Avg. Market Price at 100%	\$ 29,522	\$ 28,982	\$ 32,303
Avg. Price to Market % (Time of Sale)	102%	101%	101%
Avg. Transaction to Market	102%	101%	100%
Avg. Transactional Discount	\$ 112	\$ 109	\$ 225
Avg. Front-End Gross	\$ 1,950	\$ 1,947	\$ 1,522
Avg. Finance Gross	\$ 1,099	\$ 1,126	\$ 796
PUVR	\$ 3,049	\$ 3,073	\$ 2,317
Total Gross (Units & PUVR)	\$ 338,416	\$ 132,131	\$ 69,521
GROI	42%	47%	25%
% with Trade	41%	37%	40%
Avg. Over/Under Allowance	287	355	79



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Zak Hand	Meg Hems		
14%	33%	#DIV/0!	#DIV/0!
35	3	0	0
80.9	58.3	#DIV/0!	#DIV/0!
\$ 29,571	\$ 22,992	#DIV/0!	#DIV/0!
\$ 29,489	\$ 23,618	#DIV/0!	#DIV/0!
\$ 29,026	\$ 22,382	#DIV/0!	#DIV/0!
102%	103%	#DIV/0!	#DIV/0!
102%	106%	#DIV/0!	#DIV/0!
\$ 82	\$ (626)	#DIV/0!	#DIV/0!
\$ 2,274	\$ 2,500	#DIV/0!	#DIV/0!
\$ 1,241	\$ 2,075	#DIV/0!	#DIV/0!
\$ 3,515	\$ 4,576	#DIV/0!	#DIV/0!
\$ 123,037	\$ 13,727	#DIV/0!	#DIV/0!
53%	120%	#DIV/0!	#DIV/0!
46%	67%	#DIV/0!	#DIV/0!
53	2,666	#DIV/0!	#DIV/0!





























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Tim Ritter	Vince Lawyer
% Retailed of Non-New Franchise	23%	17%	26%
Total # Retail Units	111	29	82
Avg. Days to Sale	86.3	61.8	95.0
Avg. Advertised Price (Time of Sale)	\$ 30,112	\$ 24,563	\$ 32,075
Avg. Transaction Price	\$ 30,000	\$ 24,577	\$ 31,918
Avg. Market Price at 100%	\$ 29,522	\$ 23,865	\$ 31,784
Avg. Price to Market % (Time of Sale)	102%	103%	101%
Avg. Transaction to Market	102%	103%	100%
Avg. Transactional Discount	\$ 112	\$ (14)	\$ 157
Avg. Front-End Gross	\$ 1,950	\$ 2,988	\$ 1,583
Avg. Finance Gross	\$ 1,099	\$ 1,447	\$ 975
PUVR	\$ 3,049	\$ 4,435	\$ 2,558
Total Gross (Units & PUVR)	\$ 338,416	\$ 128,621	\$ 209,795
GROI	42%	105%	30%
% with Trade	41%	38%	43%
Avg. Over/Under Allowance	287	561	191







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	111	0	111
Avg. Days to Sale	86.3	#DIV/0!	86.3
Avg. Advertised Price (Time of Sale)	\$ 30,112	#DIV/0!	\$ 30,000
Avg. Transaction Price	\$ 30,000	#DIV/0!	\$ 30,000
Avg. Market Price at 100%	\$ 29,522	#DIV/0!	\$ 29,715
Avg. Price to Market % (Time of Sale)	102%	#DIV/0!	101%
Avg. Transaction to Market	102%	#DIV/0!	101%
Avg. Transactional Discount	\$ 112	#DIV/0!	\$ 112
Avg. Front-End Gross	\$ 1,950	#DIV/0!	\$ 1,950
Avg. Finance Gross	\$ 1,099	#DIV/0!	\$ 1,099
PUVR	\$ 3,049	#DIV/0!	\$ 3,049
Total Gross (Units & PUVR)	\$ 338,416	#DIV/0!	\$ 338,416
GROI	42%	#DIV/0!	42%
% with Trade	41%	#DIV/0!	41%
Avg. Over/Under Allowance	287	#DIV/0!	287



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	111	85	26
Avg. Days to Sale	86.3	78.9	110.4
Avg. Advertised Price (Time of Sale)	\$ 30,112	\$ 29,264	\$ 32,715
Avg. Transaction Price	\$ 30,000	\$ 29,170	\$ 32,715
Avg. Market Price at 100%	\$ 29,522	\$ 28,726	\$ 32,948
Avg. Price to Market % (Time of Sale)	102%	102%	99%
Avg. Transaction to Market	102%	102%	99%
Avg. Transactional Discount	\$ 112	\$ 94	\$ 170
Avg. Front-End Gross	\$ 1,950	\$ 1,996	\$ 1,799
Avg. Finance Gross	\$ 1,099	\$ 1,037	\$ 1,301
PUVR	\$ 3,049	\$ 3,033	\$ 3,100
Total Gross (Units & PUVR)	\$ 338,416	\$ 257,822	\$ 80,594
GROI	42%	47%	31%
% with Trade	41%	40%	46%
Avg. Over/Under Allowance	287	257	362



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	111	41	15
% of Retail Units	100%	37%	14%
% Retailed of Non-New Franchise	23%	29%	53%
Avg. Days to Sale	86.3	79.2	68.5
Avg. Transaction Price	\$ 30,000	\$ 32,481	\$ 25,944
Avg. Transaction to Market %	102%	101%	100%
Avg. Transactional Discount	\$ 112	\$ 203	\$ 26
Avg. Front End Gross	\$ 1,950	\$ 2,619	\$ 3,242
Avg. Finance Gross	\$ 1,099	\$ 1,157	\$ 1,432
PUVR	\$ 3,049	\$ 3,777	\$ 4,674
Total Gross (Units & PUVR)	\$ 338,416	\$ 154,842	\$ 70,117
GROI	42%	53%	95%
% with Trade	41%	49%	27%
Avg. Over/Under Allowance	287	653	294



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
2	30	0	23
2%	27%	0%	21%
50%	17%	#DIV/0!	0%
82.0	113.7	#DIV/0!	75.1
\$ 34,961	\$ 29,560	#DIV/0!	\$ 28,366
96%	102%	#DIV/0!	104%
\$ 194	\$ 102	#DIV/0!	\$ 12
\$ 1,780	\$ 429	#DIV/0!	\$ 1,914
\$ -	\$ 772	#DIV/0!	\$ 1,298
\$ 1,780	\$ 1,201	#DIV/0!	\$ 3,212
\$ 3,559	\$ 36,032	#DIV/0!	\$ 73,866
22%	13%	#DIV/0!	54%
0%	23%	#DIV/0!	65%
0	-12	#DIV/0!	4

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	111	26	17
% of Retail Units	100%	23%	15%
% Retailed of Non-New Franchise	23%	31%	0%
Avg. Days to Sale	86.3	17.8	35.8
Avg. Transaction Price	\$ 30,000	\$ 27,814	\$ 32,497
Avg. Transaction to Market %	102%	103%	102%
Avg. Transactional Discount	\$ 112	\$ 169	\$ 11
Avg. Front End Gross	\$ 1,950	\$ 3,424	\$ 3,186
Avg. Finance Gross	\$ 1,099	\$ 1,336	\$ 1,283
PUVR	\$ 3,049	\$ 4,759	\$ 4,469
Total Gross (Units & PUVR)	\$ 338,416	\$ 123,743	\$ 75,981
GROI	42%	347%	138%
% with Trade	41%	27%	47%
Avg. Over/Under Allowance	287	125	1,065



46-60 days	61-90 days	90+ days
12	18	38
11%	16%	34%
25%	11%	34%
54.8	75.4	170.8
\$ 29,467	\$ 30,752	\$ 30,191
102%	101%	100%
\$ (67)	\$ 356	\$ 59
\$ 2,538	\$ 2,093	\$ 136
\$ 1,014	\$ 542	\$ 1,144
\$ 3,552	\$ 2,634	\$ 1,280
\$ 42,621	\$ 47,415	\$ 48,656
79%	41%	9%
58%	33%	47%
78	54	265