

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
B.J. Welle	B.J. Welle	B.J. Welle
Glenn Kerfeld	Glenn Kerfeld	Glenn Kerfeld
		Tim McCoy
		Bruce Welle

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	247615	2019	Chevrolet	Silverado	42	Trade on New	No	\$ 45,340	\$ 45,340	106%	\$1,535	\$0
2	156661	2014	Jeep	Grand Cherokee	15	Trade on New	No	\$ 15,495	\$ 15,495	75%	\$3,074	\$0
3	M31966	2021	Jeep	Renegade	106	Trade on New	Yes	\$ 23,490	\$ 22,490	111%	\$1,765	\$425
4	384099	2011	Chevrolet	Silverado	1	Trade on Used	No	\$ 12,995	\$ 12,995	101%	\$2,970	\$228
5	431003	2015	Chevrolet	Silverado	1	Trade on Used	No	\$ 25,990	\$ 25,990	95%	\$3,539	\$984
6	304205	2015	Chevrolet	Silverado	113	Trade on Used	No	\$ 26,495	\$ 26,495	109%	\$5,975	\$0
7	250841	2012	Chevrolet	Silverado	25	Trade on New	No	\$ 12,995	\$ 12,995	89%	\$1,320	\$0
8	689445	2019	Ram	2500	37	Trade on New	Yes	\$ 37,990	\$ 37,990	98%	\$5,794	\$0
9	841627	2019	Toyota	Camry	4	Trade on Used	No	\$ 19,490	\$ 19,490	95%	\$3,340	\$485
10	677415	2019	Ram	1500	1	Trade on New	Yes	\$ 34,990	\$ 33,500	96%	\$777	\$0
11	184905	2019	Chevrolet	Express	66	Trade on New	No	\$ 26,995	\$ 26,859		\$4,972	\$0
12	112596	2021	Chevrolet	Tahoe	144	Trade on New	No	\$ 64,995	\$ 64,400	103%	\$1,464	\$750
13	627900	2021	Jeep	Grand Cherokee	236	Rental Fleet (Enterprise, et	Yes	\$ 28,990	\$ 28,990	100%	\$157	\$1,359
14	601014	2015	Hyundai	Elantra	6	Trade on New	No	\$ 6,500	\$ 6,500	91%	\$2,617	\$0
15	628477	2020	Chevrolet	Blazer	340	Auction/Wholesale	No	\$ 33,990	\$ 33,990	101%	\$4,273	\$1,741
16	D81234	2018	Ford	F-150	7	Trade on Used	No	\$ 23,490	\$ 23,490	95%	\$1,092	\$1,557
17	296229	2021	Chevrolet	Suburban	17	Trade on New	No	\$ 53,000	\$ 53,000	98%	\$4,446	\$1,000
18	216144	2018	Dodge	Journey	52	Trade on Used	No	\$ 9,990	\$ 9,990	93%	\$3,252	\$0
19	214249	2019	Chevrolet	Silverado 2500	117	Trade on New	No	\$ 37,995	\$ 37,995	99%	\$5,112	
20	304730	2020	Ram	2500	11	Trade on New	Yes	\$ 53,990	\$ 53,990		\$8,482	\$750
21	177378	2020	Ram	1500	26	Trade on New	Yes	\$ 37,490	\$ 37,490	97%	\$2,690	\$1,503
22	573503	2021	Jeep	Wranger	643	LBO Customer	Yes	\$ 34,995	\$ 34,800	102%	\$1,464	\$0
23	220493	2022	Jeep	Wagoneer	176	Trade on New	Yes	\$ 64,995	\$ 64,800	107%	\$2,875	\$1,459
24	146164	2020	GMC	Sierra	54	Trade on Used	No	\$ 43,495	\$ 43,495	99%	\$4,297	\$1,000
25	107610	2015	Chevrolet	Tahoe	33	Trade on Used	No	\$ 15,500	\$ 15,500	97%	\$2,842	\$193
26	164186	2014	Ram	1500	11	Trade on Used	No	\$ 16,990	\$ 16,990		\$3,927	\$0
27	222909	2013	Chevrolet	Tahoe	41	Trade on New	No	\$ 9,490	\$ 9,490		\$3,052	\$0

28	200143	2011	Chevrolet	Impala	700	Trade on Used	No	\$	2,995	\$	2,995		\$373	\$0
29	269610	2017	Buick	Enclave	61	Trade on New	No	\$	23,750	\$	23,750		\$3,842	\$0
30	311428	2020	Chevrolet	Silverado	20	Trade on New	No	\$	36,990	\$	36,990	101%	\$1,547	\$1,000
31	259212	2020	Jeep	Wrangler	163	ntal Fleet (Enterprise, e	No	\$	33,495	\$	31,100	107%	\$890	\$373
32	262023	2014	Buick	Enclave	22	Trade on New	No	\$	13,490	\$	12,490		\$1,961	\$0
33	824810	2005	Chevrolet	Silverado 2500	37	Trade on Used	No	\$	4,995	\$	4,830		\$2,680	\$0
34	111516	2020	Cadillac	XT6	32	Trade on New	No	\$	29,995	\$	29,500		\$3,300	\$0
35	904703	2019	Ram	1500	1	Auction/Wholesale	No	\$	30,500	\$	30,500		\$2,350	\$0
36	C78755	2018	Ford	F-250	92	Trade on Used	No	\$	49,990	\$	49,490	107%	\$1,738	\$600
37	102978	2023	GMC	Sierra 3500	42	Street/Curb Buy	No	\$	79,995	\$	79,200		\$1,550	\$1,356
38	A20366	2019	Ford	Ranger	23	Trade on Used	No	\$	24,490	\$	24,390	91%	\$4,601	\$265
39	258791	2020	Chrysler	Pacifica	14	Trade on New	Yes	\$	19,990	\$	19,990		\$2,732	\$0
40	637015	2018	Chevrolet	Silverado	54	Trade on New	No	\$	29,590	\$	29,350		\$2,104	\$0
41	270877	2017	Chevrolet	Trax	52	Trade on New	No	\$	12,990	\$	12,990	114%	\$1,614	\$171
42	178714	2003	Chevrolet	Suburban	50	Trade on Used	No	\$	4,995	\$	2,653		(\$497)	\$0
43	112500	2014	GMC	Terrain	142	Street/Curb Buy	No	\$	12,995	\$	12,995		\$4,306	\$205
44	D86465	2018	Ford	F-150	10	Trade on Used	No	\$	25,990	\$	25,990		\$3,769	\$0
45	110041	2007	Jeep	Wrangler	205	Trade on Used	No	\$	11,500	\$	9,471		\$2,531	\$0
46	96388	2007	Hyundai	Sante Fe	35	Trade on Used	No	\$	6,995	\$	6,500		\$3,212	\$79
47	284010	2021	Chevrolet	Silverado 1500	1	LBO Customer	No	\$	33,376	\$	33,376		\$0	\$1,037
48	248827	2020	Ram	1500	148	Trade on New	Yes	\$	44,395	\$	44,395	110%	\$1,408	\$1,464
49	259324	2019	GMC	Sierra	43	Trade on Used	No	\$	25,500	\$	25,265		(\$2,504)	\$0
50	350321	2012	Dodge	Grand Caravan	20	Trade on Used	No	\$	7,750	\$	7,750		\$1,257	\$0
51	1398	2016	Acura	ILX	14	Trade on Used	No	\$	16,500	\$	16,500	95%	\$2,806	\$0
52	125051	2022	Jeep	Wagoneer	110	Street/Curb Buy	Yes	\$	56,495	\$	55,900	105%	\$1,507	\$1,750
53	135839	2014	Chevrolet	Equinox	118	Trade on Used	No	\$	10,000	\$	10,000		\$935	\$0

Scoreboard Totals

% Retailed of Non-Franchise Make	28%
Total # Retail Units	58
Avg. Days to Sale	94.3
Avg. Advertised Price (Time of Sale)	\$ 27,105
Avg. Transaction Price	\$ 26,837
Avg. Market Price at 100%	\$ 27,213
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	99%
Avg. Transactional Discount	\$ 267
Avg. Front-End Gross	\$ 2,508
Avg. Finance Gross	\$ 387
PUVR	\$ 2,888
Total Gross (Units & PUVR)	\$ 167,482
GROI	41%
% with Trade	38%
Avg. Over/Under Allowance	\$0



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals		
% Retailed of Non-New Franchise	28%	#DIV/0!	#DIV/0!
Total # Retail Units	58	0	0
Avg. Days to Sale	94.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 27,105	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 26,837	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 27,213	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	99%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 267	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,508	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 387	#DIV/0!	#DIV/0!
PUVR	\$ 2,888	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 167,482	#DIV/0!	#DIV/0!
GROI	41%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	0	#DIV/0!	#DIV/0!



Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals		
% Retailed of Non-New Franchise	28%	#DIV/0!	#DIV/0!
Total # Retail Units	58	0	0
Avg. Days to Sale	94.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 27,105	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 26,837	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 27,213	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	99%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 267	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,508	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 387	#DIV/0!	#DIV/0!
PUVR	\$ 2,888	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 167,482	#DIV/0!	#DIV/0!
GROI	41%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	0	#DIV/0!	#DIV/0!



Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals		
% Retailed of Non-New Franchise	28%	#DIV/0!	#DIV/0!
Total # Retail Units	58	0	0
Avg. Days to Sale	94.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 27,105	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 26,837	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 27,213	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	99%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 267	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,508	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 387	#DIV/0!	#DIV/0!
PUVR	\$ 2,888	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 167,482	#DIV/0!	#DIV/0!
GROI	41%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	0	#DIV/0!	#DIV/0!



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	58	12	46
Avg. Days to Sale	94.3	134.8	83.7
Avg. Advertised Price (Time of Sale)	\$ 27,105	\$ 39,484	\$ 23,625
Avg. Transaction Price	\$ 26,837	\$ 39,153	\$ 23,625
Avg. Market Price at 100%	\$ 27,213	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	99%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 267	\$ 331	\$ 250
Avg. Front-End Gross	\$ 2,508	\$ 2,512	\$ 2,507
Avg. Finance Gross	\$ 387	\$ 726	\$ 296
PUVR	\$ 2,888	\$ 3,237	\$ 2,796
Total Gross (Units & PUVR)	\$ 167,482	\$ 38,848	\$ 128,634
GROI	41%	22%	51%
% with Trade	38%	67%	30%
Avg. Over/Under Allowance	0	0	0



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	58	42	16
Avg. Days to Sale	94.3	114.5	41.1
Avg. Advertised Price (Time of Sale)	\$ 27,105	\$ 27,391	\$ 26,126
Avg. Transaction Price	\$ 26,837	\$ 27,108	\$ 26,126
Avg. Market Price at 100%	\$ 27,213	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	99%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 267	\$ 283	\$ 226
Avg. Front-End Gross	\$ 2,508	\$ 2,438	\$ 2,692
Avg. Finance Gross	\$ 387	\$ 402	\$ 347
PUVR	\$ 2,888	\$ 2,830	\$ 3,038
Total Gross (Units & PUVR)	\$ 167,482	\$ 118,871	\$ 48,612
GROI	41%	33%	102%
% with Trade	38%	40%	31%
Avg. Over/Under Allowance	0	0	0



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	58	26	22
% of Retail Units	100%	45%	38%
% Retailed of Non-New Franchise	28%	19%	41%
Avg. Days to Sale	94.3	53.6	103.9
Avg. Transaction Price	\$ 26,837	\$ 30,654	\$ 17,419
Avg. Transaction to Market %	99%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 267	\$ 198	\$ 267
Avg. Front End Gross	\$ 2,508	\$ 2,942	\$ 2,363
Avg. Finance Gross	\$ 387	\$ 353	\$ 245
PUVR	\$ 2,888	\$ 3,281	\$ 2,608
Total Gross (Units & PUVR)	\$ 167,482	\$ 85,307	\$ 57,370
GROI	41%	72%	52%
% with Trade	38%	46%	23%
Avg. Over/Under Allowance	0	0	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
3	2	0	2
5%	3%	0%	3%
67%	0%	#DIV/0!	0%
98.0	170.5	#DIV/0!	322.0
\$ 49,365	\$ 32,245	#DIV/0!	\$ 34,088
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
\$ 463	\$ -	#DIV/0!	\$ 98
\$ 2,454	\$ 3,312	#DIV/0!	\$ 732
\$ 1,104	\$ 871	#DIV/0!	\$ 519
\$ 3,558	\$ 4,182	#DIV/0!	\$ 1,251
\$ 10,674	\$ 8,364	#DIV/0!	\$ 2,501
26%	27%	#DIV/0!	4%
33%	50%	#DIV/0!	0%
0	0	#DIV/0!	0

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
1	2	0
2%	3%	0%
0%	0%	#DIV/0!
110.0	199.5	#DIV/0!
\$ 35,495	\$ 30,045	#DIV/0!
101%	100%	#DIV/0!
\$ 500	\$ 1,198	#DIV/0!
\$ 487	\$ 524	#DIV/0!
\$ -	\$ 866	#DIV/0!
\$ 487	\$ 1,390	#DIV/0!
\$ 487	\$ 2,779	#DIV/0!
4%	8%	#DIV/0!
100%	100%	#DIV/0!
0	0	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	58	22	9
% of Retail Units	100%	38%	16%
% Retailed of Non-New Franchise	28%	32%	44%
Avg. Days to Sale	94.3	11.8	38.0
Avg. Transaction Price	\$ 26,837	\$ 24,859	\$ 28,179
Avg. Transaction to Market %	99%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 267	\$ 118	\$ 243
Avg. Front End Gross	\$ 2,508	\$ 2,802	\$ 2,385
Avg. Finance Gross	\$ 387	\$ 400	\$ 181
PUVR	\$ 2,888	\$ 3,202	\$ 2,565
Total Gross (Units & PUVR)	\$ 167,482	\$ 70,446	\$ 23,089
GROI	41%	394%	86%
% with Trade	38%	41%	33%
Avg. Over/Under Allowance	0	0	0



46-60 days	61-90 days	90+ days
5	4	18
9%	7%	31%
20%	50%	11%
52.4	69.8	240.3
\$ 19,696	\$ 22,209	\$ 31,597
#DIV/0!	#DIV/0!	#DIV/0!
\$ 516	\$ 34	\$ 445
\$ 2,154	\$ 3,618	\$ 2,061
\$ 234	\$ 76	\$ 596
\$ 2,388	\$ 3,694	\$ 2,657
\$ 11,941	\$ 14,776	\$ 47,826
83%	86%	13%
20%	50%	39%
0	0	0