

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	PV2257AL	2019	Volkswagen	ATLAS	29	Auction/Wholesale	Yes	\$ 25,800	\$ 25,800	99%	\$884	\$898
2	PV2187AL	2019	Acura	TLX	16	Street/Curb Buy	No	\$ 21,942	\$ 21,923	103%	\$1,686	\$3,162
3	V6198A	2022	Toyota	CAMRY	3	Trade on New	No	\$ 26,782	\$ 26,782	107%	\$5,455	\$2,809
4	V6217A	2020	Volkswagen	JETTA	43	Trade on New	Yes	\$ 17,830	\$ 17,599	95%	(\$3,375)	\$3,628
5	V6259A	2020	Volkswagen	TIGUAN	29	Trade on New	Yes	\$ 19,960	\$ 19,960	97%	\$1,851	\$1,869
6	PV2243AL	2020	Hyundai	ELANTRA	55	Auction/Wholesale	No	\$ 17,400	\$ 17,400	94%	(\$360)	\$1,317
7	PV2269A	2020	Chevrolet	TRAX	22	Auction/Wholesale	No	\$ 15,125	\$ 15,125	100%	(\$627)	\$901
8	V6163C	2015	Audi	A8 TDI	45	Trade on Used	No	\$ 25,500	\$ 25,500	95%	(\$105)	\$0
9	V6316A	2023	Volkswagen	JETTA	24	Trade on New	Yes	\$ 21,656	\$ 22,406	99%	\$1,600	\$1,149
10	V6137A	2017	Kia	SORENTO	45	Trade on New	No	\$ 15,685	\$ 15,685	92%	\$735	\$2,350
11	PV2267AL	2020	Volkswagen	TIGUAN	28	Street/Curb Buy	Yes	\$ 23,500	\$ 23,500	96%	\$4,987	\$535
12	V2243CL	2020	Volkswagen	JETTA	8	Trade on Used	No	\$ 15,525	\$ 15,525	97%	\$3,287	\$1,867
13	V6144A	2021	Volkswagen	JETTA	7	Trade on New	Yes	\$ 21,923	\$ 21,717	102%	\$3,251	\$2,804
14	V6235A	2023	Nissan	ALTIMA	22	Trade on New	No	\$ 24,944	\$ 24,944	100%	\$2,169	\$0
15	PV2261ADR	2021	Kia	K5	37	Auction/Wholesale	No	\$ 19,957	\$ 19,957	97%	\$1,486	\$250
16	V6335AL	2019	Hyundai	KONA	7	Trade on New	No	\$ 16,250	\$ 16,250	108%	\$1,394	\$625
17	PV2273AL	2024	Volkswagen	ATLAS	26	Auction/Wholesale	Yes	\$ 39,495	\$ 39,495	97%	\$2,550	\$3,546
18	V6210A	2019	Jeep	CHEROKEE	35	Trade on New	No	\$ 17,250	\$ 17,250	96%	\$1,289	\$1,824
19	V6244A	2019	Volkswagen	ATLAS	37	Trade on New	Yes	\$ 24,502	\$ 24,502	102%	\$4,184	\$1,215
20	V6267A	2018	Audi	Q3	19	Trade on New	No	\$ 19,929	\$ 19,929	95%	\$2,152	\$750
21	PV2276AL	2021	Hyundai	SONATA	11	Auction/Wholesale	No	\$ 19,900	\$ 19,900	101%	\$366	\$205
22	PV2266ADR	2019	Volkswagen	JETTA	40	Auction/Wholesale	Yes	\$ 16,982	\$ 16,982	98%	\$1,044	\$1,290
23	V6249A	2022	Volkswagen	TAOS	49	Trade on New	Yes	\$ 20,939	\$ 20,940	97%	(\$399)	\$0
24	V6278A	2020	Volkswagen	CROSS SPORT	34	Trade on New	Yes	\$ 27,952	\$ 27,952	100%	\$2,155	\$150
25	V6372A	2021	Toyota	CAMRY	11	Trade on New	No	\$ 23,000	\$ 23,000	104%	\$1,683	\$3,830
26	V6365AL	2017	Volkswagen	JETTA GLI	17	Trade on New	No	\$ 15,900	\$ 15,900	103%	\$2,830	\$1,190
27	V6302A	2020	Buick	ENVISION	25	Trade on New	No	\$ 18,890	\$ 18,890	99%	\$496	\$1,418

28	V6233A	2016	Volkswagen	EOS	2	Trade on New	No	\$	17,995	\$	17,995	115%	\$2,738	\$206
29	V6286ADR	2014	Ford	MUSTANG	12	Trade on New	No	\$	14,998	\$	14,998	112%	\$3,203	\$407
30	PV2262AL	2020	Volkswagen	TIGUAN	51	Trade on New	Yes	\$	20,214	\$	20,214	95%	(\$673)	\$1,207
31	V6286AA	2015	Jeep	CHEROKEE LATITU	10	Trade on New	No	\$	12,969	\$	12,696	103%	\$1,545	\$0
32	V6313A	2015	Jeep	GRAND CHEROKE	21	Trade on New	No	\$	14,900	\$	14,900	98%	\$1,773	\$504
33	V6190A	2023	Volkswagen	ATLAS	39	Trade on New	Yes	\$	29,912	\$	29,912	102%	\$1,501	\$450
34	V6228A	2020	Volkswagen	TIGUAN	26	Trade on New	Yes	\$	21,940	\$	21,940	100%	(\$78)	\$2,738
35	PV2242AL	2021	Jeep	COMPASS LATITU	81	Auction/Wholesale	No	\$	19,929	\$	19,929	95%	(\$854)	\$1,500
36	V6257A	2011	Cadillac	DTS	9	Trade on New	No	\$	10,995	\$	10,995	111%	\$4,003	\$1,057
37	PV2285AL	2023	Volkswagen	JETTA SPORT	13	Auction/Wholesale	Yes	\$	21,252	\$	21,252	106%	\$814	\$2,170
38	V6227A	2022	Volkswagen	TIGUAN	54	Trade on New	Yes	\$	23,436	\$	21,815	103%	\$307	\$0
39	V6380A	2023	Toyota	TACOMA	9	Trade on New	No	\$	44,954	\$	44,000	99%	\$2,647	\$0
40	V6301A	2022	Volkswagen	TAOS	34	Trade on New	Yes	\$	26,251	\$	28,000	100%	\$5,094	\$599
41	V5990A	2023	Volkswagen	CROSS SPORT	10	Trade on New	Yes	\$	35,900	\$	35,900	100%	\$4,039	\$250
42	V6187A	2023	Volkswagen	TIGUAN	14	Trade on New	Yes	\$	32,296	\$	30,820	102%	\$2,571	\$0
43	V6216A	2021	Volkswagen	JETTA	16	Trade on New	Yes	\$	17,889	\$	17,889	103%	\$2,147	\$923
44	PV2258AL	2019	Volkswagen	ATLAS	69	Auction/Wholesale	Yes	\$	29,900	\$	29,900	101%	\$1,995	\$3,791
45	V6375A	2021	Volkswagen	ATLAS	31	Trade on New	Yes	\$	25,925	\$	25,500	102%	\$2,856	\$1,852
46	V6246A	2018	Nissan	MURANO	22	Trade on New	No	\$	17,390	\$	17,228	100%	\$1,428	\$1,128
47	PV2287ADR	2021	Toyota	CAMRY	17	Auction/Wholesale	No	\$	23,390	\$	23,000	99%	(\$221)	\$881
48	V6299AL	2020	Volkswagen	TIGUAN	8	Trade on New	Yes	\$	23,650	\$	23,000	106%	\$842	\$1,348
49	V6195A	2022	Ford	MAVERICK	54	Trade on New	No	\$	26,266	\$	26,000	89%	(\$55)	\$1,460
50	PV2295AL	2021	Volkswagen	TIGUAN	12	Auction/Wholesale	Yes	\$	22,675	\$	22,675	85%	\$419	\$1,921
51	V6298A	2021	Mazda	CX-30	56	Trade on New	No	\$	18,615	\$	18,115	91%	(\$189)	\$998
52	V6411A	2022	Volkswagen	TIGUAN	7	Trade on New	Yes	\$	24,751	\$	24,000	100%	\$2,322	\$0
53	PV2291A	2021	Hyundai	SONATA	23	Auction/Wholesale	No	\$	23,449	\$	23,449	102%	(\$553)	\$1,748

Scoreboard Totals

% Retailed of Non-Franchise Make	48%
Total # Retail Units	60
Avg. Days to Sale	27.5
Avg. Advertised Price (Time of Sale)	\$ 21,884
Avg. Transaction Price	\$ 21,689
Avg. Market Price at 100%	\$ 21,985
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	99%
Avg. Transactional Discount	\$ 195
Avg. Front-End Gross	\$ 1,442
Avg. Finance Gross	\$ 1,328
PUVR	\$ 2,770
Total Gross (Units & PUVR)	\$ 166,175
GROI	167%
% with Trade	30%
Avg. Over/Under Allowance	\$170



Scoreboard

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Sales Consultant	Totals	Chris Blanchard	Kingdom Sonogod
% Retailed of Non-New Franchise	48%	55%	33%
Total # Retail Units	60	11	12
Avg. Days to Sale	27.5	26.5	19.2
Avg. Advertised Price (Time of Sale)	\$ 21,884	\$ 24,513	\$ 20,898
Avg. Transaction Price	\$ 21,689	\$ 24,591	\$ 20,844
Avg. Market Price at 100%	\$ 21,985	\$ 24,688	\$ 20,877
Avg. Price to Market % (Time of Sale)	100%	99%	100%
Avg. Transaction to Market	99%	100%	100%
Avg. Transactional Discount	\$ 195	\$ (78)	\$ 54
Avg. Front-End Gross	\$ 1,442	\$ 1,863	\$ 1,381
Avg. Finance Gross	\$ 1,328	\$ 1,614	\$ 926
PUVR	\$ 2,770	\$ 3,478	\$ 2,307
Total Gross (Units & PUVR)	\$ 166,175	\$ 38,254	\$ 27,678
GROI	167%	192%	208%
% with Trade	30%	36%	8%
Avg. Over/Under Allowance	170	495	0



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Keith Moorer	Josh Layton	Elizabeth Forrer	HOUSE
56%	33%	33%	55%
9	3	3	22
43.1	25.0	20.7	27.5
\$ 19,314	\$ 27,771	\$ 28,857	\$ 20,406
\$ 19,030	\$ 26,940	\$ 28,789	\$ 20,102
\$ 19,963	\$ 28,699	\$ 29,271	\$ 20,452
97%	97%	99%	100%
95%	94%	98%	98%
\$ 284	\$ 831	\$ 68	\$ 304
\$ 1,019	\$ 1,613	\$ 2,033	\$ 1,334
\$ 1,225	\$ 487	\$ 1,006	\$ 1,604
\$ 2,244	\$ 2,099	\$ 3,039	\$ 2,938
\$ 20,196	\$ 6,298	\$ 9,116	\$ 64,631
98%	112%	184%	192%
44%	67%	33%	27%
0	0	750	71

Scoreboard

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Desk Manager	Totals	Cassie Ullrich	Hunter Greenbaum
% Retailed of Non-New Franchise	48%	36%	74%
Total # Retail Units	60	36	19
Avg. Days to Sale	27.5	28.3	23.7
Avg. Advertised Price (Time of Sale)	\$ 21,884	\$ 22,862	\$ 19,866
Avg. Transaction Price	\$ 21,689	\$ 22,717	\$ 19,810
Avg. Market Price at 100%	\$ 21,985	\$ 23,129	\$ 19,779
Avg. Price to Market % (Time of Sale)	100%	99%	100%
Avg. Transaction to Market	99%	98%	100%
Avg. Transactional Discount	\$ 195	\$ 145	\$ 56
Avg. Front-End Gross	\$ 1,442	\$ 1,592	\$ 1,448
Avg. Finance Gross	\$ 1,328	\$ 1,423	\$ 1,051
PUVR	\$ 2,770	\$ 3,015	\$ 2,499
Total Gross (Units & PUVR)	\$ 166,175	\$ 108,529	\$ 47,485
GROI	167%	169%	191%
% with Trade	30%	25%	42%
Avg. Over/Under Allowance	170	194	185



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Daniel Fitzgerald			
40%	#DIV/0!	#DIV/0!	#DIV/0!
5	0	0	0
36.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 22,511	#DIV/0!	#DIV/0!	#DIV/0!
\$ 21,422	#DIV/0!	#DIV/0!	#DIV/0!
\$ 23,435	#DIV/0!	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!	#DIV/0!
91%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,089	#DIV/0!	#DIV/0!	#DIV/0!
\$ 339	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,694	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,032	#DIV/0!	#DIV/0!	#DIV/0!
\$ 10,161	#DIV/0!	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!	#DIV/0!
20%	#DIV/0!	#DIV/0!	#DIV/0!
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Scoreboard

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Finance Manager	Totals	Max Riley	Sam Goff
% Retailed of Non-New Franchise	48%	55%	39%
Total # Retail Units	60	31	28
Avg. Days to Sale	27.5	29.6	24.6
Avg. Advertised Price (Time of Sale)	\$ 21,884	\$ 21,627	\$ 22,040
Avg. Transaction Price	\$ 21,689	\$ 21,310	\$ 21,972
Avg. Market Price at 100%	\$ 21,985	\$ 21,976	\$ 22,054
Avg. Price to Market % (Time of Sale)	100%	98%	100%
Avg. Transaction to Market	99%	97%	100%
Avg. Transactional Discount	\$ 195	\$ 317	\$ 67
Avg. Front-End Gross	\$ 1,442	\$ 1,537	\$ 1,392
Avg. Finance Gross	\$ 1,328	\$ 1,456	\$ 1,233
PUVR	\$ 2,770	\$ 2,994	\$ 2,624
Total Gross (Units & PUVR)	\$ 166,175	\$ 92,801	\$ 73,479
GROI	167%	171%	175%
% with Trade	30%	26%	36%
Avg. Over/Under Allowance	170	53	275



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Aidan Rogers			
100%	#DIV/0!	#DIV/0!	#DIV/0!
1	0	0	0
45.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 25,500	#DIV/0!	#DIV/0!	#DIV/0!
\$ 25,500	#DIV/0!	#DIV/0!	#DIV/0!
\$ 26,842	#DIV/0!	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!	#DIV/0!
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\$ (105)	#DIV/0!	#DIV/0!	#DIV/0!
\$ (105)	#DIV/0!	#DIV/0!	#DIV/0!
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0%	#DIV/0!	#DIV/0!	#DIV/0!
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Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	60	27	33
Avg. Days to Sale	27.5	28.8	26.4
Avg. Advertised Price (Time of Sale)	\$ 21,884	\$ 24,389	\$ 19,566
Avg. Transaction Price	\$ 21,689	\$ 24,283	\$ 19,566
Avg. Market Price at 100%	\$ 21,985	\$ 24,526	\$ 20,104
Avg. Price to Market % (Time of Sale)	100%	99%	97%
Avg. Transaction to Market	99%	99%	97%
Avg. Transactional Discount	\$ 195	\$ 106	\$ 269
Avg. Front-End Gross	\$ 1,442	\$ 1,592	\$ 1,319
Avg. Finance Gross	\$ 1,328	\$ 1,403	\$ 1,266
PUVR	\$ 2,770	\$ 2,995	\$ 2,585
Total Gross (Units & PUVR)	\$ 166,175	\$ 80,872	\$ 85,303
GROI	167%	154%	180%
% with Trade	30%	33%	27%
Avg. Over/Under Allowance	170	306	48



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	60	31	29
Avg. Days to Sale	27.5	26.3	28.8
Avg. Advertised Price (Time of Sale)	\$ 21,884	\$ 23,276	\$ 20,108
Avg. Transaction Price	\$ 21,689	\$ 23,167	\$ 20,108
Avg. Market Price at 100%	\$ 21,985	\$ 23,328	\$ 20,774
Avg. Price to Market % (Time of Sale)	100%	100%	97%
Avg. Transaction to Market	99%	99%	97%
Avg. Transactional Discount	\$ 195	\$ 108	\$ 288
Avg. Front-End Gross	\$ 1,442	\$ 1,744	\$ 1,119
Avg. Finance Gross	\$ 1,328	\$ 1,334	\$ 1,321
PUVR	\$ 2,770	\$ 3,077	\$ 2,440
Total Gross (Units & PUVR)	\$ 166,175	\$ 95,402	\$ 70,773
GROI	167%	182%	152%
% with Trade	30%	32%	28%
Avg. Over/Under Allowance	170	275	53



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	60	40	2
% of Retail Units	100%	67%	3%
% Retailed of Non-New Franchise	48%	48%	50%
Avg. Days to Sale	27.5	25.1	26.5
Avg. Transaction Price	\$ 21,689	\$ 21,551	\$ 20,513
Avg. Transaction to Market %	99%	99%	96%
Avg. Transactional Discount	\$ 195	\$ 271	\$ -
Avg. Front End Gross	\$ 1,442	\$ 1,742	\$ 1,591
Avg. Finance Gross	\$ 1,328	\$ 1,253	\$ 934
PUVR	\$ 2,770	\$ 2,995	\$ 2,525
Total Gross (Units & PUVR)	\$ 166,175	\$ 119,789	\$ 5,049
GROI	167%	200%	167%
% with Trade	30%	30%	0%
Avg. Over/Under Allowance	170	250	#DIV/0!



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
2	16	0	0
3%	27%	0%	0%
50%	50%	#DIV/0!	#DIV/0!
22.0	34.4	#DIV/0!	#DIV/0!
\$ 22,712	\$ 22,052	#DIV/0!	#DIV/0!
100%	98%	#DIV/0!	#DIV/0!
\$ 10	\$ 55	#DIV/0!	#DIV/0!
\$ 3,337	\$ 438	#DIV/0!	#DIV/0!
\$ 1,849	\$ 1,498	#DIV/0!	#DIV/0!
\$ 5,185	\$ 1,935	#DIV/0!	#DIV/0!
\$ 10,370	\$ 30,966	#DIV/0!	#DIV/0!
374%	92%	#DIV/0!	#DIV/0!
100%	25%	#DIV/0!	#DIV/0!
-10	0	#DIV/0!	#DIV/0!

BO OEM/Leasing	Central Fleet (Enterprise, etc)	Other
0	0	0
0%	0%	0%
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Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	60	38	12
% of Retail Units	100%	63%	20%
% Retailed of Non-New Franchise	48%	50%	33%
Avg. Days to Sale	27.5	15.2	37.8
Avg. Transaction Price	\$ 21,689	\$ 21,447	\$ 22,487
Avg. Transaction to Market %	99%	101%	98%
Avg. Transactional Discount	\$ 195	\$ 135	\$ (91)
Avg. Front End Gross	\$ 1,442	\$ 1,891	\$ 1,400
Avg. Finance Gross	\$ 1,328	\$ 1,334	\$ 1,261
PUVR	\$ 2,770	\$ 3,225	\$ 2,660
Total Gross (Units & PUVR)	\$ 166,175	\$ 122,548	\$ 31,925
GROI	167%	356%	113%
% with Trade	30%	29%	17%
Avg. Over/Under Allowance	170	112	1,000



46-60 days	61-90 days	90+ days
6	4	0
10%	7%	0%
50%	75%	#DIV/0!
53.2	74.8	#DIV/0!
\$ 20,747	\$ 23,007	#DIV/0!
93%	92%	#DIV/0!
\$ 398	\$ 1,323	#DIV/0!
\$ (228)	\$ (189)	#DIV/0!
\$ 830	\$ 2,211	#DIV/0!
\$ 602	\$ 2,022	#DIV/0!
\$ 3,613	\$ 8,089	#DIV/0!
20%	42%	#DIV/0!
67%	25%	#DIV/0!
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