









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	57584B	2015	Ford	F150	80	Trade on Used	No	\$ 20,499	\$ 20,499	97%	\$472	\$1,766
2	64652A	2019	GMC	SIERRA 2500	183	Trade on New	No	\$ 49,488	\$ 49,488	96%	(\$3,331)	\$3,715
3	80006A	2018	Lexus	RX350	101	Trade on New	No	\$ 30,488	\$ 30,488	94%	(\$15)	\$1,192
4	57583A	2021	GMC	TERRAIN	20	Trade on New	No	\$ 23,998	\$ 26,998	100%	\$5,744	\$1,290
5	80004B	2017	Mercedes-Benz	GLC 300	36	Trade on Used	No	\$ 18,995	\$ 18,995	100%	\$4,534	\$1,174
6	64567A	2019	Ram	1500	14	Trade on New	No	\$ 24,995	\$ 24,995	96%	\$4,177	\$1,918
7	64736A	2023	GMC	SIERRA 2500	61	Trade on New	No	\$ 71,995	\$ 73,995	100%	\$4,450	\$5,322
8	64772B	2024	GMC	SIERRA 3500	21	Trade on Used	No	\$ 84,995	\$ 84,995	103%	\$2,740	\$0
9	51145A	2020	Jeep	WRANGLER	177	Trade on New	No	\$ 34,995	\$ 34,995	96%	(\$1,802)	\$3,990
10	64725A	2016	GMC	CANYON	21	Trade on New	No	\$ 31,499	\$ 31,499	98%	\$2,012	\$157
11	64740A	2020	GMC	SIERRA 3500	78	Trade on New	No	\$ 49,995	\$ 49,995	97%	\$3,844	\$1,300
12	37044B	2014	Chevrolet	SILVERADO 1500	57	Trade on Used	No	\$ 19,488	\$ 19,488	103%	\$670	\$488
13	51148B	2011	Toyota	SIENNA	52	Trade on Used	No	\$ 5,995	\$ 5,495	74%	\$2,815	\$0
14	57602A	2018	Honda	CRV	34	Trade on New	No	\$ 22,488	\$ 22,488	96%	\$2,268	\$1,914
15	64704A	2021	GMC	CANYON	17	Trade on New	No	\$ 33,488	\$ 33,488	101%	\$4,634	\$2,574
16	64713A	2020	GMC	SIERRA 1500	120	Trade on Used	No	\$ 33,995	\$ 33,995	97%	\$1,544	
17	51179A	2023	GMC	YUKON	21	Trade on New	No	\$ 79,995	\$ 77,750	100%	\$6,387	\$1,302
18	64600A	2019	Chevrolet	SILVERADO 3500	209	Trade on New	No	\$ 48,997	\$ 48,000	98%	(\$4,036)	
19	51181A	2018	GMC	YUKON	7	Trade on New	No	\$ 33,920	\$ 33,500	103%	\$1,271	\$1,013
20	59100A	2023	GMC	TERRAIN	12	Trade on New	No	\$ 31,489	\$ 31,489	102%	\$3,336	\$1,813
21	51165A	2021	GMC	YUKON	84	Trade on New	No	\$ 61,995	\$ 62,995	100%	\$2,444	\$1,485
22	64640B	2010	Honda	ACCORD	53	Trade on Used	No	\$ 7,995	\$ 7,250	85%	\$2,610	\$0
23	64436A	2022	GMC	SIERRA 3500	330	Trade on New	No	\$ 63,998	\$ 63,499	98%	(\$8,383)	\$0
24	59110A	2017	GMC	ACADIA	19	Trade on New	No	\$ 20,914	\$ 20,914	98%	\$4,697	\$2,180
25	64589A	2022	Chevrolet	SILVERADO 1500	21	Trade on New	No	\$ 48,995	\$ 51,995	99%	\$7,331	\$0
26	42155D	2011	Ford	F150	39	Trade on Used	No	\$ 12,477	\$ 11,800	93%	\$2,359	\$0
27	P6918B	2019	Toyota	4RUNNER	40	Trade on Used	No	\$ 31,657	\$ 31,657	97%	\$5,227	\$0

28	42182A	2017	Buick	ENCORE	34	Trade on New	No	\$	14,899	\$	14,899	100%	\$2,622	\$2,120
29	64746A	2016	Chevrolet	SILVERADO 3500	49	Trade on New	No	\$	45,988	\$	44,000	99%	\$533	\$1,904
30	64814B	2017	GMC	YUKON	19	Trade on Used	No	\$	24,995	\$	23,995	101%	\$5,122	\$1,000
31	64765B	2018	Ford	F150	30	Trade on Used	No	\$	27,984	\$	27,984	100%	\$2,912	\$1,350
32	42194A	2017	Chevrolet	MALIBU	38	Trade on New	No	\$	17,495	\$	17,495	96%	\$3,702	\$1,252
33	64642A	2018	Chevrolet	SILVERADO 1500	136	Trade on New	No	\$	25,995	\$	25,995	96%	\$2,223	\$1,344
34	64761A	2023	GMC	SIERRA 3500	62	Trade on New	No	\$	70,998	\$	73,995	99%	\$7,539	\$4,174
35	64799A	2021	GMC	SIERRA 1500	38	Trade on New	No	\$	33,933	\$	33,933	100%	\$1,840	\$0
36	64698A	2015	Ford	F250	145	Trade on New	No	\$	41,499	\$	40,000	100%	(\$5,443)	\$852
37	53114A	2021	GMC	YUKON	1	Trade on New	No	\$	54,995	\$	54,995	100%	\$2,636	\$3,542
38	VP6984	2020	GMC	SAVANA	44	Street/Curb Buy	No	\$	54,995	\$	54,766	100%	\$10,113	\$0
39	10275A	2017	Buick	ENVISION	22	Trade on New	No	\$	15,995	\$	15,995	98%	\$3,742	\$0
40	64656A	2020	GMC	SIERRA 1500	87	Trade on New	No	\$	37,404	\$	36,904	97%	(\$913)	\$332
41	59110B	2014	Dodge	JOURNEY	14	Trade on Used	No	\$	6,495	\$	9,948	94%	\$3,219	\$0
42	53102A	2014	Jeep	GRAND CHROKEE	20	Trade on New	No	\$	14,995	\$	13,000	93%	\$2,137	\$0
43	P6981	2018	Chevrolet	SILVERADO 2500	67	Street/Curb Buy	No	\$	50,998	\$	50,998	98%	\$5,527	\$4,540
44	64762A	2018	Ford	F150	64	Trade on New	No	\$	34,506	\$	34,506	98%	\$3,436	\$2,671
45	42185A	2014	Ford	ESCAPE	36	Trade on New	No	\$	11,995	\$	10,995	100%	\$1,584	\$1,152
46	64743A	2023	GMC	SIERRA 3500	34	Trade on New	No	\$	69,995	\$	69,995	98%	\$4,427	\$4,488
47	P6974A	2017	Buick	ENCORE	84	Trade on Used	No	\$	9,998	\$	10,998	95%	\$3,128	\$0
48	10283A	2008	Ford	F150	29	Trade on New	No	\$	4,764	\$	4,000	64%	\$1,245	\$0
49	64634A	2021	Chevrolet	SILVERADO 3500	196	Trade on New	No	\$	59,995	\$	59,995	99%	\$2,647	\$0
50	64750Z	2019	GMC	SIERRA 1500	35	Trade on New	No	\$	28,995	\$	28,495	100%	\$3,532	\$0
51	64722a	2024	GMC	sierra 2500	52	Trade on New	No	\$	85,995	\$	88,995	101%	\$7,577	\$2,074
52	64829A	2015	Ram	1500	10	Trade on New	No	\$	21,499	\$	21,966	98%	\$2,967	\$0
53	37035A	2016	Buick	ENCLAVE	161	Trade on New	No	\$	17,488	\$	17,488	98%	\$2,109	\$0

## Scoreboard Totals

% Retailed of Non-Franchise Make	46%
Total # Retail Units	104
Avg. Days to Sale	63.3
Avg. Advertised Price (Time of Sale)	\$ 35,527
Avg. Transaction Price	\$ 35,242
Avg. Market Price at 100%	\$ 36,138
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ 284
Avg. Front-End Gross	\$ 2,273
Avg. Finance Gross	\$ 1,335
PUVR	\$ 3,557
Total Gross (Units & PUVR)	\$ 369,908
GROI	57%
% with Trade	33%
Avg. Over/Under Allowance	(\$370)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Morrie Rubin	Charlie Gatrell
% Retailed of Non-New Franchise	46%	47%	42%
Total # Retail Units	104	72	31
Avg. Days to Sale	63.3	65.0	60.4
Avg. Advertised Price (Time of Sale)	\$ 35,527	\$ 35,266	\$ 36,713
Avg. Transaction Price	\$ 35,242	\$ 34,757	\$ 36,942
Avg. Market Price at 100%	\$ 36,138	\$ 35,713	\$ 37,052
Avg. Price to Market % (Time of Sale)	98%	99%	99%
Avg. Transaction to Market	98%	97%	100%
Avg. Transactional Discount	\$ 284	\$ 509	\$ (229)
Avg. Front-End Gross	\$ 2,273	\$ 2,066	\$ 2,709
Avg. Finance Gross	\$ 1,335	\$ 1,360	\$ 1,283
PUVR	\$ 3,557	\$ 3,350	\$ 3,992
Total Gross (Units & PUVR)	\$ 369,908	\$ 241,195	\$ 123,759
GROI	57%	53%	64%
% with Trade	33%	28%	45%
Avg. Over/Under Allowance	-370	-604	-36



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Molly Sievert			
100%	#DIV/0!	#DIV/0!	#DIV/0!
1	0	0	0
38.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 17,495	#DIV/0!	#DIV/0!	#DIV/0!
\$ 17,495	#DIV/0!	#DIV/0!	#DIV/0!
\$ 18,224	#DIV/0!	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,702	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,252	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,954	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,954	#DIV/0!	#DIV/0!	#DIV/0!
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## Scoreboard

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Sales Consultant	Totals	Eddie Antar	Gary Stewart
% Retailed of Non-New Franchise	46%	38%	67%
Total # Retail Units	104	21	9
Avg. Days to Sale	63.3	71.9	47.1
Avg. Advertised Price (Time of Sale)	\$ 35,527	\$ 33,449	\$ 27,261
Avg. Transaction Price	\$ 35,242	\$ 33,165	\$ 28,009
Avg. Market Price at 100%	\$ 36,138	\$ 34,075	\$ 27,262
Avg. Price to Market % (Time of Sale)	98%	98%	100%
Avg. Transaction to Market	98%	97%	103%
Avg. Transactional Discount	\$ 284	\$ 284	\$ (748)
Avg. Front-End Gross	\$ 2,273	\$ 1,935	\$ 2,717
Avg. Finance Gross	\$ 1,335	\$ 995	\$ 1,055
PUVR	\$ 3,557	\$ 2,788	\$ 3,772
Total Gross (Units & PUVR)	\$ 369,908	\$ 58,543	\$ 33,946
GROI	57%	42%	103%
% with Trade	33%	19%	22%
Avg. Over/Under Allowance	-370	-1,299	-1,900



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Ryan Stewart	Irving Lopez	Donel Reed	Max Otto
46%	33%	0%	20%
13	3	2	5
52.8	102.0	25.0	55.2
\$ 35,939	\$ 54,328	\$ 36,956	\$ 51,740
\$ 35,993	\$ 55,995	\$ 38,248	\$ 49,594
\$ 36,603	\$ 54,392	\$ 36,264	\$ 52,379
98%	100%	102%	99%
98%	103%	105%	95%
\$ (55)	\$ (1,667)	\$ (1,292)	\$ 2,146
\$ 1,922	\$ 2,773	\$ 4,174	\$ 5,173
\$ 1,402	\$ 3,998	\$ 1,532	\$ -
\$ 3,324	\$ 6,770	\$ 5,705	\$ 5,173
\$ 43,206	\$ 20,311	\$ 11,410	\$ 25,867
63%	43%	215%	68%
46%	33%	100%	40%
-1,638	0	-500	0

Sam Rubin	Philip Davids	Myron Gayles	CHARLIE GATRELL
54%	69%	39%	33%
13	13	18	3
91.5	55.0	74.3	3.0
\$ 30,603	\$ 34,595	\$ 36,237	\$ 29,287
\$ 29,920	\$ 34,123	\$ 35,742	\$ 28,622
\$ 30,916	\$ 35,022	\$ 36,895	\$ 29,353
99%	99%	98%	100%
97%	97%	97%	98%
\$ 683	\$ 471	\$ 496	\$ 665
\$ 557	\$ 2,286	\$ 2,704	\$ 2,747
\$ 810	\$ 1,538	\$ 1,888	\$ 1,800
\$ 1,367	\$ 3,825	\$ 4,487	\$ 4,547
\$ 17,772	\$ 49,720	\$ 80,759	\$ 13,640
18%	73%	61%	1906%
15%	31%	50%	33%
-250	-125	917	0

Irving Lopez			
33%	#DIV/0!	#DIV/0!	#DIV/0!
3	0	0	0
102.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 54,328	#DIV/0!	#DIV/0!	#DIV/0!
\$ 55,995	#DIV/0!	#DIV/0!	#DIV/0!
\$ 54,392	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
103%	#DIV/0!	#DIV/0!	#DIV/0!
\$ (1,667)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,773	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,998	#DIV/0!	#DIV/0!	#DIV/0!
\$ 6,770	#DIV/0!	#DIV/0!	#DIV/0!
\$ 20,311	#DIV/0!	#DIV/0!	#DIV/0!
43%	#DIV/0!	#DIV/0!	#DIV/0!
33%	#DIV/0!	#DIV/0!	#DIV/0!
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## Scoreboard

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Finance Manager	Totals	Molly Sievert	Jeff Kloetzke
% Retailed of Non-New Franchise	46%	53%	41%
Total # Retail Units	104	15	39
Avg. Days to Sale	63.3	52.3	62.0
Avg. Advertised Price (Time of Sale)	\$ 35,527	\$ 35,153	\$ 39,086
Avg. Transaction Price	\$ 35,242	\$ 35,001	\$ 39,216
Avg. Market Price at 100%	\$ 36,138	\$ 35,274	\$ 39,734
Avg. Price to Market % (Time of Sale)	98%	100%	98%
Avg. Transaction to Market	98%	99%	99%
Avg. Transactional Discount	\$ 284	\$ 153	\$ (130)
Avg. Front-End Gross	\$ 2,273	\$ 2,653	\$ 2,632
Avg. Finance Gross	\$ 1,335	\$ 568	\$ 1,467
PUVR	\$ 3,557	\$ 3,145	\$ 4,099
Total Gross (Units & PUVR)	\$ 369,908	\$ 47,174	\$ 159,851
GROI	57%	62%	61%
% with Trade	33%	33%	44%
Avg. Over/Under Allowance	-370	100	-394



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Tom Kulstad			
48%	#DIV/0!	#DIV/0!	#DIV/0!
50	0	0	0
67.7	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,863	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,215	#DIV/0!	#DIV/0!	#DIV/0!
\$ 33,188	#DIV/0!	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 648	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,880	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,435	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,258	#DIV/0!	#DIV/0!	#DIV/0!
\$ 162,884	#DIV/0!	#DIV/0!	#DIV/0!
54%	#DIV/0!	#DIV/0!	#DIV/0!
24%	#DIV/0!	#DIV/0!	#DIV/0!
-531	#DIV/0!	#DIV/0!	#DIV/0!



## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	104	0	104
Avg. Days to Sale	63.3	#DIV/0!	63.3
Avg. Advertised Price (Time of Sale)	\$ 35,527	#DIV/0!	\$ 35,242
Avg. Transaction Price	\$ 35,242	#DIV/0!	\$ 35,242
Avg. Market Price at 100%	\$ 36,138	#DIV/0!	\$ 35,944
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	98%
Avg. Transaction to Market	98%	#DIV/0!	98%
Avg. Transactional Discount	\$ 284	#DIV/0!	\$ 284
Avg. Front-End Gross	\$ 2,273	#DIV/0!	\$ 2,273
Avg. Finance Gross	\$ 1,335	#DIV/0!	\$ 1,335
PUVR	\$ 3,557	#DIV/0!	\$ 3,557
Total Gross (Units & PUVR)	\$ 369,908	#DIV/0!	\$ 369,908
GROI	57%	#DIV/0!	57%
% with Trade	33%	#DIV/0!	33%
Avg. Over/Under Allowance	-370	#DIV/0!	-370



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	104	56	48
Avg. Days to Sale	63.3	68.4	57.5
Avg. Advertised Price (Time of Sale)	\$ 35,527	\$ 42,814	\$ 26,752
Avg. Transaction Price	\$ 35,242	\$ 42,519	\$ 26,752
Avg. Market Price at 100%	\$ 36,138	\$ 43,149	\$ 27,539
Avg. Price to Market % (Time of Sale)	98%	99%	97%
Avg. Transaction to Market	98%	99%	97%
Avg. Transactional Discount	\$ 284	\$ 295	\$ 272
Avg. Front-End Gross	\$ 2,273	\$ 2,489	\$ 2,022
Avg. Finance Gross	\$ 1,335	\$ 1,524	\$ 1,121
PUVR	\$ 3,557	\$ 3,931	\$ 3,120
Total Gross (Units & PUVR)	\$ 369,908	\$ 220,148	\$ 149,761
GROI	57%	49%	73%
% with Trade	33%	36%	29%
Avg. Over/Under Allowance	-370	-505	-177



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	104	75	26
% of Retail Units	100%	72%	25%
% Retailed of Non-New Franchise	46%	37%	73%
Avg. Days to Sale	63.3	64.5	58.0
Avg. Transaction Price	\$ 35,242	\$ 37,655	\$ 25,203
Avg. Transaction to Market %	98%	96%	99%
Avg. Transactional Discount	\$ 284	\$ 251	\$ 20
Avg. Front End Gross	\$ 2,273	\$ 2,133	\$ 2,261
Avg. Finance Gross	\$ 1,335	\$ 1,523	\$ 772
PUVR	\$ 3,557	\$ 3,595	\$ 3,003
Total Gross (Units & PUVR)	\$ 369,908	\$ 269,626	\$ 78,082
GROI	57%	53%	74%
% with Trade	33%	35%	27%
Avg. Over/Under Allowance	-370	-453	-686



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
3	0	0	0
3%	0%	0%	0%
33%	#DIV/0!	#DIV/0!	#DIV/0!
80.7	#DIV/0!	#DIV/0!	#DIV/0!
\$ 61,920	#DIV/0!	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,410	#DIV/0!	#DIV/0!	#DIV/0!
\$ 5,887	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,513	#DIV/0!	#DIV/0!	#DIV/0!
\$ 7,400	#DIV/0!	#DIV/0!	#DIV/0!
\$ 22,201	#DIV/0!	#DIV/0!	#DIV/0!
53%	#DIV/0!	#DIV/0!	#DIV/0!
33%	#DIV/0!	#DIV/0!	#DIV/0!
4,000	#DIV/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	104	44	17
% of Retail Units	100%	42%	16%
% Retailed of Non-New Franchise	46%	45%	65%
Avg. Days to Sale	63.3	16.6	38.6
Avg. Transaction Price	\$ 35,242	\$ 31,875	\$ 31,159
Avg. Transaction to Market %	98%	97%	98%
Avg. Transactional Discount	\$ 284	\$ 351	\$ 329
Avg. Front End Gross	\$ 2,273	\$ 3,473	\$ 3,525
Avg. Finance Gross	\$ 1,335	\$ 1,060	\$ 1,292
PUVR	\$ 3,557	\$ 4,533	\$ 4,817
Total Gross (Units & PUVR)	\$ 369,908	\$ 199,456	\$ 81,889
GROI	57%	308%	144%
% with Trade	33%	36%	35%
Avg. Over/Under Allowance	-370	-926	333



46-60 days	61-90 days	90+ days
7	14	22
7%	13%	21%
57%	29%	41%
52.0	75.4	171.9
\$ 31,390	\$ 39,604	\$ 43,581
91%	99%	96%
\$ 318	\$ (478)	\$ 591
\$ 2,970	\$ 2,769	\$ (1,630)
\$ 819	\$ 2,600	\$ 1,320
\$ 3,789	\$ 5,369	\$ (310)
\$ 26,524	\$ 75,169	\$ (6,829)
84%	65%	-1%
29%	14%	36%
500	1,500	-469