







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	FR140269	2020	Ford	Edge	77	Street/Curb Buy	Yes	\$ 26,788	\$ 26,788	67%	\$5,088	\$0
2	F141971	2021	Ford	Explorer	13	Trade on New	Yes	\$ 29,539	\$ 28,083	97%	\$461	\$2,480
3	F141973	2017	Ford	Edge	14	Trade on New	No	\$ 17,270	\$ 16,368	87%	\$1,995	\$261
4	F141889	2019	Honda	Civic	67	Trade on New	No	\$ 19,079	\$ 19,079	87%	\$1,321	\$0
5	F141972	2019	Ford	Edge	16	Trade on New	Yes	\$ 19,922	\$ 19,922	88%	\$1,802	\$0
6	F141977	2021	Ford	Expedition	14	Trade on New	Yes	\$ 46,692	\$ 46,692	112%	\$4,641	\$1,900
7	F141981	2021	Ford	Explorer	4	Trade on New	Yes	\$ 29,888	\$ 29,138	86%	\$1,664	\$1,445
8	F141980	2021	Ford	Explorer	4	Trade on New	Yes	\$ 24,888	\$ 24,488	72%	\$4,064	\$2,360
9	FR140855	2022	Lincoln	Corsair	2	Street/Curb Buy	Yes	\$ 33,984	\$ 30,500	61%	\$2,453	\$0
10	F141942	2024	Ford	Maverick	38	Street/Curb Buy	Yes	\$ 32,766	\$ 33,631	97%	\$2,304	\$0
11	F141996	2020	Ford	Expedition	1	LBO Customer	No	\$ 38,631	\$ 38,631	99%	\$340	\$4,084
12	F141949	2022	Ford	Explorer	35	Trade on New	No	\$ 48,560	\$ 47,360	95%	\$3,141	\$0
13	F141887	2017	Mazda	CX-5	72	Trade on New	No	\$ 18,888	\$ 18,888	91%	(\$610)	\$678
14	L141013	2021	Lincoln	Corsair	1	LBO Customer	No	\$ 22,100	\$ 22,100	98%	\$500	\$0
15	F141923	2020	Lincoln	Aviator	49	Street/Curb Buy	Yes	\$ 44,268	\$ 44,268	100%	(\$354)	\$1,900
16	F141946	2018	Kia	Optima	39	Trade on New	No	\$ 18,945	\$ 18,945	93%	(\$1,519)	\$543
17	L141015	2020	Lincoln	MKZ	3	Street/Curb Buy	Yes	\$ 29,877	\$ 28,777	94%	\$991	\$492
18	FR141801	2023	Ford	Bronco	1	LBO Customer	No	\$ 32,788	\$ 32,788	95%	\$1,276	\$243
19	F141997	2018	Lincoln	MKC	12	Trade on New	No	\$ 19,888	\$ 18,888	89%	\$813	\$336
20	FR140920	2022	Lincoln	Nautilus	18	Street/Curb Buy	No	\$ 39,852	\$ 37,444	86%	\$2,890	\$0
21	F141910	2020	Kia	Soul	73	Trade on New	No	\$ 15,788	\$ 15,788	73%	\$2,090	\$965
22	F142001	2021	Ford	F-150	14	Trade on New	Yes	\$ 45,766	\$ 44,766	104%	\$2,836	\$248
23	F142013	2016	Hyundai	Elantra	5	Trade on New	No	\$ 14,053	\$ 13,553	81%	\$1,120	\$82
24	F142021	2021	Ford	Explorer	1	LBO Customer	No	\$ 22,228	\$ 22,228	98%	\$315	\$246
25	L141017	2022	Lincoln	Navigator	15	Trade on New	Yes	\$ 79,433	\$ 77,933	93%	\$4,012	\$734
26	L141020	2021	Ford	F150	8	Trade on New	Yes	\$ 53,445	\$ 53,445	85%	\$6,441	\$1,371
27	F141904	2020	Ford	Ecosport	82	Trade on New	No	\$ 15,527	\$ 15,527	91%	(\$1,020)	\$1,409
28	F142022	2018	Toyota	Prius	12	Trade on New	No	\$ 24,752	\$ 23,702	94%	\$1,506	\$0
29	FR140847	2022	Lincoln	Corsair	38	Street/Curb Buy	Yes	\$ 28,777	\$ 28,777	70%	\$634	\$135
30	F142018	2022	Ford	Explorer	15	Trade on New	No	\$ 18,777	\$ 18,777	82%	\$3,100	\$478



## Scoreboard Totals

% Retailed of Non-Franchise Make	46%
Total # Retail Units	41
Avg. Days to Sale	25.7
Avg. Advertised Price (Time of Sale)	\$ 30,666
Avg. Transaction Price	\$ 30,112
Avg. Market Price at 100%	\$ 34,334
Avg. Price to Market % (Time of Sale)	89%
Avg. Transaction to Market	88%
Avg. Transactional Discount	\$ 554
Avg. Front-End Gross	\$ 1,792
Avg. Finance Gross	\$ 805
PUVR	\$ 2,596
Total Gross (Units & PUVR)	\$ 106,456
GROI	121%
% with Trade	22%
Avg. Over/Under Allowance	\$46



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals		
% Retailed of Non-New Franchise	46%	#DIV/0!	#DIV/0!
Total # Retail Units	41	0	0
Avg. Days to Sale	25.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,666	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,112	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 34,334	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	89%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	88%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 554	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,792	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 805	#DIV/0!	#DIV/0!
PUVR	\$ 2,596	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 106,456	#DIV/0!	#DIV/0!
GROI	121%	#DIV/0!	#DIV/0!
% with Trade	22%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	46	#DIV/0!	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals		
% Retailed of Non-New Franchise	46%	#DIV/0!	#DIV/0!
Total # Retail Units	41	0	0
Avg. Days to Sale	25.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,666	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,112	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 34,334	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	89%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	88%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 554	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,792	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 805	#DIV/0!	#DIV/0!
PUVR	\$ 2,596	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 106,456	#DIV/0!	#DIV/0!
GROI	121%	#DIV/0!	#DIV/0!
% with Trade	22%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	46	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals		
% Retailed of Non-New Franchise	46%	#DIV/0!	#DIV/0!
Total # Retail Units	41	0	0
Avg. Days to Sale	25.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,666	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,112	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 34,334	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	89%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	88%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 554	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,792	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 805	#DIV/0!	#DIV/0!
PUVR	\$ 2,596	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 106,456	#DIV/0!	#DIV/0!
GROI	121%	#DIV/0!	#DIV/0!
% with Trade	22%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	46	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	41	18	23
Avg. Days to Sale	25.7	23.9	27.1
Avg. Advertised Price (Time of Sale)	\$ 30,666	\$ 38,968	\$ 23,690
Avg. Transaction Price	\$ 30,112	\$ 38,319	\$ 23,690
Avg. Market Price at 100%	\$ 34,334	\$ 44,706	\$ 26,395
Avg. Price to Market % (Time of Sale)	89%	87%	90%
Avg. Transaction to Market	88%	86%	90%
Avg. Transactional Discount	\$ 554	\$ 649	\$ 479
Avg. Front-End Gross	\$ 1,792	\$ 2,646	\$ 1,123
Avg. Finance Gross	\$ 805	\$ 1,092	\$ 580
PUVR	\$ 2,596	\$ 3,738	\$ 1,703
Total Gross (Units & PUVR)	\$ 106,456	\$ 67,279	\$ 39,177
GROI	121%	147%	95%
% with Trade	22%	33%	13%
Avg. Over/Under Allowance	46	124	-11



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	41	22	19
Avg. Days to Sale	25.7	21.0	31.3
Avg. Advertised Price (Time of Sale)	\$ 30,666	\$ 31,571	\$ 28,860
Avg. Transaction Price	\$ 30,112	\$ 31,194	\$ 28,860
Avg. Market Price at 100%	\$ 34,334	\$ 34,575	\$ 34,272
Avg. Price to Market % (Time of Sale)	89%	91%	84%
Avg. Transaction to Market	88%	90%	84%
Avg. Transactional Discount	\$ 554	\$ 377	\$ 758
Avg. Front-End Gross	\$ 1,792	\$ 2,236	\$ 1,277
Avg. Finance Gross	\$ 805	\$ 930	\$ 660
PUVR	\$ 2,596	\$ 3,166	\$ 1,937
Total Gross (Units & PUVR)	\$ 106,456	\$ 69,651	\$ 36,805
GROI	121%	174%	77%
% with Trade	22%	32%	11%
Avg. Over/Under Allowance	46	88	0



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	41	27	0
% of Retail Units	100%	66%	0%
% Retailed of Non-New Franchise	46%	44%	#DIV/0!
Avg. Days to Sale	25.7	29.8	#DIV/0!
Avg. Transaction Price	\$ 30,112	\$ 30,270	#DIV/0!
Avg. Transaction to Market %	88%	87%	#DIV/0!
Avg. Transactional Discount	\$ 554	\$ 570	#DIV/0!
Avg. Front End Gross	\$ 1,792	\$ 2,032	#DIV/0!
Avg. Finance Gross	\$ 805	\$ 885	#DIV/0!
PUVR	\$ 2,596	\$ 2,917	#DIV/0!
Total Gross (Units & PUVR)	\$ 106,456	\$ 78,763	#DIV/0!
GROI	121%	117%	#DIV/0!
% with Trade	22%	26%	#DIV/0!
Avg. Over/Under Allowance	46	78	#DIV/0!



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
10	0	0	4
24%	0%	0%	10%
60%	#DIV/0!	#DIV/0!	25%
24.7	#DIV/0!	#DIV/0!	1.0
\$ 30,158	#DIV/0!	#DIV/0!	\$ 28,937
86%	#DIV/0!	#DIV/0!	98%
\$ 733	#DIV/0!	#DIV/0!	\$ -
\$ 1,617	#DIV/0!	#DIV/0!	\$ 608
\$ 452	#DIV/0!	#DIV/0!	\$ 1,143
\$ 2,069	#DIV/0!	#DIV/0!	\$ 1,751
\$ 20,689	#DIV/0!	#DIV/0!	\$ 7,004
100%	#DIV/0!	#DIV/0!	2178%
10%	#DIV/0!	#DIV/0!	25%
0	#DIV/0!	#DIV/0!	-63

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	41	27	5
% of Retail Units	100%	66%	12%
% Retailed of Non-New Franchise	46%	37%	60%
Avg. Days to Sale	25.7	10.7	36.4
Avg. Transaction Price	\$ 30,112	\$ 30,986	\$ 30,640
Avg. Transaction to Market %	88%	89%	87%
Avg. Transactional Discount	\$ 554	\$ 799	\$ 169
Avg. Front End Gross	\$ 1,792	\$ 2,011	\$ 1,572
Avg. Finance Gross	\$ 805	\$ 785	\$ 136
PUVR	\$ 2,596	\$ 2,796	\$ 1,707
Total Gross (Units & PUVR)	\$ 106,456	\$ 75,502	\$ 8,536
GROI	121%	305%	55%
% with Trade	22%	26%	20%
Avg. Over/Under Allowance	46	50	0



46-60 days	61-90 days	90+ days
3	6	0
7%	15%	0%
67%	67%	#DIV/0!
50.0	72.5	#DIV/0!
\$ 42,911	\$ 19,345	#DIV/0!
90%	83%	#DIV/0!
\$ 100	\$ -	#DIV/0!
\$ 1,620	\$ 1,074	#DIV/0!
\$ 2,687	\$ 509	#DIV/0!
\$ 4,307	\$ 1,583	#DIV/0!
\$ 12,922	\$ 9,496	#DIV/0!
72%	41%	#DIV/0!
33%	0%	#DIV/0!
167	0	#DIV/0!