







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	24W0012B	2004	Ford	MUSTANG	37	Trade on Used	No	\$ 12,017	\$ 12,017	84%	\$2,027	\$1,139
2	22U215B	2012	Cadillac	CTS	10	Trade on Used	No	\$ 9,505	\$ 8,595	107%	\$901	\$786
3	24U028	2018	Ford	EDGE	73	Auto Fleet (Enterprise, e	No	\$ 20,233	\$ 20,233	94%	(\$663)	\$2,793
4	L231488A1	2021	Ford	F-150	37	Trade on New	Yes	\$ 42,978	\$ 42,978	100%	\$3,279	\$1,068
5	24U013	2021	Ford	TRANSIT	100	Auto Fleet (Enterprise, e	No	\$ 39,006	\$ 38,500	93%	(\$1,639)	\$2,103
6	L24140B	2015	Subaru	OUTBACK	40	Trade on Used	No	\$ 11,613	\$ 11,613	98%	\$2,263	\$1,059
7	L231538AA	2009	Toyota	CAMRY	21	Trade on Used	No	\$ 6,935	\$ 5,039	101%	\$715	\$0
8	24WP010A	2013	Ford	F-150	46	Trade on Used	No	\$ 11,665	\$ 11,665	106%	\$725	\$0
9	24WP021	2021	Lincoln	CORSAIR	14	Auction/Wholesale	No	\$ 29,491	\$ 29,491	109%	\$1,130	\$3,458
10	24U053B	2015	Ford	F-150	9	Trade on Used	No	\$ 24,440	\$ 24,440	106%	\$2,673	\$91
11	240451A	2013	Ford	F-150	15	Trade on New	No	\$ 15,349	\$ 15,349	112%	\$2,326	\$200
12	L231595A	2022	Lincoln	NAUTILUS	55	Trade on New	Yes	\$ 37,206	\$ 37,206	98%	(\$774)	\$1,380
13	L24139A	2022	Chevrolet	TRAILBLAZER	40	Trade on New	Yes	\$ 23,812	\$ 22,500	102%	(\$200)	\$580
14	L24406A	2022	Ram	1500	22	Trade on New	No	\$ 24,888	\$ 24,888	92%	\$3,588	\$2,474
15	23WP067A	2022	Ford	MACH-E	11	Trade on Used	No	\$ 39,995	\$ 39,995	102%	\$6,150	\$3,458
16	L24159A	2021	Ford	EXPEDITION	10	Trade on New	Yes	\$ 34,988	\$ 34,988	98%	\$4,988	\$2,432
17	L231337A	2018	Ford	MUSTANG	18	Trade on New	Yes	\$ 16,436	\$ 16,436	99%	\$2,534	\$2,255
18	L24412A	2021	Mercedes-Benz	CLS 450	29	Trade on New	No	\$ 47,101	\$ 47,101	96%	\$2,647	\$5,429
19	L24431A	2023	Ford	BRONCO	12	Trade on New	Yes	\$ 60,998	\$ 60,998	103%	\$8,450	\$1,121
20	L231485A	2015	Porsche	MACAN	46	Trade on New	No	\$ 26,980	\$ 26,480	91%	\$1,274	\$227
21	L231501A	2014	Chevrolet	1500	12	Trade on New	No	\$ 19,713	\$ 19,155	100%	\$3,155	\$0
22	24U059	2021	Ford	TRANSIT CONNEC	43	Auto Fleet (Enterprise, e	No	\$ 25,635	\$ 25,635	99%	\$532	\$2,858
23	L24028A	2019	Ram	PROMASTER 3500	26	Trade on New	No	\$ 27,000	\$ 27,000	100%	\$4,832	\$3,447
24	24W0066	2015	Ford	F-250	13	Street/Curb Buy	No	\$ 23,328	\$ 23,095	100%	(\$887)	\$1,426
25	24U068	2019	Ford	EDGE	24	Auto Fleet (Enterprise, e	No	\$ 21,225	\$ 21,225	99%	\$7,425	\$0
26	L231044A	2022	Acura	MDX	35	Trade on New	Yes	\$ 38,495	\$ 36,405	95%	\$1,101	\$1,289
27	L24354A	2012	Jeep	LIBERTY	28	Trade on New	No	\$ 7,322	\$ 7,306	106%	\$2,043	\$160
28	L23366AAA	2006	Toyota	TACOMA	35	Trade on Used	No	\$ 12,750	\$ 12,750	100%	\$2,996	\$404
29	L239999A	2020	Ford	ESCAPE	70	Trade on New	Yes	\$ 16,806	\$ 16,806	95%	\$225	\$0
30	24U075	2015	Ford	F-150	4	Street/Curb Buy	No	\$ 40,900	\$ 40,900	125%	\$8,900	\$1,751

31	L24270A	2015	Buick	ENCORE	25	Trade on New	No	\$	11,084	\$	11,084	98%	\$1,189	\$645
32	24U069	2023	Ford	TRANSIT	20	Street/Curb Buy	No	\$	61,707	\$	61,707	97%	\$4,849	\$3,182
33	240168A	2022	Ford	BRONCO SPORT	23	Trade on New	Yes	\$	27,925	\$	27,773	100%	\$1,574	\$100
34	L24308A	2017	Ford	FUSION	13	Trade on New	No	\$	16,575	\$	15,000	112%	\$2,072	\$1,645
35	L24365A	2008	Honda	ODYSSEY	11	Trade on New	No	\$	8,073	\$	7,200	101%	(\$555)	\$789
36	24U057	2020	Ford	EXPLORER	50	ntal Fleet (Enterprise, e	Yes	\$	28,351	\$	25,700	100%	(\$1,208)	\$0
37	L24346A	2022	Ford	F-150	66	Trade on New	Yes	\$	43,924	\$	43,548	94%	\$349	\$450
38	L24127A	2020	Ford	ESCAPE	14	Trade on New	Yes	\$	17,758	\$	13,725	107%	(\$1,224)	\$510
39	L24313A	2015	Lincoln	MKZ	4	Trade on New	No	\$	16,688	\$	15,758	114%	\$3,278	\$1,195
40	240450A	2019	Ford	ESCAPE	5	Trade on New	No	\$	20,988	\$	18,197	130%	\$2,322	\$0
41	24U078	2023	Ford	F-150	1	LBO Customer	No	\$	45,800	\$	42,200	106%	\$500	\$1,354
42	24U041	2021	Ram	1500	77	ntal Fleet (Enterprise, e	Yes	\$	24,075	\$	24,075	90%	(\$1,723)	\$3,383
43	24U074	2021	Ford	RANGER	10	Street/Curb Buy	Yes	\$	37,889	\$	37,889	109%	(\$810)	\$2,037
44	L231488A1B	2021	Ford	RANGER	17	Trade on Used	Yes	\$	34,988	\$	32,998	100%	\$2,799	\$1,000
45	24U448	2019	Ford	EXPEDITION	10	ntal Fleet (Enterprise, e	No	\$	46,000	\$	46,000	107%	\$2,325	\$1,024
46	24W0041	2022	Ford	EXPEDITION	62	ntal Fleet (Enterprise, e	Yes	\$	45,506	\$	45,506	90%	\$500	\$900
47	L24569A	2016	Dodge	DURANGO	9	Trade on New	No	\$	16,998	\$	16,280	103%	\$3,280	\$0
48	24U075A	2016	Ford	F-150	6	Trade on Used	No	\$	28,488	\$	28,488	109%	\$5,613	\$2,285
49	24U066	2017	Ford	TRANSIT	39	Street/Curb Buy	No	\$	13,025	\$	13,025	97%	\$4,726	\$740
50	23U254	2022	Ford	BRONCO	4	ntal Fleet (Enterprise, e	No	\$	46,850	\$	46,850	108%	\$3,765	\$5,578
51	L24586A	2016	BMW	7 SERIES	37	Trade on New	No	\$	20,488	\$	20,488	93%	\$3,076	\$2,079
52	24W0016B	2017	Mazda	MAZDA3	18	Trade on Used	Yes	\$	13,260	\$	13,000	98%	\$240	\$655
53	23WP073A	2018	Jeep	WRANGLER	26	Trade on Used	No	\$	24,981	\$	24,981	99%	\$3,731	\$2,797

## Scoreboard Totals

% Retailed of Non-Franchise Make	44%
Total # Retail Units	100
Avg. Days to Sale	27.4
Avg. Advertised Price (Time of Sale)	\$ 26,361
Avg. Transaction Price	\$ 25,784
Avg. Market Price at 100%	\$ 26,193
Avg. Price to Market % (Time of Sale)	101%
Avg. Transaction to Market	98%
Avg. Transactional Discount	#VALUE!
Avg. Front-End Gross	\$ 2,115
Avg. Finance Gross	\$ 1,636
PUVR	\$ 3,751
Total Gross (Units & PUVR)	\$ 375,107
GROI	191%
% with Trade	27%
Avg. Over/Under Allowance	\$312



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals		
% Retailed of Non-New Franchise	44%	#DIV/0!	#DIV/0!
Total # Retail Units	100	0	0
Avg. Days to Sale	27.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 26,361	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 25,784	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 26,193	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#VALUE!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,115	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,636	#DIV/0!	#DIV/0!
PUVR	\$ 3,751	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 375,107	#DIV/0!	#DIV/0!
GROI	191%	#DIV/0!	#DIV/0!
% with Trade	27%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	312	#DIV/0!	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals		
% Retailed of Non-New Franchise	44%	#DIV/0!	#DIV/0!
Total # Retail Units	100	0	0
Avg. Days to Sale	27.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 26,361	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 25,784	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 26,193	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#VALUE!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,115	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,636	#DIV/0!	#DIV/0!
PUVR	\$ 3,751	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 375,107	#DIV/0!	#DIV/0!
GROI	191%	#DIV/0!	#DIV/0!
% with Trade	27%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	312	#DIV/0!	#DIV/0!





























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals		
% Retailed of Non-New Franchise	44%	#DIV/0!	#DIV/0!
Total # Retail Units	100	0	0
Avg. Days to Sale	27.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 26,361	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 25,784	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 26,193	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#VALUE!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,115	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,636	#DIV/0!	#DIV/0!
PUVR	\$ 3,751	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 375,107	#DIV/0!	#DIV/0!
GROI	191%	#DIV/0!	#DIV/0!
% with Trade	27%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	312	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	100	40	60
Avg. Days to Sale	27.4	32.7	23.9
Avg. Advertised Price (Time of Sale)	\$ 26,361	\$ 31,890	\$ 22,179
Avg. Transaction Price	\$ 25,784	\$ 31,192	\$ 22,179
Avg. Market Price at 100%	\$ 26,193	\$ 32,722	#VALUE!
Avg. Price to Market % (Time of Sale)	101%	97%	#VALUE!
Avg. Transaction to Market	98%	95%	#VALUE!
Avg. Transactional Discount	#VALUE!	\$ 697	#VALUE!
Avg. Front-End Gross	\$ 2,115	\$ 1,418	\$ 2,581
Avg. Finance Gross	\$ 1,636	\$ 1,857	\$ 1,488
PUVR	\$ 3,751	\$ 3,275	\$ 4,069
Total Gross (Units & PUVR)	\$ 375,107	\$ 130,992	\$ 244,115
GROI	191%	115%	276%
% with Trade	27%	35%	22%
Avg. Over/Under Allowance	312	391	261



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	100	56	44
Avg. Days to Sale	27.4	28.3	26.3
Avg. Advertised Price (Time of Sale)	\$ 26,361	\$ 29,618	\$ 21,702
Avg. Transaction Price	\$ 25,784	\$ 28,992	\$ 21,702
Avg. Market Price at 100%	\$ 26,193	#VALUE!	\$ 22,710
Avg. Price to Market % (Time of Sale)	101%	#VALUE!	96%
Avg. Transaction to Market	98%	#VALUE!	96%
Avg. Transactional Discount	#VALUE!	#VALUE!	\$ 514
Avg. Front-End Gross	\$ 2,115	\$ 2,496	\$ 1,631
Avg. Finance Gross	\$ 1,636	\$ 1,647	\$ 1,621
PUVR	\$ 3,751	\$ 4,143	\$ 3,252
Total Gross (Units & PUVR)	\$ 375,107	\$ 232,015	\$ 143,092
GROI	191%	182%	205%
% with Trade	27%	36%	16%
Avg. Over/Under Allowance	312	456	132



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	100	45	21
% of Retail Units	100%	45%	21%
% Retailed of Non-New Franchise	44%	51%	57%
Avg. Days to Sale	27.4	28.4	19.9
Avg. Transaction Price	\$ 25,784	\$ 24,122	\$ 21,602
Avg. Transaction to Market %	98%	96%	98%
Avg. Transactional Discount	#VALUE!	\$ 705	\$ 703
Avg. Front End Gross	\$ 2,115	\$ 2,029	\$ 2,683
Avg. Finance Gross	\$ 1,636	\$ 1,676	\$ 1,230
PUVR	\$ 3,751	\$ 3,705	\$ 3,913
Total Gross (Units & PUVR)	\$ 375,107	\$ 166,731	\$ 82,168
GROI	191%	195%	328%
% with Trade	27%	24%	29%
Avg. Over/Under Allowance	312	417	174



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
14	1	2	1
14%	1%	2%	1%
14%	100%	100%	0%
19.3	14.0	4.0	1.0
\$ 29,221	\$ 29,491	\$ 38,453	\$ 42,200
#VALUE!	109%	94%	98%
#VALUE!	\$ -	\$ 43	\$ 3,600
\$ 3,725	\$ 1,130	\$ (172)	\$ 500
\$ 1,707	\$ 3,458	\$ 471	\$ 1,354
\$ 5,432	\$ 4,588	\$ 299	\$ 1,854
\$ 76,046	\$ 4,588	\$ 598	\$ 1,854
347%	400%	70%	1582%
29%	0%	50%	0%
231	0	500	0

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
1	15	0
1%	15%	0%
100%	20%	#DIV/0!
1.0	50.2	#DIV/0!
\$ 20,528	\$ 30,739	#DIV/0!
95%	95%	#DIV/0!
\$ -	\$ 215	#DIV/0!
\$ 500	\$ 664	#DIV/0!
\$ 1,510	\$ 2,077	#DIV/0!
\$ 2,010	\$ 2,741	#DIV/0!
\$ 2,010	\$ 41,112	#DIV/0!
3525%	64%	#DIV/0!
0%	33%	#DIV/0!
0	300	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	100	64	18
% of Retail Units	100%	64%	18%
% Retailed of Non-New Franchise	44%	45%	44%
Avg. Days to Sale	27.4	14.0	36.9
Avg. Transaction Price	\$ 25,784	\$ 26,138	\$ 23,999
Avg. Transaction to Market %	98%	#VALUE!	96%
Avg. Transactional Discount	#VALUE!	#VALUE!	\$ 208
Avg. Front End Gross	\$ 2,115	\$ 2,790	\$ 2,006
Avg. Finance Gross	\$ 1,636	\$ 1,730	\$ 1,432
PUVR	\$ 3,751	\$ 4,520	\$ 3,438
Total Gross (Units & PUVR)	\$ 375,107	\$ 289,298	\$ 61,892
GROI	191%	446%	140%
% with Trade	27%	34%	11%
Avg. Over/Under Allowance	312	458	14



46-60 days	61-90 days	90+ days
7	9	2
7%	9%	2%
43%	44%	0%
50.6	71.0	96.5
\$ 24,784	\$ 25,290	\$ 36,250
94%	91%	92%
\$ 450	\$ 58	\$ 253
\$ 216	\$ (390)	\$ (564)
\$ 1,305	\$ 1,207	\$ 3,520
\$ 1,521	\$ 817	\$ 2,956
\$ 10,648	\$ 7,357	\$ 5,912
44%	16%	30%
14%	11%	50%
71	144	0