

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	H52234A		Honda	CRV	6	Trade on New	Yes	\$ 27,500	\$ 27,500	100%	1,918	500
2	H52168A		Honda	CRV	38	Trade on New	Yes	\$ 30,300	\$ 27,803	100%	1,147	1,875
3	H52212A		Honda	PASSPORT	11	Trade on New	Yes	\$ 29,900	\$ 28,500	100%	(252)	500
4	H52261A		Honda	PILOT	6	Trade on New	No	\$ 27,900	\$ 27,900	100%	4,115	5,761
5	T49165A		Honda	CRV	1	Trade on New	Yes	\$ 27,100	\$ 26,000	100%	(656)	260
6	H52254A		Honda	CRV	14	Trade on New	Yes	\$ 38,001	\$ 37,400	108%	7,669	3,491
7	H52219A		Honda	CRV	13	Trade on New	Yes	\$ 31,201	\$ 24,995	108%	331	1,949
8	H52273A		Honda	CIVIC	28	Trade on New	Yes	\$ 24,200	\$ 22,540	99%	203	3,331
9	A17101A		Honda	PILOT	7	Trade on New	Yes	\$ 34,901	\$ 32,000	108%	101	534
10	H52280A		Honda	ACCORD	10	Trade on New	Yes	\$ 29,301	\$ 25,000	106%	2,301	2,521
11	H52276A		Honda	HRV	1	Trade on New	Yes	\$ 21,800	\$ 21,000	100%	427	1,800
12	H52272A		Honda	HRV	4	Trade on New	No	\$ 22,900	\$ 22,215	100%	1,402	0
13	H52174A		Honda	HRV	42	Trade on New	Yes	\$ 22,000	\$ 21,500	100%	1,962	1,800
14	H52223A		Honda	CRV	1	Trade on New	Yes	\$ 26,000	\$ 26,000	100%	714	4,660
15	H52182A		Honda	ACCORD	10	Trade on New	Yes	\$ 25,100	\$ 25,100	100%	2,873	3,932
16	H51956A		Honda	CIVIC	25	Trade on New	No	\$ 26,200	\$ 26,200	100%	3,704	2,678
17	T49206A		Honda	CRV	10	Trade on New	Yes	\$ 27,400	\$ 22,000	100%	(878)	0
18	H52184A		Honda	CIVIC	6	Trade on New	No	\$ 25,000	\$ 24,500	100%	627	2,300
19	J14955A		Honda	HRV	1	Trade on New	Yes	\$ 22,200	\$ 22,200	99%	358	150
20	H52031A		Honda	CIVIC	15	Trade on New	Yes	\$ 24,400	\$ 23,400	100%	3,021	828
21	T49215A		Honda	HRV	20	Trade on New	No	\$ 17,900	\$ 18,491	97%	4,381	2,252
22	H52240A		Honda	FIT	1	Trade on New	Yes	\$ 18,900	\$ 17,000	100%	1,773	0
23	A17104A		Honda	CRV	11	Trade on New	Yes	\$ 31,100	\$ 30,339	100%	1,445	1,125
24	HP25525		Honda	PASSPORT	1	Auction/Wholesale	Yes	\$ 25,500	\$ 25,500	100%	(1,045)	316
25	H52057A		Honda	ACCORD	2	Trade on New	Yes	\$ 22,500	\$ 22,500	100%	2,365	0
26	H51991A		Honda	HRV	1	Trade on New	Yes	\$ 23,100	\$ 23,099	100%	275	1,400
27	H52056A		Honda	CRV	34	Trade on New	Yes	\$ 26,000	\$ 24,394	100%	398	5,237

28	HP25369		Honda	CRV	12	Auction/Wholesale	Yes	\$	26,200	\$	26,200	100%	3,509	2,452
29	H51841A		Honda	CIVIC	15	Trade on New	Yes	\$	21,900	\$	19,500	100%	(74)	949
30	H52147A		Honda	CIVC	7	Trade on New	Yes	\$	24,600	\$	22,028	100%	681	3,152
31	H52132A		Honda	CIVIC	7	Trade on New	Yes	\$	25,201	\$	20,747	108%	632	3,032
32	H52159A		Honda	PILOT	11	Trade on New	Yes	\$	32,400	\$	32,400	100%	1,104	1,637
33	HP25404		Honda	ACCORD	10	Trade on New	Yes	\$	25,301	\$	20,691	108%	2,987	530
34	H52138A		Honda	RIDGELINE	10	Trade on New	Yes	\$	33,800	\$	33,300	100%	2,624	1,390
35	H52140A		Honda	CIVIC	3	Trade on New	Yes	\$	25,100	\$	23,655	95%	2,801	1,650
36	T49106A		Honda	ACCORD	15	Trade on New	Yes	\$	25,500	\$	23,800	100%	(1,266)	5,246
37	H52076B		Honda	CRV	24	Trade on Used	No	\$	23,700	\$	21,000	100%	1,564	1,816
38	H52050A		Honda	HRV	30	Trade on New	Yes	\$	28,600	\$	28,600	100%	364	0
39	HP25431		Honda	HRV	4	Trade on New	Yes	\$	23,200	\$	22,100	100%	(134)	3,576
40	H52004A		Honda	ACCORD	6	Trade on New	Yes	\$	25,900	\$	26,801	100%	496	510
41	A17069A		Honda	CRV	2	Trade on New	Yes	\$	28,200	\$	28,200	100%	2,009	2,050
42	H52099A		Honda	ODYSSEY	14	Trade on New	Yes	\$	35,900	\$	35,799	100%	3,758	2,347
43	HP25348		Honda	PILOT	7	Auction/Wholesale	Yes	\$	34,101	\$	33,578	108%	(890)	0
44	L19239A		Honda	ACCORD	4	Trade on New	Yes	\$	31,500	\$	31,500	100%	2,482	700
45	T49072A		Honda	CRV	26	Trade on New	Yes	\$	24,900	\$	24,900	100%	886	3,744
46	H52110A		Honda	CIVIC	36	Trade on New	Yes	\$	23,300	\$	22,945	98%	1,049	150
47	K23976A		Honda	CRV	3	Trade on New	Yes	\$	26,500	\$	24,900	100%	(303)	2,688
48	H52120A		Honda	crv	8	Trade on New	Yes	\$	30,200	\$	29,991	100%	2,751	150
49	HP25403		Honda	PASSPORT	5	Auction/Wholesale	Yes	\$	26,100	\$	26,100	100%	(1,069)	4,974
50	H51921A		Honda	CRV	1	Trade on New	Yes	\$	29,100	\$	28,600	100%	3,213	0
51	HP25468		Honda	PILOT	1	Auction/Wholesale	Yes	\$	30,300	\$	27,400	100%	(183)	1,200
52	HP25404A		Honda	CRV	8	Trade on New	Yes	\$	27,500	\$	25,700	100%	(77)	3,768
53	H52194A		Honda	HRV	12	Trade on New	Yes	\$	21,501	\$	21,501	111%	3,316	3,386

Scoreboard Totals

% Retailed of Non-Franchise Make	0%
Total # Retail Units	54
Avg. Days to Sale	11.1
Avg. Advertised Price (Time of Sale)	\$ 26,682
Avg. Transaction Price	\$ 25,537
Avg. Market Price at 100%	\$ 26,384
Avg. Price to Market % (Time of Sale)	101%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 1,144
Avg. Front-End Gross	\$ 1,486
Avg. Finance Gross	\$ 1,941
PUVR	\$ 3,427
Total Gross (Units & PUVR)	\$ 185,058
GROI	434%
% with Trade	41%
Avg. Over/Under Allowance	(\$346)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	DAN LANTON
% Retailed of Non-New Franchise	0%	#DIV/0!	0%
Total # Retail Units	54	0	20
Avg. Days to Sale	11.1	#DIV/0!	8.7
Avg. Advertised Price (Time of Sale)	\$ 26,682	#DIV/0!	\$ 25,665
Avg. Transaction Price	\$ 25,537	#DIV/0!	\$ 24,927
Avg. Market Price at 100%	\$ 26,384	#DIV/0!	\$ 25,676
Avg. Price to Market % (Time of Sale)	101%	#DIV/0!	100%
Avg. Transaction to Market	97%	#DIV/0!	97%
Avg. Transactional Discount	\$ 1,144	#DIV/0!	\$ 738
Avg. Front-End Gross	\$ 1,486	#DIV/0!	\$ 1,440
Avg. Finance Gross	\$ 1,941	#DIV/0!	\$ 1,855
PUVR	\$ 3,427	#DIV/0!	\$ 3,294
Total Gross (Units & PUVR)	\$ 185,058	#DIV/0!	\$ 65,890
GROI	434%	#DIV/0!	547%
% with Trade	41%	#DIV/0!	55%
Avg. Over/Under Allowance	-346	#DIV/0!	30



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DAN VINCE			
0%	#DIV/0!	#DIV/0!	#DIV/0!
34	0	0	0
12.6	#DIV/0!	#DIV/0!	#DIV/0!
\$ 27,280	#DIV/0!	#DIV/0!	#DIV/0!
\$ 25,896	#DIV/0!	#DIV/0!	#DIV/0!
\$ 26,785	#DIV/0!	#DIV/0!	#DIV/0!
102%	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,383	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,513	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,992	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,505	#DIV/0!	#DIV/0!	#DIV/0!
\$ 119,169	#DIV/0!	#DIV/0!	#DIV/0!
388%	#DIV/0!	#DIV/0!	#DIV/0!
32%	#DIV/0!	#DIV/0!	#DIV/0!
-675	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	JOSH SALVATERRA	BERNICE BREZINSKI
% Retailed of Non-New Franchise	0%	0%	0%
Total # Retail Units	54	7	9
Avg. Days to Sale	11.1	6.9	10.3
Avg. Advertised Price (Time of Sale)	\$ 26,682	\$ 27,429	\$ 27,189
Avg. Transaction Price	\$ 25,537	\$ 26,333	\$ 25,315
Avg. Market Price at 100%	\$ 26,384	\$ 26,894	\$ 26,725
Avg. Price to Market % (Time of Sale)	101%	102%	102%
Avg. Transaction to Market	97%	98%	95%
Avg. Transactional Discount	\$ 1,144	\$ 1,096	\$ 1,874
Avg. Front-End Gross	\$ 1,486	\$ 1,793	\$ 1,033
Avg. Finance Gross	\$ 1,941	\$ 1,707	\$ 1,664
PUVR	\$ 3,427	\$ 3,501	\$ 2,697
Total Gross (Units & PUVR)	\$ 185,058	\$ 24,506	\$ 24,270
GROI	434%	698%	371%
% with Trade	41%	29%	67%
Avg. Over/Under Allowance	-346	-100	-883



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TYLER PENCHAK	TYLER WHITE	LISA VERONA	ELDRY KAMILLE
0%	0%	0%	0%
5	6	4	9
18.6	8.0	8.0	11.2
\$ 25,720	\$ 25,667	\$ 31,025	\$ 23,178
\$ 24,204	\$ 24,100	\$ 30,410	\$ 22,477
\$ 25,720	\$ 25,390	\$ 30,322	\$ 23,003
100%	101%	102%	101%
94%	95%	100%	98%
\$ 1,516	\$ 1,567	\$ 616	\$ 701
\$ 1,271	\$ 327	\$ 3,143	\$ 1,612
\$ 2,278	\$ 2,174	\$ 2,659	\$ 2,896
\$ 3,549	\$ 2,500	\$ 5,803	\$ 4,508
\$ 17,744	\$ 15,003	\$ 23,210	\$ 40,569
284%	467%	859%	643%
40%	33%	0%	22%
-650	300	#DIV/0!	#DIV/0!

JIM HAYNES	RICH ENGLEMAN	ADAM LUDWIKOWSKI	ASTRID MARTINEZ
0%	0%	0%	#DIV/0!
6	3	3	0
13.3	5.3	15.7	#DIV/0!
\$ 27,200	\$ 31,000	\$ 25,067	#DIV/0!
\$ 26,108	\$ 30,833	\$ 23,876	#DIV/0!
\$ 27,108	\$ 31,000	\$ 25,067	#DIV/0!
100%	100%	100%	#DIV/0!
96%	99%	95%	#DIV/0!
\$ 1,093	\$ 167	\$ 1,191	#DIV/0!
\$ 1,436	\$ 2,267	\$ 2,468	#DIV/0!
\$ 1,272	\$ 779	\$ 2,219	#DIV/0!
\$ 2,708	\$ 3,046	\$ 4,688	#DIV/0!
\$ 16,247	\$ 9,137	\$ 14,063	#DIV/0!
280%	667%	451%	#DIV/0!
67%	67%	67%	#DIV/0!
-431	500	2,000	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	KARRISSA WAG	JUSTIN GATZ
% Retailed of Non-New Franchise	0%	0%	0%
Total # Retail Units	54	16	19
Avg. Days to Sale	11.1	9.8	10.1
Avg. Advertised Price (Time of Sale)	\$ 26,682	\$ 27,469	\$ 26,705
Avg. Transaction Price	\$ 25,537	\$ 26,189	\$ 25,737
Avg. Market Price at 100%	\$ 26,384	\$ 27,157	\$ 26,402
Avg. Price to Market % (Time of Sale)	101%	101%	101%
Avg. Transaction to Market	97%	96%	97%
Avg. Transactional Discount	\$ 1,144	\$ 1,280	\$ 969
Avg. Front-End Gross	\$ 1,486	\$ 1,711	\$ 2,006
Avg. Finance Gross	\$ 1,941	\$ 2,392	\$ 1,811
PUVR	\$ 3,427	\$ 4,102	\$ 3,816
Total Gross (Units & PUVR)	\$ 185,058	\$ 65,640	\$ 72,511
GROI	434%	578%	528%
% with Trade	41%	0%	0%
Avg. Over/Under Allowance	-346	300	-460



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KASON EVANS	JOHN DAVIS	ARIYONNA MARTIN	
0%	0%	0%	#DIV/0!
14	4	1	0
15.9	7.5	1.0	#DIV/0!
\$ 26,029	\$ 26,000	\$ 25,500	#DIV/0!
\$ 24,828	\$ 24,474	\$ 25,500	#DIV/0!
\$ 25,778	\$ 25,422	\$ 25,500	#DIV/0!
101%	102%	100%	#DIV/0!
96%	96%	100%	#DIV/0!
\$ 1,201	\$ 1,526	\$ -	#DIV/0!
\$ 833	\$ 1,032	\$ (1,045)	#DIV/0!
\$ 1,689	\$ 2,048	\$ 316	#DIV/0!
\$ 2,523	\$ 3,079	\$ (729)	#DIV/0!
\$ 35,319	\$ 12,317	\$ (729)	#DIV/0!
231%	604%	-1029%	#DIV/0!
0%	0%	0%	#DIV/0!
2	-1,233	200	#DIV/0!

Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	54	48	6
Avg. Days to Sale	11.1	10.8	14.2
Avg. Advertised Price (Time of Sale)	\$ 26,682	\$ 27,025	\$ 23,384
Avg. Transaction Price	\$ 25,537	\$ 25,806	\$ 23,384
Avg. Market Price at 100%	\$ 26,384	\$ 26,668	\$ 24,026
Avg. Price to Market % (Time of Sale)	101%	101%	97%
Avg. Transaction to Market	97%	97%	97%
Avg. Transactional Discount	\$ 1,144	\$ 1,219	\$ 549
Avg. Front-End Gross	\$ 1,486	\$ 1,342	\$ 2,632
Avg. Finance Gross	\$ 1,941	\$ 1,876	\$ 2,468
PUVR	\$ 3,427	\$ 3,218	\$ 5,100
Total Gross (Units & PUVR)	\$ 185,058	\$ 154,459	\$ 30,600
GROI	434%	418%	554%
% with Trade	41%	42%	33%
Avg. Over/Under Allowance	-346	-514	2,000



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	54	54	0
Avg. Days to Sale	11.1	11.1	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 26,682	\$ 26,682	#DIV/0!
Avg. Transaction Price	\$ 25,537	\$ 25,537	#DIV/0!
Avg. Market Price at 100%	\$ 26,384	\$ 26,375	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	101%	#DIV/0!
Avg. Transaction to Market	97%	97%	#DIV/0!
Avg. Transactional Discount	\$ 1,144	\$ 1,144	#DIV/0!
Avg. Front-End Gross	\$ 1,486	\$ 1,486	#DIV/0!
Avg. Finance Gross	\$ 1,941	\$ 1,941	#DIV/0!
PUVR	\$ 3,427	\$ 3,427	#DIV/0!
Total Gross (Units & PUVR)	\$ 185,058	\$ 185,058	#DIV/0!
GROI	434%	434%	#DIV/0!
% with Trade	41%	41%	#DIV/0!
Avg. Over/Under Allowance	-346	-346	#DIV/0!



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	54	47	1
% of Retail Units	100%	87%	2%
% Retailed of Non-New Franchise	0%	0%	0%
Avg. Days to Sale	11.1	11.7	24.0
Avg. Transaction Price	\$ 25,537	\$ 25,473	\$ 21,000
Avg. Transaction to Market %	97%	96%	89%
Avg. Transactional Discount	\$ 1,144	\$ 1,185	\$ 2,700
Avg. Front End Gross	\$ 1,486	\$ 1,511	\$ 1,564
Avg. Finance Gross	\$ 1,941	\$ 1,905	\$ 1,816
PUVR	\$ 3,427	\$ 3,416	\$ 3,380
Total Gross (Units & PUVR)	\$ 185,058	\$ 160,561	\$ 3,380
GROI	434%	413%	241%
% with Trade	41%	43%	0%
Avg. Over/Under Allowance	-346	-353	#DIV/0!



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	6	0	0
0%	11%	0%	0%
#DIV/0!	0%	#DIV/0!	#DIV/0!
#DIV/0!	4.5	#DIV/0!	#DIV/0!
#DIV/0!	\$ 26,796	#DIV/0!	#DIV/0!
#DIV/0!	101%	#DIV/0!	#DIV/0!
#DIV/0!	\$ 571	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,273	#DIV/0!	#DIV/0!
#DIV/0!	\$ 2,246	#DIV/0!	#DIV/0!
#DIV/0!	\$ 3,519	#DIV/0!	#DIV/0!
#DIV/0!	\$ 21,117	#DIV/0!	#DIV/0!
#DIV/0!	1051%	#DIV/0!	#DIV/0!
#DIV/0!	33%	#DIV/0!	#DIV/0!
#DIV/0!	-300	#DIV/0!	#DIV/0!

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	54	50	4
% of Retail Units	100%	93%	7%
% Retailed of Non-New Franchise	0%	0%	0%
Avg. Days to Sale	11.1	9.0	37.5
Avg. Transaction Price	\$ 25,537	\$ 25,647	\$ 24,161
Avg. Transaction to Market %	97%	97%	95%
Avg. Transactional Discount	\$ 1,144	\$ 1,137	\$ 1,240
Avg. Front End Gross	\$ 1,486	\$ 1,513	\$ 1,139
Avg. Finance Gross	\$ 1,941	\$ 1,915	\$ 2,265
PUVR	\$ 3,427	\$ 3,429	\$ 3,405
Total Gross (Units & PUVR)	\$ 185,058	\$ 171,440	\$ 13,618
GROI	434%	534%	135%
% with Trade	41%	42%	25%
Avg. Over/Under Allowance	-346	-421	700



