

#	Year	Make	Model	Days in Stock	Source Purchased?	CPO	Advertised Price (Time of Sale)	Transaction Price	Market Price at 100%	Front End Gross	Finance Gross
1	2015	Chevrolet	Equinox	30	Yes	No	\$ 15,000	\$ 13,800	\$ 15,000	\$1,500	\$1,000
1	2009	Chevrolet	corvette ?	21	No	No	\$ 41,782	\$ 40,329	\$ 40,885	\$4,103	\$0
2	2016	Cadillac	CTS-V ?	34	Yes	Yes	\$ 64,841	\$ 64,841	\$ 65,225	\$5,062	\$0
3	2016	Land Rover	sport	60	No	Yes	\$ 53,499	\$ 52,949	\$ 53,499	\$553	\$1,389
4	2015	Land Rover	sport	10	No	Yes	\$ 54,449	\$ 52,700	\$ 54,499	\$2,107	\$992
5	2010	Chevrolet	equinox	37	No	No	\$ 9,856	\$ 8,794	\$ 11,630	\$306	\$0
6	2017	Hyundai	Sonata	79	No	No	\$ 15,489	\$ 14,526	\$ 17,657	(\$1,671)	\$0
7	2018	Cadillac	XTS	7	Yes	Yes	\$ 36,563	\$ 36,563	\$ 35,466	\$3,636	\$0
8	2016	Ford	Explorer	31	No	No	\$ 31,949	\$ 29,706	\$ 32,907	\$2,050	\$1,715
9	2014	Cadillac	ATS	16	No	Yes	\$ 18,979	\$ 19,061	\$ 18,409	\$652	\$1,310
10	2014	Audi	A5	9	No	No	\$ 28,984	\$ 27,262	\$ 24,697	\$2,295	\$141
11	2012	Honda	Civic	26	No	No	\$ 10,460	\$ 9,949	\$ 10,669	\$1,250	\$0
12	2018	BMW	430	68	Yes	No	\$ 37,849	\$ 24,751	\$ 36,035	(\$355)	\$499
13	2016	Cadillac	SRX	69	Yes	Yes	\$ 26,736	\$ 26,736	\$ 27,003	(\$312)	\$700
14	2016	Land Rover	LR4	1	No	Yes	\$ 68,771	\$ 68,771	\$ 68,771	\$3,093	\$2,389
15	2016	Cadillac	SRX	19	Yes	Yes	\$ 30,449	\$ 30,449	\$ 27,805	(\$423)	\$0
16	2015	Land Rover	Evouge	49	Yes	Yes	\$ 30,997	\$ 30,997	\$ 31,306	\$21	\$1,429
17	2017	Land Rover	Discovery Sport	33	Yes	Yes	\$ 42,899	\$ 42,899	\$ 39,896	\$2,196	\$0
18	2011	Cadillac	DTS	5	No	No	\$ 13,995	\$ 13,809	\$ 12,618	\$421	\$839
19	2015	Toyota	4 runner	67	No	No	\$ 27,474	\$ 27,474	\$ 30,584	\$131	\$1,691
20	2012	Toyota	camry	40	No	No	\$ 8,926	\$ 8,926	\$ 10,249	\$496	\$0
21	2017	Cadillac	escalade	69	Yes	Yes	\$ 56,998	\$ 56,990	\$ 61,267	(\$222)	\$2,964
22	2010	Lincoln	navigator	11	No	No	\$ 18,965	\$ 18,965	\$ 18,968	\$4,121	\$0
23	2015	Cadillac	escalade	1	Yes	Yes	\$ 51,039	\$ 51,039	\$ 51,039	\$899	\$300
24	2016	GMC	yukon	5	No	No	\$ 54,826	\$ 54,826	\$ 54,407	\$5,892	\$726
25	2015	Infiniti	QX60	36	No	No	\$ 31,647	\$ 30,357	\$ 32,901	\$646	\$2,603
26	2010	Audi	TT	29	No	No	\$ 14,962	\$ 14,962	\$ 15,762	\$1,163	\$0
27	2008	Dodge	ram 1500	8	No	No	\$ 9,300	\$ 9,300	\$ 9,300	\$371	\$737
28	2017	Cadillac	escalade	73	Yes	Yes	\$ 57,990	\$ 57,650	\$ 60,309	(\$1,167)	\$626
29	2014	Toyota	corolla	17	Yes	No	\$ 12,763	\$ 12,763	\$ 13,018	(\$186)	\$0
30	2017	Cadillac	escalade	72	Yes	Yes	\$ 57,990	\$ 57,990	\$ 60,309	(\$2,841)	\$3,160
31	2018	Land Rover	evo ?	42	Yes	Yes	\$ 43,983	\$ 40,733	\$ 42,556	\$2,087	\$720
32	2017	Cadillac	escalade	22	Yes	Yes	\$ 64,884	\$ 64,884	\$ 66,830	\$4,053	\$729
33	2015	Land Rover	sport	115	No	No	\$ 62,310	\$ 68,499	\$ 67,294	(\$934)	\$300
34	2017	Cadillac	escalade	78	Yes	Yes	\$ 57,990	\$ 57,990	\$ 59,149	(\$222)	\$2,964
35	2017	Volvo	xc60	17	No	No	\$ 27,672	\$ 25,500	\$ 27,672	\$1,020	\$1,693
36	2017	Buick	envision	89	Yes	No	\$ 22,738	\$ 22,413	\$ 25,011	(\$1,849)	\$0
37	2015	Cadillac	srx	88	Yes	Yes	\$ 24,997	\$ 24,241	\$ 28,746	(\$3,837)	\$215
38	2014	Hyundai	sonata	55	No	No	\$ 10,534	\$ 10,534	\$ 11,587	(\$237)	\$0
39	2010	Dodge	challenger	7	No	No	\$ 16,631	\$ 16,631	\$ 17,798	\$1,631	
40	2016	Cadillac	srx	34	Yes	Yes	\$ 27,994	\$ 27,994	\$ 28,273	(\$27)	\$3,731
41	2015	Cadillac	srx	28	Yes	Yes	\$ 26,993	\$ 26,475	\$ 28,612	\$373	\$921
42	2017	Buick	lacrosse	75	Yes	No	\$ 23,958	\$ 23,468	\$ 25,874	(\$1,231)	\$0
43	2018	Cadillac	xts	22	Yes	Yes	\$ 35,987	\$ 34,259	\$ 33,467	\$1,326	\$500
44	2015	Cadillac	escalade	72	No	Yes	\$ 48,997	\$ 48,997	\$ 52,426	(\$613)	\$2,213
45	2014	Audi	a5	27	No	No	\$ 21,543	\$ 21,543	\$ 23,481	\$3,429	\$0
46	2017	Dodge	srt charger	52	No	No	\$ 36,993	\$ 36,993	\$ 38,102	\$1,511	\$0

47	2012	Mercedes-Benz	S550	31	No	No	\$ 31,839	\$ 31,839	\$ 30,584	\$1,984	\$350
48	2015	Ford	F150	36	No	No	\$ 37,661	\$ 36,861	\$ 39,167	\$2,156	\$2,239
49	2018	Land Rover	Velar	39	Yes	Yes	\$ 64,606	\$ 63,571	\$ 66,544	\$906	\$397
50	2016	Cadillac	XTS	14	No	Yes	\$ 28,843	\$ 28,593	\$ 28,266	\$3,294	\$650
51	2016	Cadillac	CTS-V	43	Yes	Yes	\$ 62,668	\$ 62,418	\$ 59,534	\$3,849	\$0
52	2015	Cadillac	SRX	99	No	No	\$ 19,727	\$ 18,395	\$ 21,699	(\$1,671)	\$380
53	2017	Buick	lacrosse	84	Yes	No	\$ 22,574	\$ 22,124	\$ 26,411	(\$645)	\$458



Scoreboard	
# of Purchased Vehicles Retailed	87
# of Traded Vehicles Retailed	113
% Retailed of Non-New Franchise	42%
Total # Retail Units	200
Average Days to Sale	35.4
Average Advertised Price (Time of Sale)	\$ 32,658
Average Transaction Price	\$ 32,265
Average Market Price at 100%	\$ 33,448
Average Price to Market (Time of Sale)	98%
Average Transaction to Market	96%
Average Transactional Discount	\$ 393
Average Front End Gross	\$ 1,393
Average Finance Gross	\$ 957
PUVR	\$ 2,346
Total Gross (Units&PUVR)	\$ 469,179



Scoreboard	
Desk Manager	Totals
# of Purchased Vehicles Retailed	87
# of Traded Vehicles Retailed	113
% Retailed of Non-New Franchise	42%
Total # Retail Units	200
Average Days to Sale	35.4
Average Advertised Price (Time of Sale)	\$ 32,658
Average Transaction Price	\$ 32,265
Average Market Price at 100%	\$ 33,448
Average Price to Market (Time of Sale)	98%
Average Transaction to Market	96%
Average Transactional Discount	\$ 393
Average Front End Gross	\$ 1,393
Average Finance Gross	\$ 957
PUVR	\$ 2,346
Total Gross (Units&PUVR)	\$ 469,179

Justin McNulty	Steve Bower	Tom Photo
29	23	15
40	36	26
43%	59%	44%
69	59	41
37.0	40.1	30.8
\$ 29,917	\$ 28,037	\$ 29,351
\$ 29,243	\$ 27,899	\$ 28,910
\$ 30,977	\$ 29,155	\$ 29,899
97%	96%	98%
95%	96%	96%
\$ 674	\$ 138	\$ 441
\$ 1,307	\$ 892	\$ 1,521
\$ 772	\$ 964	\$ 1,031
\$ 2,068	\$ 1,856	\$ 2,552
\$ 142,681	\$ 109,500	\$ 104,632



Phil Reynolds	
	20
	11
	0%
	31
	29.3
\$	51,926
\$	51,740
\$	51,814
	101%
	100%
\$	186
\$	2,371
\$	1,253
\$	3,625
\$	112,367

Scoreboard		
Sales Consultant	Totals	Johns Fabs
# of Purchased Vehicles Retailed	87	4
# of Traded Vehicles Retailed	113	5
% Retailed of Non-New Franchise	42%	44%
Total # Retail Units	200	9
Average Days to Sale	35.4	42.7
Average Advertised Price (Time of Sale)	\$ 32,658	\$ 33,672
Average Transaction Price	\$ 32,265	\$ 33,697
Average Market Price at 100%	\$ 33,448	\$ 35,039
Average Price to Market (Time of Sale)	98%	95%
Average Transaction to Market	96%	95%
Average Transactional Discount	\$ 393	\$ (25)
Average Front End Gross	\$ 1,393	\$ 828
Average Finance Gross	\$ 957	\$ 829
PUVR	\$ 2,346	\$ 1,656
Total Gross (Units&PUVR)	\$ 469,179	\$ 14,905

Jimmy Pullman	Matt Mayer	Paul Dowman
14	5	8
13	12	19
56%	41%	63%
27	17	27
32.3	34.6	35.4
\$ 27,996	\$ 30,642	\$ 20,844
\$ 27,412	\$ 30,439	\$ 20,490
\$ 28,542	\$ 31,424	\$ 21,808
98%	97%	95%
95%	96%	94%
\$ 584	\$ 202	\$ 355
\$ 1,043	\$ 2,156	\$ 1,198
\$ 834	\$ 993	\$ 877
\$ 1,877	\$ 3,150	\$ 2,075
\$ 50,686	\$ 53,545	\$ 56,018

Ian Harrison	Julie Walker	Steve Audia
9	2	5
6	5	8
40%	29%	31%
15	7	13
41.1	26.7	45.1
\$ 29,202	\$ 28,116	\$ 38,444
\$ 28,726	\$ 27,025	\$ 38,327
\$ 29,911	\$ 27,540	\$ 42,635
98%	101%	94%
96%	98%	93%
\$ 476	\$ 1,091	\$ 117
\$ 199	\$ 1,778	\$ 512
\$ 945	\$ 1,417	\$ 1,236
\$ 1,144	\$ 3,195	\$ 1,748
\$ 17,159	\$ 22,362	\$ 22,721

Alan Suplee		
3	0	0
4	0	0
57%	#DIV/0!	#DIV/0!
7	0	0
20.1	#DIV/0!	#DIV/0!
\$ 20,429	#DIV/0!	#DIV/0!
\$ 20,154	#DIV/0!	#DIV/0!
\$ 20,363	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!
\$ 274	#DIV/0!	#DIV/0!
\$ 1,468	#DIV/0!	#DIV/0!
\$ 414	#DIV/0!	#DIV/0!
\$ 1,882	#DIV/0!	#DIV/0!
\$ 13,174	#DIV/0!	#DIV/0!

0	0
0	0
#DIV/0!	#DIV/0!
0	0
#DIV/0!	#DIV/0!



Scoreboard	
Finance Manager	Totals
# of Purchased Vehicles Retailed	87
# of Traded Vehicles Retailed	113
% Retailed of Non-New Franchise	42%
Total # Retail Units	200
Average Days to Sale	35.4
Average Advertised Price (Time of Sale)	\$ 32,658
Average Transaction Price	\$ 32,265
Average Market Price at 100%	\$ 33,448
Average Price to Market (Time of Sale)	98%
Average Transaction to Market	96%
Average Transactional Discount	\$ 393
Average Front End Gross	\$ 1,393
Average Finance Gross	\$ 957
PUVR	\$ 2,346
Total Gross (Units&PUVR)	\$ 469,179

Wendy Alberg	Charlie Defreese	
40	20	0
40	37	0
31%	49%	#DIV/0!
80	57	0
34.0	35.9	#DIV/0!
\$ 34,817	\$ 30,366	#DIV/0!
\$ 34,516	\$ 30,366	#DIV/0!
\$ 35,439	\$ 31,918	#DIV/0!
98%	97%	#DIV/0!
97%	95%	#DIV/0!
\$ 301	\$ 496	#DIV/0!
\$ 1,513	\$ 1,380	#DIV/0!
\$ 1,043	\$ 910	#DIV/0!
\$ 2,555	\$ 2,291	#DIV/0!
\$ 204,435	\$ 130,573	#DIV/0!

0
0
#DIV/0!
0
#DIV/0!



Scoreboard	
CPO	Totals
# of Purchased Vehicles Retailed	87
# of Traded Vehicles Retailed	113
Total # Retail Units	200
Average Days to Sale	35.4
Average Advertised Price (Time of Sale)	\$ 32,658
Average Transaction Price	\$ 32,265
Average Market Price at 100%	\$ 33,448
Average Price to Market (Time of Sale)	98%
Average Transaction to Market	96%
Average Transactional Discount	\$ 393
Average Front End Gross	\$ 1,393
Average Finance Gross	\$ 957
PUVR	\$ 2,346
Total Gross (Units&PUVR)	\$ 469,179

Yes	No
62	25
28	85
90	110
36.0	35.0
\$ 40,740	\$ 25,624
\$ 40,383	\$ 25,624
\$ 41,581	\$ 26,794
98%	97%
97%	95%
\$ 357	\$ 421
\$ 1,368	\$ 1,414
\$ 1,122	\$ 822
\$ 2,490	\$ 2,228
\$ 224,090	\$ 245,089



Scoreboard	
Same Brand as New	Totals
# of Purchased Vehicles Retailed	87
# of Traded Vehicles Retailed	113
Total # Retail Units	200
Average Days to Sale	35.4
Average Advertised Price (Time of Sale)	\$ 32,658
Average Transaction Price	\$ 32,265
Average Market Price at 100%	\$ 33,448
Average Price to Market (Time of Sale)	98%
Average Transaction to Market	96%
Average Transactional Discount	\$ 393
Average Front End Gross	\$ 1,393
Average Finance Gross	\$ 957
PUVR	\$ 2,346
Total Gross (Units&PUVR)	\$ 469,179

Yes	No
70	17
47	66
117	83
35.6	35.3
\$ 39,199	\$ 22,977
\$ 38,855	\$ 22,977
\$ 39,947	\$ 24,287
99%	96%
98%	94%
\$ 345	\$ 460
\$ 1,544	\$ 1,181
\$ 1,094	\$ 762
\$ 2,638	\$ 1,935
\$ 308,610	\$ 160,569



Total					
Days in Inventory	Unit Sales	Total Front Gross \$	Total F&I Gross \$	\$ PUVR	% of total unit sales
0 - 30 Days	98	\$251,318	\$87,870	\$3,461	49.49%
31 - 45 Days	35	\$47,276	\$37,015	\$2,408	17.68%
46 - 60 Days	33	\$7,224	\$30,066	\$1,130	16.67%
60 - 90 Days	27	(\$27,119)	\$30,430	\$123	13.64%
90 Days and Over	5	(\$4,686)	\$2,824	(\$372)	2.53%
Total	198	\$274,013	\$188,205	\$2,334	100.0%



\$ PUVR result of adding Front Gross \$\$ and F&I Gross \$\$ divided by Number of sales
 % of total unit sales result of dividing unit sales in age bucket by total unit sales

Purchases	
Days in Inventory	Unit Sales
0 - 30 Days	38
31 - 45 Days	15
46 - 60 Days	15
60 - 90 Days	16
90 Days and Over	2
Total	86

\$ PUVR result of adding Front ()
 % of total unit sales result of di

Total Front Gross \$	Total F&I Gross \$	\$ PUVR
\$95,186	\$31,632	\$3,337
\$19,999	\$16,417	\$2,428
(\$3,723)	\$14,367	\$710
(\$19,836)	\$16,663	(\$198)
(\$2,998)	\$1,644	(\$677)
\$ 88,628	\$ 80,723	\$1,969

Gross \$\$ and F&I Gross \$\$ divided by Number of sales
 dividing unit sales in age bucket by total unit sales

% of total unit sales
44.19%
17.44%
17.44%
18.60%
2.33%
100.0%



Trade/Curbs		
Days in Inventory	Unit Sales	Total Front Gross \$
0 - 30 Days	57	\$153,484
31 - 45 Days	19	\$26,066
46 - 60 Days	14	\$7,918
60 - 90 Days	11	(\$7,283)
90 Days and Over	3	(\$1,688)
Total	104	\$178,497

\$ PUVR result of adding Front Gross \$\$ and F&I Gross
% of total unit sales result of dividing unit sales in ag



Total F&I Gross \$	\$ PUVR	% of total unit sales
\$52,991	\$3,622	54.81%
\$18,554	\$2,348	18.27%
\$7,051	\$1,069	13.46%
\$13,767	\$589	10.58%
\$1,180	(\$169)	2.88%
\$93,543	\$2,616	100.0%

ss \$\$ divided by Number of sales
e bucket by total unit sales

