

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
ROBBY BRASWELL	BERGEN HARTZOG	JEFF HILL
ZAN EVANS	JASON HAMM	SHANE BJORLING
		BILLY HEDGEPEETH
		DERRICK LOFTIN
		RYLEE MYERS
		JAMES DEICHMUELLER
		DREW PELTON
		FERNANDEZ

Unit #	Stock #	Year	Make	Model	Days in Stock	Acquisition Source	CPO	Same Brand as New	Advertised Price (Time of Sale)	Transaction Price	Advertised Price to Market % (Time of Sale)	Market Price at 100%	Transaction to Market (%)	Transactional Discount (\$)	Front-End Gross	Finance Gross	
MATOS	F7544	2021	Nissan	SENTRA	10	Trade on Used	No	No	20,599	20,599	100%	20,599	99%	-	1,500	950	
MARTINEZ	X7548	2022	Jeep	WRNG	35	Street/Curb Buy	No	No	47,000	47,000	100%	47,000	100%	-	183	(\$1,151)	\$530
COOKEY	F7546	2022	Dodge	CHALL	91	Auction/Wholesale	No	No	35,579	35,579	100%	35,579	100%	-	-	\$2,541	\$672
GARDNER	F7539A	2014	GMC	L500	24	Trade on Used	No	No	19,927	19,927	100%	19,927	100%	-	-	\$1,489	\$408
CARRILL	7400127A	2023	GMC	S580	8	Trade on New	No	No	71,999	71,723	100%	71,999	100%	268	-	\$4,434	\$5,276
SPARKS	7400388A	2021	Ford	L50	4	Trade on New	No	Yes	40,599	40,599	100%	40,599	100%	-	20	(\$1,877)	\$1,709
MCDUGAL	F7550	2019	Ford	RANGER	20	Street/Curb Buy	Yes	Yes	27,950	27,950	100%	27,950	100%	-	-	\$438	\$4,028
FAULKNER	F7452	2023	Ford	Z50	110	Auction/Wholesale	Yes	Yes	93,000	94,995	100%	93,000	102%	(1,999)	-	(\$1,099)	\$650
MCCLOSAS	F7495	2022	Ford	TRANSIT	24	Auction/Wholesale	Yes	Yes	63,995	63,027	100%	63,995	96%	968	-	\$4,251	\$1,138
WOODS	F7538	2018	Ford	PISTA	33	Street/Curb Buy	Yes	Yes	12,900	13,493	100%	12,900	105%	(598)	-	\$1,207	\$0
FAJARDO	F7558	2021	Toyota	4RUN	12	Street/Curb Buy	No	No	33,900	33,900	100%	33,900	100%	-	-	\$699	\$2,130
CURFMAN	AH7531	2020	Ford	FUSION	1	Street/Curb Buy	No	Yes	23,450	23,450	100%	23,450	100%	-	-	\$3,362	\$5,366
TURNER	F7451A	2017	Ram	L500	62	Trade on Used	No	No	21,995	21,708	100%	21,995	99%	287	-	(\$1,988)	\$2,945
SMITH	AH7459	2020	Nissan	KICKS	24	Auction/Wholesale	No	No	14,625	14,625	100%	14,625	100%	-	-	(\$641)	\$1,100
TEW	F7556	2020	Ford	ESC	2	Auction/Wholesale	No	Yes	18,529	18,529	100%	18,529	100%	-	-	\$1,444	\$2,988
LANGSTON	JW7526	2023	Honda	ELAN	23	Auction/Wholesale	No	No	22,900	22,690	100%	22,900	99%	210	-	(\$936)	\$365
BLACKMORE	D740007C	2024	Ford	EXP	120	Loaner	Yes	Yes	77,695	78,595	100%	77,695	101%	(900)	-	\$7,076	\$2,505
MOUNT OLIVE UNIV	D740055C	2024	Ford	EDGE	225	Loaner	Yes	Yes	41,160	38,760	100%	41,160	94%	2,400	-	\$969	\$0
LINGERFELT	D740016D	2018	Fiat	EDGE	60	Trade on New	No	No	15,900	15,395	100%	15,900	97%	505	-	\$5,406	\$918
KEEL	D740010J	2024	Ford	BROSPT	60	Loaner	Yes	Yes	37,510	35,861	100%	37,510	96%	1,649	-	\$3,450	\$4,505
BASS	7400127A	2023	Toyota	HRUN	34	Trade on New	No	No	48,371	48,371	100%	48,371	100%	-	-	\$3,520	\$3,053
ACHEAMPONG	7400203A	2022	Toyota	FUNDR	24	Trade on New	No	No	48,810	48,810	100%	48,810	100%	-	-	\$1,244	\$953
YERONEE	F7555	2021	Ford	L50	33	Trade on New	No	Yes	39,099	39,099	100%	39,099	100%	-	-	\$2,053	\$420
BURRILL	F7447	2023	Toyota	HRUN	24	Auction/Wholesale	No	No	37,454	37,454	100%	37,454	100%	-	-	(\$3,780)	\$0
PERRY	F7557	2017	Ford	ESC	44	Auction/Wholesale	Yes	Yes	14,185	14,185	100%	14,185	100%	-	-	(\$675)	\$1,162
BEST	F7553N	2015	GMC	TEHR	8	Trade on Used	No	No	13,464	13,464	100%	13,464	100%	-	-	(\$2,324)	\$938
STEVENS	X7521	2024	Hyundai	EL	12	Auction/Wholesale	No	No	23,223	23,223	100%	23,223	100%	-	-	\$85	\$1,334
RIVERA	F7547	2024	Ford	Z50	75	Auction/Wholesale	No	Yes	88,900	88,900	100%	88,900	100%	-	-	\$5,437	\$0
ROSCOE	F7525	2023	Hyundai	PAL	22	Trade on New	No	No	45,085	45,085	100%	45,085	100%	-	-	(\$5,517)	\$1,950
HAM	F7481	2021	Ford	STANG	54	Auction/Wholesale	Yes	Yes	41,079	41,079	100%	41,079	100%	-	-	\$2,362	\$0
COX	7400374A	2022	Jeep	GLAD	27	Trade on New	No	No	32,400	32,400	100%	32,400	100%	-	-	\$910	\$1,466
ULMER	7400351A	2024	Ford	Z50	11	Trade on New	Yes	Yes	71,000	71,000	100%	71,000	100%	-	-	\$982	\$501
DAVIS	7400436A	2018	Ford	F150	8	Trade on New	No	Yes	37,570	37,570	100%	37,570	100%	-	-	\$4,875	\$431
GEFLAND	JW7524	2021	Hyundai	ONIC	15	Auction/Wholesale	No	No	21,580	21,580	100%	21,580	100%	-	-	(\$1,748)	\$446
LINKER	7400352A	2023	Ford	L50	36	Trade on New	Yes	Yes	53,315	51,717	100%	53,315	97%	1,598	-	(\$439)	\$100
MORENO	7400233A	2021	GMC	SIERRA	65	Trade on New	Yes	No	57,000	57,000	100%	57,000	100%	-	-	\$5,404	\$5,092
MARTINEZ	F7552	2023	GMC	SIERRA	52	Auction/Wholesale	No	No	59,500	59,500	100%	59,500	100%	-	-	\$3,991	\$3,322
DEBARGE	F7559	2016	Ram	3500	45	Auction/Wholesale	No	No	26,638	26,638	100%	26,638	100%	-	-	\$6,287	\$1,711
DANAIEL	F7554	2020	Ram	Z500	88	Trade on Used	No	No	55,800	55,800	100%	55,800	100%	-	-	\$255	\$1,310
DEAN	730703A	2020	Ford	EXPLORER	27	Trade on New	No	Yes	36,020	36,020	100%	36,020	100%	-	-	\$3,328	\$544
GUERRERO	F7542A	2019	BMW	X1	8	Trade on Used	No	No	23,049	23,049	100%	23,049	100%	-	-	\$1,774	\$400
MCNEIL	7400351B	2014	Ford	L50	22	Trade on Used	No	Yes	25,000	25,000	100%	25,000	100%	-	-	\$6,213	\$790
RESENDZ	D740015Q	2024	Ford	EXPLORER	83	Loaner	No	Yes	51,260	51,260	100%	51,260	100%	-	-	\$4,027	\$4,241
THORTON	D740027Z	2024	Ford	EXPLORER	123	Loaner	No	Yes	53,800	53,800	100%	53,800	100%	-	-	\$7,537	\$2,319
GIBBONS	7400232A	2018	Ford	EXPLORER	14	Trade on New	No	Yes	17,999	17,999	100%	17,999	100%	-	-	\$4,313	\$2,387
PHILLIPS	7400374B	2021	Ford	L50	8	Trade on Used	No	Yes	41,451	41,451	100%	41,451	100%	-	-	\$5,634	\$2,688
SV METAL	F7566	2023	GMC	SIERRA	1	Auction/Wholesale	No	No	64,000	64,000	100%	64,000	100%	-	-	\$1,824	\$2,299
VD DRYWALL	F7579	2022	Chevrolet	SILVER	2	Auction/Wholesale	No	No	64,800	64,800	100%	64,800	100%	-	-	\$2,411	\$8,198
MONTANEZ	F7517A	2022	Chevrolet	SILVER	34	Trade on Used	No	No	38,599	38,599	100%	38,599	100%	-	-	\$41	\$0
HAFFEL	7400253A	2024	Ford	MUSTANG	17	Trade on New	Yes	Yes	45,999	45,999	100%	45,999	100%	-	-	\$2,983	\$13,845
FROST	77400070	2021	Chevrolet	TAHOE	14	Trade on Used	No	No	56,442	56,442	100%	56,442	100%	-	-	\$1,022	\$1,101
DUBON	7400138A	2021	GMC	ACADIA	40	Trade on Used	No	No	25,048	25,048	100%	25,048	100%	-	-	\$5,186	\$2,557
LAWRENCE	7400164A	2021	Cadillac	KTS	1	Trade on New	No	No	34,588	34,588	100%	34,588	100%	-	-	\$1,313	\$100

Scoreboard Totals

% Retailed of Non-Franchise Make	58%
Total # Retail Units	76
Avg. Days to Sale	34.7
Avg. Advertised Price (Time of Sale)	\$ 38,605
Avg. Transaction Price	\$ 38,544
Avg. Market Price at 100%	\$ 38,605
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	100%
Avg. Transactional Discount	\$ 60
Avg. Front-End Gross	\$ 1,566
Avg. Finance Gross	\$ 1,655
PUVR	\$ 3,221
Total Gross (Units & PUVR)	\$ 244,778
GROI	87%
% with Trade	32%
Avg. Over/Under Allowance	(\$47)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	ROBBY BRASWELL	ZAN EVANS
% Retailed of Non-New Franchise	58%	65%	50%
Total # Retail Units	76	40	36
Avg. Days to Sale	34.7	40.5	28.3
Avg. Advertised Price (Time of Sale)	\$ 38,605	\$ 41,041	\$ 35,898
Avg. Transaction Price	\$ 38,544	\$ 40,967	\$ 35,853
Avg. Market Price at 100%	\$ 38,605	\$ 41,041	\$ 35,898
Avg. Price to Market % (Time of Sale)	100%	100%	100%
Avg. Transaction to Market	100%	100%	100%
Avg. Transactional Discount	\$ 60	\$ 74	\$ 45
Avg. Front-End Gross	\$ 1,566	\$ 1,709	\$ 1,406
Avg. Finance Gross	\$ 1,655	\$ 1,907	\$ 1,375
PUVR	\$ 3,221	\$ 3,616	\$ 2,782
Total Gross (Units & PUVR)	\$ 244,778	\$ 144,642	\$ 100,136
GROI	87%	78%	99%
% with Trade	32%	23%	42%
Avg. Over/Under Allowance	-47	56	-162



Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	JEFF HILL	SHANE BJORLING
% Retailed of Non-New Franchise	58%	40%	50%
Total # Retail Units	76	5	14
Avg. Days to Sale	34.7	82.2	27.8
Avg. Advertised Price (Time of Sale)	\$ 38,605	\$ 39,532	\$ 36,628
Avg. Transaction Price	\$ 38,544	\$ 39,570	\$ 36,559
Avg. Market Price at 100%	\$ 38,605	\$ 39,532	\$ 36,628
Avg. Price to Market % (Time of Sale)	100%	100%	100%
Avg. Transaction to Market	100%	100%	100%
Avg. Transactional Discount	\$ 60	\$ (38)	\$ 69
Avg. Front-End Gross	\$ 1,566	\$ 216	\$ 726
Avg. Finance Gross	\$ 1,655	\$ 130	\$ 943
PUVR	\$ 3,221	\$ 346	\$ 1,669
Total Gross (Units & PUVR)	\$ 244,778	\$ 1,730	\$ 23,370
GROI	87%	4%	59%
% with Trade	32%	20%	36%
Avg. Over/Under Allowance	-47	0	11



n list, then scroll up to select your staff member for each column.)

BILLY HEDGEPEETH	DERRICK LOFTIN	RYLEE MYERS	JAMES DEICHMUELL
29%	78%	60%	60%
7	9	5	10
37.6	21.7	7.0	46.5
\$ 33,993	\$ 29,370	\$ 41,069	\$ 32,921
\$ 33,757	\$ 29,338	\$ 41,012	\$ 32,762
\$ 33,993	\$ 29,370	\$ 41,069	\$ 32,921
100%	100%	100%	100%
99%	100%	100%	100%
\$ 236	\$ 32	\$ 57	\$ 160
\$ 3,250	\$ 867	\$ 495	\$ 719
\$ 2,210	\$ 1,350	\$ 1,914	\$ 1,410
\$ 5,460	\$ 2,217	\$ 2,409	\$ 2,128
\$ 38,221	\$ 19,954	\$ 12,043	\$ 21,283
155%	126%	302%	50%
57%	44%	60%	30%
-396	-227	-384	-24

DREW PELTON	FERNANDEZ		
50%	72%	#DIV/0!	#DIV/0!
8	18	0	0
32.6	34.4	#DIV/0!	#DIV/0!
\$ 38,149	\$ 48,971	#DIV/0!	#DIV/0!
\$ 38,149	\$ 48,971	#DIV/0!	#DIV/0!
\$ 38,149	\$ 48,971	#DIV/0!	#DIV/0!
100%	100%	#DIV/0!	#DIV/0!
100%	100%	#DIV/0!	#DIV/0!
\$ -	\$ -	#DIV/0!	#DIV/0!
\$ 1,188	\$ 3,223	#DIV/0!	#DIV/0!
\$ 1,295	\$ 2,794	#DIV/0!	#DIV/0!
\$ 2,483	\$ 6,018	#DIV/0!	#DIV/0!
\$ 19,861	\$ 108,316	#DIV/0!	#DIV/0!
72%	129%	#DIV/0!	#DIV/0!
50%	0%	#DIV/0!	#DIV/0!
406	0	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	BERGEN HARTZ	JASON HAMM
% Retailed of Non-New Franchise	58%	58%	58%
Total # Retail Units	76	43	33
Avg. Days to Sale	34.7	28.1	43.4
Avg. Advertised Price (Time of Sale)	\$ 38,605	\$ 38,734	\$ 38,436
Avg. Transaction Price	\$ 38,544	\$ 38,711	\$ 38,327
Avg. Market Price at 100%	\$ 38,605	\$ 38,734	\$ 38,436
Avg. Price to Market % (Time of Sale)	100%	100%	100%
Avg. Transaction to Market	100%	100%	100%
Avg. Transactional Discount	\$ 60	\$ 23	\$ 109
Avg. Front-End Gross	\$ 1,566	\$ 1,888	\$ 1,145
Avg. Finance Gross	\$ 1,655	\$ 1,989	\$ 1,221
PUVR	\$ 3,221	\$ 3,877	\$ 2,366
Total Gross (Units & PUVR)	\$ 244,778	\$ 166,710	\$ 78,068
GROI	87%	128%	51%
% with Trade	32%	23%	42%
Avg. Over/Under Allowance	-47	-61	-29



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	76	17	59
Avg. Days to Sale	34.7	53.8	29.2
Avg. Advertised Price (Time of Sale)	\$ 38,605	\$ 52,647	\$ 34,544
Avg. Transaction Price	\$ 38,544	\$ 52,428	\$ 34,544
Avg. Market Price at 100%	\$ 38,605	\$ 52,647	\$ 34,559
Avg. Price to Market % (Time of Sale)	100%	100%	100%
Avg. Transaction to Market	100%	100%	100%
Avg. Transactional Discount	\$ 60	\$ 219	\$ 15
Avg. Front-End Gross	\$ 1,566	\$ 2,898	\$ 1,182
Avg. Finance Gross	\$ 1,655	\$ 1,909	\$ 1,582
PUVR	\$ 3,221	\$ 4,807	\$ 2,764
Total Gross (Units & PUVR)	\$ 244,778	\$ 81,713	\$ 163,065
GROI	87%	61%	99%
% with Trade	32%	53%	25%
Avg. Over/Under Allowance	-47	107	-91



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	76	32	44
Avg. Days to Sale	34.7	40.8	30.3
Avg. Advertised Price (Time of Sale)	\$ 38,605	\$ 43,742	\$ 34,836
Avg. Transaction Price	\$ 38,544	\$ 43,643	\$ 34,836
Avg. Market Price at 100%	\$ 38,605	\$ 43,742	\$ 34,869
Avg. Price to Market % (Time of Sale)	100%	100%	100%
Avg. Transaction to Market	100%	100%	100%
Avg. Transactional Discount	\$ 60	\$ 98	\$ 33
Avg. Front-End Gross	\$ 1,566	\$ 2,912	\$ 586
Avg. Finance Gross	\$ 1,655	\$ 1,551	\$ 1,731
PUVR	\$ 3,221	\$ 4,463	\$ 2,318
Total Gross (Units & PUVR)	\$ 244,778	\$ 142,806	\$ 101,972
GROI	87%	90%	79%
% with Trade	32%	50%	18%
Avg. Over/Under Allowance	-47	-23	-65



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	76	25	14
% of Retail Units	100%	33%	18%
% Retailed of Non-New Franchise	58%	48%	79%
Avg. Days to Sale	34.7	23.1	26.0
Avg. Transaction Price	\$ 38,544	\$ 40,205	\$ 33,757
Avg. Transaction to Market %	100%	100%	100%
Avg. Transactional Discount	\$ 60	\$ 96	\$ 34
Avg. Front End Gross	\$ 1,566	\$ 2,065	\$ 2,013
Avg. Finance Gross	\$ 1,655	\$ 1,798	\$ 1,224
PUVR	\$ 3,221	\$ 3,863	\$ 3,237
Total Gross (Units & PUVR)	\$ 244,778	\$ 96,580	\$ 45,322
GROI	87%	150%	133%
% with Trade	32%	32%	36%
Avg. Over/Under Allowance	-47	49	-143



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
5	27	5	0
7%	36%	7%	0%
40%	70%	0%	#DIV/0!
20.2	36.5	122.2	#DIV/0!
\$ 29,159	\$ 38,799	\$ 51,655	#DIV/0!
101%	100%	98%	#DIV/0!
\$ (119)	\$ (30)	\$ 630	#DIV/0!
\$ 945	\$ 422	\$ 4,612	#DIV/0!
\$ 2,770	\$ 1,344	\$ 2,714	#DIV/0!
\$ 3,714	\$ 1,766	\$ 7,326	#DIV/0!
\$ 18,572	\$ 47,675	\$ 36,629	#DIV/0!
227%	45%	42%	#DIV/0!
20%	26%	60%	#DIV/0!
0	-160	300	#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	76	46	12
% of Retail Units	100%	61%	16%
% Retailed of Non-New Franchise	58%	61%	50%
Avg. Days to Sale	34.7	12.3	37.9
Avg. Transaction Price	\$ 38,544	\$ 35,322	\$ 39,781
Avg. Transaction to Market %	100%	100%	100%
Avg. Transactional Discount	\$ 60	\$ 32	\$ 84
Avg. Front End Gross	\$ 1,566	\$ 1,266	\$ 2,332
Avg. Finance Gross	\$ 1,655	\$ 1,537	\$ 1,769
PUVR	\$ 3,221	\$ 2,802	\$ 4,101
Total Gross (Units & PUVR)	\$ 244,778	\$ 128,901	\$ 49,211
GROI	87%	233%	98%
% with Trade	32%	33%	17%
Avg. Over/Under Allowance	-47	-80	-118



46-60 days	61-90 days	90+ days
4	5	8
5%	7%	11%
50%	60%	50%
57.0	74.6	125.9
\$ 37,959	\$ 54,934	\$ 47,533
98%	100%	100%
\$ 539	\$ 57	\$ (62)
\$ 3,802	\$ 2,577	\$ 730
\$ 2,161	\$ 2,718	\$ 1,390
\$ 5,964	\$ 5,295	\$ 2,120
\$ 23,854	\$ 26,473	\$ 16,960
99%	47%	13%
25%	60%	38%
0	-100	250