

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CPO	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	G8112A	2021	JEEP	COMPASS	32	Trade on New	YES	\$ 25,681	\$ 25,681	103%	\$4,729	\$3,096
2	P4329	2021	JEEP	WRANGLER	29	Auction/Wholesale	YES	\$ 45,481	\$ 45,500	108%	\$3,127	\$0
3	P4149A	2021	KIA	SELTOS	183	Trade on Used	No	\$ 18,981	\$ 18,881	96%	\$738	\$0
4	CJ4053A	2021	JEEP	RENEGADE	58	Trade on New	YES	\$ 22,481	\$ 22,281	98%	\$2,296	\$699
5	P4293	2021	JEEP	RENEGADE	65	Auction/Wholesale	YES	\$ 21,981	\$ 21,981	96%	\$4,272	\$3,685
6	G7309A	2020	JEEP	GRAND CHEROKE	242	Trade on New	YES	\$ 26,981	\$ 26,981	92%	(\$101)	\$3,533
7	R6039A	2021	RAM	1500	16	Trade on New	YES	\$ 32,981	\$ 32,981	101%	\$2,900	\$3,734
8	G8128A	2021	JEEP	GRAND CHEROKE	14	Trade on New	YES	\$ 33,481	\$ 31,040	108%	\$2,362	\$864
9	g8156a	2021	JEEP	GRAND CHEROKE	5	Trade on New	YES	\$ 32,481	\$ 31,981	106%	\$3,021	\$5,733
10	P4375	2022	RAM	PROMASTER	4	Auction/Wholesale	YES	\$ 46,481	\$ 45,981	113%	\$6,999	\$2,953
11	G7284A	2020	JEEP	GRAND CHEROKE	292	Trade on New	YES	\$ 33,981	\$ 27,381	93%	(\$626)	\$1,152
12	CJ3003A	2022	JEEP	COMPASS	385	Loaner	YES	\$ 23,381	\$ 22,878	98%	\$262	\$0
13	P4289A	2016	JEEP	CHEROKEE	60	Trade on Used	YES	\$ 13,981	\$ 13,581	100%	\$2,814	\$2,284
14	G8134A	2021	JEEP	CHEROKEE	26	Trade on New	YES	\$ 27,981	\$ 26,981	111%	\$5,308	\$1,480
15	W7545A	2021	JEEP	WRANGLER	13	Trade on New	YES	\$ 40,981	\$ 40,980	108%	\$4,218	\$0
16	CJ4089A	2022	SUBARU	OUTBACK	34	Trade on New	No	\$ 27,481	\$ 26,981	102%	\$1,994	\$2,826
17	R6075A	2017	JEEP	RENEGADE	16	Trade on New	Yes	\$ 19,481	\$ 18,887	107%	\$3,959	\$0
18	P4133	2020	JEEP	COMPASS	262	Auction/Wholesale	Yes	\$ 20,981	\$ 20,961	94%	(\$952)	\$3,457
19	R6076A	2021	KIA	TELLURIDE	43	Trade on New	No	\$ 25,981	\$ 25,675	99%	\$5,310	\$0
20	CJ4023A	2022	JEEP	COMPASS	104	Trade on New	Yes	\$ 21,981	\$ 25,981	109%	\$5,599	\$0
21	G8133A	2021	DODGE	DURANGO	20	Trade on New	Yes	\$ 36,981	\$ 33,000	102%	\$1,995	\$0
22	P4354	2021	Jeep	CHEROKEE	29	Auction/Wholesale	Yes	\$ 21,981	\$ 25,798	103%	\$2,781	\$0
23	P4374	2023	DODGE	SCAT PACK	11	Auction/Wholesale	YES	\$ 62,981	\$ 62,981	114%	\$3,677	\$7,005
24	G8004A	2021	Jeep	GRAND CHEROKE	124	Trade on New	YES	\$ 36,981	\$ 33,781	107%	(\$124)	\$0
25	G7307C	2018	HONDA	CRV	58	Trade on Used	No	\$ 21,981	\$ 21,481	94%	(\$176)	\$825
26	P4340	2023	CHRYSLER	300	41	Auction/Wholesale	YES	\$ 56,481	\$ 54,645	116%	\$1,325	\$0
27	G8118A	2021	JEEP	GRAND CHEROKE	44	Trade on New	YES	\$ 37,981	\$ 33,500	108%	\$2,865	\$1,976
28	DR921A	2021	JEEP	GRAND CHEROKE	169	Trade on New	YES	\$ 29,881	\$ 29,481	99%	(\$295)	\$0

29	G8109A	2021	JEEP	CHEROKEE	17	Trade on New	YES	\$	24,481	\$	24,231	101%	\$2,386	\$2,049
30	G7248B	2018	GMC	TERRAIN	12	Trade on Used	No	\$	15,481	\$	15,381	103%	\$590	\$1,289
31	DR914A	2021	JEEP	GRAND CHEROKE	209	Trade on New	YES	\$	34,481	\$	26,981	98%	(\$197)	\$3,902
32	G7215A	2020	JEEP	GRAND CHEROKE	330	Trade on New	YES	\$	26,981	\$	28,640	102%	\$1,075	\$2,479
33	P4384	2021	JEEP	GRAND CHEROKE	0	LBO Customer	No	\$	27,225	\$	27,225	100%	\$0	\$1,801
34	P4219	2021	JEEP	COMPASS	168	Street/Curb Buy	YES	\$	24,981	\$	22,981	103%	\$873	\$2,068
35	R6041A	2021	RAM	1500	70	Trade on New	YES	\$	32,981	\$	32,981	104%	\$1,017	\$4,805
36	W7526A	2021	TOYOTA	HIGHLANDER	42	Trade on New	No	\$	41,981	\$	41,217	108%	\$2,958	\$0
37	R6074B	2018	AUDI	A4	63	Trade on Used	No	\$	15,481	\$	14,500	110%	\$987	\$228
38	G8038A	2021	JEEP	GRAND CHEROKE	7	Trade on New	YES	\$	42,481	\$	41,860	108%	\$3,272	\$0
39	P4352	2021	JEEP	COMPASS	41	Street/Curb Buy	YES	\$	20,481	\$	19,867	97%	\$403	\$225
40	P4385	2017	RAM	2500	0	LBO OEM/Leasing Co.	No	\$	17,959	\$	17,959	99%	\$496	\$0
41	P4387	2022	JEEP	WRANGLER	0	LBO Customer	No	\$	40,693	\$	40,693	100%	\$0	\$1,933
42	DR417A	2021	FORD	F150	13	Trade on New	No	\$	38,981	\$	38,327	104%	\$1,938	\$0
43	P4390	2021	CHRYSLER	PACIFICA	0	LBO Customer	No	\$	23,020	\$	23,020	100%	\$0	\$4,527
44	P4392	2021	JEEP	WRANGLER	0	LBO Customer	No	\$	29,614	\$	29,614	100%	\$0	\$4,854
45	P4393	2021	JEEP	GRAND CHEROKE	0	LBO Customer	No	\$	26,487	\$	26,487	100%	\$0	\$4,156
46	G8114A	2020	JEEP	GRAND CHEROKE	49	Trade on New	YES	\$	31,981	\$	28,381	104%	\$3,246	\$3,841
47	R6087A	2022	RAM	1500	12	Trade on New	YES	\$	40,981	\$	40,025	107%	\$4,936	\$0
48	P4391	2020	JEEP	COMPASS	0	LBO Customer	No	\$	17,258	\$	17,258	100%	\$0	\$3,544
49	G7125C	2019	NISSAN	VERSA	58	Trade on Used	No	\$	12,481	\$	12,481	93%	\$58	\$934
50	P4368	2020	DODGE	CHARGER	31	Auction/Wholesale	YES	\$	28,981	\$	25,981	98%	\$2,789	\$0
51	G8151A	2021	JEEP	GRAND CHEROKE	31	Trade on New	YES	\$	34,981	\$	32,981	108%	\$1,490	\$3,929
52	W7553A	2019	NISSAN	SENTRA	65	Trade on New	NO	\$	14,981	\$	12,831	98%	\$804	\$1,178
53	P4341	2023	JEEP	GRAND WAGONE	56	Auction/Wholesale	YES	\$	84,981	\$	80,981	101%	\$1,764	\$0

Scoreboard Totals

% Retailed of Non-Franchise Make	16%
Total # Retail Units	200
Avg. Days to Sale	64.3
Avg. Advertised Price (Time of Sale)	\$ 29,147
Avg. Transaction Price	\$ 28,521
Avg. Market Price at 100%	\$ 28,584
Avg. Price to Market % (Time of Sale)	102%
Avg. Transaction to Market	100%
Avg. Transactional Discount	\$ 627
Avg. Front-End Gross	\$ 1,788
Avg. Finance Gross	\$ 1,997
PUVR	\$ 3,785
Total Gross (Units & PUVR)	\$ 757,026
GROI	74%
% with Trade	40%
Avg. Over/Under Allowance	\$897



Scoreboard

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Desk Manager	Totals	Bob Atwood	Jesse Remby
% Retailed of Non-New Franchise	16%	#DIV/0!	21%
Total # Retail Units	200	0	78
Avg. Days to Sale	64.3	#DIV/0!	53.3
Avg. Advertised Price (Time of Sale)	\$ 29,147	#DIV/0!	\$ 30,666
Avg. Transaction Price	\$ 28,521	#DIV/0!	\$ 30,075
Avg. Market Price at 100%	\$ 28,584	#DIV/0!	\$ 29,878
Avg. Price to Market % (Time of Sale)	102%	#DIV/0!	103%
Avg. Transaction to Market	100%	#DIV/0!	101%
Avg. Transactional Discount	\$ 627	#DIV/0!	\$ 591
Avg. Front-End Gross	\$ 1,788	#DIV/0!	\$ 1,514
Avg. Finance Gross	\$ 1,997	#DIV/0!	\$ 1,999
PUVR	\$ 3,785	#DIV/0!	\$ 3,513
Total Gross (Units & PUVR)	\$ 757,026	#DIV/0!	\$ 274,051
GROI	74%	#DIV/0!	79%
% with Trade	40%	#DIV/0!	33%
Avg. Over/Under Allowance	897	#DIV/0!	748



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

Dan Artino	Bob Sheehy	Jeff Deacon	
18%	7%	4%	#DIV/0!
66	28	28	0
79.9	89.8	32.3	#DIV/0!
\$ 27,551	\$ 31,282	\$ 26,546	#DIV/0!
\$ 26,907	\$ 30,206	\$ 26,311	#DIV/0!
\$ 26,925	\$ 30,557	\$ 25,835	#DIV/0!
102%	102%	103%	#DIV/0!
100%	99%	102%	#DIV/0!
\$ 644	\$ 1,076	\$ 235	#DIV/0!
\$ 2,065	\$ 1,902	\$ 1,784	#DIV/0!
\$ 2,216	\$ 1,899	\$ 1,573	#DIV/0!
\$ 4,281	\$ 3,801	\$ 3,358	#DIV/0!
\$ 282,541	\$ 106,420	\$ 94,014	#DIV/0!
72%	50%	142%	#DIV/0!
44%	50%	39%	#DIV/0!
1,145	429	1,150	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Anthony Previte	Bruce Steinfurth
% Retailed of Non-New Franchise	16%	12%	50%
Total # Retail Units	200	17	12
Avg. Days to Sale	64.3	36.9	94.3
Avg. Advertised Price (Time of Sale)	\$ 29,147	\$ 31,260	\$ 22,904
Avg. Transaction Price	\$ 28,521	\$ 30,632	\$ 22,126
Avg. Market Price at 100%	\$ 28,584	\$ 30,481	\$ 22,860
Avg. Price to Market % (Time of Sale)	102%	103%	100%
Avg. Transaction to Market	100%	100%	97%
Avg. Transactional Discount	\$ 627	\$ 628	\$ 778
Avg. Front-End Gross	\$ 1,788	\$ 2,045	\$ 1,697
Avg. Finance Gross	\$ 1,997	\$ 1,733	\$ 1,574
PUVR	\$ 3,785	\$ 3,778	\$ 3,271
Total Gross (Units & PUVR)	\$ 757,026	\$ 64,218	\$ 39,255
GROI	74%	120%	56%
% with Trade	40%	24%	50%
Avg. Over/Under Allowance	897	513	1,417



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

Daniel Wilson	Devon Frazier	Ethan Puz	George Humbert
20%	50%	15%	24%
10	2	20	25
109.2	124.0	36.7	52.8
\$ 40,791	\$ 20,481	\$ 35,690	\$ 28,754
\$ 39,039	\$ 20,431	\$ 35,295	\$ 28,160
\$ 39,306	\$ 21,334	\$ 34,006	\$ 28,400
104%	96%	105%	101%
99%	96%	104%	99%
\$ 1,752	\$ 50	\$ 395	\$ 594
\$ 1,134	\$ 2,505	\$ 2,721	\$ 1,652
\$ 2,381	\$ 1,843	\$ 2,329	\$ 1,218
\$ 3,515	\$ 4,348	\$ 5,050	\$ 2,870
\$ 35,146	\$ 8,695	\$ 101,003	\$ 71,750
30%	62%	140%	69%
50%	50%	50%	32%
290	3,500	975	704

Jeff Deacon	John Witherspoon	Kathyrn Saywell	Preston Surace
4%	0%	22%	0%
28	9	18	7
32.3	84.1	70.6	39.3
\$ 26,546	\$ 31,829	\$ 29,046	\$ 30,124
\$ 26,311	\$ 31,060	\$ 28,479	\$ 29,323
\$ 25,835	\$ 30,545	\$ 28,376	\$ 29,410
103%	104%	102%	102%
102%	102%	100%	100%
\$ 235	\$ 768	\$ 567	\$ 801
\$ 1,784	\$ 1,530	\$ 1,580	\$ 1,344
\$ 1,573	\$ 2,602	\$ 2,320	\$ 2,466
\$ 3,358	\$ 4,132	\$ 3,901	\$ 3,810
\$ 94,014	\$ 37,189	\$ 70,216	\$ 26,671
142%	57%	70%	119%
39%	44%	44%	14%
1,150	300	428	300

Randy Stovsky	Steve Kobe		
4%	20%	#DIV/0!	#DIV/0!
27	25	0	0
106.4	64.8	#DIV/0!	#DIV/0!
\$ 26,341	\$ 26,682	#DIV/0!	#DIV/0!
\$ 25,506	\$ 26,158	#DIV/0!	#DIV/0!
\$ 26,115	\$ 25,927	#DIV/0!	#DIV/0!
101%	103%	#DIV/0!	#DIV/0!
98%	101%	#DIV/0!	#DIV/0!
\$ 835	\$ 524	#DIV/0!	#DIV/0!
\$ 1,849	\$ 1,556	#DIV/0!	#DIV/0!
\$ 1,971	\$ 2,673	#DIV/0!	#DIV/0!
\$ 3,820	\$ 4,229	#DIV/0!	#DIV/0!
\$ 103,133	\$ 105,736	#DIV/0!	#DIV/0!
51%	90%	#DIV/0!	#DIV/0!
48%	36%	#DIV/0!	#DIV/0!
1,562	283	#DIV/0!	#DIV/0!

Scoreboard

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Finance Manager	Totals	Scott Varro	Kelly Argeriou
% Retailed of Non-New Franchise	16%	14%	17%
Total # Retail Units	200	104	96
Avg. Days to Sale	64.3	57.7	71.3
Avg. Advertised Price (Time of Sale)	\$ 29,147	\$ 27,083	\$ 31,384
Avg. Transaction Price	\$ 28,521	\$ 26,540	\$ 30,666
Avg. Market Price at 100%	\$ 28,584	\$ 26,485	\$ 30,542
Avg. Price to Market % (Time of Sale)	102%	102%	103%
Avg. Transaction to Market	100%	100%	100%
Avg. Transactional Discount	\$ 627	\$ 543	\$ 718
Avg. Front-End Gross	\$ 1,788	\$ 1,703	\$ 1,880
Avg. Finance Gross	\$ 1,997	\$ 1,862	\$ 2,144
PUVR	\$ 3,785	\$ 3,565	\$ 4,024
Total Gross (Units & PUVR)	\$ 757,026	\$ 370,766	\$ 386,260
GROI	74%	84%	66%
% with Trade	40%	0%	0%
Avg. Over/Under Allowance	897	884	909



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	200	123	77
Avg. Days to Sale	64.3	89.3	24.2
Avg. Advertised Price (Time of Sale)	\$ 29,147	\$ 32,459	\$ 23,550
Avg. Transaction Price	\$ 28,521	\$ 31,633	\$ 23,550
Avg. Market Price at 100%	\$ 28,584	\$ 31,456	\$ 23,603
Avg. Price to Market % (Time of Sale)	102%	103%	100%
Avg. Transaction to Market	100%	101%	100%
Avg. Transactional Discount	\$ 627	\$ 826	\$ 308
Avg. Front-End Gross	\$ 1,788	\$ 2,208	\$ 1,117
Avg. Finance Gross	\$ 1,997	\$ 2,041	\$ 1,927
PUVR	\$ 3,785	\$ 4,249	\$ 3,044
Total Gross (Units & PUVR)	\$ 757,026	\$ 522,633	\$ 234,393
GROI	74%	54%	192%
% with Trade	40%	51%	22%
Avg. Over/Under Allowance	897	961	663



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	200	169	31
Avg. Days to Sale	64.3	66.3	52.9
Avg. Advertised Price (Time of Sale)	\$ 29,147	\$ 29,852	\$ 24,677
Avg. Transaction Price	\$ 28,521	\$ 29,226	\$ 24,677
Avg. Market Price at 100%	\$ 28,584	\$ 29,051	\$ 25,061
Avg. Price to Market % (Time of Sale)	102%	103%	98%
Avg. Transaction to Market	100%	101%	98%
Avg. Transactional Discount	\$ 627	\$ 626	\$ 629
Avg. Front-End Gross	\$ 1,788	\$ 1,819	\$ 1,620
Avg. Finance Gross	\$ 1,997	\$ 2,109	\$ 1,386
PUVR	\$ 3,785	\$ 3,928	\$ 3,006
Total Gross (Units & PUVR)	\$ 757,026	\$ 663,845	\$ 93,181
GROI	74%	73%	83%
% with Trade	40%	41%	35%
Avg. Over/Under Allowance	897	928	707



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	200	89	28
% of Retail Units	100%	45%	14%
% Retailed of Non-New Franchise	16%	15%	57%
Avg. Days to Sale	64.3	66.1	49.7
Avg. Transaction Price	\$ 28,521	\$ 29,402	\$ 19,770
Avg. Transaction to Market %	100%	99%	98%
Avg. Transactional Discount	\$ 627	\$ 803	\$ 493
Avg. Front End Gross	\$ 1,788	\$ 2,220	\$ 1,575
Avg. Finance Gross	\$ 1,997	\$ 1,930	\$ 1,553
PUVR	\$ 3,785	\$ 4,150	\$ 3,128
Total Gross (Units & PUVR)	\$ 757,026	\$ 369,351	\$ 87,584
GROI	74%	77%	115%
% with Trade	40%	57%	25%
Avg. Over/Under Allowance	897	864	818



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
23	22	3	34
12%	11%	2%	17%
9%	0%	0%	0%
84.2	51.3	837.0	0.1
\$ 32,338	\$ 36,739	\$ 32,954	\$ 25,442
101%	103%	93%	100%
\$ 725	\$ 470	\$ 4,345	\$ -
\$ 2,389	\$ 2,466	\$ 1,159	\$ 82
\$ 2,137	\$ 1,540	\$ 2,132	\$ 2,786
\$ 4,526	\$ 4,006	\$ 3,291	\$ 2,868
\$ 104,090	\$ 88,128	\$ 9,874	\$ 97,503
60%	76%	4%	27593%
48%	41%	67%	0%
745	1,237	1,300	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
1	0	0
1%	0%	0%
0%	#DIV/0!	#DIV/0!
0.0	#DIV/0!	#DIV/0!
\$ 17,959	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!
\$ 496	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!
\$ 496	#DIV/0!	#DIV/0!
\$ 496	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	200	60	29
% of Retail Units	100%	30%	14%
% Retailed of Non-New Franchise	16%	17%	10%
Avg. Days to Sale	64.3	16.5	37.4
Avg. Transaction Price	\$ 28,521	\$ 28,462	\$ 31,376
Avg. Transaction to Market %	100%	103%	101%
Avg. Transactional Discount	\$ 627	\$ 357	\$ 839
Avg. Front End Gross	\$ 1,788	\$ 2,850	\$ 2,696
Avg. Finance Gross	\$ 1,997	\$ 1,643	\$ 1,747
PUVR	\$ 3,785	\$ 4,493	\$ 4,442
Total Gross (Units & PUVR)	\$ 757,026	\$ 269,591	\$ 128,832
GROI	74%	345%	136%
% with Trade	40%	38%	41%
Avg. Over/Under Allowance	897	980	1,365



46-60 days	61-90 days	90+ days
24	18	34
12%	9%	17%
29%	39%	12%
53.1	69.7	242.6
\$ 31,764	\$ 26,972	\$ 28,182
99%	95%	97%
\$ 679	\$ 1,348	\$ 1,132
\$ 2,341	\$ 1,187	\$ 696
\$ 2,119	\$ 1,674	\$ 2,124
\$ 4,460	\$ 2,861	\$ 2,819
\$ 107,040	\$ 51,497	\$ 95,860
95%	55%	15%
75%	44%	53%
869	603	671