

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	24300A	2021	Subaru	FORESTER	81	Trade on New	No	\$ 27,585	\$ 27,585	101%	(\$1,014)	\$572
2	24266A	2023	Audi	SQ8	46	Trade on New	Yes	\$ 87,494	\$ 86,950	100%	\$3,737	\$3,473
3	WP2907	2019	Audi	S4	56	Auction/Wholesale	No	\$ 33,990	\$ 33,000	101%	\$4,830	\$1,633
4	24267A	2014	Jeep	GRAND CHEROKE	38	Trade on New	No	\$ 24,575	\$ 21,575	111%	\$5,495	\$712
5	WP2911	2021	Audi	Q7	13	Street/Curb Buy	Yes	\$ 47,900	\$ 47,869	99%	\$2,478	
6	MD513	2021	Audi	SQ5	40	LBO Customer	Yes	\$ 45,948	\$ 45,424	98%	\$1,406	\$1,598
7	24385A	2021	Audi	Q7	36	Trade on New	Yes	\$ 51,580	\$ 51,000	100%	\$3,518	\$598
8	24400A	2022	Audi	A5 CAB	13	Trade on New	No	\$ 48,990	\$ 48,990	116%	\$7,838	\$876
9	WP2908A	2017	Jeep	GRAND CHEROKE	74	Trade on Used	No	\$ 19,995	\$ 19,995	90%	\$2,943	\$0
10	WSL2757	2024	Audi	Q7	19	Loaner	No	\$ 58,975	\$ 51,975	100%	\$2,867	\$2,004
11	MD496	2021	Audi	A4	89	LBO OEM/Leasing Co.	Yes	\$ 30,700	\$ 30,700	100%	(\$1,647)	\$0
12	24311A1	2011	Audi	A5 CAB	28	Trade on New	No	\$ 19,980	\$ 19,980	133%	\$9,241	\$0
13	24384A	2021	Audi	Q5	43	Trade on New	Yes	\$ 35,725	\$ 35,725	100%	\$4,292	\$2,313
14	24336A	2021	Audi	A6	62	Trade on New	Yes	\$ 38,994	\$ 38,994	99%	\$611	\$0
15	MD511	2021	Audi	A4	50	LBO OEM/Leasing Co.	Yes	\$ 30,990	\$ 30,990	101%	\$2,980	\$2,799
16	24311A	2018	Audi	Q5	34	Trade on New	No	\$ 24,816	\$ 24,500	100%	\$2,006	\$1,230
17	24307A	2019	Audi	Q5	54	Trade on New	No	\$ 29,330	\$ 29,156	106%	\$4,055	\$0
18	MD520	2021	Audi	RS5	33	LBO OEM/Leasing Co.	No	\$ 65,819	\$ 63,897	100%	\$9,293	\$1,100
19	24379A	2015	Audi	Q5	21	Trade on New	No	\$ 14,600	\$ 13,720	103%	\$4,656	\$0
20	WSL2759A	2017	Nissan	ARMADA	17	Trade on Used	No	\$ 21,975	\$ 21,258	92%	(\$1,827)	
21	WP2898	2023	Audi	Q7	88	Auction/Wholesale	Yes	\$ 52,740	\$ 52,240	100%	(\$1,475)	\$298
22	MD515	2023	Audi	Q5	42	Auction/Wholesale	Yes	\$ 41,799	\$ 41,799	102%	\$1,403	\$0
23	MLP2758	2024	Audi	Q5	12	Loaner	No	\$ 47,425	\$ 47,985	98%	\$2,646	\$2,769
24	24377A	2020	Dodge	CHARGER	8	Trade on New	No	\$ 35,985	\$ 35,985	100%	\$4,218	\$2,713
25	24274A	2021	Mercedes-Benz	GLC	69	Trade on New	No	\$ 28,980	\$ 27,750	90%	(\$40)	\$2,419
26	24369A	2021	Chevrolet	BLAZER	10	Trade on New	No	\$ 21,895	\$ 20,895	98%	\$1,152	\$2,072
27	MLP2751A	2018	Cadillac	ATS	56	Trade on Used	No	\$ 18,872	\$ 18,872	96%	\$1,923	\$2,359

28	24416A	2013	Audi	Q5	26	Trade on New	No	\$	10,980	\$	10,980	97%	\$4,173	\$608
29	24326A	2003	BMW	Z3	63	Trade on New	No	\$	13,720	\$	13,720	122%	\$7,508	\$0
30	WP2898A	2016	Honda	ODYSSEY	16	Trade on Used	No	\$	18,980	\$	17,328	96%	\$2,982	\$0
31	WP2903A	2016	Ford	EDGE	31	Trade on Used	No	\$	16,378	\$	16,378	93%	\$4,535	\$0
32	MLP2767	2024	Audi	A5 SB	24	Loaner	Yes	\$	47,649	\$	47,649	101%	\$861	\$1,753
33	24398A	2022	Audi	A3	33	Trade on New	Yes	\$	27,223	\$	27,223	96%	\$1,372	\$598
34	24386A	2021	Audi	Q5	35	Trade on New	Yes	\$	32,250	\$	32,250	99%	\$1,407	\$1,482
35	AMC10	2020	Audi	SQ5	5	Street/Curb Buy	No	\$	34,900	\$	34,900	101%	\$301	\$1,682
36	WP2918	2023	Audi	S3	22	Auction/Wholesale	Yes	\$	42,500	\$	42,356	102%	\$1,510	\$1,000
37	24423A	2021	Jeep	WRANGLER	5	Trade on New	No	\$	34,675	\$	34,675	101%	\$2,735	\$2,010
38	23345A	2018	Audi	Q5	13	Trade on New	No	\$	26,980	\$	26,980	115%	\$5,478	\$2,050
39	MD409	2019	Audi	ETRON	567	Auction/Wholesale	No	\$	29,997	\$	29,857	100%	(\$1,281)	\$1,353
40	24360A	2015	Honda	ACCORD	70	Trade on New	No	\$	16,671	\$	16,671	102%	\$1,208	\$0
41	24392A	2021	Audi	Q5	37	Trade on New	Yes	\$	35,895	\$	35,478	101%	(\$504)	\$0
42	25004A	2022	Audi	S7	37	Trade on New	No	\$	73,995	\$	73,995	102%	\$4,697	\$4,471
43	MD523	2021	Audi	A5	29	Auction/Wholesale	Yes	\$	31,980	\$	31,976	107%	\$2,495	\$598
44	MD509	2021	Audi	Q7	71	Auction/Wholesale	Yes	\$	39,525	\$	38,874	103%	\$154	\$1,000
45	24380A	2020	Lincoln	CORSAIR	62	Trade on New	No	\$	25,399	\$	25,399	97%	\$2,882	\$273
46	MLP2760	2024	Audi	A5	46	Loaner	Yes	\$	46,995	\$	46,018	99%	(\$182)	\$0
47	WP2905	2021	Audi	S5	77	Auction/Wholesale	No	\$	45,180	\$	41,042	102%	\$671	\$3,177
48	MLP2748A	2021	Jeep	GRAND CHEROKE	40	Trade on Used	No	\$	33,492	\$	33,492	96%	(\$1,025)	\$1,275
49	WP2913A	2003	BMW	Z3	73	Trade on Used	No	\$	13,975	\$	9,570	122%	\$3,559	\$0
50	24264A	2022	Audi	Q8	42	Trade on New	Yes	\$	59,990	\$	59,990	99%	\$4,603	\$3,608
51	MLP2762	2024	Audi	Q3	15	Loaner	No	\$	41,899	\$	39,200	97%	\$1,460	\$3,502
52	WP2901	2019	Audi	A5	84	Auction/Wholesale	No	\$	25,775	\$	25,775	104%	(\$2,329)	\$0
53	MD529	2024	Audi	ETRON	21	Auction/Wholesale	No	\$	56,175	\$	54,671	98%	\$2,401	\$514

Scoreboard Totals

% Retailed of Non-Franchise Make	32%
Total # Retail Units	76
Avg. Days to Sale	45.8
Avg. Advertised Price (Time of Sale)	\$ 34,737
Avg. Transaction Price	\$ 34,090
Avg. Market Price at 100%	\$ 34,569
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	99%
Avg. Transactional Discount	\$ 647
Avg. Front-End Gross	\$ 2,487
Avg. Finance Gross	\$ 1,238
PUVR	\$ 3,692
Total Gross (Units & PUVR)	\$ 280,596
GROI	85%
% with Trade	32%
Avg. Over/Under Allowance	\$211



Scoreboard

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Desk Manager	Totals	Bob Atwood	Jeff
% Retailed of Non-New Franchise	32%	#DIV/0!	24%
Total # Retail Units	76	0	55
Avg. Days to Sale	45.8	#DIV/0!	48.3
Avg. Advertised Price (Time of Sale)	\$ 34,737	#DIV/0!	\$ 36,792
Avg. Transaction Price	\$ 34,090	#DIV/0!	\$ 36,165
Avg. Market Price at 100%	\$ 34,569	#DIV/0!	\$ 36,442
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	101%
Avg. Transaction to Market	99%	#DIV/0!	99%
Avg. Transactional Discount	\$ 647	#DIV/0!	\$ 627
Avg. Front-End Gross	\$ 2,487	#DIV/0!	\$ 2,770
Avg. Finance Gross	\$ 1,238	#DIV/0!	\$ 1,300
PUVR	\$ 3,692	#DIV/0!	\$ 4,046
Total Gross (Units & PUVR)	\$ 280,596	#DIV/0!	\$ 222,525
GROI	85%	#DIV/0!	83%
% with Trade	32%	#DIV/0!	27%
Avg. Over/Under Allowance	211	#DIV/0!	21



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

Mitch	Todd		
47%	100%	#DIV/0!	#DIV/0!
17	1	0	0
41.8	8.0	#DIV/0!	#DIV/0!
\$ 29,418	\$ 35,985	#DIV/0!	#DIV/0!
\$ 28,757	\$ 35,985	#DIV/0!	#DIV/0!
\$ 29,657	\$ 35,985	#DIV/0!	#DIV/0!
99%	100%	#DIV/0!	#DIV/0!
97%	100%	#DIV/0!	#DIV/0!
\$ 661	\$ -	#DIV/0!	#DIV/0!
\$ 1,802	\$ 4,218	#DIV/0!	#DIV/0!
\$ 708	\$ 2,713	#DIV/0!	#DIV/0!
\$ 2,468	\$ 6,931	#DIV/0!	#DIV/0!
\$ 41,952	\$ 6,931	#DIV/0!	#DIV/0!
74%	867%	#DIV/0!	#DIV/0!
35%	0%	#DIV/0!	#DIV/0!
714	0	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Blake	David
% Retailed of Non-New Franchise	32%	17%	44%
Total # Retail Units	76	12	18
Avg. Days to Sale	45.8	38.8	32.6
Avg. Advertised Price (Time of Sale)	\$ 34,737	\$ 35,872	\$ 30,736
Avg. Transaction Price	\$ 34,090	\$ 35,498	\$ 30,107
Avg. Market Price at 100%	\$ 34,569	\$ 35,040	\$ 30,627
Avg. Price to Market % (Time of Sale)	100%	102%	100%
Avg. Transaction to Market	99%	101%	98%
Avg. Transactional Discount	\$ 647	\$ 373	\$ 629
Avg. Front-End Gross	\$ 2,487	\$ 2,719	\$ 3,111
Avg. Finance Gross	\$ 1,238	\$ 665	\$ 1,093
PUVR	\$ 3,692	\$ 3,384	\$ 4,144
Total Gross (Units & PUVR)	\$ 280,596	\$ 40,602	\$ 74,592
GROI	85%	89%	152%
% with Trade	32%	17%	28%
Avg. Over/Under Allowance	211	125	625



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

Kevin	Chris	Lance	Steve
14%	29%	50%	50%
14	14	2	14
70.8	44.9	51.0	48.1
\$ 35,412	\$ 36,102	\$ 43,863	\$ 31,840
\$ 34,259	\$ 35,623	\$ 43,551	\$ 31,271
\$ 35,249	\$ 36,283	\$ 45,015	\$ 31,712
100%	100%	97%	100%
97%	98%	97%	99%
\$ 1,153	\$ 479	\$ 312	\$ 569
\$ 2,025	\$ 1,291	\$ 3,334	\$ 2,767
\$ 1,431	\$ 1,468	\$ -	\$ 1,773
\$ 3,456	\$ 2,655	\$ 3,334	\$ 4,540
\$ 48,379	\$ 37,165	\$ 6,667	\$ 63,553
51%	60%	54%	109%
43%	36%	0%	43%
583	57	#DIV/0!	-143

House			
0%	#DIV/0!	#DIV/0!	#DIV/0!
2	0	0	0
18.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 60,810	#DIV/0!	#DIV/0!	#DIV/0!
\$ 59,849	#DIV/0!	#DIV/0!	#DIV/0!
\$ 61,091	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 961	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,269	#DIV/0!	#DIV/0!	#DIV/0!
\$ 550	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,819	#DIV/0!	#DIV/0!	#DIV/0!
\$ 9,638	#DIV/0!	#DIV/0!	#DIV/0!
161%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Patsy	Mitch
% Retailed of Non-New Franchise	32%	30%	42%
Total # Retail Units	76	64	12
Avg. Days to Sale	45.8	43.9	56.2
Avg. Advertised Price (Time of Sale)	\$ 34,737	\$ 34,640	\$ 35,253
Avg. Transaction Price	\$ 34,090	\$ 34,010	\$ 34,518
Avg. Market Price at 100%	\$ 34,569	\$ 34,511	\$ 35,055
Avg. Price to Market % (Time of Sale)	100%	100%	101%
Avg. Transaction to Market	99%	99%	98%
Avg. Transactional Discount	\$ 647	\$ 630	\$ 736
Avg. Front-End Gross	\$ 2,487	\$ 2,510	\$ 2,363
Avg. Finance Gross	\$ 1,238	\$ 1,300	\$ 916
PUVR	\$ 3,692	\$ 3,770	\$ 3,279
Total Gross (Units & PUVR)	\$ 280,596	\$ 241,248	\$ 39,348
GROI	85%	91%	61%
% with Trade	32%	0%	0%
Avg. Over/Under Allowance	211	300	-200



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	76	26	50
Avg. Days to Sale	45.8	42.5	47.6
Avg. Advertised Price (Time of Sale)	\$ 34,737	\$ 42,217	\$ 29,989
Avg. Transaction Price	\$ 34,090	\$ 41,977	\$ 29,989
Avg. Market Price at 100%	\$ 34,569	\$ 41,961	\$ 30,768
Avg. Price to Market % (Time of Sale)	100%	101%	97%
Avg. Transaction to Market	99%	100%	97%
Avg. Transactional Discount	\$ 647	\$ 240	\$ 858
Avg. Front-End Gross	\$ 2,487	\$ 1,648	\$ 2,923
Avg. Finance Gross	\$ 1,238	\$ 1,511	\$ 1,098
PUVR	\$ 3,692	\$ 3,101	\$ 3,999
Total Gross (Units & PUVR)	\$ 280,596	\$ 80,632	\$ 199,964
GROI	85%	63%	101%
% with Trade	32%	27%	34%
Avg. Over/Under Allowance	211	214	210



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	76	52	24
Avg. Days to Sale	45.8	47.3	42.5
Avg. Advertised Price (Time of Sale)	\$ 34,737	\$ 40,988	\$ 20,448
Avg. Transaction Price	\$ 34,090	\$ 40,386	\$ 20,448
Avg. Market Price at 100%	\$ 34,569	\$ 40,555	\$ 21,689
Avg. Price to Market % (Time of Sale)	100%	101%	94%
Avg. Transaction to Market	99%	100%	94%
Avg. Transactional Discount	\$ 647	\$ 602	\$ 745
Avg. Front-End Gross	\$ 2,487	\$ 2,569	\$ 2,308
Avg. Finance Gross	\$ 1,238	\$ 1,400	\$ 878
PUVR	\$ 3,692	\$ 3,943	\$ 3,149
Total Gross (Units & PUVR)	\$ 280,596	\$ 205,014	\$ 75,582
GROI	85%	74%	130%
% with Trade	32%	31%	33%
Avg. Over/Under Allowance	211	181	250



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	76	33	12
% of Retail Units	100%	43%	16%
% Retailed of Non-New Franchise	32%	36%	100%
Avg. Days to Sale	45.8	38.5	38.1
Avg. Transaction Price	\$ 34,090	\$ 31,555	\$ 18,347
Avg. Transaction to Market %	99%	99%	91%
Avg. Transactional Discount	\$ 647	\$ 494	\$ 707
Avg. Front End Gross	\$ 2,487	\$ 3,459	\$ 2,226
Avg. Finance Gross	\$ 1,238	\$ 1,209	\$ 470
PUVR	\$ 3,692	\$ 4,668	\$ 2,657
Total Gross (Units & PUVR)	\$ 280,596	\$ 154,046	\$ 31,879
GROI	85%	138%	137%
% with Trade	32%	30%	25%
Avg. Over/Under Allowance	211	45	417



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
2	17	8	1
3%	22%	11%	1%
0%	0%	0%	0%
9.0	76.4	28.6	40.0
\$ 41,385	\$ 40,411	\$ 48,576	\$ 45,424
100%	100%	96%	97%
\$ 15	\$ 573	\$ 1,521	\$ 524
\$ 1,390	\$ 1,072	\$ 1,889	\$ 1,406
\$ 1,682	\$ 1,508	\$ 1,714	\$ 1,598
\$ 2,231	\$ 2,580	\$ 3,603	\$ 3,004
\$ 4,461	\$ 43,855	\$ 28,826	\$ 3,004
216%	30%	93%	60%
50%	29%	50%	0%
-1,100	700	125	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
3	0	0
4%	0%	0%
0%	#DIV/0!	#DIV/0!
57.3	#DIV/0!	#DIV/0!
\$ 41,862	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!
\$ 641	#DIV/0!	#DIV/0!
\$ 3,542	#DIV/0!	#DIV/0!
\$ 1,300	#DIV/0!	#DIV/0!
\$ 4,842	#DIV/0!	#DIV/0!
\$ 14,525	#DIV/0!	#DIV/0!
73%	#DIV/0!	#DIV/0!
33%	#DIV/0!	#DIV/0!
0	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	76	31	19
% of Retail Units	100%	41%	25%
% Retailed of Non-New Franchise	32%	26%	26%
Avg. Days to Sale	45.8	16.4	36.7
Avg. Transaction Price	\$ 34,090	\$ 33,817	\$ 37,981
Avg. Transaction to Market %	99%	99%	98%
Avg. Transactional Discount	\$ 647	\$ 792	\$ 457
Avg. Front End Gross	\$ 2,487	\$ 3,084	\$ 2,715
Avg. Finance Gross	\$ 1,238	\$ 1,411	\$ 1,287
PUVR	\$ 3,692	\$ 4,495	\$ 4,002
Total Gross (Units & PUVR)	\$ 280,596	\$ 139,345	\$ 76,039
GROI	85%	293%	103%
% with Trade	32%	39%	26%
Avg. Over/Under Allowance	211	173	0



46-60 days	61-90 days	90+ days
8	16	2
11%	21%	3%
38%	50%	0%
51.8	75.1	331.0
\$ 35,758	\$ 29,771	\$ 29,242
98%	95%	100%
\$ 336	\$ 819	\$ 70
\$ 3,010	\$ 1,207	\$ (788)
\$ 1,784	\$ 554	\$ 1,540
\$ 4,795	\$ 1,761	\$ 752
\$ 38,356	\$ 28,175	\$ 1,504
93%	28%	3%
25%	31%	0%
0	571	0