Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Tyler Schuelke	Tyler Schuelke	Tyler Schuelke
Rick McAllister	Clint Carruthers	Logan Knab
Josh Roberts	Josh Roberts	Jeremy Richhart-Kind
Dallas McCombs	Rick McAllister	Jose Herrera
Tony Peckham		Trenton Negley
		Joshia Willie
		House
		Roper Baker

New Car Franchise(s)
Chrysler
Dodge
Jeep
Ram

NADA ACADEMY

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	SP0766	2019	GMC	Yukon	0	Auction/Wholesale	No	$ 30,989	$ 30,989	97%	$358	($200)
2	SC0669A	2014	Toyota	TUNDRA	26	Trade on New	No	$ 24,494	$ 24,494	93%	$1,618	$3,304
3	SC0669B	2015	Ford	FUSION	1	Trade on New	No	$ 2,500	$ 2,709	75%	($1,201)	($200)
4	SP0600	2022	Ford	F-150	190	Auction/Wholesale	No	$ 41,750	$ 41,743	104%	($2,297)	($200)
5	SP0565	2023	Chevrolet	SILVERADO	202	Auction/Wholesale	No	$ 56,943	$ 57,500	98%	($6,398)	$1,597
6	SP0184	2021	Ford	MUSTANG	531	Trade on Used	No	$ 35,500	$ 39,100	92%	($3,108)	$3,854
7	SC0671A	2023	Ford	F150	57	Trade on New	No	$ 59,575	$ 59,575	100%	($2,575)	$4,028
8	SP0730	2020	Ford	SUPER DUTY	44	Trade on Used	No	$ 33,994	$ 33,994	104%	$1,334	$5,437
9	SC0280A	2024	Jeep	WRANGLER	154	Trade on New	No	$ 42,500	$ 41,398	92%	($2,657)	$493
10	SP0678Z	1999	Nissan	Frontier	64	Trade on Used	No	$ 4,550	$ 4,504	123%	($2,215)	($200)
11	SP0454	2020	Honda	Civic	311	Auction/Wholesale	No	$ 21,750	$ 20,094	99%	($3,217)	$1,173
12	SP0770	2016	Nissan	Frontier	0	Auction/Wholesale	No	$ 14,500	$ 13,546	96%	($471)	($200)
13	SC0683B	2015	Ram	2500	17	Trade on New	No	$ 20,995	$ 19,904	106%	$751	$784
14	SP0727	2019	Ford	SUPER DUTY	53	Auction/Wholesale	No	$ 37,727	$ 27,727	91%	($3,306)	$1,838
15	SP0730A	2012	Dodge	Durango	4	Trade on Used	No	$ 6,552	$ 6,552	94%	($198)	$19
16	SP0768	2019	Dodge	Grand Caravan	7	Auction/Wholesale	No	$ 14,500	$ 14,596	89%	$390	($200)
17	SP0774	2016	Audi	A3	0	Auction/Wholesale	No	$ 12,274	$ 12,274	106%	($17)	$50
18	SP0764A	2012	Chevrolet	Cruze	11	Trade on Used	No	$ 4,000	$ 4,000	92%	($3,654)	$232
19	SP0519F	2021	Ford	F-150	23	Trade on Used	No	$ 36,994	$ 36,994	108%	$316	$994
20	SP0667C	2021	Dodge	Durango	53	Trade on Used	No	$ 28,837	$ 27,500	112%	($480)	$1,286
21	SC0516D	2015	Dodge	Dart	24	Trade on Used	No	$ 7,570	$ 7,570	108%	($2,110)	$211
22	SP0765	2013	Buick	Encore	14	Auction/Wholesale	No	$ 8,995	$ 9,450	97%	$2,098	$2,548
23	SP0606	2019	Lincoln	MKC	179	Auction/Wholesale	No	$ 19,989	$ 19,989	106%	($3,482)	$2,210
24	SP0788	2021	Chevrolet	Equinox	0	Auction/Wholesale	No	$ 17,489	$ 17,483	99%	$40	$671
47	SP0730B	2009	Pontiac	G6	8	Trade on Used	No	$ 5,150	$ 4,766	107%	($828)	($168)
48	SP0693A	2009	Buick	Enclave	119	Trade on Used	No	$ 5,168	$ 4,995	89%	$148	$690
49	SP0755A	2013	Dodge	Durango	30	Trade on Used	No	$ 7,000	$ 5,995	96%	($142)	$407
50	SP0519G	2014	Ford	F-150	8	Trade on Used	No	$ 20,500	$ 20,500	116%	$326	$254
51	SP0780	2020	Honda	CR-V	7	Auction/Wholesale	No	$ 26,910	$ 27,888	98%	$944	$175

52	SP0789	2020	Ford	SUPER DUTY	0	Auction/Wholesale	No	$ 49,500	$ 49,500	93%	$1,795	$6,064
53	SP0790	2009	Audi	A4	0	Auction/Wholesale	No	$ 6,559	$ 5,995	94%	$1,865	($200)
54	SC0569A	2009	Ram	1500	53	Trade on New	No	$ 10,750	$ 10,809	92%	($1,031)	$1,953
55	SC0745A	2017	Ram	1500	14	Trade on New	No	$ 23,225	$ 23,225	106%	$4,945	$3,814
56	SP0792	2020	Ram	1500	0	Auction/Wholesale	No	$ 29,995	$ 30,509	97%	($166)	($200)
57	SP0794	2020	Jeep	Renegade	0	Auction/Wholesale	No	$ 18,500	$ 18,646	93%	$142	($200)
58	SP0776	2020	Mitsubishi	Outlander	14	Auction/Wholesale	No	$ 18,995	$ 18,771	106%	$134	$2,886
59	SC0505B	208	Cadillac	Esclade	37	Trade on Used	No	$ 9,999	$ 9,999	116%	($1,418)	$569
60	SP0795	2016	Dodge	Challenger	0	Auction/Wholesale	No	$ 14,500	$ 14,500	92%	$169	$2,817
61	SP0796	2021	Hyundai	Elantra	0	Auction/Wholesale	No	$ 16,998	$ 16,998	99%	($566)	$771
62	SP0583A	2022	Jeep	Gladiator	181	Trade on New	No	$ 35,499	$ 35,499	104%	($3,717)	$3,464
63	SP0797	2020	Chevrolet	Equinox	0	Auction/Wholesale	No	$ 17,995	$ 17,393	92%	$340	$580
64	SC0617A	2022	Ram	1500	145	Trade on New	No	$ 35,928	$ 35,928	94%	($1,473)	$4,156
65	SC0643Z	2017	Ford	F150	159	Trade on New	No	$ 38,744	$ 36,500	99%	($4,036)	$671
66	SC0631A	2022	Kia	K5	74	Trade on New	No	$ 26,599	$ 26,599	101%	$3,488	($200)
67	SP0798	2015	Ford	Escape	0	Auction/Wholesale	No	$ 13,500	$ 13,740	93%	($25)	($200)
68	SP0755	2023	Subaru	Crosstrek	20	Auction/Wholesale	No	$ 27,870	$ 27,870	92%	$1,089	$1,778
69	SU005Z	2006	Ford	Freestar	535	Trade on Used	No	$ 1,599	$ 1,599	84%	($1,436)	($200)
70	SP0787	2019	Chevrolet	SILVERADO	14	Auction/Wholesale	No	$ 55,800	$ 56,192	101%	$752	($200)
71	SP0703	2017	Volkswagen	Beetle Conv	98	Auction/Wholesale	No	$ 17,878	$ 16,500	114%	$4,212	$126
72	SC0752A	2006	Ford	SUPER DUTY	28	Trade on New	No	$ 18,999	$ 18,999	97%	$652	$1,320
73	SP0782	2019	Ford	SUPER DUTY	24	Auction/Wholesale	No	$ 47,127	$ 48,995	99%	($2,142)	$1,352
74	SP0707	2014	Chevrolet	Sonic	99	Auction/Wholesale	No	$ 5,945	$ 5,945	117%	$4,262	$2,941
75	SP0800	2000	Ram	1500	1	Auction/Wholesale	No	$ 5,995	$ 5,995	85%	$1,089	($200)

Scoreboard Totals

% Retailed of Non-Franchise Make	71%
Total # Retail Units	98
Avg. Days to Sale	60.2
Avg. Advertised Price (Time of Sale)	$ 21,547
Avg. Transaction Price	$ 21,069
Avg. Market Price at 100%	$ 22,289
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	95%
Avg. Transactional Discount	$ 478
Avg. Front-End Gross	$ 146
Avg. Finance Gross	$ 1,353
PUVR	$ 1,499
Total Gross (Units & PUVR)	$ 146,933
GROI	43%
% with Trade	33%
Avg. Over/Under Allowance	$212

Scoreboard

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Desk Manager	Totals	Bob Atwood	Rick McAllister
% Retailed of Non-New Franchise	71%	#DIV/0!	#DIV/0!
Total # Retail Units	98	0	0
Avg. Days to Sale	60.2	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	$ 21,547	#DIV/0!	#DIV/0!
Avg. Transaction Price	$ 21,069	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	$ 22,289	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	$ 478	#DIV/0!	#DIV/0!
Avg. Front-End Gross	$ 146	#DIV/0!	#DIV/0!
Avg. Finance Gross	$ 1,353	#DIV/0!	#DIV/0!
PUVR	$ 1,499	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	$ 146,933	#DIV/0!	#DIV/0!
GROI	43%	#DIV/0!	#DIV/0!
% with Trade	33%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	212	#DIV/0!	#DIV/0!

NADA ACADEMY

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

Tyler Schuelke	Josh Roberts	Dallas McCombs	Tony Peckham
100%	#DIV/0!	#DIV/0!	70%
4	0	0	94
83.8	#DIV/0!	#DIV/0!	59.2
$ 20,884	#DIV/0!	#DIV/0!	$ 21,575
$ 19,635	#DIV/0!	#DIV/0!	$ 21,130
$ 22,123	#DIV/0!	#DIV/0!	$ 22,173
94%	#DIV/0!	#DIV/0!	97%
89%	#DIV/0!	#DIV/0!	95%
$ 1,249	#DIV/0!	#DIV/0!	$ 445
$ 256	#DIV/0!	#DIV/0!	$ 141
$ 2,438	#DIV/0!	#DIV/0!	$ 1,307
$ 2,694	#DIV/0!	#DIV/0!	$ 1,448
$ 10,776	#DIV/0!	#DIV/0!	$ 136,157
59%	#DIV/0!	#DIV/0!	42%
25%	#DIV/0!	#DIV/0!	33%
-500	#DIV/0!	#DIV/0!	239

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Scoreboard

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Sales Consultant	Totals	Tyler Schuelke	Logan Knab
% Retailed of Non-New Franchise	71%	#DIV/0!	68%
Total # Retail Units	98	0	22
Avg. Days to Sale	60.2	#DIV/0!	40.0
Avg. Advertised Price (Time of Sale)	$ 21,547	#DIV/0!	$ 19,417
Avg. Transaction Price	$ 21,069	#DIV/0!	$ 19,093
Avg. Market Price at 100%	$ 22,289	#DIV/0!	$ 19,806
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	98%
Avg. Transaction to Market	95%	#DIV/0!	96%
Avg. Transactional Discount	$ 478	#DIV/0!	$ 323
Avg. Front-End Gross	$ 146	#DIV/0!	$ (0)
Avg. Finance Gross	$ 1,353	#DIV/0!	$ 779
PUVR	$ 1,499	#DIV/0!	$ 778
Total Gross (Units & PUVR)	$ 146,933	#DIV/0!	$ 17,126
GROI	43%	#DIV/0!	37%
% with Trade	33%	#DIV/0!	18%
Avg. Over/Under Allowance	212	#DIV/0!	-25

NADA ACADEMY

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

Jeremy Richhart-Kin	Jose Herrera	Trenton Negley	Joshia Willie
79%	60%	67%	67%
29	15	6	15
63.0	108.9	49.8	42.7
$ 21,550	$ 27,113	$ 22,193	$ 13,457
$ 21,193	$ 25,270	$ 22,517	$ 13,308
$ 22,065	$ 28,051	$ 22,432	$ 13,450
98%	97%	99%	100%
96%	90%	100%	99%
$ 357	$ 1,843	$ (324)	$ 149
$ 138	$ (762)	$ (156)	$ 1,306
$ 1,242	$ 1,809	$ 1,018	$ 1,531
$ 1,380	$ 1,047	$ 862	$ 2,837
$ 40,010	$ 15,698	$ 5,172	$ 42,558
37%	14%	28%	180%
38%	53%	0%	47%
1,406	-582	#DIV/0!	150

House			
100%	#DIV/0!	#DIV/0!	#DIV/0!
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53.0	#DIV/0!	#DIV/0!	#DIV/0!
$ 30,981	#DIV/0!	#DIV/0!	#DIV/0!
$ 30,233	#DIV/0!	#DIV/0!	#DIV/0!
$ 32,786	#DIV/0!	#DIV/0!	#DIV/0!
94%	#DIV/0!	#DIV/0!	#DIV/0!
92%	#DIV/0!	#DIV/0!	#DIV/0!
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Scoreboard

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Finance Manager	Totals	Tyler Schuelke	Clint Carruthers
% Retailed of Non-New Franchise	71%	72%	#DIV/0!
Total # Retail Units	98	97	0
Avg. Days to Sale	60.2	59.4	#DIV/0!
Avg. Advertised Price (Time of Sale)	$ 21,547	$ 21,398	#DIV/0!
Avg. Transaction Price	$ 21,069	$ 20,916	#DIV/0!
Avg. Market Price at 100%	$ 22,289	$ 22,005	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	97%	#DIV/0!
Avg. Transaction to Market	95%	95%	#DIV/0!
Avg. Transactional Discount	$ 478	$ 482	#DIV/0!
Avg. Front-End Gross	$ 146	$ 163	#DIV/0!
Avg. Finance Gross	$ 1,353	$ 1,325	#DIV/0!
PUVR	$ 1,499	$ 1,487	#DIV/0!
Total Gross (Units & PUVR)	$ 146,933	$ 144,250	#DIV/0!
GROI	43%	43%	#DIV/0!
% with Trade	33%	0%	#DIV/0!
Avg. Over/Under Allowance	212	212	#DIV/0!

NADA ACADEMY

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

Josh Roberts	Rick McAllister		
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Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	98	0	98
Avg. Days to Sale	60.2	#DIV/0!	60.2
Avg. Advertised Price (Time of Sale)	$ 21,547	#DIV/0!	$ 21,069
Avg. Transaction Price	$ 21,069	#DIV/0!	$ 21,069
Avg. Market Price at 100%	$ 22,289	#DIV/0!	$ 22,171
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	95%
Avg. Transaction to Market	95%	#DIV/0!	95%
Avg. Transactional Discount	$ 478	#DIV/0!	$ 478
Avg. Front-End Gross	$ 146	#DIV/0!	$ 146
Avg. Finance Gross	$ 1,353	#DIV/0!	$ 1,353
PUVR	$ 1,499	#DIV/0!	$ 1,499
Total Gross (Units & PUVR)	$ 146,933	#DIV/0!	$ 146,933
GROI	43%	#DIV/0!	43%
% with Trade	33%	#DIV/0!	33%
Avg. Over/Under Allowance	212	#DIV/0!	212

NADA ACADEMY

Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	98	28	70
Avg. Days to Sale	60.2	45.1	66.3
Avg. Advertised Price (Time of Sale)	$ 21,547	$ 21,247	$ 21,095
Avg. Transaction Price	$ 21,069	$ 21,005	$ 21,095
Avg. Market Price at 100%	$ 22,289	$ 21,699	$ 22,359
Avg. Price to Market % (Time of Sale)	97%	98%	94%
Avg. Transaction to Market	95%	97%	94%
Avg. Transactional Discount	$ 478	$ 242	$ 572
Avg. Front-End Gross	$ 146	$ 192	$ 127
Avg. Finance Gross	$ 1,353	$ 1,579	$ 1,263
PUVR	$ 1,499	$ 1,771	$ 1,391
Total Gross (Units & PUVR)	$ 146,933	$ 49,591	$ 97,342
GROI	43%	67%	36%
% with Trade	33%	29%	34%
Avg. Over/Under Allowance	212	-279	376

NADA ACADEMY

Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	98	18	37
% of Retail Units	100%	18%	38%
% Retailed of Non-New Franchise	71%	50%	70%
Avg. Days to Sale	60.2	57.3	86.4
Avg. Transaction Price	$ 21,069	$ 26,561	$ 14,669
Avg. Transaction to Market %	95%	94%	96%
Avg. Transactional Discount	$ 478	$ 448	$ 656
Avg. Front End Gross	$ 146	$ (113)	$ (20)
Avg. Finance Gross	$ 1,353	$ 2,568	$ 1,055
PUVR	$ 1,499	$ 2,455	$ 1,035
Total Gross (Units & PUVR)	$ 146,933	$ 44,184	$ 38,309
GROI	43%	58%	29%
% with Trade	33%	28%	32%
Avg. Over/Under Allowance	212	178	-731

NADA ACADEMY

Street/Curb buy	Auction/wholesale	Loaner	LBO customer
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BO OEM/Leasing co	ental Fleet (Enterprise, etc	Other
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Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	98	42	4
% of Retail Units	100%	43%	4%
% Retailed of Non-New Franchise	71%	69%	100%
Avg. Days to Sale	60.2	13.3	42.5
Avg. Transaction Price	$ 21,069	$ 20,432	$ 17,804
Avg. Transaction to Market %	95%	99%	103%
Avg. Transactional Discount	$ 478	$ (102)	$ 25
Avg. Front End Gross	$ 146	$ 498	$ 580
Avg. Finance Gross	$ 1,353	$ 1,628	$ 1,401
PUVR	$ 1,499	$ 2,126	$ 1,981
Total Gross (Units & PUVR)	$ 146,933	$ 89,279	$ 7,926
GROI	43%	282%	94%
% with Trade	33%	36%	25%
Avg. Over/Under Allowance	212	1,008	-500

NADA ACADEMY

46-60 days	61-90 days	90+ days
7	6	22
7%	6%	22%
57%	83%	73%
53.7	72.5	198.4
$ 23,739	$ 13,191	$ 22,849
92%	93%	91%
$ 1,611	$ 1,092	$ 1,360
$ 58	$ 310	$ (745)
$ 1,645	$ (175)	$ 1,460
$ 1,702	$ 135	$ 715
$ 11,916	$ 808	$ 15,728
48%	5%	6%
43%	17%	27%
-263	-2,490	-142