

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Ricardo Jordan	Britt Henriksen	Ken Cominsky
	Rich Piasecki	Josh King
		Don Cody
		Brian Gutierrez
		Lance Pain
		Eric Cotto

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	JP11413	2024	Jaguar	XF	5	Street/Curb Buy	Yes	\$ 56,990	\$ 51,990	107%	\$4,965	\$277
2	JPL11407	2021	Jaguar	F-PACE	6	LBO OEM/Leasing Co.	Yes	\$ 36,990	\$ 36,390	110%	\$6,710	\$239
3	J22696B	2017	Jaguar	F-TYPE	24	Trade on Used	No	\$ 48,990	\$ 34,029	104%	\$1,788	\$2,536
4	JP11417	2023	Jaguar	F-TYPE	15	Auction/Wholesale	Yes	\$ 71,990	\$ 64,500	109%	\$1,951	\$800
5	APG11380	2021	Aston Martin	DBX	48	Auction/Wholesale	Yes	\$ 139,990	\$ 131,990	110%	\$10,346	\$6,497
6	APG11318	2023	Aston Martin	DBX	124	Auction/Wholesale	Yes	\$ 179,990	\$ 172,875	98%	\$3,241	\$2,168
7	A1447MA	2023	Aston Martin	DB11	35	Trade on New	Yes	\$ 199,990	\$ 190,000	110%	\$15,824	\$7,458
8	A1475MA	2020	Aston Martin	DB11	42	Trade on New	Yes	\$ 149,990	\$ 133,795	112%	\$8,252	\$2,148
9	MC312A	2022	McLaren	GT	94	Trade on New	Yes	\$ 165,990	\$ 158,990	98%	\$9,303	\$7,371
10	APG11356A	2021	Audi	RS6	34	Trade on Used	No	\$ 112,990	\$ 106,721	112%	\$5,300	\$0
11	JP11400A	2020	BMW	840I	1	Trade on Used	No	\$ 54,990	\$ 53,990	109%	\$10,255	\$0
12	APG11403A	2021	Lexus	LC500	3	Trade on Used	No	\$ 86,990	\$ 76,000	108%	\$7,135	\$0
13	A1465MB	2015	Rolls-Royce	WRAITH	26	Trade on Used	No	\$ 157,990	\$ 147,000	104%	\$20,581	\$2,461
14	MPG11320A	2022	Audi	R8	56	Trade on Used	No	\$ 172,990	\$ 171,800	101%	\$19,733	\$4,355
15	APG11318A	2015	Mercedes-Benz	S63	7	Trade on Used	No	\$ 32,990	\$ 32,444	100%	\$365	\$0
16	J22709A	2021	Jaguar	F-PACE	75	Trade on New	Yes	\$ 60,990	\$ 53,400	105%	(\$1,576)	\$1,119
17	J22579A	2023	Jaguar	F-TYPE	1	Trade on New	Yes	\$ 72,990	\$ 70,990	105%	\$7,198	\$1,539
18	JPG11408	2022	Jaguar	F-TYPE	43	Auction/Wholesale	Yes	\$ 76,990	\$ 75,106	119%	\$1,942	\$1,200
19	JPL11405	2021	Jaguar	F-PACE	43	LBO OEM/Leasing Co.	Yes	\$ 39,990	\$ 37,990	115%	\$2,963	\$1,696
20	JP11401	2019	Jaguar	F-PACE	67	Street/Curb Buy	No	\$ 32,990	\$ 30,000	110%	(\$693)	\$2,119
21	E418	2021	Jaguar	F-TYPE	5	Trade on New	Yes	\$ 69,990	\$ 68,500	109%	\$7,612	\$1,821
22	JPL11440	2021	Jaguar	F-TYPE	11	LBO Customer	Yes	\$ 64,990	\$ 60,000	105%	\$1,595	\$2,450
23	JP11419	2024	Jaguar	F-PACE	43	Street/Curb Buy	Yes	\$ 56,990	\$ 52,550	109%	\$1,724	\$500
24	JPL11407A	2019	Jaguar	F-PACE	51	Trade on Used	Yes	\$ 26,990	\$ 21,539	101%	\$330	\$700
25	JPL11402	2021	Jaguar	F-TYPE	78	LBO OEM/Leasing Co.	Yes	\$ 54,990	\$ 52,637	98%	\$668	\$700
26	AP11393	2022	Aston Martin	DB11	57	Street/Curb Buy	Yes	\$ 179,990	\$ 177,990	105%	\$7,100	\$8,860
27	APG11422	2021	Aston Martin	DBX	19	Auction/Wholesale	Yes	\$ 119,990	\$ 109,795	107%	\$2,317	\$3,450
28	APG11423	2021	Aston Martin	DBX	27	Auction/Wholesale	Yes	\$ 117,990	\$ 110,000	106%	\$7,254	\$1,950

Scoreboard Totals

% Retailed of Non-Franchise Make	37%
Total # Retail Units	49
Avg. Days to Sale	48.1
Avg. Advertised Price (Time of Sale)	\$ 122,409
Avg. Transaction Price	\$ 117,656
Avg. Market Price at 100%	\$ 116,670
Avg. Price to Market % (Time of Sale)	105%
Avg. Transaction to Market	101%
Avg. Transactional Discount	\$ 4,753
Avg. Front-End Gross	\$ 6,495
Avg. Finance Gross	\$ 2,979
PUVR	\$ 9,639
Total Gross (Units & PUVR)	\$ 472,322
GROI	61%
% with Trade	59%
Avg. Over/Under Allowance	(\$133)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Ricardo Jordan
% Retailed of Non-New Franchise	37%	#DIV/0!	37%
Total # Retail Units	49	0	49
Avg. Days to Sale	48.1	#DIV/0!	48.1
Avg. Advertised Price (Time of Sale)	\$ 122,409	#DIV/0!	\$ 122,409
Avg. Transaction Price	\$ 117,656	#DIV/0!	\$ 117,656
Avg. Market Price at 100%	\$ 116,670	#DIV/0!	\$ 115,836
Avg. Price to Market % (Time of Sale)	105%	#DIV/0!	106%
Avg. Transaction to Market	101%	#DIV/0!	102%
Avg. Transactional Discount	\$ 4,753	#DIV/0!	\$ 4,753
Avg. Front-End Gross	\$ 6,495	#DIV/0!	\$ 6,495
Avg. Finance Gross	\$ 2,979	#DIV/0!	\$ 2,979
PUVR	\$ 9,639	#DIV/0!	\$ 9,639
Total Gross (Units & PUVR)	\$ 472,322	#DIV/0!	\$ 472,322
GROI	61%	#DIV/0!	61%
% with Trade	59%	#DIV/0!	59%
Avg. Over/Under Allowance	-133	#DIV/0!	-133



Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Mike Lucki	Ken Cominsky
% Retailed of Non-New Franchise	37%	#DIV/0!	11%
Total # Retail Units	49	0	9
Avg. Days to Sale	48.1	#DIV/0!	29.7
Avg. Advertised Price (Time of Sale)	\$ 122,409	#DIV/0!	\$ 74,768
Avg. Transaction Price	\$ 117,656	#DIV/0!	\$ 66,518
Avg. Market Price at 100%	\$ 116,670	#DIV/0!	\$ 68,745
Avg. Price to Market % (Time of Sale)	105%	#DIV/0!	109%
Avg. Transaction to Market	101%	#DIV/0!	97%
Avg. Transactional Discount	\$ 4,753	#DIV/0!	\$ 8,250
Avg. Front-End Gross	\$ 6,495	#DIV/0!	\$ 3,004
Avg. Finance Gross	\$ 2,979	#DIV/0!	\$ 1,744
PUVR	\$ 9,639	#DIV/0!	\$ 4,748
Total Gross (Units & PUVR)	\$ 472,322	#DIV/0!	\$ 42,731
GROI	61%	#DIV/0!	87%
% with Trade	59%	#DIV/0!	67%
Avg. Over/Under Allowance	-133	#DIV/0!	833



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

Josh King	Don Cody	Brian Gutierrez	Lance Pain
17%	33%	36%	50%
6	3	11	12
49.3	36.0	77.5	43.9
\$ 211,990	\$ 108,990	\$ 110,899	\$ 128,616
\$ 208,633	\$ 103,156	\$ 106,893	\$ 124,976
\$ 178,451	\$ 99,564	\$ 111,196	\$ 128,467
119%	109%	100%	100%
117%	104%	96%	97%
\$ 3,357	\$ 5,834	\$ 4,006	\$ 3,640
\$ 14,489	\$ 4,470	\$ 3,968	\$ 5,834
\$ 5,177	\$ 4,877	\$ 2,395	\$ 2,388
\$ 19,666	\$ 9,347	\$ 6,596	\$ 8,044
\$ 117,994	\$ 28,041	\$ 72,557	\$ 96,530
69%	91%	29%	53%
50%	67%	64%	42%
#DIV/0!	3,500	167	0

Eric Cotto			
63%	#DIV/0!	#DIV/0!	#DIV/0!
8	0	0	0
38.3	#DIV/0!	#DIV/0!	#DIV/0!
\$ 120,365	#DIV/0!	#DIV/0!	#DIV/0!
\$ 116,208	#DIV/0!	#DIV/0!	#DIV/0!
\$ 115,391	#DIV/0!	#DIV/0!	#DIV/0!
104%	#DIV/0!	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,158	#DIV/0!	#DIV/0!	#DIV/0!
\$ 9,650	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,699	#DIV/0!	#DIV/0!	#DIV/0!
\$ 13,348	#DIV/0!	#DIV/0!	#DIV/0!
\$ 106,787	#DIV/0!	#DIV/0!	#DIV/0!
108%	#DIV/0!	#DIV/0!	#DIV/0!
75%	#DIV/0!	#DIV/0!	#DIV/0!
-2,400	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Britt Henriksen	Rich Piasecki
% Retailed of Non-New Franchise	37%	28%	46%
Total # Retail Units	49	25	24
Avg. Days to Sale	48.1	46.4	49.8
Avg. Advertised Price (Time of Sale)	\$ 122,409	\$ 122,590	\$ 122,220
Avg. Transaction Price	\$ 117,656	\$ 117,055	\$ 118,281
Avg. Market Price at 100%	\$ 116,670	\$ 112,581	\$ 119,227
Avg. Price to Market % (Time of Sale)	105%	109%	103%
Avg. Transaction to Market	101%	104%	99%
Avg. Transactional Discount	\$ 4,753	\$ 5,535	\$ 3,938
Avg. Front-End Gross	\$ 6,495	\$ 7,520	\$ 5,427
Avg. Finance Gross	\$ 2,979	\$ 2,299	\$ 3,687
PUVR	\$ 9,639	\$ 9,819	\$ 9,425
Total Gross (Units & PUVR)	\$ 472,322	\$ 245,469	\$ 226,211
GROI	61%	65%	58%
% with Trade	59%	0%	0%
Avg. Over/Under Allowance	-133	0	-286



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	49	29	20
Avg. Days to Sale	48.1	48.8	47.1
Avg. Advertised Price (Time of Sale)	\$ 122,409	\$ 140,749	\$ 91,454
Avg. Transaction Price	\$ 117,656	\$ 135,725	\$ 91,454
Avg. Market Price at 100%	\$ 116,670	\$ 129,925	\$ 95,407
Avg. Price to Market % (Time of Sale)	105%	108%	96%
Avg. Transaction to Market	101%	104%	96%
Avg. Transactional Discount	\$ 4,753	\$ 5,023	\$ 4,361
Avg. Front-End Gross	\$ 6,495	\$ 7,749	\$ 4,676
Avg. Finance Gross	\$ 2,979	\$ 3,170	\$ 2,702
PUVR	\$ 9,639	\$ 11,378	\$ 7,378
Total Gross (Units & PUVR)	\$ 472,322	\$ 329,970	\$ 147,569
GROI	61%	62%	62%
% with Trade	59%	62%	55%
Avg. Over/Under Allowance	-133	438	-786



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	49	26	18
Avg. Days to Sale	48.1	46.3	47.2
Avg. Advertised Price (Time of Sale)	\$ 122,409	\$ 126,682	\$ 98,059
Avg. Transaction Price	\$ 117,656	\$ 121,155	\$ 98,059
Avg. Market Price at 100%	\$ 116,670	\$ 114,843	\$ 101,725
Avg. Price to Market % (Time of Sale)	105%	110%	96%
Avg. Transaction to Market	101%	105%	96%
Avg. Transactional Discount	\$ 4,753	\$ 5,528	\$ 3,849
Avg. Front-End Gross	\$ 6,495	\$ 7,576	\$ 5,135
Avg. Finance Gross	\$ 2,979	\$ 3,188	\$ 2,744
PUVR	\$ 9,639	\$ 10,764	\$ 7,879
Total Gross (Units & PUVR)	\$ 472,322	\$ 279,858	\$ 141,819
GROI	61%	69%	61%
% with Trade	59%	69%	50%
Avg. Over/Under Allowance	-133	700	-1,800



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	49	12	16
% of Retail Units	100%	24%	33%
% Retailed of Non-New Franchise	37%	25%	88%
Avg. Days to Sale	48.1	48.4	41.8
Avg. Transaction Price	\$ 117,656	\$ 145,359	\$ 76,660
Avg. Transaction to Market %	101%	98%	95%
Avg. Transactional Discount	\$ 4,753	\$ 6,214	\$ 4,424
Avg. Front End Gross	\$ 6,495	\$ 8,468	\$ 4,852
Avg. Finance Gross	\$ 2,979	\$ 3,928	\$ 1,745
PUVR	\$ 9,639	\$ 12,466	\$ 6,597
Total Gross (Units & PUVR)	\$ 472,322	\$ 149,587	\$ 105,545
GROI	61%	64%	74%
% with Trade	59%	50%	56%
Avg. Over/Under Allowance	-133	-250	-833



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
5	12	0	1
10%	24%	0%	2%
0%	8%	#DIV/0!	0%
34.6	66.3	#DIV/0!	11.0
\$ 111,002	\$ 171,018	#DIV/0!	\$ 60,000
100%	104%	#DIV/0!	97%
\$ 3,388	\$ 5,055	#DIV/0!	\$ 4,990
\$ 4,656	\$ 8,649	#DIV/0!	\$ 1,595
\$ 2,351	\$ 4,507	#DIV/0!	\$ 2,450
\$ 6,213	\$ 14,442	#DIV/0!	\$ 4,045
\$ 31,065	\$ 173,307	#DIV/0!	\$ 4,045
58%	46%	#DIV/0!	221%
80%	50%	#DIV/0!	100%
-750	5,000	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
3	0	0
6%	0%	0%
0%	#DIV/0!	#DIV/0!
42.3	#DIV/0!	#DIV/0!
\$ 42,339	#DIV/0!	#DIV/0!
104%	#DIV/0!	#DIV/0!
\$ 1,651	#DIV/0!	#DIV/0!
\$ 3,447	#DIV/0!	#DIV/0!
\$ 878	#DIV/0!	#DIV/0!
\$ 4,325	#DIV/0!	#DIV/0!
\$ 12,976	#DIV/0!	#DIV/0!
87%	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!
250	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	49	19	9
% of Retail Units	100%	39%	18%
% Retailed of Non-New Franchise	37%	42%	11%
Avg. Days to Sale	48.1	11.9	39.9
Avg. Transaction Price	\$ 117,656	\$ 89,198	\$ 167,015
Avg. Transaction to Market %	101%	99%	110%
Avg. Transactional Discount	\$ 4,753	\$ 5,030	\$ 5,864
Avg. Front End Gross	\$ 6,495	\$ 6,406	\$ 12,987
Avg. Finance Gross	\$ 2,979	\$ 1,913	\$ 5,432
PUVR	\$ 9,639	\$ 8,319	\$ 18,419
Total Gross (Units & PUVR)	\$ 472,322	\$ 158,056	\$ 165,773
GROI	61%	282%	100%
% with Trade	59%	58%	78%
Avg. Over/Under Allowance	-133	571	250



46-60 days	61-90 days	90+ days
6	8	7
12%	16%	14%
50%	38%	43%
53.5	72.4	124.4
\$ 109,899	\$ 105,226	\$ 152,290
95%	97%	91%
\$ 4,757	\$ 3,389	\$ 4,129
\$ 6,743	\$ 2,759	\$ 2,444
\$ 4,150	\$ 1,525	\$ 3,378
\$ 10,893	\$ 4,284	\$ 5,822
\$ 65,359	\$ 34,271	\$ 40,753
67%	20%	11%
67%	63%	29%
-2,500	-1,000	#DIV/0!