

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Troy Mullaney	Aaron Tripp	Brad Hall
Mitch Wilkins		Mike Hopkins
		Ryan Huft
		Samuel Fjelstad
		Trev Chase
		Tim Lambert







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	P24032	2021	Jeep	WRANGLER	80	Auction/Wholesale	No	\$ 40,988	\$ 37,201	96%	\$524	\$1,599
2	P24031	2021	Ford	EXPEDITION	102	Auction/Wholesale	Yes	\$ 49,988	\$ 43,201	97%	\$176	\$0
3	T24071A	2015	Nissan	JUKE	35	Trade on New	No	\$ 12,988	\$ 11,852	101%	\$3,392	\$874
4	L24002B	2019	Ford	EXPLORER	23	Trade on Used	No	\$ 26,988	\$ 24,701	103%	\$3,025	\$0
5	T24135B	2015	Lincoln	NAVIGATOR	22	Trade on Used	No	\$ 17,988	\$ 14,701	105%	\$25	\$400
6	L24018B	2012	Cadillac	CTS	4	Trade on Used	No	\$ 6,988	\$ 5,901	104%	\$1,265	\$0
7	P24014A	2023	Ram	1500	66	Trade on Used	No	\$ 40,988	\$ 35,101	98%	\$61	\$708
8	T3274B	2015	Ram	2500	46	Trade on Used	No	\$ 26,988	\$ 26,553	97%	\$1,746	\$0
9	L3019A	2023	Ford	ESCAPE	142	Trade on New	No	\$ 31,758	\$ 27,201	90%	\$1	\$3,721
10	T24199A	2013	Subaru	OUTBACK	9	Trade on New	No	\$ 12,988	\$ 11,231	101%	\$3,006	\$1,328
11	T24085A	2023	Ford	F350	84	Trade on New	Yes	\$ 82,988	\$ 75,701	92%	\$1,891	\$0
12	T24158A	2019	Jeep	G CHEROKEE	35	Trade on New	No	\$ 26,988	\$ 25,975	99%	\$2,460	\$530
13	L24023A	2021	Lincoln	AVIATOR	31	Trade on New	No	\$ 50,988	\$ 48,201	99%	\$3,409	\$0
14	T24082A	2007	GMC	SIERRA	10	Trade on New	No	\$ 8,988	\$ 6,756	102%	\$2,901	\$0
15	P24044	2018	Ram	1500	38	Auction/Wholesale	No	\$ 24,988	\$ 23,000	99%	\$5,065	\$2,190
16	T24104A	2018	Ford	F150	11	Trade on New	No	\$ 33,988	\$ 28,701	103%	\$3,035	\$1,844
17	T24135C	2021	Ford	ESCAPE	3	Trade on Used	Yes	\$ 22,988	\$ 21,233	103%	\$4,574	\$737
18	T24077A	2019	Ford	F350	81	Trade on New	No	\$ 53,988	\$ 47,125	93%	\$4,929	\$1,214
19	T24120A	2017	Toyota	TACOMA	5	Trade on New	No	\$ 24,988	\$ 24,500	92%	\$500	\$0
20	T24132A	2017	Ford	F350	14	Trade on New	No	\$ 38,988	\$ 37,345	101%	\$3,295	\$0
21	T24073A	2013	Ford	F150	1	Trade on New	No	\$ 12,988	\$ 6,701	103%	\$1,300	\$0
22	T24025C	2015	Ford	EXPLROER	137	Trade on Used	No	\$ 11,988	\$ 12,687	91%	\$1	\$180
23	P24041	2023	Ford	BRONCO	50	Auction/Wholesale	Yes	\$ 62,988	\$ 53,501	99%	\$1	\$0
24	T24139A	2015	Chevrolet	SUBURBAN	9	Trade on New	No	\$ 30,988	\$ 25,000	103%	\$532	\$135
25	T24273A	2014	Ford	F150	1	Trade on New	No	\$ 16,988	\$ 15,701	110%	\$4,601	\$500
26	T24105A	2019	Ford	F350	18	Trade on New	No	\$ 58,988	\$ 54,201	102%	\$6,148	\$2,200
27	T24167A	2018	GMC	SIERRA	54	Trade on New	No	\$ 38,988	\$ 35,201	102%	\$4,503	\$0
28	T24277A	2020	Honda	CRV	36	Trade on New	No	\$ 28,988	\$ 25,201	98%	\$2,224	\$0
29	P24058	2017	Ford	EXPLORER	7	Auction/Wholesale	No	\$ 22,988	\$ 20,201	97%	\$1,027	\$0

30	T24055C	2012	Nissan	JUKE	56	Trade on Used	No	\$ 9,988	\$ 5,201	100%	\$2,016	\$0
31	P24054A	2017	Ford	TAURUS	26	Trade on Used	No	\$ 27,988	\$ 26,751	103%	\$6,821	\$948
32	T24006B	2014	Lincoln	MKX	40	Trade on Used	No	\$ 14,988	\$ 11,201	100%	\$2,001	\$0
33	L24002C	2005	Chevrolet	IMPALA	22	Trade on Used	No	\$ 6,988	\$ 745	115%	\$700	\$0
34	T24170A	2022	Subaru	OUTBACK	23	Trade on New	No	\$ 34,988	\$ 31,600	101%	\$2,310	\$0
35	T24246A	2013	Ford	F350	6	Trade on New	No	\$ 44,988	\$ 42,000	103%	\$4,490	\$995
36	T24160A	2020	Ford	EDGE	51	Trade on New	No	\$ 23,988	\$ 21,361	98%	\$1,792	\$2,408
37	T24144C	2020	Chevrolet	EQUINOX	29	Trade on Used	No	\$ 22,988	\$ 20,211	100%	\$2,084	\$535
38	L24016A	2021	Ford	EXPLORER	89	Trade on New	Yes	\$ 41,988	\$ 37,113	96%	(\$24)	\$1,489
39	T24180B	2015	Subaru	FORESTER	47	Trade on Used	No	\$ 15,988	\$ 10,701	99%	\$2,191	\$0
40	T24152A	2014	Chevrolet	SILV2500	24	Trade on New	No	\$ 17,988	\$ 11,000	111%	\$1,779	\$0
41	P24050	2018	Ford	ESCAPE	52	Auction/Wholesale	No	\$ 18,988	\$ 17,076	96%	\$1,128	\$1,519
42	L24026A	2019	Lincoln	NAVIGATOR	31	Trade on New	No	\$ 44,988	\$ 43,872	98%	\$4,062	\$2,305
43	T24005A	2018	Ford	EXPLORER	9	Trade on New	No	\$ 19,988	\$ 17,701	101%	\$2,401	\$546
44	T24280A	2019	Ford	RANGER	11	Trade on New	No	\$ 30,988	\$ 29,371	100%	\$3,000	\$2,006
45	T24070B	2022	Ford	F150	117	Trade on Used	Yes	\$ 51,988	\$ 43,201	97%	\$1	\$490
46	T24259A	2020	Ram	2500	3	Trade on New	No	\$ 47,988	\$ 38,500	103%	\$2,000	\$0
47	T24032D	2015	GMC	YUKON	35	Trade on Used	No	\$ 22,988	\$ 20,201	100%	\$2,952	\$0
48	P24010	2021	Ford	F150	184	Auction/Wholesale	Yes	\$ 52,988	\$ 45,201	99%	\$40	\$4,735
49	T24104B	2002	Ford	F250	25	Trade on Used	No	\$ 9,988	\$ 4,701	105%	\$2,709	\$0
50	P24051	2021	Jeep	CHEROKEE	59	Auction/Wholesale	No	\$ 28,988	\$ 27,271	96%	\$795	\$312
51	T24158B	2017	Chrysler	300	32	Trade on Used	No	\$ 22,988	\$ 21,589	94%	\$2,605	\$2,530
52	P24026A	2022	Ford	F350	149	Trade on Used	No	\$ 62,988	\$ 53,051	99%	\$1	\$1,950
53	P24050A	2011	Ford	ESCAPE	7	Trade on Used	No	\$ 10,988	\$ 5,201	110%	(\$556)	\$0

## Scoreboard Totals

% Retailed of Non-Franchise Make	46%
Total # Retail Units	74
Avg. Days to Sale	41.9
Avg. Advertised Price (Time of Sale)	\$ 31,404
Avg. Transaction Price	\$ 27,680
Avg. Market Price at 100%	\$ 31,222
Avg. Price to Market % (Time of Sale)	101%
Avg. Transaction to Market	89%
Avg. Transactional Discount	\$ 3,724
Avg. Front-End Gross	\$ 2,185
Avg. Finance Gross	\$ 702
PUVR	\$ 2,887
Total Gross (Units & PUVR)	\$ 213,674
GROI	90%
% with Trade	32%
Avg. Over/Under Allowance	\$2,365



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Mitch Wilkins	Troy Mullaney
% Retailed of Non-New Franchise	46%	45%	48%
Total # Retail Units	74	49	25
Avg. Days to Sale	41.9	45.4	35.0
Avg. Advertised Price (Time of Sale)	\$ 31,404	\$ 30,963	\$ 32,268
Avg. Transaction Price	\$ 27,680	\$ 27,202	\$ 28,616
Avg. Market Price at 100%	\$ 31,222	\$ 30,952	\$ 32,719
Avg. Price to Market % (Time of Sale)	101%	100%	99%
Avg. Transaction to Market	89%	88%	87%
Avg. Transactional Discount	\$ 3,724	\$ 3,760	\$ 3,652
Avg. Front-End Gross	\$ 2,185	\$ 2,071	\$ 2,410
Avg. Finance Gross	\$ 702	\$ 816	\$ 478
PUVR	\$ 2,887	\$ 2,887	\$ 2,888
Total Gross (Units & PUVR)	\$ 213,674	\$ 141,472	\$ 72,202
GROI	90%	84%	104%
% with Trade	32%	31%	36%
Avg. Over/Under Allowance	2,365	2,273	2,517









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Brad Hall	Mike Hopkins
% Retailed of Non-New Franchise	46%	56%	75%
Total # Retail Units	74	9	8
Avg. Days to Sale	41.9	50.6	33.4
Avg. Advertised Price (Time of Sale)	\$ 31,404	\$ 36,655	\$ 33,988
Avg. Transaction Price	\$ 27,680	\$ 31,385	\$ 30,320
Avg. Market Price at 100%	\$ 31,222	\$ 36,909	\$ 33,977
Avg. Price to Market % (Time of Sale)	101%	99%	100%
Avg. Transaction to Market	89%	85%	89%
Avg. Transactional Discount	\$ 3,724	\$ 5,269	\$ 3,668
Avg. Front-End Gross	\$ 2,185	\$ 854	\$ 1,896
Avg. Finance Gross	\$ 702	\$ 556	\$ 549
PUVR	\$ 2,887	\$ 1,409	\$ 2,445
Total Gross (Units & PUVR)	\$ 213,674	\$ 12,684	\$ 19,561
GROI	90%	32%	87%
% with Trade	32%	44%	13%
Avg. Over/Under Allowance	2,365	2,425	2,000



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

Ryan Huft	Samuel Fjelstad	Trev Chase	Tim Lambert
39%	27%	50%	50%
28	11	8	10
53.1	31.3	27.4	32.7
\$ 32,516	\$ 28,261	\$ 34,863	\$ 22,188
\$ 28,564	\$ 24,792	\$ 31,497	\$ 19,879
\$ 32,862	\$ 28,813	\$ 34,187	\$ 22,007
99%	98%	102%	101%
87%	86%	92%	90%
\$ 3,951	\$ 3,469	\$ 3,366	\$ 2,309
\$ 2,447	\$ 2,043	\$ 3,270	\$ 2,171
\$ 948	\$ 501	\$ 658	\$ 525
\$ 3,395	\$ 2,544	\$ 3,928	\$ 2,696
\$ 95,068	\$ 27,982	\$ 31,422	\$ 26,957
81%	118%	164%	149%
39%	27%	38%	20%
2,318	1,900	3,317	1,950





























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Aaron Tripp	
% Retailed of Non-New Franchise	46%	46%	#DIV/0!
Total # Retail Units	74	74	0
Avg. Days to Sale	41.9	41.9	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,404	\$ 31,404	#DIV/0!
Avg. Transaction Price	\$ 27,680	\$ 27,680	#DIV/0!
Avg. Market Price at 100%	\$ 31,222	\$ 31,549	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	100%	#DIV/0!
Avg. Transaction to Market	89%	88%	#DIV/0!
Avg. Transactional Discount	\$ 3,724	\$ 3,724	#DIV/0!
Avg. Front-End Gross	\$ 2,185	\$ 2,185	#DIV/0!
Avg. Finance Gross	\$ 702	\$ 702	#DIV/0!
PUVR	\$ 2,887	\$ 2,887	#DIV/0!
Total Gross (Units & PUVR)	\$ 213,674	\$ 213,674	#DIV/0!
GROI	90%	90%	#DIV/0!
% with Trade	32%	0%	#DIV/0!
Avg. Over/Under Allowance	2,365	2,365	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	74	11	63
Avg. Days to Sale	41.9	64.8	37.9
Avg. Advertised Price (Time of Sale)	\$ 31,404	\$ 50,443	\$ 24,665
Avg. Transaction Price	\$ 27,680	\$ 44,944	\$ 24,665
Avg. Market Price at 100%	\$ 31,222	\$ 51,359	\$ 28,090
Avg. Price to Market % (Time of Sale)	101%	98%	88%
Avg. Transaction to Market	89%	88%	88%
Avg. Transactional Discount	\$ 3,724	\$ 5,499	\$ 3,414
Avg. Front-End Gross	\$ 2,185	\$ 1,663	\$ 2,277
Avg. Finance Gross	\$ 702	\$ 1,110	\$ 631
PUVR	\$ 2,887	\$ 2,773	\$ 2,907
Total Gross (Units & PUVR)	\$ 213,674	\$ 30,507	\$ 183,167
GROI	90%	34%	112%
% with Trade	32%	55%	29%
Avg. Over/Under Allowance	2,365	2,450	2,336



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	74	40	34
Avg. Days to Sale	41.9	45.0	38.1
Avg. Advertised Price (Time of Sale)	\$ 31,404	\$ 36,257	\$ 22,275
Avg. Transaction Price	\$ 27,680	\$ 32,274	\$ 22,275
Avg. Market Price at 100%	\$ 31,222	\$ 36,551	\$ 25,665
Avg. Price to Market % (Time of Sale)	101%	99%	87%
Avg. Transaction to Market	89%	88%	87%
Avg. Transactional Discount	\$ 3,724	\$ 3,983	\$ 3,419
Avg. Front-End Gross	\$ 2,185	\$ 2,270	\$ 2,086
Avg. Finance Gross	\$ 702	\$ 957	\$ 402
PUVR	\$ 2,887	\$ 3,227	\$ 2,488
Total Gross (Units & PUVR)	\$ 213,674	\$ 129,074	\$ 84,600
GROI	90%	80%	105%
% with Trade	32%	43%	21%
Avg. Over/Under Allowance	2,365	2,435	2,193



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	74	38	24
% of Retail Units	100%	51%	32%
% Retailed of Non-New Franchise	46%	42%	50%
Avg. Days to Sale	41.9	32.9	42.5
Avg. Transaction Price	\$ 27,680	\$ 31,963	\$ 20,054
Avg. Transaction to Market %	89%	89%	80%
Avg. Transactional Discount	\$ 3,724	\$ 3,545	\$ 3,767
Avg. Front End Gross	\$ 2,185	\$ 2,705	\$ 1,960
Avg. Finance Gross	\$ 702	\$ 810	\$ 387
PUVR	\$ 2,887	\$ 3,516	\$ 2,347
Total Gross (Units & PUVR)	\$ 213,674	\$ 133,591	\$ 56,319
GROI	90%	120%	99%
% with Trade	32%	37%	21%
Avg. Over/Under Allowance	2,365	2,350	2,630



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	12	0	0
0%	16%	0%	0%
#DIV/0!	50%	#DIV/0!	#DIV/0!
#DIV/0!	68.9	#DIV/0!	#DIV/0!
#DIV/0!	\$ 29,367	#DIV/0!	#DIV/0!
#DIV/0!	86%	#DIV/0!	#DIV/0!
#DIV/0!	\$ 4,205	#DIV/0!	#DIV/0!
#DIV/0!	\$ 990	#DIV/0!	#DIV/0!
#DIV/0!	\$ 990	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,980	#DIV/0!	#DIV/0!
#DIV/0!	\$ 23,764	#DIV/0!	#DIV/0!
#DIV/0!	35%	#DIV/0!	#DIV/0!
#DIV/0!	42%	#DIV/0!	#DIV/0!
#DIV/0!	2,140	#DIV/0!	#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	74	35	15
% of Retail Units	100%	47%	20%
% Retailed of Non-New Franchise	46%	40%	60%
Avg. Days to Sale	41.9	14.3	37.1
Avg. Transaction Price	\$ 27,680	\$ 22,476	\$ 31,690
Avg. Transaction to Market %	89%	85%	91%
Avg. Transactional Discount	\$ 3,724	\$ 3,283	\$ 2,765
Avg. Front End Gross	\$ 2,185	\$ 2,511	\$ 3,250
Avg. Finance Gross	\$ 702	\$ 486	\$ 798
PUVR	\$ 2,887	\$ 2,997	\$ 4,048
Total Gross (Units & PUVR)	\$ 213,674	\$ 104,894	\$ 60,726
GROI	90%	335%	124%
% with Trade	32%	29%	33%
Avg. Over/Under Allowance	2,365	2,130	2,400



46-60 days	61-90 days	90+ days
9	8	7
12%	11%	9%
56%	63%	14%
51.2	79.1	135.0
\$ 26,007	\$ 36,488	\$ 37,189
82%	83%	84%
\$ 3,981	\$ 5,125	\$ 6,051
\$ 1,830	\$ 1,008	\$ 78
\$ 541	\$ 755	\$ 1,725
\$ 2,370	\$ 1,762	\$ 1,803
\$ 21,334	\$ 14,096	\$ 12,624
64%	22%	13%
44%	38%	29%
3,063	2,100	2,450