

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	U0156457	2022	Audi	SQ7	30	Trade on New	No	\$ 48,989	\$ 48,989	82%	\$2,972	\$1,444
2	U10777668	2022	Audi	Q3	26	Trade on New	No	\$ 26,742	\$ 26,742	95%	(\$254)	\$346
3	U357482	2021	Cadillac	ESCALADE	5	Trade on Used	No	\$ 59,998	\$ 59,998	96%	\$7,845	\$9,155
4	P152869	2021	Mercedes-Benz	GLA250	70	Auction/Wholesale	Yes	\$ 28,498	\$ 28,498	88%	(\$2,353)	\$3,231
5	P723609	2020	Mercedes-Benz	GLC300	11	Auction/Wholesale	Yes	\$ 33,980	\$ 33,980	95%	(\$3,611)	\$459
6	P613554	2022	Mercedes-Benz	GLS450	29	Auction/Wholesale	Yes	\$ 63,998	\$ 61,860	106%	\$1,516	\$0
7	UE64153	2021	BMW	X5	7	Trade on New	No	\$ 35,989	\$ 35,000	93%	\$582	\$0
8	U027635	2024	Lexus	RX350	5	Trade on New	No	\$ 50,825	\$ 49,681	94%	\$2,102	\$0
9	U700082	2019	Ram	1500	5	Trade on Used	No	\$ 40,998	\$ 40,998	99%	\$1,873	\$2,420
10	P089022	2021	Mercedes-Benz	GLB 250	92	Auction/Wholesale	Yes	\$ 28,188	\$ 28,188	91%	(\$4,889)	\$1,466
11	L171155	2024	Mercedes-Benz	C300	11	Loaner	No	\$ 48,794	\$ 43,171	101%	(\$4,083)	\$1,700
12	P164682	2023	Mercedes-Benz	GLC300	20	Auction/Wholesale	Yes	\$ 54,398	\$ 54,984	97%	\$168	\$0
13	U644781	2024	Mercedes-Benz	GLE53	66	Trade on Used	Yes	\$ 65,498	\$ 65,498	93%	\$3,869	\$0
14	P413547	2022	Mercedes-Benz	GLA250	70	Auction/Wholesale	Yes	\$ 34,998	\$ 28,497	106%	(\$5,871)	\$0
15	P899483	2021	Mercedes-Benz	GLC300	83	Auction/Wholesale	Yes	\$ 31,998	\$ 30,998	94%	(\$4,627)	\$0
16	P712877	2022	Mercedes-Benz	GLE53	14	Auction/Wholesale	Yes	\$ 74,698	\$ 75,494	103%	\$879	\$0
17	P246610	2020	Mercedes-Benz	GLE350	29	Auction/Wholesale	Yes	\$ 42,965	\$ 41,485	95%	(\$2,293)	\$4,423
18	U640162	2022	Mercedes-Benz	GLE350	8	Trade on New	Yes	\$ 55,998	\$ 55,998	102%	\$5,060	\$6,500
19	U162288	2017	Volvo	XC90	13	Trade on Used	No	\$ 19,990	\$ 19,900	100%	\$4,398	\$5,545
20	U122282	2024	GMC	SIERRA 1500	7	Trade on Used	No	\$ 53,998	\$ 52,998	99%	\$4,300	\$0
21	UX10773	2018	BMW	X5	9	Trade on New	No	\$ 25,998	\$ 24,724	102%	\$4,639	\$0
22	P547192	2021	Mercedes-Benz	GLE350	0	LBO Customer	No	\$ 39,691	\$ 39,691	100%	\$150	\$0
23	L176245	2024	Mercedes-Benz	C300	15	Loaner	No	\$ 45,619	\$ 45,619	100%	(\$6,331)	\$700
24	R048205	2020	Mercedes-Benz	GLB 250	18	Auction/Wholesale	Yes	\$ 30,998	\$ 30,998	95%	(\$1,823)	\$1,121
25	P554576	2021	Mercedes-Benz	GLE350	17	Auction/Wholesale	Yes	\$ 49,698	\$ 49,490	107%	(\$1,272)	\$2,538
26	L182687	2024	Mercedes-Benz	C300	61	Loaner	Yes	\$ 47,998	\$ 47,998	100%	(\$601)	\$2,000
27	L174711	2024	Mercedes-Benz	C300	2	Loaner	No	\$ 53,916	\$ 50,856	112%	(\$3,562)	\$2,200
28	L177753	2024	Mercedes-Benz	GLE350	9	Loaner	No	\$ 61,989	\$ 59,103	94%	(\$1,160)	\$3,820
29	L163403	2024	Mercedes-Benz	GLE350	61	Loaner	No	\$ 60,622	\$ 60,622	95%	(\$1,213)	\$2,200
30	L050415	2024	Mercedes-Benz	EQE350	15	Loaner	No	\$ 64,103	\$ 64,103	95%	(\$2,171)	\$2,700

31	U100801	2022	Mercedes-Benz	S580	19	Trade on New	Yes	\$	81,985	\$	81,985	100%	\$7,696	\$0
32	PL157142	2023	Mercedes-Benz	GLE300 COUPE	63	LBO OEM/Leasing Co.	Yes	\$	51,698	\$	51,398	95%	(\$3,116)	\$0
33	P546321	2021	Mercedes-Benz	GLE350	12	Auction/Wholesale	Yes	\$	47,998	\$	44,363	105%	\$3,011	\$0
34	P060513	2020	Mercedes-Benz	SL450	20	Auction/Wholesale	Yes	\$	68,890	\$	67,990	118%	\$15,479	\$10,288
35	UL36900	2022	BMW	X5	18	Trade on New	No	\$	46,998	\$	46,998	99%	\$6,101	\$460
36	PL312958	2023	Mercedes-Benz	GLB 250	31	LBO OEM/Leasing Co.	Yes	\$	38,998	\$	39,985	96%	\$2,970	\$0
37	P425143	2023	Mercedes-Benz	GLA250	32	Auction/Wholesale	Yes	\$	45,500	\$	45,500	95%	\$593	\$3,723
38	U061407	2020	Mercedes-Benz	SL450	4	Trade on New	Yes	\$	61,945	\$	61,945	105%	\$3,651	\$0
39	L131479	2024	Mercedes-Benz	GLE350	38	Loaner	No	\$	68,998	\$	68,998	99%	(\$1,705)	\$3,825
40	R275357	2021	Mercedes-Benz	A220	32	Auction/Wholesale	Yes	\$	29,998	\$	29,998	98%	\$308	\$864
41	L182129	2024	Mercedes-Benz	C300	6	Loaner	Yes	\$	43,568	\$	43,568	95%	(\$4,414)	\$3,826
42	PL954837	2023	Mercedes-Benz	GLE450	70	LBO OEM/Leasing Co.	Yes	\$	63,998	\$	63,998	96%	(\$1,939)	\$4,032
43	PL961268	2023	Mercedes-Benz	GLE350	93	LBO OEM/Leasing Co.	Yes	\$	53,898	\$	53,898	95%	(\$6,215)	\$0
44	U0980720	2020	Mercedes-Benz	GLE350	16	Trade on Used	No	\$	38,989	\$	38,000	95%	\$1,180	\$0
45	P395994	2015	Mercedes-Benz	GLK350	10	Auction/Wholesale	No	\$	19,994	\$	19,994	114%	\$807	\$3,827
46	U131717	2024	Mercedes-Benz	GLC300	65	Trade on New	Yes	\$	46,998	\$	46,998	93%	\$394	\$631
47	U379054	2022	Mercedes-Benz	GLC300	26	Trade on New	Yes	\$	34,498	\$	33,542	97%	\$261	\$269
48	U508120	2021	Jeep	WRANGLER	12	Trade on Used	No	\$	30,998	\$	27,958	100%	\$2,270	\$350
49	P670077	2019	Mercedes-Benz	E300	37	Auction/Wholesale	No	\$	33,000	\$	33,000	100%	\$900	\$436
50	L158578	2024	Mercedes-Benz	C300	8	Loaner	No	\$	43,234	\$	43,234	100%	\$3,008	\$7,275
51	U150606	2018	Mercedes-Benz	GLE350	10	Trade on New	Yes	\$	28,215	\$	27,500	111%	\$2,989	\$0
52	PL053050	2023	Mercedes-Benz	GLC300	47	LBO OEM/Leasing Co.	Yes	\$	46,998	\$	44,980	103%	\$2,473	\$569
53	L210287	2024	Mercedes-Benz	C300	9	Loaner	No	\$	41,241	\$	41,241	100%	(\$3,476)	\$1,170

Scoreboard Totals

% Retailed of Non-Franchise Make	20%
Total # Retail Units	83
Avg. Days to Sale	26.2
Avg. Advertised Price (Time of Sale)	\$ 47,633
Avg. Transaction Price	\$ 46,793
Avg. Market Price at 100%	\$ 47,817
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ 839
Avg. Front-End Gross	\$ 357
Avg. Finance Gross	\$ 1,709
PUVR	\$ 2,066
Total Gross (Units & PUVR)	\$ 171,506
GROI	61%
% with Trade	45%
Avg. Over/Under Allowance	(\$75)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Trey Dressler	Nicholas Holloman
% Retailed of Non-New Franchise	20%	0%	32%
Total # Retail Units	83	13	34
Avg. Days to Sale	26.2	26.5	26.4
Avg. Advertised Price (Time of Sale)	\$ 47,633	\$ 51,999	\$ 44,316
Avg. Transaction Price	\$ 46,793	\$ 50,449	\$ 43,697
Avg. Market Price at 100%	\$ 47,817	\$ 51,373	\$ 45,339
Avg. Price to Market % (Time of Sale)	100%	101%	98%
Avg. Transaction to Market	98%	98%	96%
Avg. Transactional Discount	\$ 839	\$ 1,550	\$ 620
Avg. Front-End Gross	\$ 357	\$ (1,759)	\$ 804
Avg. Finance Gross	\$ 1,709	\$ 1,510	\$ 1,436
PUVR	\$ 2,066	\$ (248)	\$ 2,240
Total Gross (Units & PUVR)	\$ 171,506	\$ (3,229)	\$ 76,159
GROI	61%	-7%	70%
% with Trade	45%	38%	44%
Avg. Over/Under Allowance	-75	-77	-126



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Tyler Williams	Mark Roberts	Roger McWhorter	
13%	0%	17%	#DIV/0!
8	2	12	0
15.9	20.5	28.9	#DIV/0!
\$ 54,197	\$ 44,292	\$ 45,989	#DIV/0!
\$ 52,546	\$ 44,292	\$ 45,360	#DIV/0!
\$ 54,605	\$ 43,064	\$ 45,314	#DIV/0!
99%	103%	101%	#DIV/0!
96%	103%	100%	#DIV/0!
\$ 1,651	\$ -	\$ 630	#DIV/0!
\$ (441)	\$ (1,139)	\$ 472	#DIV/0!
\$ 3,291	\$ 1,914	\$ 1,202	#DIV/0!
\$ 2,850	\$ 775	\$ 1,674	#DIV/0!
\$ 22,801	\$ 1,549	\$ 20,086	#DIV/0!
123%	31%	46%	#DIV/0!
63%	0%	58%	#DIV/0!
0	0	-208	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Trent Tate	Brandon Oglesby
% Retailed of Non-New Franchise	20%	40%	29%
Total # Retail Units	83	5	7
Avg. Days to Sale	26.2	19.2	31.9
Avg. Advertised Price (Time of Sale)	\$ 47,633	\$ 53,515	\$ 38,140
Avg. Transaction Price	\$ 46,793	\$ 52,255	\$ 38,437
Avg. Market Price at 100%	\$ 47,817	\$ 53,574	\$ 39,274
Avg. Price to Market % (Time of Sale)	100%	100%	97%
Avg. Transaction to Market	98%	98%	98%
Avg. Transactional Discount	\$ 839	\$ 1,260	\$ (297)
Avg. Front-End Gross	\$ 357	\$ 1,602	\$ (943)
Avg. Finance Gross	\$ 1,709	\$ 856	\$ 1,189
PUVR	\$ 2,066	\$ 2,458	\$ 246
Total Gross (Units & PUVR)	\$ 171,506	\$ 12,291	\$ 1,720
GROI	61%	88%	7%
% with Trade	45%	20%	43%
Avg. Over/Under Allowance	-75	107	96



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Aria Pira	Kurt Long	Keisha Ndaw	Eric Burks
0%	33%	0%	0%
2	3	4	4
6.0	21.0	22.8	14.8
\$ 53,061	\$ 51,248	\$ 47,380	\$ 59,225
\$ 52,015	\$ 51,086	\$ 46,794	\$ 56,703
\$ 53,723	\$ 50,493	\$ 46,838	\$ 54,942
99%	101%	101%	108%
97%	101%	100%	103%
\$ 1,046	\$ 162	\$ 586	\$ 2,522
\$ (911)	\$ 610	\$ 1,958	\$ 3,189
\$ 585	\$ 472	\$ 109	\$ 3,647
\$ (326)	\$ 1,082	\$ 2,067	\$ 6,836
\$ (651)	\$ 3,245	\$ 8,267	\$ 27,345
-38%	36%	70%	294%
50%	67%	0%	50%
0	-667	0	0

Donovan Santana	Ghali Bazzi	House	
20%	0%	0%	#DIV/0!
5	3	1	0
51.4	18.7	10.0	#DIV/0!
\$ 37,274	\$ 53,296	\$ 50,250	#DIV/0!
\$ 36,961	\$ 52,966	\$ 44,367	#DIV/0!
\$ 38,542	\$ 54,778	\$ 48,317	#DIV/0!
97%	97%	104%	#DIV/0!
96%	97%	92%	#DIV/0!
\$ 313	\$ 330	\$ 5,883	#DIV/0!
\$ (1,979)	\$ 1,250	\$ (4,393)	#DIV/0!
\$ 917	\$ 1,908	\$ -	#DIV/0!
\$ (1,062)	\$ 3,158	\$ (4,393)	#DIV/0!
\$ (5,310)	\$ 9,474	\$ (4,393)	#DIV/0!
-20%	115%	-356%	#DIV/0!
20%	0%	0%	#DIV/0!
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Scoreboard

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Finance Manager	Totals	Boubacar Thian	Tynese Tippins
% Retailed of Non-New Franchise	20%	23%	23%
Total # Retail Units	83	31	30
Avg. Days to Sale	26.2	25.9	26.2
Avg. Advertised Price (Time of Sale)	\$ 47,633	\$ 48,378	\$ 47,700
Avg. Transaction Price	\$ 46,793	\$ 47,677	\$ 47,109
Avg. Market Price at 100%	\$ 47,817	\$ 49,125	\$ 48,039
Avg. Price to Market % (Time of Sale)	100%	98%	99%
Avg. Transaction to Market	98%	97%	98%
Avg. Transactional Discount	\$ 839	\$ 701	\$ 591
Avg. Front-End Gross	\$ 357	\$ 193	\$ 694
Avg. Finance Gross	\$ 1,709	\$ 2,584	\$ 995
PUVR	\$ 2,066	\$ 2,777	\$ 1,688
Total Gross (Units & PUVR)	\$ 171,506	\$ 86,081	\$ 50,647
GROI	61%	81%	49%
% with Trade	45%	45%	47%
Avg. Over/Under Allowance	-75	-48	-140



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Mass Mbaio			
14%	#DIV/0!	#DIV/0!	#DIV/0!
22	0	0	0
26.7	#DIV/0!	#DIV/0!	#DIV/0!
\$ 46,490	#DIV/0!	#DIV/0!	#DIV/0!
\$ 45,118	#DIV/0!	#DIV/0!	#DIV/0!
\$ 46,041	#DIV/0!	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,372	#DIV/0!	#DIV/0!	#DIV/0!
\$ 129	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,452	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,581	#DIV/0!	#DIV/0!	#DIV/0!
\$ 34,778	#DIV/0!	#DIV/0!	#DIV/0!
47%	#DIV/0!	#DIV/0!	#DIV/0!
41%	#DIV/0!	#DIV/0!	#DIV/0!
-23	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	83	46	37
Avg. Days to Sale	26.2	32.3	18.8
Avg. Advertised Price (Time of Sale)	\$ 47,633	\$ 50,287	\$ 43,214
Avg. Transaction Price	\$ 46,793	\$ 49,673	\$ 43,214
Avg. Market Price at 100%	\$ 47,817	\$ 50,441	\$ 44,775
Avg. Price to Market % (Time of Sale)	100%	100%	97%
Avg. Transaction to Market	98%	98%	97%
Avg. Transactional Discount	\$ 839	\$ 614	\$ 1,119
Avg. Front-End Gross	\$ 357	\$ 310	\$ 415
Avg. Finance Gross	\$ 1,709	\$ 1,589	\$ 1,859
PUVR	\$ 2,066	\$ 1,899	\$ 2,274
Total Gross (Units & PUVR)	\$ 171,506	\$ 87,370	\$ 84,136
GROI	61%	43%	101%
% with Trade	45%	46%	43%
Avg. Over/Under Allowance	-75	-157	28



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	83	66	17
Avg. Days to Sale	26.2	29.1	15.2
Avg. Advertised Price (Time of Sale)	\$ 47,633	\$ 49,880	\$ 38,275
Avg. Transaction Price	\$ 46,793	\$ 48,988	\$ 38,275
Avg. Market Price at 100%	\$ 47,817	\$ 49,797	\$ 40,610
Avg. Price to Market % (Time of Sale)	100%	100%	94%
Avg. Transaction to Market	98%	98%	94%
Avg. Transactional Discount	\$ 839	\$ 893	\$ 631
Avg. Front-End Gross	\$ 357	\$ (294)	\$ 2,886
Avg. Finance Gross	\$ 1,709	\$ 1,791	\$ 1,391
PUVR	\$ 2,066	\$ 1,497	\$ 4,276
Total Gross (Units & PUVR)	\$ 171,506	\$ 98,808	\$ 72,698
GROI	61%	38%	264%
% with Trade	45%	44%	47%
Avg. Over/Under Allowance	-75	-109	61



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	83	21	11
% of Retail Units	100%	25%	13%
% Retailed of Non-New Franchise	20%	43%	55%
Avg. Days to Sale	26.2	20.8	26.5
Avg. Transaction Price	\$ 46,793	\$ 46,229	\$ 37,688
Avg. Transaction to Market %	98%	97%	96%
Avg. Transactional Discount	\$ 839	\$ 577	\$ 816
Avg. Front End Gross	\$ 357	\$ 2,397	\$ 2,189
Avg. Finance Gross	\$ 1,709	\$ 1,066	\$ 2,431
PUVR	\$ 2,066	\$ 3,463	\$ 4,620
Total Gross (Units & PUVR)	\$ 171,506	\$ 72,718	\$ 50,816
GROI	61%	130%	166%
% with Trade	45%	52%	27%
Avg. Over/Under Allowance	-75	-213	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
1	28	15	1
1%	34%	18%	1%
100%	4%	0%	0%
9.0	29.8	19.5	0.0
\$ 20,977	\$ 46,144	\$ 54,475	\$ 39,691
101%	99%	98%	100%
\$ 21	\$ 675	\$ 1,847	\$ -
\$ 3,390	\$ (225)	\$ (2,555)	\$ 150
\$ 395	\$ 1,792	\$ 2,505	\$ -
\$ 3,785	\$ 1,567	\$ (50)	\$ 150
\$ 3,785	\$ 43,867	\$ (756)	\$ 150
722%	41%	-2%	#DIV/0!
0%	32%	53%	100%
0	-12	0	0

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
6	0	0
7%	0%	0%
0%	#DIV/0!	#DIV/0!
52.0	#DIV/0!	#DIV/0!
\$ 54,775	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!
\$ 324	#DIV/0!	#DIV/0!
\$ (613)	#DIV/0!	#DIV/0!
\$ 767	#DIV/0!	#DIV/0!
\$ 154	#DIV/0!	#DIV/0!
\$ 926	#DIV/0!	#DIV/0!
2%	#DIV/0!	#DIV/0!
83%	#DIV/0!	#DIV/0!
-233	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	83	53	15
% of Retail Units	100%	64%	18%
% Retailed of Non-New Franchise	20%	30%	7%
Avg. Days to Sale	26.2	12.6	34.7
Avg. Transaction Price	\$ 46,793	\$ 47,666	\$ 46,152
Avg. Transaction to Market %	98%	98%	100%
Avg. Transactional Discount	\$ 839	\$ 1,045	\$ 297
Avg. Front End Gross	\$ 357	\$ 1,174	\$ (168)
Avg. Finance Gross	\$ 1,709	\$ 1,703	\$ 1,380
PUVR	\$ 2,066	\$ 2,876	\$ 1,212
Total Gross (Units & PUVR)	\$ 171,506	\$ 152,442	\$ 18,181
GROI	61%	172%	27%
% with Trade	45%	43%	40%
Avg. Over/Under Allowance	-75	-43	-193



46-60 days	61-90 days	90+ days
1	11	2
1%	13%	2%
0%	0%	0%
47.0	68.8	92.5
\$ 44,980	\$ 45,318	\$ 41,043
99%	94%	93%
\$ 2,018	\$ 709	\$ -
\$ 2,473	\$ (1,961)	\$ (5,552)
\$ 569	\$ 2,627	\$ 733
\$ 3,042	\$ 666	\$ (4,819)
\$ 3,042	\$ 7,329	\$ (9,638)
52%	8%	-46%
100%	36%	100%
0	-91	0