Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Brandon Brockmeyer	Dan Keane	Josh Pilkington
Ollie Wooten	Grace Avena	Carolyn Seifert
House	Matt Kolokowski	Bill Taylor
		Mike Duray
		Jeff Beck
		Matt Soltis
		Morgan Anderson
		Steve Donnelly
		House

New Car Franchise(s)
Buick
GMC

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	A0039A	2020	Cadillac	CT5	203	Auction/Wholesale	No	$ 25,887	$ 25,887	90%	$396	$0
2	AG9741B	2020	Ford	EXPLORER	160	Trade on New	No	$ 23,778	$ 23,778	85%	($860)	$0
3	AB9179A	2022	GMC	ACADIA	99	Trade on New	Yes	$ 25,887	$ 25,887	92%	($252)	$1,036
4	AB4915A	2021	Jeep	GRAND CHEROKE	149	Trade on New	No	$ 26,997	$ 26,997	86%	$790	$3,138
5	A0071	2023	GMC	YUKON	109	Auction/Wholesale	Yes	$ 70,997	$ 70,497	94%	($2,943)	$3,240
6	AB9862A	2022	Buick	ENCORE	87	Trade on New	Yes	$ 19,778	$ 19,778	89%	$834	$1,220
7	A0080	2021	Buick	ENCORE	97	Auction/Wholesale	Yes	$ 18,997	$ 18,997	84%	($1,189)	$1,493
8	AG0832B	2015	Mini	COOPER COUNTR	80	Trade on Used	No	$ 9,445	$ 9,445	87%	$669	$0
9	AG0402B	2015	Mitsubishi	Lancer	103	Trade on Used	No	$ 8,887	$ 8,887	96%	$717	$286
10	AG7237A	2021	BMW	7 SERIES	59	Trade on New	No	$ 47,997	$ 47,197	101%	$962	$3,090
11	AG8998A	2023	Toyota	SEQUOIA	67	Trade on New	No	$ 69,997	$ 69,897	93%	($117)	$2,282
12	AB8885A	2019	Buick	ENVISION	61	Trade on New	No	$ 17,887	$ 17,887	84%	($610)	$0
13	AG8918B	2020	GMC	YUKON	85	Trade on New	Yes	$ 46,997	$ 46,997	102%	$448	$1,192
14	A0073A	2022	Ford	EXPLORER	73	Trade on Used	No	$ 33,997	$ 33,997	98%	$1,729	$2,563
15	A0085	2023	GMC	SIERRA	71	Auction/Wholesale	Yes	$ 57,887	$ 57,006	96%	($386)	$0
16	A0087	2023	GMC	YUKON	66	Auction/Wholesale	Yes	$ 64,997	$ 64,497	100%	$1,106	$2,506
17	VB3503A	2022	GMC	ACADIA	88	Trade on New	Yes	$ 35,887	$ 35,887	98%	($1,539)	$3,994
18	A0038A	2019	Ram	2500	38	Trade on Used	No	$ 37,887	$ 37,887	97%	$1,373	$790
19	AB7696A	2019	Cadillac	XT4	65	Trade on New	No	$ 21,887	$ 21,887	89%	$247	$936
20	AB1509A	2021	Buick	ENVISION	119	Trade on New	Yes	$ 22,997	$ 22,997	87%	$1,153	$2,640
21	AB1446A	2020	Ford	ECOSPORT	60	Trade on New	No	$ 13,997	$ 13,997	78%	$583	$0
22	A0058A	2017	Chevrolet	TAHOE	44	Trade on Used	No	$ 22,995	$ 22,995	90%	$231	$3,921
23	AG5798A	2020	Buick	ENCORE	34	Trade on New	Yes	$ 18,997	$ 18,997	93%	$1,275	$1,193
24	AG7814A	2024	GMC	SIERRA 2500HD	86	Trade on New	Yes	$ 76,497	$ 76,497	100%	$2,834	$9,896
25	AB2009A	2021	Buick	ENCORE GX	60	Trade on New	Yes	$ 17,497	$ 17,497	86%	($763)	$511
26	AG9630A	2022	Buick	ENVISION	62	Trade on New	Yes	$ 23,997	$ 23,997	86%	$1,038	$100
27	AG5192A	2016	GMC	SIERRA 1500	69	Trade on New	No	$ 18,497	$ 18,497	71%	$1,219	$2,526
28	A0091	2021	GMC	SIERRA 1500	42	Auction/Wholesale	No	$ 44,997	$ 44,797	95%	$1,412	$0
29	AG7781A	2016	GMC	CANYON	68	Trade on New	No	$ 15,887	$ 15,887	82%	$2,657	$3,077
30	A0076A	2015	Chevrolet	SILVERADO 1500	49	Trade on Used	No	$ 15,997	$ 15,997	96%	$3,071	$0
31	A0092	2022	GMC	SIERRA 2500HD	71	Auction/Wholesale	Yes	$ 45,997	$ 45,997	97%	$661	$2,000

32	AG1654A	2024	Chevrolet	SILVERADO 2500H	82	Trade on New	Yes	$ 76,497	$ 76,497	97%	$2,312	$400
33	A0088	2023	GMC	SIERRA 1500	42	Auction/Wholesale	Yes	$ 58,997	$ 58,597	96%	$3,299	$952
34	A0089	2023	GMC	SIERRA 1500	31	Auction/Wholesale	Yes	$ 58,997	$ 58,997	96%	$2,119	$3,040
35	VU4782B	2019	Cadillac	XT5	84	Trade on Used	No	$ 19,997	$ 19,997	90%	$1,212	$0
36	AG8736A	2020	GMC	SIERRA 2500HD	96	Trade on New	Yes	$ 52,497	$ 52,497	96%	$326	$2,895
37	AG0768A	2020	Chevrolet	SILVERADO 1500	67	Trade on New	Yes	$ 32,887	$ 32,887	63%	($377)	$0
38	AG9433A	2021	Ford	EXPLORER	24	Trade on New	No	$ 36,497	$ 36,497	91%	$4,114	$4,925
39	AG5402A	2020	Ford	EXPIDITION MAX	28	Trade on New	No	$ 39,997	$ 39,997	96%	$2,957	$700
40	AG0367A	2019	GMC	SIERRA 1500	56	Trade on New	No	$ 34,497	$ 34,497	94%	$3,279	$0
41	AG0580A	2019	Ford	ESCAPE	57	Trade on New	No	$ 15,997	$ 15,997	89%	$256	$0
42	AG9789A	2017	Chevrolet	SILVERADO 1500	44	Trade on New	No	$ 25,997	$ 25,997	94%	$2,551	$1,309
43	A0093	2022	Buick	ENCLAVE	95	Auction/Wholesale	Yes	$ 38,778	$ 38,895	97%	($2,114)	$3,148
44	A0094	2023	GMC	SIERRA 1500	72	Auction/Wholesale	No	$ 46,838	$ 46,838	95%	$3,248	$3,571
45	AB5167B	2012	GMC	SIERRA 1500	37	Trade on New	No	$ 17,997	$ 17,997	119%	$3,023	$0
46	AG8150A	2016	Chevrolet	COLORADO	27	Trade on New	No	$ 16,350	$ 16,350	94%	$2,289	$0
47	AG8191A	2015	GMC	TERRAIN	58	Trade on New	No	$ 11,887	$ 11,887	97%	$1,588	$1,697
48	A0095	2021	Buick	ENCLAVE	50	Auction/Wholesale	Yes	$ 29,497	$ 29,497	100%	($193)	$0
49	AG0098A	2016	Chevrolet	COLORADO	63	Auction/Wholesale	No	$ 16,497	$ 16,887	101%	$2,566	$1,481
50	AG9896A	2015	Chevrolet	EQUINOX	25	Auction/Wholesale	No	$ 10,497	$ 10,497	94%	$3,112	$1,137
51	AB4482A	2021	Toyota	RAV4	32	Trade on New	No	$ 26,997	$ 26,801	90%	$2,170	$0
52	A0097	2023	GMC	YUKON	32	Auction/Wholesale	Yes	$ 63,297	$ 63,297	98%	($347)	$4,644
53	A0096	2023	GMC	YUKON	23	Auction/Wholesale	Yes	$ 63,997	$ 63,997	101%	$853	$2,945

Scoreboard Totals

% Retailed of Non-Franchise Make	47%
Total # Retail Units	200
Avg. Days to Sale	49.4
Avg. Advertised Price (Time of Sale)	$ 33,718
Avg. Transaction Price	$ 33,591
Avg. Market Price at 100%	$ 35,394
Avg. Price to Market % (Time of Sale)	95%
Avg. Transaction to Market	95%
Avg. Transactional Discount	$ 127
Avg. Front-End Gross	$ 1,627
Avg. Finance Gross	$ 1,649
PUVR	$ 3,276
Total Gross (Units & PUVR)	$ 655,137
GROI	71%
% with Trade	42%
Avg. Over/Under Allowance	$358

Scoreboard

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Desk Manager	Totals	randon Brockmeye	Ollie Wooten
% Retailed of Non-New Franchise	47%	43%	50%
Total # Retail Units	200	99	101
Avg. Days to Sale	49.4	50.1	48.7
Avg. Advertised Price (Time of Sale)	$ 33,718	$ 33,346	$ 34,083
Avg. Transaction Price	$ 33,591	$ 33,220	$ 33,955
Avg. Market Price at 100%	$ 35,394	$ 35,033	$ 35,574
Avg. Price to Market % (Time of Sale)	95%	95%	96%
Avg. Transaction to Market	95%	95%	95%
Avg. Transactional Discount	$ 127	$ 126	$ 129
Avg. Front-End Gross	$ 1,627	$ 1,619	$ 1,634
Avg. Finance Gross	$ 1,649	$ 1,563	$ 1,733
PUVR	$ 3,276	$ 3,183	$ 3,367
Total Gross (Units & PUVR)	$ 655,137	$ 315,074	$ 340,063
GROI	71%	69%	73%
% with Trade	42%	43%	41%
Avg. Over/Under Allowance	358	421	291

NADA ACADEMY

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Scoreboard

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Sales Consultant	Totals	Josh Pilkington	Carolyn Seifert
% Retailed of Non-New Franchise	47%	51%	57%
Total # Retail Units	200	37	30
Avg. Days to Sale	49.4	55.0	48.5
Avg. Advertised Price (Time of Sale)	$ 33,718	$ 27,565	$ 35,786
Avg. Transaction Price	$ 33,591	$ 27,494	$ 35,741
Avg. Market Price at 100%	$ 35,394	$ 29,514	$ 37,301
Avg. Price to Market % (Time of Sale)	95%	93%	96%
Avg. Transaction to Market	95%	93%	96%
Avg. Transactional Discount	$ 127	$ 70	$ 46
Avg. Front-End Gross	$ 1,627	$ 1,341	$ 1,927
Avg. Finance Gross	$ 1,649	$ 1,209	$ 1,543
PUVR	$ 3,276	$ 2,550	$ 3,471
Total Gross (Units & PUVR)	$ 655,137	$ 94,360	$ 104,121
GROI	71%	61%	72%
% with Trade	42%	41%	43%
Avg. Over/Under Allowance	358	273	274

NADA ACADEMY

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Bill Taylor	Mike Duray	Jeff Beck	Matt Soltis
39%	45%	47%	50%
33	33	32	20
51.8	39.9	53.1	48.0
$ 27,316	$ 37,027	$ 38,545	$ 36,922
$ 27,284	$ 36,780	$ 38,276	$ 36,722
$ 28,359	$ 38,189	$ 40,540	$ 39,377
96%	97%	95%	94%
96%	96%	94%	93%
$ 32	$ 247	$ 269	$ 200
$ 1,478	$ 2,152	$ 1,529	$ 1,490
$ 2,084	$ 1,535	$ 1,618	$ 1,908
$ 3,562	$ 3,687	$ 3,148	$ 3,399
$ 117,555	$ 121,675	$ 100,724	$ 67,976
91%	90%	56%	69%
42%	33%	50%	35%
636	93	417	257

Morgan Anderson	Steve Donnelly		
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Scoreboard

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Finance Manager	Totals	Dan Keane	Grace Avena
% Retailed of Non-New Franchise	47%	49%	22%
Total # Retail Units	200	148	18
Avg. Days to Sale	49.4	50.7	46.5
Avg. Advertised Price (Time of Sale)	$ 33,718	$ 34,100	$ 36,588
Avg. Transaction Price	$ 33,591	$ 33,967	$ 36,349
Avg. Market Price at 100%	$ 35,394	$ 35,725	$ 37,909
Avg. Price to Market % (Time of Sale)	95%	95%	97%
Avg. Transaction to Market	95%	95%	96%
Avg. Transactional Discount	$ 127	$ 133	$ 239
Avg. Front-End Gross	$ 1,627	$ 1,522	$ 1,591
Avg. Finance Gross	$ 1,649	$ 1,772	$ 2,118
PUVR	$ 3,276	$ 3,294	$ 3,709
Total Gross (Units & PUVR)	$ 655,137	$ 487,480	$ 66,758
GROI	71%	69%	79%
% with Trade	42%	43%	50%
Avg. Over/Under Allowance	358	312	378

NADA ACADEMY

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Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	200	73	127
Avg. Days to Sale	49.4	54.2	46.6
Avg. Advertised Price (Time of Sale)	$ 33,718	$ 44,012	$ 27,676
Avg. Transaction Price	$ 33,591	$ 43,881	$ 27,676
Avg. Market Price at 100%	$ 35,394	$ 45,793	$ 29,279
Avg. Price to Market % (Time of Sale)	95%	96%	95%
Avg. Transaction to Market	95%	96%	95%
Avg. Transactional Discount	$ 127	$ 131	$ 125
Avg. Front-End Gross	$ 1,627	$ 889	$ 2,051
Avg. Finance Gross	$ 1,649	$ 2,113	$ 1,383
PUVR	$ 3,276	$ 3,002	$ 3,433
Total Gross (Units & PUVR)	$ 655,137	$ 219,115	$ 436,021
GROI	71%	45%	96%
% with Trade	42%	55%	35%
Avg. Over/Under Allowance	358	404	315

NADA ACADEMY

Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	200	107	93
Avg. Days to Sale	49.4	51.2	47.2
Avg. Advertised Price (Time of Sale)	$ 33,718	$ 38,937	$ 27,553
Avg. Transaction Price	$ 33,591	$ 38,839	$ 27,553
Avg. Market Price at 100%	$ 35,394	$ 40,454	$ 29,384
Avg. Price to Market % (Time of Sale)	95%	96%	94%
Avg. Transaction to Market	95%	96%	94%
Avg. Transactional Discount	$ 127	$ 98	$ 161
Avg. Front-End Gross	$ 1,627	$ 1,225	$ 2,089
Avg. Finance Gross	$ 1,649	$ 1,896	$ 1,365
PUVR	$ 3,276	$ 3,121	$ 3,454
Total Gross (Units & PUVR)	$ 655,137	$ 333,911	$ 321,225
GROI	71%	56%	96%
% with Trade	42%	50%	33%
Avg. Over/Under Allowance	358	409	269

NADA ACADEMY

Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	200	110	34
% of Retail Units	100%	55%	17%
% Retailed of Non-New Franchise	47%	50%	74%
Avg. Days to Sale	49.4	44.6	42.6
Avg. Transaction Price	$ 33,591	$ 32,321	$ 25,396
Avg. Transaction to Market %	95%	95%	94%
Avg. Transactional Discount	$ 127	$ 135	$ 140
Avg. Front End Gross	$ 1,627	$ 2,050	$ 2,192
Avg. Finance Gross	$ 1,649	$ 1,781	$ 1,073
PUVR	$ 3,276	$ 3,830	$ 3,264
Total Gross (Units & PUVR)	$ 655,137	$ 421,340	$ 110,990
GROI	71%	96%	109%
% with Trade	42%	40%	41%
Avg. Over/Under Allowance	358	430	117

NADA ACADEMY

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Age	Totals	0-30 days	31-45 days
Total # Retail Units	200	77	33
% of Retail Units	100%	39%	17%
% Retailed of Non-New Franchise	47%	52%	42%
Avg. Days to Sale	49.4	17.0	37.5
Avg. Transaction Price	$ 33,591	$ 32,877	$ 36,031
Avg. Transaction to Market %	95%	98%	96%
Avg. Transactional Discount	$ 127	$ 236	$ 33
Avg. Front End Gross	$ 1,627	$ 2,505	$ 2,195
Avg. Finance Gross	$ 1,649	$ 1,476	$ 1,844
PUVR	$ 3,276	$ 3,980	$ 4,039
Total Gross (Units & PUVR)	$ 655,137	$ 306,497	$ 133,278
GROI	71%	257%	107%
% with Trade	42%	35%	45%
Avg. Over/Under Allowance	358	8	182

NADA ACADEMY

46-60 days	61-90 days	90+ days
27	37	26
14%	19%	13%
48%	43%	38%
53.2	73.4	122.2
$ 30,612	$ 32,737	$ 36,919
94%	92%	90%
$ 64	$ 33	$ 122
$ 1,232	$ 1,151	$ (609)
$ 1,802	$ 1,810	$ 1,527
$ 3,034	$ 2,962	$ 918
$ 81,921	$ 109,576	$ 23,865
67%	44%	7%
37%	49%	54%
358	577	939