

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
MATT MITCHELL	NOAH HILL	BILL NARON
JASON NEAL	NOAH HILL	MARSHALL WHITTMORE
MATT MITCHELL	NOAH HILL	GALE SCOTT
JASON NEAL	NOAH HILL	MARSHALL WHITTMORE
JASON NEAL	NOAH HILL	DANIEL WILLIAMS
MATT MITCHELL	NOAH HILL	BILL NARON
MATT MITCHELL	NOAH HILL	GALE SCOTT
JASON NEAL	NOAH HILL	MARSHALL WHITTMORE
JASON NEAL	NOAH HILL	DANIEL WILLIAMS
MICHAEL BOULANGER	NOAH HILL	CHRIS MCCOY
JASON NEAL	NOAH HILL	DANIEL WILLIAMS
JASON NEAL	NOAH HILL	DANIEL WILLIAMS
MICHAEL BOULANGER	NOAH HILL	MARSHALL WHITTMORE
JASON NEAL	NOAH HILL	MARSHALL WHITTMORE
MICHAEL BOULANGER	NOAH HILL	DANIEL WILLIAMS
MICHAEL BOULANGER	NOAH HILL	ZACH FLINT
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JASON NEAL	NOAH HILL	ZACH FLINT

New Car Franchise(s)
Buick
Chevrolet
Audi
Toyota
Chevrolet
Ford
Toyota
Ford
GMC
Toyota
Toyota
Lexus
Lincoln
Buick
Jeep
Ford
Ford
Ford
Chevrolet
GMC
Ford
Ram
Jeep
Ram
Jeep
Chevrolet
Kia
Dodge
Ford
Jeep
Ford
Chevrolet
Ford
Chevrolet
Ford
Ford
Ford
Ford
Cadillac
Ram
Ford
Jeep
Chevrolet
Jeep



Ford
Jeep
Jeep
Dodge
Ford
Jeep
GMC
Jeep

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CPO	Same Brand as New	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	Yes	\$ 15,000	\$ 13,800	95%	\$1,500	\$500
1	PRC1974	2021	Buick	ENCORE	12	Auction/Wholesale	No	Yes	\$ 20,011	\$ 19,411	104%	\$3,326	\$366
2	PRC2001	2021	Chevrolet	SILVERADO	1	Auction/Wholesale	No	Yes	\$ 39,860	\$ 39,860	102%	\$1,710	\$3,774
3	PRC1875	2021	Toyota	RAV4	81	Auction/Wholesale	No	Yes	\$ 24,752	\$ 23,900	99%	\$1,948	\$950
4	PRC1991	2022	Audi	Q720	1	Auction/Wholesale	No	Yes	\$ 38,995	\$ 36,995	102%	\$1,710	\$1,005
5	PRC1968	2019	Chevrolet	COLORADO	9	Auction/Wholesale	No	Yes	\$ 25,710	\$ 25,500	103%	\$1,948	\$2,594
6	PRC1859	2015	Ford	F-250	96	Auction/Wholesale	No	Yes	\$ 19,995	\$ 16,232	100%	\$745	\$0
7	PRC1950	2017	Toyota	RUNNER	21	Auction/Wholesale	No	Yes	\$ 18,995	\$ 17,000	88%	\$1,979	\$0
8	PRC1990	2022	Ford	F-150	0	Auction/Wholesale	No	Yes	\$ 44,758	\$ 44,503	102%	\$1,631	\$3,136
9	PRC2002	2024	GMC	SIERRA	0	Auction/Wholesale	No	Yes	\$ 68,990	\$ 68,990	100%	\$1,860	\$5,287
10	PRC1976A	2016	Toyota	HIGHLANDER	15	Trade on Used	No	Yes	\$ 17,861	\$ 14,995	106%	(\$799)	\$789
11	PRC1992	2023	Toyota	TACOMA	1	Auction/Wholesale	No	Yes	\$ 39,700	\$ 38,800	103%	(\$634)	\$1,937
12	PRC1922A	2019	Lincoln	NAUTILUS	54	Trade on Used	No	No	\$ 21,736	\$ 20,518	104%	\$1,784	\$0
13	PRC1649	2020	Buick	ENVISION	38	Auction/Wholesale	No	Yes	\$ 20,811	\$ 19,995	107%	(\$92)	\$1,413
14	PRC1847	2021	Lexus	GX460	39	Auction/Wholesale	No	No	\$ 49,552	\$ 48,280	100%	\$1,630	\$2,284
15	PRC1994	2022	Ford	F-150	1	Auction/Wholesale	No	Yes	\$ 47,238	\$ 45,495	104%	\$748	\$0
16	PRC1996	2022	Chevrolet	TAHOE	1	Auction/Wholesale	No	Yes	\$ 62,181	\$ 65,190	105%	\$2,673	\$3,719
17	PRC1989	2023	Ford	F-150	7	Auction/Wholesale	No	Yes	\$ 43,800	\$ 45,995	94%	\$242	\$0
18	RTC1136A	2022	Ford	F-250	55	Trade on New	No	Yes	\$ 40,160	\$ 41,000	84%	(\$784)	\$1,160
19	PRC1949	2017	GMC	TERRAIN	28	Auction/Wholesale	No	Yes	\$ 17,529	\$ 14,995	109%	\$630	\$0
20	PRC1997	2018	Ford	EXPEDITION	1	Auction/Wholesale	No	Yes	\$ 28,251	\$ 26,400	109%	\$2,868	\$1,848
21	PRC1936B	2020	Jeep	WRANGLER	44	Trade on Used	No	No	\$ 36,216	\$ 35,990	114%	\$712	\$3,464
22	PRC2003	2024	Chevrolet	SILVERADO	1	Auction/Wholesale	No	Yes	\$ 59,888	\$ 56,000	102%	(\$4,224)	\$2,255
23	PRC1998	2022	Kia	SOUL	5	Auction/Wholesale	No	No	\$ 19,102	\$ 16,195	109%	(\$2,077)	\$3,307
24	RTC1136B	2016	Ford	F-150	8	Trade on New	No	Yes	\$ 29,454	\$ 24,995	117%	(\$2,641)	\$1,555
25	PRC1821A	2018	Dodge	CHARGER	135	Trade on Used	No	No	\$ 14,983	\$ 17,975	90%	(\$4,104)	\$1,626
26	PRC1999	2023	Jeep	GRAND CHEROKEE	1	Auction/Wholesale	No	No	\$ 40,763	38125	109%	\$1,755	\$0
27	PRC2009	2014	Ford	EXPEDITION	1	Auction/Wholesale	No	Yes	\$ 12,753	\$ 15,800	107%	(\$1,736)	\$768
28	PRC2008	2021	Chevrolet	TAHOE	1	Auction/Wholesale	No	Yes	\$ 49,990	\$ 54,900	100%	(\$1,609)	\$1,555
29	PRC1995	2024	Ford	MUSTANG	2	Auction/Wholesale	No	Yes	\$ 34,000	\$ 34,000	100%	\$1,880	\$5,495
30	RTC1145B	2022	Chevrolet	TRAILBLAZER	31	Trade on New	No	Yes	\$ 20,916	\$ 23,005	99%	\$1,993	\$4,229
31	PRC2005	2020	Ford	MUSTANG	4	Auction/Wholesale	No	Yes	\$ 39,900	\$ 39,300	100%	\$1,430	\$0
32	PRC1940A	2020	Ford	F-150	47	Trade on Used	No	Yes	\$ 30,645	\$ 32,300	100%	\$2,867	\$787
33	PRC2004	2021	Ford	RANGER	1	Auction/Wholesale	No	Yes	\$ 26,995	\$ 26,995	100%	(\$289)	\$3,296
34	PRC2006	2019	Ford	F-150	1	Auction/Wholesale	No	Yes	\$ 38,861	\$ 38,581	100%	\$936	\$1,937
35	PRC2016	2021	Cadillac	XT5	1	Auction/Wholesale	No	No	\$ 21,890	\$ 21,000	98%	(\$650)	\$1,345
36	PRC1697A	2023	Jeep	GRAND CHEROKEE	51	Trade on Used	No	No	\$ 35,882	\$ 32,195	117%	(\$3,886)	\$1,026
37	PRC2019	2023	Ford	F-150	1	Auction/Wholesale	No	Yes	\$ 57,405	\$ 57,944	101%	\$1,696	\$1,026
38	PRC2014	2022	Ram	2500	1	Auction/Wholesale	No	No	\$ 53,990	\$ 56,090	101%	(\$426)	\$787
39	PRC2021	2023	Chevrolet	TRAILBLAZER	1	Auction/Wholesale	No	Yes	\$ 23,039	\$ 24,038	95%	\$277	\$2,647
40	PRC2007	2022	Ford	F-150	3	Auction/Wholesale	No	Yes	\$ 49,850	\$ 46,850	105%	\$1,643	\$540
41	PRC2015	2022	Jeep	GRAND WAGONEER	2	Auction/Wholesale	No	No	\$ 69,874	\$ 62,500	110%	\$1,229	\$5,890
42	PRC1993	2021	Jeep	WAGONEER	17	Auction/Wholesale	No	No	\$ 47,763	\$ 47,995	105%	\$2,564	\$1,435

43	PRC1918	2021	Jeep	GRAND CHEROKEE	79	Auction/Wholesale	No	No	\$ 24,527	\$ 25,500	99%	\$1,662	\$1,627
44	PRC2017	2017	Ford	EXPEDITION	2	Auction/Wholesale	No	Yes	\$ 19,995	\$ 15,990	137%	(\$35)	\$1,118
45	PRC2015B	2022	Jeep	GRAND CHEROKEE	1	Trade on Used	No	No	\$ 44,870	\$ 45,990	108%	\$5,340	\$3,276
46	PRC1971	2020	Honda	CIVIC	37	Auction/Wholesale	No	No	\$ 18,415	\$ 18,342	102%	(\$1,545)	\$0
47	PRC2020	2021	Jeep	COMPASS	1	Auction/Wholesale	No	No	\$ 22,895	\$ 22,800	100%	\$507	\$0
48	PRC2023	2022	Dodge	CHARGER	1	Auction/Wholesale	No	No	\$ 26,000	\$ 25,680	104%	\$844	\$787
49	PRC2024	2023	GMC	YUKON	1	Auction/Wholesale	No	Yes	\$ 60,899	\$ 62,995	107%	\$3,480	\$2,005
50	PRC1936A	2021	Chevrolet	SUBURBAN	53	Trade on Used	No	Yes	\$ 39,869	\$ 40,369	99%	\$259	\$0
51	PRC1991A	2013	Nissan	MAXIMA	27	Trade on Used	No	No	\$ 10,699	\$ 8,500	112%	\$330	\$238
52	PRC1920A	2021	GMC	SIERRA	70	Trade on Used	No	Yes	\$ 34,652	\$ 37,995	95%	(\$3,191)	\$2,484
53	PRC2018	2023	Chevrolet	SUBURBAN	1	Auction/Wholesale	No	Yes	\$ 55,995	\$ 54,150	100%	\$0	\$410

## Scoreboard Totals

% Retailed of Non-Franchise Make	35%
Total # Retail Units	75
Avg. Days to Sale	21.0
Avg. Advertised Price (Time of Sale)	\$ 34,738
Avg. Transaction Price	\$ 34,110
Avg. Market Price at 100%	\$ 33,788
Avg. Price to Market % (Time of Sale)	103%
Avg. Transaction to Market	101%
Avg. Transactional Discount	#REF!
Avg. Front-End Gross	\$ 436
Avg. Finance Gross	\$ 1,598
PUVR	#REF!
Total Gross (Units & PUVR)	#REF!
GROI	#REF!
% with Trade	40%
Avg. Over/Under Allowance	\$83



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals		
% Retailed of Non-New Franchise	35%	#DIV/0!	#DIV/0!
Total # Retail Units	75	0	0
Avg. Days to Sale	21.0	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 34,738	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 34,110	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 33,788	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	103%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	101%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#REF!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 436	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,598	#DIV/0!	#DIV/0!
PUVR	#REF!	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	#REF!	#DIV/0!	#DIV/0!
GROI	#REF!	#DIV/0!	#DIV/0!
% with Trade	40%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	83	#DIV/0!	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals		
% Retailed of Non-New Franchise	35%	#DIV/0!	#DIV/0!
Total # Retail Units	75	0	0
Avg. Days to Sale	21.0	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 34,738	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 34,110	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 33,788	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	103%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	101%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#REF!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 436	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,598	#DIV/0!	#DIV/0!
PUVR	#REF!	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	#REF!	#DIV/0!	#DIV/0!
GROI	#REF!	#DIV/0!	#DIV/0!
% with Trade	40%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	83	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals		
% Retailed of Non-New Franchise	35%	#DIV/0!	#DIV/0!
Total # Retail Units	75	0	0
Avg. Days to Sale	21.0	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 34,738	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 34,110	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 33,788	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	103%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	101%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#REF!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 436	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,598	#DIV/0!	#DIV/0!
PUVR	#REF!	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	#REF!	#DIV/0!	#DIV/0!
GROI	#REF!	#DIV/0!	#DIV/0!
% with Trade	40%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	83	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	75	0	113
Avg. Days to Sale	21.0	#DIV/0!	21.0
Avg. Advertised Price (Time of Sale)	\$ 34,738	#DIV/0!	\$ 34,110
Avg. Transaction Price	\$ 34,110	#DIV/0!	\$ 34,110
Avg. Market Price at 100%	\$ 33,788	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	103%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	101%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#REF!	#DIV/0!	#REF!
Avg. Front-End Gross	\$ 436	#DIV/0!	\$ 436
Avg. Finance Gross	\$ 1,598	#DIV/0!	\$ 1,598
PUVR	#REF!	#DIV/0!	#REF!
Total Gross (Units & PUVR)	#REF!	#DIV/0!	#REF!
GROI	#REF!	#DIV/0!	#REF!
% with Trade	40%	#DIV/0!	27%
Avg. Over/Under Allowance	83	#DIV/0!	83



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	75	49	26
Avg. Days to Sale	21.0	17.8	27.2
Avg. Advertised Price (Time of Sale)	\$ 34,738	\$ 37,342	\$ 28,910
Avg. Transaction Price	\$ 34,110	\$ 36,869	\$ 28,910
Avg. Market Price at 100%	\$ 33,788	\$ 36,872	\$ 28,660
Avg. Price to Market % (Time of Sale)	103%	101%	101%
Avg. Transaction to Market	101%	100%	101%
Avg. Transactional Discount	#REF!	\$ 473	#REF!
Avg. Front-End Gross	\$ 436	\$ 536	\$ 249
Avg. Finance Gross	\$ 1,598	\$ 1,561	\$ 1,666
PUVR	#REF!	\$ 2,097	#REF!
Total Gross (Units & PUVR)	#REF!	\$ 102,752	#REF!
GROI	#REF!	115%	#REF!
% with Trade	40%	39%	42%
Avg. Over/Under Allowance	83	278	-267



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	75	3	17
% of Retail Units	100%	4%	23%
% Retailed of Non-New Franchise	35%	0%	53%
Avg. Days to Sale	21.0	31.3	40.4
Avg. Transaction Price	\$ 34,110	\$ 29,667	\$ 28,830
Avg. Transaction to Market %	101%	98%	#REF!
Avg. Transactional Discount	#REF!	\$ 510	#REF!
Avg. Front End Gross	\$ 436	\$ (477)	\$ 433
Avg. Finance Gross	\$ 1,598	\$ 2,315	\$ 1,385
PUVR	#REF!	\$ 1,837	#REF!
Total Gross (Units & PUVR)	#REF!	\$ 5,512	#REF!
GROI	#REF!	71%	#REF!
% with Trade	40%	33%	35%
Avg. Over/Under Allowance	83	-500	-750



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	55	0	0
0%	73%	0%	0%
#DIV/0!	31%	#DIV/0!	#DIV/0!
#DIV/0!	14.5	#DIV/0!	#DIV/0!
#DIV/0!	\$ 35,984	#DIV/0!	#DIV/0!
#DIV/0!	99%	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,004	#DIV/0!	#DIV/0!
#DIV/0!	\$ 488	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,624	#DIV/0!	#DIV/0!
#DIV/0!	\$ 2,112	#DIV/0!	#DIV/0!
#DIV/0!	\$ 116,157	#DIV/0!	#DIV/0!
#DIV/0!	146%	#DIV/0!	#DIV/0!
#DIV/0!	42%	#DIV/0!	#DIV/0!
#DIV/0!	254	#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	75	50	8
% of Retail Units	100%	67%	11%
% Retailed of Non-New Franchise	35%	30%	50%
Avg. Days to Sale	21.0	5.8	37.5
Avg. Transaction Price	\$ 34,110	\$ 35,723	\$ 28,363
Avg. Transaction to Market %	101%	99%	103%
Avg. Transactional Discount	#REF!	\$ 1,241	\$ 280
Avg. Front End Gross	\$ 436	\$ 690	\$ (77)
Avg. Finance Gross	\$ 1,598	\$ 1,582	\$ 2,027
PUVR	#REF!	\$ 2,272	\$ 1,950
Total Gross (Units & PUVR)	#REF!	\$ 113,600	\$ 15,602
GROI	#REF!	392%	66%
% with Trade	40%	34%	50%
Avg. Over/Under Allowance	83	196	625



46-60 days	61-90 days	90+ days
5	5	3
7%	7%	4%
40%	60%	33%
54.6	76.0	108.7
\$ 32,215	\$ 26,744	\$ 21,806
97%	100%	#REF!
\$ 1,320	\$ (910)	#REF!
\$ (134)	\$ (350)	\$ (1,387)
\$ 437	\$ 2,085	\$ 542
\$ 304	\$ 1,736	\$ (845)
\$ 1,518	\$ 8,678	\$ (2,536)
6%	31%	-13%
80%	80%	0%
-250	-500	#DIV/0!