







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	7946056	2019	Ram	1500	13	Trade on Used	Yes	\$ 42,850	\$ 42,850		\$4,400	\$250
2	7167266	2021	Jeep	wrangler	19	Trade on Used	Yes	\$ 71,525	\$ 71,525		\$3,673	\$508
3	6833279	2018	Dodge	charger	52	Trade on Used	No	\$ 22,525	\$ 21,492		\$5,122	\$1,812
4	7069138	2020	Jeep	gladiator	9	Trade on Used	Yes	\$ 34,100	\$ 34,100		\$10,249	\$3,405
5	6980206	2019	Chevrolet	corvette	11	Trade on New	No	\$ 49,500	\$ 49,500		\$45,214	\$2,450
6	7346483	2013	Ram	1500	90	Trade on Used	No	\$ 27,100	\$ 26,000		\$3,761	\$559
7	7646209	2016	Ram	1500	17	Trade on Used	No	\$ 27,675	\$ 27,675		\$5,988	\$1,498
8	6533483	2015	Dodge	charger	1	Trade on Used	No	\$ 4,000	\$ 4,000		\$0	\$0
9	7860257	2018	Jeep	compass	16	Trade on Used	Yes	\$ 22,925	\$ 22,925		\$9,925	\$364
10	7161125	2021	Jeep	cherokee	8	Trade on Used	Yes	\$ 30,225	\$ 29,976		\$6,956	\$4,498
11	7263201	2022	Jeep	grand cherokee	29	Trade on Used	Yes	\$ 41,525	\$ 41,276		\$8,940	\$2,508
12	con2200	2023	Ram	1500	17	Other	Yes	\$ 48,950	\$ 48,950		\$1,525	\$1,631
13	7648023	2016	Dodge	durango	95	Trade on Used	No	\$ 25,125	\$ 24,825		\$1,431	\$404
14	7280002	2022	Chevrolet	siilverado	35	Trade on Used	Yes	\$ 40,000	\$ 36,950		\$8,317	\$2,131
15	7981074	2019	Ford	f-150	168	Trade on Used	No	\$ 41,375	\$ 37,900		\$4,125	\$957
16	6184103	2021	Toyota	camry	105	Trade on Used	Yes	\$ 31,875	\$ 31,626		\$2,537	\$325
17	7346086	2023	Ram	1500	136	Trade on Used	No	\$ 67,975	\$ 67,726		\$6,363	\$2,300
18	7763123b	2017	Jeep	grand cherokee	107	Trade on Used	No	\$ 28,425	\$ 25,500		\$9,600	\$3,806
19	7081016	2020	Ford	explorer	56	Trade on New	Yes	\$ 29,800	\$ 29,651		\$2,644	\$1,756
20	7063016	2010	Jeep	grand cherokee	1	Trade on Used	No	\$ 1,500	\$ 1,500		\$0	\$0
21	7446086	2014	Ram	1500	13	Trade on Used	No	\$ 5,000	\$ 5,000		\$0	\$0
22	6584429	2015	Volkswagen	golf	221	Trade on New	no	\$ 17,750	\$ 16,750		\$2,901	\$1,450
23	7363116	2023	Jeep	grand cherokee	158	Trade on Used	no	\$ 69,400	\$ 69,250		\$5,251	\$3,953
24	7984049	2019	Toyota	tacoma	27	Trade on Used	Yes	\$ 33,825	\$ 32,825		\$10,015	\$842
25	con1919	2018	Dodge	charger	1	Other	No	\$ 66,651	\$ 66,651		\$500	\$2,001
26	7446008	2014	Ram	1500	2	Trade on New	No	\$ 24,668	\$ 24,803		\$4,803	\$0
27	7180591d	2021	Chevrolet	siilverado	2	Trade on Used	No	\$ 48,720	\$ 48,720		\$5,524	\$1,488
28	7368031	2023	Jeep	renegade	186	Trade on New	No	\$ 39,394	\$ 39,145		\$4,540	\$2,508
29	con7706	2020	GMC	sierra	117	Other	Yes	\$ 55,595	\$ 54,595		\$1,735	\$5,726
30	7868465	2018	Jeep	renegade	17	Trade on New	No	\$ 19,150	\$ 18,901		\$3,399	\$1,077



## Scoreboard Totals

% Retailed of Non-Franchise Make	29%
Total # Retail Units	48
Avg. Days to Sale	79.6
Avg. Advertised Price (Time of Sale)	\$ 35,382
Avg. Transaction Price	\$ 34,450
Avg. Market Price at 100%	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!
Avg. Transaction to Market	#DIV/0!
Avg. Transactional Discount	\$ 951
Avg. Front-End Gross	\$ 4,616
Avg. Finance Gross	\$ 1,521
PUVR	\$ 6,267
Total Gross (Units & PUVR)	\$ 300,817
GROI	82%
% with Trade	35%
Avg. Over/Under Allowance	(\$1,201)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals		
% Retailed of Non-New Franchise	29%	#DIV/0!	#DIV/0!
Total # Retail Units	48	0	0
Avg. Days to Sale	79.6	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 35,382	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 34,450	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 951	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 4,616	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,521	#DIV/0!	#DIV/0!
PUVR	\$ 6,267	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 300,817	#DIV/0!	#DIV/0!
GROI	82%	#DIV/0!	#DIV/0!
% with Trade	35%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-1,201	#DIV/0!	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals		
% Retailed of Non-New Franchise	29%	#DIV/0!	#DIV/0!
Total # Retail Units	48	0	0
Avg. Days to Sale	79.6	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 35,382	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 34,450	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 951	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 4,616	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,521	#DIV/0!	#DIV/0!
PUVR	\$ 6,267	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 300,817	#DIV/0!	#DIV/0!
GROI	82%	#DIV/0!	#DIV/0!
% with Trade	35%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-1,201	#DIV/0!	#DIV/0!





























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals		
% Retailed of Non-New Franchise	29%	#DIV/0!	#DIV/0!
Total # Retail Units	48	0	0
Avg. Days to Sale	79.6	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 35,382	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 34,450	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 951	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 4,616	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,521	#DIV/0!	#DIV/0!
PUVR	\$ 6,267	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 300,817	#DIV/0!	#DIV/0!
GROI	82%	#DIV/0!	#DIV/0!
% with Trade	35%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-1,201	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	48	20	28
Avg. Days to Sale	79.6	72.9	84.4
Avg. Advertised Price (Time of Sale)	\$ 35,382	\$ 40,092	\$ 30,974
Avg. Transaction Price	\$ 34,450	\$ 39,317	\$ 30,974
Avg. Market Price at 100%	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 951	\$ 775	\$ 1,082
Avg. Front-End Gross	\$ 4,616	\$ 4,789	\$ 4,492
Avg. Finance Gross	\$ 1,521	\$ 1,734	\$ 1,368
PUVR	\$ 6,267	\$ 6,523	\$ 6,077
Total Gross (Units & PUVR)	\$ 300,817	\$ 130,464	\$ 170,163
GROI	82%	82%	84%
% with Trade	35%	50%	25%
Avg. Over/Under Allowance	-1,201	-1,957	-661



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	48	34	14
Avg. Days to Sale	79.6	85.4	65.6
Avg. Advertised Price (Time of Sale)	\$ 35,382	\$ 35,507	\$ 34,020
Avg. Transaction Price	\$ 34,450	\$ 34,628	\$ 34,020
Avg. Market Price at 100%	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 951	\$ 906	\$ 1,059
Avg. Front-End Gross	\$ 4,616	\$ 3,421	\$ 7,517
Avg. Finance Gross	\$ 1,521	\$ 1,449	\$ 1,696
PUVR	\$ 6,267	\$ 5,017	\$ 9,213
Total Gross (Units & PUVR)	\$ 300,817	\$ 170,581	\$ 128,986
GROI	82%	61%	149%
% with Trade	35%	38%	29%
Avg. Over/Under Allowance	-1,201	-1,307	-943



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	48	16	27
% of Retail Units	100%	33%	56%
% Retailed of Non-New Franchise	29%	31%	30%
Avg. Days to Sale	79.6	122.7	63.1
Avg. Transaction Price	\$ 34,450	\$ 33,376	\$ 33,499
Avg. Transaction to Market %	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 951	\$ 835	\$ 1,115
Avg. Front End Gross	\$ 4,616	\$ 5,747	\$ 4,564
Avg. Finance Gross	\$ 1,521	\$ 1,527	\$ 1,417
PUVR	\$ 6,267	\$ 7,274	\$ 5,981
Total Gross (Units & PUVR)	\$ 300,817	\$ 116,386	\$ 161,475
GROI	82%	64%	102%
% with Trade	35%	31%	37%
Avg. Over/Under Allowance	-1,201	-1,304	-1,066





BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	1	4
0%	2%	8%
#DIV/0!	0%	25%
#DIV/0!	16.0	34.8
#DIV/0!	\$ 44,926	\$ 42,549
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	\$ 249	\$ 333
#DIV/0!	\$ 2,609	\$ 940
#DIV/0!	\$ 962	\$ 2,340
#DIV/0!	\$ 3,571	\$ 4,373
#DIV/0!	\$ 3,571	\$ 17,491
#DIV/0!	179%	106%
#DIV/0!	100%	25%
#DIV/0!	-7,000	-250

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	48	24	3
% of Retail Units	100%	50%	6%
% Retailed of Non-New Franchise	29%	21%	100%
Avg. Days to Sale	79.6	11.2	34.0
Avg. Transaction Price	\$ 34,450	\$ 30,867	\$ 28,463
Avg. Transaction to Market %	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 951	\$ 710	\$ 1,100
Avg. Front End Gross	\$ 4,616	\$ 6,290	\$ 8,788
Avg. Finance Gross	\$ 1,521	\$ 1,274	\$ 1,641
PUVR	\$ 6,267	\$ 7,564	\$ 10,429
Total Gross (Units & PUVR)	\$ 300,817	\$ 181,543	\$ 31,286
GROI	82%	790%	388%
% with Trade	35%	33%	33%
Avg. Over/Under Allowance	-1,201	-1,476	-1,500



46-60 days	61-90 days	90+ days
2	3	16
4%	6%	33%
50%	33%	25%
54.0	76.3	194.6
\$ 25,572	\$ 36,464	\$ 41,681
#DIV/0!	#DIV/0!	#DIV/0!
\$ 591	\$ 528	\$ 1,395
\$ 3,883	\$ 1,837	\$ 1,934
\$ 1,784	\$ 1,044	\$ 1,925
\$ 5,667	\$ 2,881	\$ 3,859
\$ 11,334	\$ 8,642	\$ 61,745
148%	37%	17%
100%	67%	25%
-3,184	333	-771