









Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CP O	Advertised Price (Time of Sale)	\$ 99.00	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	374631a	23	Ford	explorer	66	Trade on New	Yes	\$ 39,999	\$ 37,395	90%	(\$3,842)	\$3,101
2	374644b	18	Ford	f-150	79	Trade on Used	No	\$ 26,970	\$ 26,970	94%	\$55	\$1,425
3	374695a	19	Hyundai	Kona	19	Trade on New	No	\$ 19,988	\$ 19,280	103%	\$1,062	\$2,107
4	374907a	22	Ford	f-150	40	Trade on New	Yes	\$ 51,799	\$ 51,799	98%	(\$973)	\$1,173
5	930402	21	Ford	Bronco Sport	57	Auction/Wholesale	No	\$ 23,288	\$ 23,288	95%		
6	209632a	21	Ford	Ranger	8	Trade on New	Yes	\$ 31,999	\$ 31,999	100%	\$3,411	
7	930605	20	Ford	edge	21	Auction/Wholesale	No	\$ 25,066	\$ 24,425	97%	(\$3,000)	
8	373995a	21	Ford	escape	15	Trade on New	Yes	\$ 21,990	\$ 21,990	97%	\$2,334	\$1,739
9	374279b	21	Jeep	wrangler	32	Trade on Used	Yes	\$ 33,266	\$ 33,266	94%	\$996	\$266
10	374646a	22	Ford	f-250	121	Trade on New	No	\$ 38,999	\$ 38,999	85%	(\$1,658)	\$2,030
11	375107a	18	Ram	3500	28	Trade on New	No	\$ 29,566	\$ 29,566	92%	\$1,600	\$2,483
12	930616	21	Chevrolet	Spark	25	Auction/Wholesale	Yes	\$ 13,566	\$ 13,566	93%	\$149	\$2,930
13	930027	23	Ford	Bronco Sport	145	Street/Curb Buy	Yes	\$ 30,490	\$ 30,490	94%	(\$1,322)	\$3,889
14	929638b	19	Ford	escape	47	Trade on Used	No	\$ 16,566	\$ 16,566	100%	\$1,895	\$733
15	930404	21	Ford	explorer	64	Auction/Wholesale	No	\$ 29,088	\$ 29,088	94%	\$0	\$1,253
16	612109a	20	Ram	1500	14	Trade on New	No	\$ 31,799	\$ 31,799	104%	\$1,247	\$702
17	596239a	22	Hyundai	Palisade	21	Trade on New	Yes	\$ 33,899	\$ 33,899	99%	\$3,428	\$564
18	374323a	16	Ford	F-150	29	Trade on New	No	\$ 23,466	\$ 23,466	103%	\$3,883	\$616
19	930604	21	Ford	escape	26	Auction/Wholesale	No	\$ 20,780	\$ 20,780	100%	(\$1,691)	\$1,671
20	930351	19	Subaru	Crosstrek	83	Auction/Wholesale	No	\$ 18,465	\$ 18,465	107%	\$1,042	\$1,800
21	375096a	16	Ford	Focus	26	Trade on New	No	\$ 8,466	\$ 8,466	105%	\$2,146	\$100
22	375123a	15	Ford	F-150	4	Trade on New	No	\$ 19,469	\$ 19,469	107%	\$4,541	\$782
23	374481a	14	Toyota	Tacoma	28	Trade on New	No	\$ 25,460	\$ 25,088	101%	\$701	\$1,666
24	930404a	14	Ford	explorer	10	Trade on Used	No	\$ 19,969	\$ 16,429	121%	\$2,488	
25	930603	21	Ford	Escape	33	Auction/Wholesale		\$ 21,580	\$ 21,580	96%	(\$2,695)	\$722
26	930027a	16	Ford	edge	10	Trade on Used	No	\$ 14,966	\$ 14,519	111%	\$2,601	\$2,376
27	374393a	17	Chevrolet	Silverado	17	Trade on Used	No	\$ 25,966	\$ 25,966	104%	\$3,233	\$1,800

28	611669b	21	Ford	F-150	31	Trade on Used	Yes	\$	46,179	\$	46,179	95%	(\$2,212)	\$3,814
29	930392	21	Hyundai	Tucson	86	Auction/Wholesale	No	\$	26,999	\$	26,999	136%	\$1,263	\$3,753
30	374392a	17	Hyundai	Sante Fe	35	Trade on New	No	\$	13,566	\$	11,466	115%	\$1,370	\$913
31	930762	13	Ford	edge	7	Street/Curb Buy	No	\$	13,966	\$	13,966	113%	\$1,901	\$1,424
32	374773a	19	Ford	-150	32	Trade on New	No	\$	25,666	\$	25,666	97%	(\$992)	\$227
33	930627	21	Kia	Seltos	41	Street/Curb Buy		\$	16,966	\$	16,612	99%	\$1,674	\$1,291
34	930792	23	Ford	Bronco Sport	7	ntal Fleet (Enterprise, e	Yes	\$	31,699	\$	31,000	103%	\$1,624	\$122
35	930577	22	Subaru	Outback	46	Auction/Wholesale	Yes	\$	30,699	\$	29,388	96%	\$51	
36	375365a	19	Hyundai	Kona	2	Trade on New	Yes	\$	14,969	\$	14,969	105%	\$3,612	\$658
37	374907b	12	Ford	f-150	25	Trade on Used	No	\$	17,969	\$	16,469	116%	\$8	\$409
38	930737	19	Mazda	Miata	20	Street/Curb Buy	No	\$	25,970	\$	25,970	100%	\$2,475	\$1,656
39	373898a	22	Ford	escape	64	Trade on New	Yes	\$	25,699	\$	24,400	91%	(\$576)	\$102
40	930381	17	Ford	F-350	91	Street/Curb Buy	No	\$	29,460	\$	28,325	82%	(\$1,927)	\$250
41	711859b	20	Ford	Explorler	18	Trade on Used	No	\$	31,288	\$	31,288	102%	\$268	\$1,713
42	930403	21	GMC	Yukon	88	Auction/Wholesale	No	\$	36,469	\$	35,969	86%	(\$3,070)	\$1,024
43	374759a	21	Ford	Explorer	21	Trade on New	Yes	\$	31,590	\$	31,590	100%	\$3,516	\$1,871
44	930621	20	Hyundai	Elantra	49	Auction/Wholesale	No	\$	14,366	\$	14,366	94%	(\$1,745)	\$1,736
45	930660	18	Ford	fusion	46	Street/Curb Buy	No	\$	17,477	\$	17,000	94%	\$1,535	\$827
46	930539	22	Ford	Ranger	64	Street/Curb Buy	Yes	\$	39,999	\$	38,999	99%	\$1,921	\$967
47	375232a	19	Ford	edge	27	Trade on New	No	\$	19,177	\$	18,545	102%	\$1,001	
48	406520a	17	Toyota	Prius	124	Trade on New	No	\$	18,988	\$	18,488	87%	\$2,107	\$251
49	930663	13	Toyota	FJ Cruiser	40	Street/Curb Buy	No	\$	26,460	\$	264,460	97%	\$1,299	
50	612029b	18	Ford	F-150	50	Trade on Used	No	\$	20,260	\$	20,260	98%	(\$2,320)	
51	374922a	20	Ford	Expedition	2	Trade on New	Yes	\$	43,999	\$	43,999	100%	\$3,037	\$819
52	612109b	22	Ford	Bronco Sport	31	Trade on Used	Yes	\$	29,990	\$	29,990	98%	(\$965)	\$1,169
53	930720	15	Audi	Q5	33	Street/Curb Buy	No	\$	11,969	\$	11,969	101%	(\$172)	\$109

## Scoreboard Totals

% Retailed of Non-Franchise Make	45%
Total # Retail Units	100
Avg. Days to Sale	38.3
Avg. Advertised Price (Time of Sale)	\$ 27,896
Avg. Transaction Price	\$ 29,396
Avg. Market Price at 100%	\$ 14,113
Avg. Price to Market % (Time of Sale)	198%
Avg. Transaction to Market	208%
Avg. Transactional Discount	#REF!
Avg. Front-End Gross	\$ 901
Avg. Finance Gross	\$ 1,599
PUVR	\$ 2,131
Total Gross (Units & PUVR)	\$ 213,061
GROI	68%
% with Trade	48%
Avg. Over/Under Allowance	\$528



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Andy King	
% Retailed of Non-New Franchise	45%	44%	#DIV/0!
Total # Retail Units	100	63	0
Avg. Days to Sale	38.3	33.2	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 27,896	\$ 27,963	#DIV/0!
Avg. Transaction Price	\$ 29,396	\$ 27,144	#DIV/0!
Avg. Market Price at 100%	\$ 14,113	#REF!	#DIV/0!
Avg. Price to Market % (Time of Sale)	198%	#REF!	#DIV/0!
Avg. Transaction to Market	208%	#REF!	#DIV/0!
Avg. Transactional Discount	#REF!	#REF!	#DIV/0!
Avg. Front-End Gross	\$ 901	\$ 1,046	#DIV/0!
Avg. Finance Gross	\$ 1,599	\$ 1,695	#DIV/0!
PUVR	\$ 2,131	\$ 2,471	#DIV/0!
Total Gross (Units & PUVR)	\$ 213,061	\$ 155,682	#DIV/0!
GROI	68%	99%	#DIV/0!
% with Trade	48%	48%	#DIV/0!
Avg. Over/Under Allowance	528	436	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals		Chris Leen
% Retailed of Non-New Franchise	45%	#DIV/0!	38%
Total # Retail Units	100	0	16
Avg. Days to Sale	38.3	#DIV/0!	33.9
Avg. Advertised Price (Time of Sale)	\$ 27,896	#DIV/0!	\$ 29,199
Avg. Transaction Price	\$ 29,396	#DIV/0!	\$ 28,609
Avg. Market Price at 100%	\$ 14,113	#DIV/0!	\$ 29,212
Avg. Price to Market % (Time of Sale)	198%	#DIV/0!	100%
Avg. Transaction to Market	208%	#DIV/0!	98%
Avg. Transactional Discount	#REF!	#DIV/0!	\$ 590
Avg. Front-End Gross	\$ 901	#DIV/0!	\$ 1,206
Avg. Finance Gross	\$ 1,599	#DIV/0!	\$ 2,152
PUVR	\$ 2,131	#DIV/0!	\$ 2,879
Total Gross (Units & PUVR)	\$ 213,061	#DIV/0!	\$ 46,065
GROI	68%	#DIV/0!	107%
% with Trade	48%	#DIV/0!	44%
Avg. Over/Under Allowance	528	#DIV/0!	375

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals		
% Retailed of Non-New Franchise	45%	#DIV/0!	#DIV/0!
Total # Retail Units	100	0	0
Avg. Days to Sale	38.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 27,896	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 29,396	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 14,113	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	198%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	208%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#REF!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 901	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,599	#DIV/0!	#DIV/0!
PUVR	\$ 2,131	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 213,061	#DIV/0!	#DIV/0!
GROI	68%	#DIV/0!	#DIV/0!
% with Trade	48%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	528	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	100	30	67
Avg. Days to Sale	38.3	38.0	37.4
Avg. Advertised Price (Time of Sale)	\$ 27,896	\$ 37,117	\$ 26,869
Avg. Transaction Price	\$ 29,396	\$ 35,275	\$ 26,869
Avg. Market Price at 100%	\$ 14,113	#REF!	#REF!
Avg. Price to Market % (Time of Sale)	198%	#REF!	#REF!
Avg. Transaction to Market	208%	#REF!	#REF!
Avg. Transactional Discount	#REF!	#REF!	\$ (2,932)
Avg. Front-End Gross	\$ 901	\$ 1,096	\$ 957
Avg. Finance Gross	\$ 1,599	\$ 1,866	\$ 1,488
PUVR	\$ 2,131	\$ 2,589	\$ 2,063
Total Gross (Units & PUVR)	\$ 213,061	\$ 77,665	\$ 138,253
GROI	68%	70%	74%
% with Trade	48%	67%	37%
Avg. Over/Under Allowance	528	530	431



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	100	55	45
Avg. Days to Sale	38.3	38.1	38.5
Avg. Advertised Price (Time of Sale)	\$ 27,896	\$ 31,105	\$ 27,765
Avg. Transaction Price	\$ 29,396	\$ 30,731	\$ 27,765
Avg. Market Price at 100%	\$ 14,113	#REF!	\$ 24,438
Avg. Price to Market % (Time of Sale)	198%	#REF!	114%
Avg. Transaction to Market	208%	#REF!	114%
Avg. Transactional Discount	#REF!	#REF!	\$ (3,720)
Avg. Front-End Gross	\$ 901	\$ 631	\$ 1,232
Avg. Finance Gross	\$ 1,599	\$ 1,646	\$ 1,530
PUVR	\$ 2,131	\$ 2,026	\$ 2,258
Total Gross (Units & PUVR)	\$ 213,061	\$ 111,440	\$ 101,621
GROI	68%	62%	76%
% with Trade	48%	53%	42%
Avg. Over/Under Allowance	528	764	227



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	100	45	25
% of Retail Units	100%	45%	25%
% Retailed of Non-New Franchise	45%	44%	36%
Avg. Days to Sale	38.3	34.2	33.4
Avg. Transaction Price	\$ 29,396	\$ 27,493	\$ 27,284
Avg. Transaction to Market %	208%	#REF!	#REF!
Avg. Transactional Discount	#REF!	#REF!	\$ 294
Avg. Front End Gross	\$ 901	\$ 1,248	\$ 859
Avg. Finance Gross	\$ 1,599	\$ 1,381	\$ 1,866
PUVR	\$ 2,131	\$ 2,362	\$ 2,202
Total Gross (Units & PUVR)	\$ 213,061	\$ 106,295	\$ 55,062
GROI	68%	90%	87%
% with Trade	48%	47%	40%
Avg. Over/Under Allowance	528	355	1,067



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
18	11	0	0
18%	11%	0%	0%
56%	55%	#DIV/0!	#DIV/0!
48.1	52.5	#DIV/0!	#DIV/0!
\$ 40,635	\$ 23,447	#DIV/0!	#DIV/0!
135%	99%	#DIV/0!	#DIV/0!
\$ (9,593)	\$ 223	#DIV/0!	#DIV/0!
\$ 1,108	\$ (970)	#DIV/0!	#DIV/0!
\$ 1,773	\$ 1,861	#DIV/0!	#DIV/0!
\$ 2,487	\$ 472	#DIV/0!	#DIV/0!
\$ 44,765	\$ 5,193	#DIV/0!	#DIV/0!
46%	14%	#DIV/0!	#DIV/0!
56%	55%	#DIV/0!	#DIV/0!
750	283	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	1	0
0%	1%	0%
#DIV/0!	0%	#DIV/0!
#DIV/0!	7.0	#DIV/0!
#DIV/0!	\$ 31,000	#DIV/0!
#DIV/0!	101%	#DIV/0!
#DIV/0!	\$ 699	#DIV/0!
#DIV/0!	\$ 1,624	#DIV/0!
#DIV/0!	\$ 122	#DIV/0!
#DIV/0!	\$ 1,746	#DIV/0!
#DIV/0!	\$ 1,746	#DIV/0!
#DIV/0!	290%	#DIV/0!
#DIV/0!	100%	#DIV/0!
#DIV/0!	1,000	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	100	51	19
% of Retail Units	100%	51%	19%
% Retailed of Non-New Franchise	45%	43%	53%
Avg. Days to Sale	38.3	17.2	35.8
Avg. Transaction Price	\$ 29,396	\$ 24,968	\$ 43,494
Avg. Transaction to Market %	208%	#REF!	143%
Avg. Transactional Discount	#REF!	#REF!	\$ (12,372)
Avg. Front End Gross	\$ 901	\$ 2,032	\$ 515
Avg. Finance Gross	\$ 1,599	\$ 1,543	\$ 1,377
PUVR	\$ 2,131	\$ 3,575	\$ 1,892
Total Gross (Units & PUVR)	\$ 213,061	\$ 182,318	\$ 35,947
GROI	68%	300%	44%
% with Trade	48%	43%	58%
Avg. Over/Under Allowance	528	532	1,171



46-60 days	61-90 days	90+ days
11	11	8
11%	11%	8%
45%	45%	38%
50.9	72.8	113.9
\$ 23,752	\$ 25,785	\$ 36,874
#REF!	81%	#REF!
\$ 315	\$ 5,963	\$ 324
\$ (165)	\$ (58)	\$ (2,605)
\$ 1,737	\$ 2,039	\$ 1,632
\$ 1,572	\$ 1,981	\$ (972)
\$ 17,289	\$ 21,792	\$ (7,778)
47%	38%	-8%
45%	64%	38%
425	-425	0