

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Mark Bjornnes	Greg Graves	Matthew Stokke
Trevor Haug	Amber Zimmermann	Charlie Gillespie
Tom Kulick	Nick	Dave Wells
		Dan Jensen
		Bob Graff
		Chase Keller
		Grant Steinhorst
		Esteban Carchipendo

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	232097F	2019	Audi	Q7	4	Trade on New	No	\$ 21,998	\$ 21,998	89%	\$1,942	\$0
2	24T170	2021	Ford	Transit	70	Auto Fleet (Enterprise, e	No	\$ 38,998	\$ 38,998	96%	\$4,326	\$750
3	246225F	2019	Ford	F150	14	Trade on New	No	\$ 24,998	\$ 24,248	99%	\$4,874	\$600
4	23TR276	2023	Ford	F150	344	Auto Fleet (Enterprise, e	No	\$ 44,998	\$ 44,998	96%	(\$5,303)	\$970
5	24TR202	2022	Ford	Explorer	41	Auction/Wholesale	No	\$ 33,998	\$ 33,498	100%	\$951	\$0
6	24TR149F	2022	Ford	Expedition	55	Trade on Used	No	\$ 55,998	\$ 55,498	104%	\$2,064	\$0
7	246035a	2025	Toyota	Camery	96	Trade on New	No	\$ 30,998	\$ 30,498	98%	\$320	\$0
8	24tx224	2023	Ford	Transit	15	Auto Fleet (Enterprise, e	No	\$ 53,998	\$ 53,673	102%	\$6,905	\$0
9	246220a	2016	Infiniti	Q50	16	Trade on New	No	\$ 13,998	\$ 13,998	96%	\$4,191	\$0
10	248022F	2020	Chevrolet	traxx	108	Trade on New	No	\$ 18,498	\$ 17,000	90%	(\$406)	\$0
11	248083F	2022	Toyota	Rav4	83	Trade on New	No	\$ 37,498	\$ 36,826	96%	\$1,000	\$1,931
12	252043F	2016	Ford	Explorer	26	Trade on New	No	\$ 18,998	\$ 18,998	97%	\$3,247	\$2,672
13	23tr82	2023	Ford	F150	337	Auction/Wholesale	No	\$ 54,998	\$ 54,998	110%	(\$4,488)	\$1,327
14	242089A	2017	Chevrolet	Cruz	14	Trade on New	No	\$ 5,498	\$ 5,498	82%	\$3,298	\$0
15	246135F	2021	Ford	F150	118	Trade on Used	No	\$ 41,998	\$ 41,998	101%	\$2,304	\$1,838
16	24TR199	2022	Ford	Expedition	48	Auction/Wholesale	No	\$ 59,498	\$ 58,498	101%	\$454	\$1,336
17	248061A	2016	Kia	Forte	55	Trade on New	No	\$ 10,498	\$ 10,000	97%	\$1,594	\$0
18	236249F	2018	Honda	CRV	31	Trade on Used	No	\$ 23,498	\$ 23,498	96%	\$2,112	\$157
19	248075F	2023	Subaru	crosstrax	55	Trade on New	No	\$ 23,998	\$ 23,498	98%	\$1,589	\$607
20	243504F	2021	Jeep	Wranger	106	Trade on New	No	\$ 39,998	\$ 38,998	96%	\$10	\$1,461
21	242092F	2017	Ford	escape	17	Trade on New	No	\$ 12,998	\$ 12,998	100%	\$5,225	\$821
22	24tr184	2022	Ford	escape	48	Auction/Wholesale	No	\$ 23,998	\$ 23,998	100%	\$262	\$1,844
23	236249	2018	Honda	CRV	36	Trade on Used	No	\$ 23,498	\$ 22,998	95%	\$1,600	\$0
24	246070G	2015	Nissan	Rogue	22	Other	No	\$ 10,998	\$ 10,560	100%	\$2,247	\$0
25	24px229	2020	Ford	Fusion	3	Auto Fleet (Enterprise, e	No	\$ 16,998	\$ 16,998	98%	\$6,700	\$1,646
26	24TR191	2022	Ford	Explorer	54	Auction/Wholesale	No	\$ 42,998	\$ 42,998	100%	\$877	\$1,914
27	23TR282A	2010	Ford	FUSION	8	Trade on Used	No	\$ 7,998	\$ 7,998	120%	\$4,073	\$0
28	23TR276A	2015	GMC	SIERRA	15	Trade on Used	No	\$ 16,498	\$ 15,098	96%	\$3,313	\$0
29	24TR122f	2013	Ford	ESCAPE	88	Trade on Used	No	\$ 8,998	\$ 8,998	96%	\$3,526	\$0
30	24tr28	2021	Ford	f150	292	Auction/Wholesale	No	\$ 34,498	\$ 34,498	91%	(\$3,953)	\$0

Scoreboard Totals

% Retailed of Non-Franchise Make	41%
Total # Retail Units	44
Avg. Days to Sale	78.0
Avg. Advertised Price (Time of Sale)	\$ 29,013
Avg. Transaction Price	\$ 28,704
Avg. Market Price at 100%	\$ 29,757
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	96%
Avg. Transactional Discount	\$ 309
Avg. Front-End Gross	\$ 1,542
Avg. Finance Gross	\$ 670
PUVR	\$ 2,212
Total Gross (Units & PUVR)	\$ 97,349
GROI	36%
% with Trade	27%
Avg. Over/Under Allowance	\$68



Scoreboard

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Desk Manager	Totals	Mark Bjornnes	Trevor Haug
% Retailed of Non-New Franchise	41%	57%	42%
Total # Retail Units	44	7	33
Avg. Days to Sale	78.0	68.0	74.4
Avg. Advertised Price (Time of Sale)	\$ 29,013	\$ 18,855	\$ 30,669
Avg. Transaction Price	\$ 28,704	\$ 18,521	\$ 30,358
Avg. Market Price at 100%	\$ 29,757	\$ 19,841	\$ 31,121
Avg. Price to Market % (Time of Sale)	98%	95%	99%
Avg. Transaction to Market	96%	93%	98%
Avg. Transactional Discount	\$ 309	\$ 334	\$ 311
Avg. Front-End Gross	\$ 1,542	\$ 2,020	\$ 1,614
Avg. Finance Gross	\$ 670	\$ 163	\$ 702
PUVR	\$ 2,212	\$ 2,183	\$ 2,316
Total Gross (Units & PUVR)	\$ 97,349	\$ 15,282	\$ 76,438
GROI	36%	62%	37%
% with Trade	27%	0%	33%
Avg. Over/Under Allowance	68	0	61



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Tom Kulick			
0%	#DIV/0!	#DIV/0!	#DIV/0!
4	0	0	0
125.5	#DIV/0!	#DIV/0!	#DIV/0!
\$ 33,123	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,874	#DIV/0!	#DIV/0!	#DIV/0!
\$ 34,563	#DIV/0!	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 250	#DIV/0!	#DIV/0!	#DIV/0!
\$ 114	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,293	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,407	#DIV/0!	#DIV/0!	#DIV/0!
\$ 5,629	#DIV/0!	#DIV/0!	#DIV/0!
12%	#DIV/0!	#DIV/0!	#DIV/0!
25%	#DIV/0!	#DIV/0!	#DIV/0!
250	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Matthew Stokke	Charlie Gillespie
% Retailed of Non-New Franchise	41%	42%	67%
Total # Retail Units	44	12	3
Avg. Days to Sale	78.0	76.9	94.7
Avg. Advertised Price (Time of Sale)	\$ 29,013	\$ 29,165	\$ 28,331
Avg. Transaction Price	\$ 28,704	\$ 28,837	\$ 28,331
Avg. Market Price at 100%	\$ 29,757	\$ 29,618	\$ 29,245
Avg. Price to Market % (Time of Sale)	98%	98%	97%
Avg. Transaction to Market	96%	97%	97%
Avg. Transactional Discount	\$ 309	\$ 328	\$ -
Avg. Front-End Gross	\$ 1,542	\$ 1,011	\$ 3,904
Avg. Finance Gross	\$ 670	\$ 702	\$ 616
PUVR	\$ 2,212	\$ 1,712	\$ 4,520
Total Gross (Units & PUVR)	\$ 97,349	\$ 20,548	\$ 13,559
GROI	36%	28%	61%
% with Trade	27%	33%	33%
Avg. Over/Under Allowance	68	0	0



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Dave Wells	Chase Keller	Esteban Carchipend	Grant Steinhorst
33%	0%	30%	75%
6	1	10	4
58.0	337.0	52.7	46.8
\$ 31,248	\$ 54,998	\$ 30,163	\$ 18,123
\$ 30,861	\$ 54,998	\$ 29,870	\$ 18,123
\$ 31,944	\$ 49,998	\$ 30,528	\$ 19,834
98%	110%	99%	91%
97%	110%	98%	91%
\$ 387	\$ -	\$ 292	\$ -
\$ 2,389	\$ (4,488)	\$ 1,972	\$ 2,128
\$ 1,121	\$ 1,327	\$ 920	\$ -
\$ 3,509	\$ (3,161)	\$ 2,892	\$ 2,128
\$ 21,055	\$ (3,161)	\$ 28,923	\$ 8,511
71%	-6%	66%	90%
17%	100%	30%	0%
166	0	200	0

Bob Graff	Dan Jensen		
40%	33%	#DIV/0!	#DIV/0!
5	3	0	0
63.0	170.7	#DIV/0!	#DIV/0!
\$ 26,498	\$ 30,831	#DIV/0!	#DIV/0!
\$ 25,896	\$ 30,365	#DIV/0!	#DIV/0!
\$ 27,606	\$ 32,229	#DIV/0!	#DIV/0!
96%	96%	#DIV/0!	#DIV/0!
94%	94%	#DIV/0!	#DIV/0!
\$ 602	\$ 467	#DIV/0!	#DIV/0!
\$ 1,811	\$ (1,037)	#DIV/0!	#DIV/0!
\$ 200	\$ 323	#DIV/0!	#DIV/0!
\$ 2,011	\$ (714)	#DIV/0!	#DIV/0!
\$ 10,056	\$ (2,142)	#DIV/0!	#DIV/0!
44%	-5%	#DIV/0!	#DIV/0!
20%	33%	#DIV/0!	#DIV/0!
0	0	#DIV/0!	#DIV/0!

Scoreboard

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Finance Manager	Totals	Greg Graves	Amber Zimmer
% Retailed of Non-New Franchise	41%	27%	50%
Total # Retail Units	44	15	10
Avg. Days to Sale	78.0	62.5	105.0
Avg. Advertised Price (Time of Sale)	\$ 29,013	\$ 29,678	\$ 29,698
Avg. Transaction Price	\$ 28,704	\$ 29,465	\$ 29,281
Avg. Market Price at 100%	\$ 29,757	\$ 30,072	\$ 30,000
Avg. Price to Market % (Time of Sale)	98%	99%	99%
Avg. Transaction to Market	96%	98%	98%
Avg. Transactional Discount	\$ 309	\$ 213	\$ 417
Avg. Front-End Gross	\$ 1,542	\$ 1,561	\$ 690
Avg. Finance Gross	\$ 670	\$ 473	\$ 1,145
PUVR	\$ 2,212	\$ 2,035	\$ 1,834
Total Gross (Units & PUVR)	\$ 97,349	\$ 30,518	\$ 18,343
GROI	36%	40%	21%
% with Trade	27%	0%	0%
Avg. Over/Under Allowance	68	67	100



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Nick			
47%	#DIV/0!	#DIV/0!	#DIV/0!
19	0	0	0
76.1	#DIV/0!	#DIV/0!	#DIV/0!
\$ 28,127	#DIV/0!	#DIV/0!	#DIV/0!
\$ 27,799	#DIV/0!	#DIV/0!	#DIV/0!
\$ 29,108	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 328	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,976	#DIV/0!	#DIV/0!	#DIV/0!
\$ 576	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,552	#DIV/0!	#DIV/0!	#DIV/0!
\$ 48,488	#DIV/0!	#DIV/0!	#DIV/0!
43%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
53	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Trade on New	No
Total # Retail Units	44	0	41
Avg. Days to Sale	78.0	#DIV/0!	73.2
Avg. Advertised Price (Time of Sale)	\$ 29,013	#DIV/0!	\$ 28,348
Avg. Transaction Price	\$ 28,704	#DIV/0!	\$ 28,348
Avg. Market Price at 100%	\$ 29,757	#DIV/0!	\$ 29,236
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	97%
Avg. Transaction to Market	96%	#DIV/0!	97%
Avg. Transactional Discount	\$ 309	#DIV/0!	\$ 331
Avg. Front-End Gross	\$ 1,542	#DIV/0!	\$ 1,780
Avg. Finance Gross	\$ 670	#DIV/0!	\$ 714
PUVR	\$ 2,212	#DIV/0!	\$ 2,494
Total Gross (Units & PUVR)	\$ 97,349	#DIV/0!	\$ 102,251
GROI	36%	#DIV/0!	43%
% with Trade	27%	#DIV/0!	27%
Avg. Over/Under Allowance	68	#DIV/0!	49



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	44	26	18
Avg. Days to Sale	78.0	94.8	53.8
Avg. Advertised Price (Time of Sale)	\$ 29,013	\$ 34,119	\$ 21,192
Avg. Transaction Price	\$ 28,704	\$ 33,904	\$ 21,192
Avg. Market Price at 100%	\$ 29,757	\$ 34,513	\$ 22,600
Avg. Price to Market % (Time of Sale)	98%	99%	94%
Avg. Transaction to Market	96%	98%	94%
Avg. Transactional Discount	\$ 309	\$ 215	\$ 445
Avg. Front-End Gross	\$ 1,542	\$ 1,089	\$ 2,197
Avg. Finance Gross	\$ 670	\$ 888	\$ 355
PUVR	\$ 2,212	\$ 1,977	\$ 2,553
Total Gross (Units & PUVR)	\$ 97,349	\$ 51,403	\$ 45,946
GROI	36%	22%	81%
% with Trade	27%	42%	6%
Avg. Over/Under Allowance	68	115	0



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	44	15	10
% of Retail Units	100%	34%	23%
% Retailed of Non-New Franchise	41%	67%	50%
Avg. Days to Sale	78.0	49.2	41.3
Avg. Transaction Price	\$ 28,704	\$ 22,667	\$ 25,007
Avg. Transaction to Market %	96%	93%	99%
Avg. Transactional Discount	\$ 309	\$ 361	\$ 341
Avg. Front End Gross	\$ 1,542	\$ 2,399	\$ 3,311
Avg. Finance Gross	\$ 670	\$ 767	\$ 523
PUVR	\$ 2,212	\$ 3,166	\$ 3,835
Total Gross (Units & PUVR)	\$ 97,349	\$ 47,495	\$ 38,346
GROI	36%	102%	134%
% with Trade	27%	7%	30%
Avg. Over/Under Allowance	68	67	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
1	13	0	0
2%	30%	0%	0%
100%	8%	#DIV/0!	#DIV/0!
70.0	135.2	#DIV/0!	#DIV/0!
\$ 25,998	\$ 37,052	#DIV/0!	#DIV/0!
94%	98%	#DIV/0!	#DIV/0!
\$ 1,000	\$ 231	#DIV/0!	#DIV/0!
\$ (424)	\$ (1,207)	#DIV/0!	#DIV/0!
\$ -	\$ 722	#DIV/0!	#DIV/0!
\$ (424)	\$ (485)	#DIV/0!	#DIV/0!
\$ (424)	\$ (6,309)	#DIV/0!	#DIV/0!
-8%	-3%	#DIV/0!	#DIV/0!
0%	54%	#DIV/0!	#DIV/0!
0	154	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	4	1
0%	9%	2%
#DIV/0!	0%	100%
#DIV/0!	108.0	22.0
#DIV/0!	\$ 38,667	\$ 10,560
#DIV/0!	98%	96%
#DIV/0!	\$ 81	\$ 438
#DIV/0!	\$ 3,157	\$ 2,247
#DIV/0!	\$ 842	\$ -
#DIV/0!	\$ 3,999	\$ 2,247
#DIV/0!	\$ 15,994	\$ 2,247
#DIV/0!	34%	348%
#DIV/0!	25%	0%
#DIV/0!	0	0

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	44	13	6
% of Retail Units	100%	30%	14%
% Retailed of Non-New Franchise	41%	46%	67%
Avg. Days to Sale	78.0	14.0	35.2
Avg. Transaction Price	\$ 28,704	\$ 19,465	\$ 26,665
Avg. Transaction to Market %	96%	96%	97%
Avg. Transactional Discount	\$ 309	\$ 302	\$ 167
Avg. Front End Gross	\$ 1,542	\$ 4,162	\$ 2,831
Avg. Finance Gross	\$ 670	\$ 606	\$ 566
PUVR	\$ 2,212	\$ 4,768	\$ 3,397
Total Gross (Units & PUVR)	\$ 97,349	\$ 61,987	\$ 20,381
GROI	36%	630%	130%
% with Trade	27%	0%	33%
Avg. Over/Under Allowance	68	0	0



46-60 days	61-90 days	90+ days
6	6	13
14%	14%	30%
33%	33%	31%
52.5	75.3	174.8
\$ 35,748	\$ 28,794	\$ 35,591
98%	96%	95%
\$ 416	\$ 362	\$ 307
\$ 1,140	\$ 1,716	\$ (1,567)
\$ 950	\$ 660	\$ 658
\$ 2,090	\$ 2,375	\$ (909)
\$ 12,541	\$ 14,251	\$ (11,811)
40%	39%	-5%
33%	33%	46%
0	167	154