

#	Year	Make	Model	Days in Stock	Source Purchased?	CPO	Advertised Price (Time of Sale)	Transaction Price	Market Price at 100%	Front End Gross	Finance Gross
1	2015	Chevrolet	Equinox	30	Yes	No	\$ 15,000	\$ 13,800	\$ 15,000	\$1,500	\$1,000
1	2015	Chevrolet	Volt	10	No	Yes	\$ 17,999	\$ 17,999	\$ 17,999	\$161	\$1,042
2	2012	Chevrolet	Cruze	7	Yes	No	\$ 8,467	\$ 8,467	\$ 8,467	\$2,020	\$50
3	2016	Chevrolet	Equinox	26	Yes	Yes	\$ 16,487	\$ 16,487	\$ 16,487	\$939	\$0
4	2015	Chevrolet	Traverse	21	No	Yes	\$ 25,298	\$ 25,298	\$ 25,298	\$1,392	\$2,627
5	2013	Chevrolet	Avalanche	22	Yes	Yes	\$ 26,983	\$ 26,983	\$ 26,983	\$2,039	\$0
6	2013	GMC	Terrain	13	Yes	Yes	\$ 14,998	\$ 14,998	\$ 14,998	\$2,289	\$2,838
7	2015	Chevrolet	Equinox	43	No	Yes	\$ 18,415	\$ 18,412	\$ 18,415	\$1,179	\$897
8	2004	Chevrolet	Avalanche	14	Yes	No	\$ 9,499	\$ 9,499	\$ 9,499	\$2,194	\$225
9	2012	GMC	Yukon	5	Yes	No	\$ 26,432	\$ 26,432	\$ 26,432	\$4,281	\$0
10	2013	Buick	Enclave	14	Yes	Yes	\$ 18,947	\$ 18,947	\$ 18,947	\$1,966	\$0
11	2014	Honda	Pilot	23	Yes	No	\$ 19,964	\$ 19,300	\$ 19,964	\$2,730	\$854
12	2012	Chevrolet	Cruze	50	Yes	No	\$ 9,215	\$ 8,965	\$ 9,215	(\$314)	\$50
13	2012	Chevrolet	Equinox	67	Yes	No	\$ 11,720	\$ 11,720	\$ 11,720	\$2,259	\$2,021
14	2015	Buick	Lacrosse	8	No	Yes	\$ 21,699	\$ 21,699	\$ 21,699	\$2,155	\$0
15	2015	Chevrolet	Silverado	86	No	Yes	\$ 31,647	\$ 31,500	\$ 31,647	(\$227)	\$890
16	2013	Chevrolet	Silverado	21	Yes	No	\$ 22,744	\$ 22,744	\$ 22,744	\$3,267	\$3,568
17	2014	Kia	Sportage	20	Yes	No	\$ 14,931	\$ 14,500	\$ 14,931	\$1,905	\$2,389
18	2013	Volkswagen	Passat	55	Yes	No	\$ 10,319	\$ 10,319	\$ 10,319	\$2,471	\$1,615
19	2017	Chevrolet	Suburban	31	No	Yes	\$ 40,999	\$ 40,899	\$ 40,999	\$2,484	\$1,615
20	2016	Chevrolet	Silverado	16	Yes	Yes	\$ 45,480	\$ 45,280	\$ 45,480	\$2,744	\$3,919
21	2015	Chevrolet	Equinox	8	Yes	Yes	\$ 19,704	\$ 19,288	\$ 19,704	\$3,296	\$982
22	2015	Buick	Encore	40	No	Yes	\$ 19,956	\$ 19,856	\$ 19,956	\$1,042	\$1,934
23	2016	Chevrolet	Silverado	24	Yes	No	\$ 33,327	\$ 33,327	\$ 33,327	\$1,407	\$0
24	2000	Chevrolet	Corvette	11	Yes	No	\$ 17,784	\$ 17,000	\$ 17,784	\$2,252	\$1,870
25	2010	Chevrolet	Malibu	18	Yes	No	\$ 9,424	\$ 9,188	\$ 9,424	\$2,961	\$507
26	2008	Chevrolet	Silverado	46	Yes	No	\$ 15,451	\$ 15,150	\$ 15,451	\$2,405	\$0
27	2007	Chevrolet	Impala	19	Yes	No	\$ 6,155	\$ 6,155	\$ 6,155	\$1,988	\$932
28	2016	Buick	Lacrosse	20	No	Yes	\$ 21,496	\$ 21,496	\$ 21,496	\$2,690	\$2,507
29	2012	Honda	Civic	33	Yes	No	\$ 9,411	\$ 9,411	\$ 9,411	\$1,614	\$807
30	2012	Mitsubishi	Outlander	27	No	No	\$ 11,597	\$ 11,597	\$ 11,597	\$2,092	\$1,145
31	2016	Infiniti	QX80	64	Yes	No	\$ 42,427	\$ 41,722	\$ 42,427	\$2,540	\$2,172
32	2015	Cadillac	Escalade	70	Yes	No	\$ 40,663	\$ 38,500	\$ 40,663	(\$1,840)	\$1,413
33	2012	Chevrolet	Cruze	7	Yes	No	\$ 8,638	\$ 8,438	\$ 8,638	\$3,096	\$0
34	2013	Chevrolet	Silverado	29	Yes	Yes	\$ 19,193	\$ 19,000	\$ 19,193	\$3,217	\$1,509
35	2015	GMC	Acadia	23	No	Yes	\$ 23,620	\$ 23,120	\$ 23,620	\$88	\$425
36	2018	Buick	Encore	16	Yes	Yes	\$ 23,582	\$ 22,850	\$ 23,582	\$858	\$0
37	2016	Chevrolet	Malibu	27	No	Yes	\$ 16,779	\$ 16,448	\$ 16,779	\$532	\$2,272
38	2014	Chevrolet	Equinox	10	Yes	Yes	\$ 21,419	\$ 21,419	\$ 21,419	\$2,223	\$325
39	2017	Dodge	Ram	69	Yes	No	\$ 18,782	\$ 18,500	\$ 18,782	\$1,302	\$350
40	2011	Chevrolet	Silverado	27	Yes	No	\$ 19,976	\$ 19,976	\$ 19,976	\$3,290	\$2,344
41	2016	Chevrolet	Equinox	199	No	Yes	\$ 18,986	\$ 18,686	\$ 18,986	(\$3,855)	\$470
42	2017	Cadillac	XT5	125	Yes	Yes	\$ 40,863	\$ 40,492	\$ 40,863	(\$2,176)	\$1,013
43	2011	Ford	F150	60	Yes	No	\$ 17,539	\$ 17,340	\$ 17,539	\$1,454	\$2,165
44	2012	Chevrolet	Cruze	16	Yes	No	\$ 9,884	\$ 9,884	\$ 9,884	\$2,294	\$602
45	2015	Chevrolet	Equinox	11	Yes	No	\$ 4,999	\$ 4,999	\$ 4,999	\$2,101	\$0
46	2013	Ford	Explorer	37	Yes	No	\$ 17,415	\$ 17,415	\$ 17,415	\$1,986	\$2,274

47	2015	Chevrolet	Equinox	41	No	Yes	\$ 2,929	\$ 2,929	\$ 2,929	\$122	\$2,222
48	2015	Chevrolet	Equinox	52	Yes	Yes	\$ 2,949	\$ 2,979	\$ 2,949	\$2,516	\$982
49	2013	GMC	Sierra	12	Yes	No	\$ 33,399	\$ 31,420	\$ 33,399	\$1,651	\$525
50	2014	Chevrolet	Silverado	5	Yes	No	\$ 26,799	\$ 26,699	\$ 26,799	\$2,224	\$0
51	2007	Jeep	Cherokee	33	Yes	No	\$ 7,964	\$ 7,964	\$ 7,964	\$2,526	\$679
52	2014	Chevrolet	Silverado	29	Yes	Yes	\$ 27,743	\$ 27,743	\$ 27,743	\$2,352	\$1,179
53	2014	Chevrolet	Equinox	90	Yes	No	\$ 13,569	\$ 13,569	\$ 13,569	\$1,983	\$0



Scoreboard	
# of Purchased Vehicles Retailed	142
# of Traded Vehicles Retailed	58
% Retailed of Non-New Franchise	22%
Total # Retail Units	200
Average Days to Sale	31.0
Average Advertised Price (Time of Sale)	\$ 20,597
Average Transaction Price	\$ 20,305
Average Market Price at 100%	\$ 21,447
Average Price to Market (Time of Sale)	96%
Average Transaction to Market	95%
Average Transactional Discount	\$ 292
Average Front End Gross	\$ 1,771
Average Finance Gross	\$ 1,175
PUVR	\$ 2,946
Total Gross (Units&PUVR)	\$ 589,192



Scoreboard	
Desk Manager	Totals
# of Purchased Vehicles Retailed	142
# of Traded Vehicles Retailed	58
% Retailed of Non-New Franchise	22%
Total # Retail Units	200
Average Days to Sale	31.0
Average Advertised Price (Time of Sale)	\$ 20,597
Average Transaction Price	\$ 20,305
Average Market Price at 100%	\$ 21,447
Average Price to Market (Time of Sale)	96%
Average Transaction to Market	95%
Average Transactional Discount	\$ 292
Average Front End Gross	\$ 1,771
Average Finance Gross	\$ 1,175
PUVR	\$ 2,946
Total Gross (Units&PUVR)	\$ 589,192



Matt Murray	Dan Bernier	Mark Siedel
28	40	5
19	19	2
15%	19%	43%
47	59	7
35.4	30.0	29.7
\$ 22,833	\$ 20,747	\$ 15,096
\$ 22,461	\$ 20,520	\$ 14,714
\$ 26,452	\$ 20,747	\$ 15,096
86%	100%	100%
85%	99%	97%
\$ 372	\$ 228	\$ 382
\$ 1,453	\$ 1,839	\$ 1,564
\$ 1,154	\$ 1,256	\$ 1,833
\$ 2,607	\$ 3,096	\$ 3,397
\$ 122,542	\$ 182,650	\$ 23,778

Tony Meyer		
69	0	0
18	0	0
26%	#DIV/0!	#DIV/0!
87	0	0
29.5	#DIV/0!	#DIV/0!
\$ 19,729	#DIV/0!	#DIV/0!
\$ 19,445	#DIV/0!	#DIV/0!
\$ 19,729	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!
\$ 285	#DIV/0!	#DIV/0!
\$ 1,914	#DIV/0!	#DIV/0!
\$ 1,077	#DIV/0!	#DIV/0!
\$ 2,991	#DIV/0!	#DIV/0!
\$ 260,222	#DIV/0!	#DIV/0!

Scoreboard		
Sales Consultant	Totals	Andy Moon
# of Purchased Vehicles Retailed	142	9
# of Traded Vehicles Retailed	58	3
% Retailed of Non-New Franchise	22%	17%
Total # Retail Units	200	12
Average Days to Sale	31.0	19.7
Average Advertised Price (Time of Sale)	\$ 20,597	\$ 26,917
Average Transaction Price	\$ 20,305	\$ 26,776
Average Market Price at 100%	\$ 21,447	\$ 26,917
Average Price to Market (Time of Sale)	96%	100%
Average Transaction to Market	95%	99%
Average Transactional Discount	\$ 292	\$ 141
Average Front End Gross	\$ 1,771	\$ 2,442
Average Finance Gross	\$ 1,175	\$ 1,237
PUVR	\$ 2,946	\$ 3,679
Total Gross (Units&PUVR)	\$ 589,192	\$ 44,148



Bryan Ankeny	Don Finch	Max Bulgrin
21	19	12
7	8	4
11%	26%	19%
28	27	16
31.7	36.3	31.6
\$ 22,311	\$ 21,050	\$ 16,655
\$ 21,830	\$ 20,845	\$ 16,462
\$ 22,311	\$ 21,050	\$ 16,655
100%	100%	100%
98%	99%	99%
\$ 482	\$ 205	\$ 194
\$ 1,657	\$ 1,622	\$ 2,038
\$ 1,393	\$ 1,013	\$ 967
\$ 3,050	\$ 2,635	\$ 3,005
\$ 85,389	\$ 71,152	\$ 48,076

Randy Bearson	Ryan Ludy	Tim Hayden
18	14	10
7	3	6
28%	29%	31%
25	17	16
24.0	32.2	28.8
\$ 16,821	\$ 19,337	\$ 18,125
\$ 16,662	\$ 19,066	\$ 17,717
\$ 16,821	\$ 19,337	\$ 18,125
100%	100%	100%
99%	99%	98%
\$ 159	\$ 272	\$ 408
\$ 1,863	\$ 2,206	\$ 1,384
\$ 1,038	\$ 1,026	\$ 1,412
\$ 2,902	\$ 3,231	\$ 2,796
\$ 72,539	\$ 54,935	\$ 44,740

Christine Ida	Akbar Meezra	Chris Kaiser
10	1	7
4	1	3
21%	50%	20%
14	2	10
36.3	32.0	45.7
\$ 26,002	\$ 21,155	\$ 22,091
\$ 25,560	\$ 21,055	\$ 21,692
\$ 26,002	\$ 21,155	\$ 22,091
100%	100%	100%
98%	100%	98%
\$ 442	\$ 100	\$ 400
\$ 1,105	\$ 2,044	\$ 1,463
\$ 1,372	\$ 1,489	\$ 1,139
\$ 2,477	\$ 3,533	\$ 2,602
\$ 34,679	\$ 7,066	\$ 26,024

Cory Goosen	Dianna Knapp	Michael Umhoefer
5	2	6
3	1	4
13%	0%	40%
8	3	10
31.8	18.0	20.6
\$ 19,198	\$ 17,632	\$ 18,386
\$ 18,724	\$ 17,565	\$ 18,326
\$ 19,198	\$ 17,632	\$ 18,386
100%	100%	100%
98%	100%	100%
\$ 474	\$ 67	\$ 60
\$ 1,608	\$ 2,548	\$ 2,055
\$ 852	\$ 1,642	\$ 1,078
\$ 2,460	\$ 4,189	\$ 3,132
\$ 19,682	\$ 12,568	\$ 31,325

Rick Rada	Scott Langman	Tony Douglas
1	1	2
2	1	0
0%	0%	50%
3	2	2
15.7	23.0	57.5
\$ 20,626	\$ 24,238	\$ 12,186
\$ 20,626	\$ 23,982	\$ 11,715
\$ 77,326	\$ 24,238	\$ 12,186
27%	100%	100%
27%	99%	96%
\$ -	\$ 256	\$ 472
\$ 1,671	\$ 2,643	\$ 1,242
\$ 3,076	\$ 579	\$ 1,721
\$ 4,746	\$ 3,222	\$ 2,963
\$ 14,239	\$ 6,443	\$ 5,925

Corbin Richartz	Aaron Berg	Dan Bernier
1	2	1
1	0	0
0%	0%	0%
2	2	1
24.5	86.0	17.0
\$ 25,950	\$ 41,906	\$ 9,539
\$ 25,900	\$ 40,892	\$ 8,680
\$ 25,950	\$ 41,906	\$ 9,539
100%	100%	100%
100%	98%	91%
\$ 50	\$ 1,014	\$ 859
\$ 2,881	\$ (352)	\$ 2,847
\$ 920	\$ 258	\$ -
\$ 3,801	\$ (94)	\$ 2,847
\$ 7,603	\$ (188)	\$ 2,847

Scoreboard	
Finance Manager	Totals
# of Purchased Vehicles Retailed	142
# of Traded Vehicles Retailed	58
% Retailed of Non-New Franchise	22%
Total # Retail Units	200
Average Days to Sale	31.0
Average Advertised Price (Time of Sale)	\$ 20,597
Average Transaction Price	\$ 20,305
Average Market Price at 100%	\$ 21,447
Average Price to Market (Time of Sale)	96%
Average Transaction to Market	95%
Average Transactional Discount	\$ 292
Average Front End Gross	\$ 1,771
Average Finance Gross	\$ 1,175
PUVR	\$ 2,946
Total Gross (Units&PUVR)	\$ 589,192



Aaron Berg	Jon Kemper	Paul Boatman
63	33	25
19	16	13
20%	16%	29%
82	49	38
28.8	32.5	33.9
\$ 20,519	\$ 20,222	\$ 20,585
\$ 20,218	\$ 19,990	\$ 20,233
\$ 20,519	\$ 20,222	\$ 20,585
100%	100%	100%
99%	99%	98%
\$ 301	\$ 232	\$ 352
\$ 1,825	\$ 1,524	\$ 1,857
\$ 1,115	\$ 1,226	\$ 1,227
\$ 2,941	\$ 2,750	\$ 3,084
\$ 241,155	\$ 134,750	\$ 117,207

Corbin Richartz		
21	0	0
10	0	0
29%	#DIV/0!	#DIV/0!
31	0	0
31.1	#DIV/0!	#DIV/0!
\$ 21,410	#DIV/0!	#DIV/0!
\$ 21,124	#DIV/0!	#DIV/0!
\$ 26,897	#DIV/0!	#DIV/0!
80%	#DIV/0!	#DIV/0!
79%	#DIV/0!	#DIV/0!
\$ 287	#DIV/0!	#DIV/0!
\$ 1,912	#DIV/0!	#DIV/0!
\$ 1,187	#DIV/0!	#DIV/0!
\$ 3,099	#DIV/0!	#DIV/0!
\$ 96,080	#DIV/0!	#DIV/0!

Scoreboard	
CPO	Totals
# of Purchased Vehicles Retailed	142
# of Traded Vehicles Retailed	58
Total # Retail Units	200
Average Days to Sale	31.0
Average Advertised Price (Time of Sale)	\$ 20,597
Average Transaction Price	\$ 20,305
Average Market Price at 100%	\$ 21,447
Average Price to Market (Time of Sale)	96%
Average Transaction to Market	95%
Average Transactional Discount	\$ 292
Average Front End Gross	\$ 1,771
Average Finance Gross	\$ 1,175
PUVR	\$ 2,946
Total Gross (Units&PUVR)	\$ 589,192

Yes	No
50	92
49	9
99	101
31.3	30.8
\$ 24,321	\$ 16,671
\$ 24,013	\$ 16,671
\$ 26,039	\$ 16,946
\$ 1	\$ 1
92%	98%
\$ 308	\$ 276
\$ 1,489	\$ 2,048
\$ 1,359	\$ 994
\$ 2,848	\$ 3,042
\$ 281,919	\$ 307,274



Scoreboard	
Same Brand as New	Totals
# of Purchased Vehicles Retailed	142
# of Traded Vehicles Retailed	58
Total # Retail Units	200
Average Days to Sale	31.0
Average Advertised Price (Time of Sale)	\$ 20,597
Average Transaction Price	\$ 20,305
Average Market Price at 100%	\$ 21,447
Average Price to Market (Time of Sale)	96%
Average Transaction to Market	95%
Average Transactional Discount	\$ 292
Average Front End Gross	\$ 1,771
Average Finance Gross	\$ 1,175
PUVR	\$ 2,946
Total Gross (Units&PUVR)	\$ 589,192

Yes	No
102	40
54	4
156	44
30.8	31.8
\$ 21,918	\$ 15,636
\$ 21,622	\$ 15,636
\$ 23,008	\$ 15,914
95%	98%
94%	98%
\$ 296	\$ 277
\$ 1,679	\$ 2,100
\$ 1,201	\$ 1,083
\$ 2,879	\$ 3,183
\$ 449,129	\$ 140,063



Total					
Days in Inventory	Unit Sales	Total Front Gross \$	Total F&I Gross \$	\$ PUVR	% of total unit sales
0 - 30 Days	136	\$301,171	\$164,683	\$3,425	68.00%
31 - 45 Days	24	\$38,208	\$29,008	\$2,801	12.00%
46 - 60 Days	15	\$17,512	\$13,716	\$2,082	7.50%
60 - 90 Days	15	\$8,775	\$16,866	\$1,709	7.50%
90 Days and Over	10	(\$11,423)	\$10,675	(\$75)	5.00%
Total	200	\$354,243	\$234,949	\$2,946	100.0%



\$ PUVR result of adding Front Gross \$\$ and F&I Gross \$\$ divided by Number of sales
 % of total unit sales result of dividing unit sales in age bucket by total unit sales

Purchases	
Days in Inventory	Unit Sales
0 - 30 Days	101
31 - 45 Days	11
46 - 60 Days	11
60 - 90 Days	13
90 Days and Over	6
Total	142

\$ PUVR result of adding Front ()
 % of total unit sales result of di

Total Front Gross \$	Total F&I Gross \$	\$ PUVR
\$244,506	\$112,835	\$3,538
\$24,257	\$12,993	\$3,386
\$14,457	\$10,449	\$2,264
\$7,830	\$14,349	\$1,706
(\$7,787)	\$5,793	(\$332)
\$ 283,265	\$ 156,418	\$3,096

Gross \$\$ and F&I Gross \$\$ divided by Number of sales
 dividing unit sales in age bucket by total unit sales

% of total unit sales
71.13%
7.75%
7.75%
9.15%
4.23%
100.0%



Trade/Curbs		
Days in Inventory	Unit Sales	Total Front Gross \$
0 - 30 Days	33	\$52,526
31 - 45 Days	12	\$13,444
46 - 60 Days	4	\$3,055
60 - 90 Days	1	(\$227)
90 Days and Over	3	(\$4,639)
Total	53	\$64,159

\$ PUVR result of adding Front Gross \$\$ and F&I Gro:
% of total unit sales result of dividing unit sales in ag



Total F&I Gross \$	\$ PUVR	% of total unit sales
\$46,815	\$3,010	62.26%
\$16,016	\$2,455	22.64%
\$3,267	\$1,581	7.55%
\$890	\$663	1.89%
\$2,669	(\$657)	5.66%
\$69,657	\$2,525	100.0%

ss \$\$ divided by Number of sales
e bucket by total unit sales

