

#	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	2014	BMW	535i	15	No	No	\$ 22,000	\$ 22,000	\$ 23,450	\$550	\$2,370
2	2012	Lexus	RX350	22	No	No	\$ 16,900	\$ 16,750	\$ 17,585	\$1,796	\$373
3	2018	Land Rover	Discovery	25	Yes	Yes	\$ 66,900	\$ 66,702	\$ 69,100	\$6,152	\$911
4	2018	Land Rover	Velar	2	Yes	No	\$ 71,900	\$ 71,319	\$ 72,000	\$6,503	\$2,689
5	2018	Land Rover	Discovery	1	Yes	Yes	\$ 54,900	\$ 54,900	\$ 56,410	\$4,116	\$682
6	2017	Land Rover	RR Sport	36	No	No	\$ 64,000	\$ 64,000	\$ 65,240	\$4,885	\$1,591
7	2017	Land Rover	Discovery	18	No	Yes	\$ 65,900	\$ 65,600	\$ 67,500	\$7,050	\$625
8	2015	Land Rover	Range Rover	23	No	Yes	\$ 67,900	\$ 67,000	\$ 65,500	\$4,554	\$0
9	2018	Land Rover	Disco Sport	25	Yes	Yes	\$ 46,900	\$ 46,400	\$ 47,500	\$6,556	\$0
10	2018	Land Rover	Disco Sport	37	Yes	No	\$ 42,900	\$ 42,614	\$ 45,000	\$1,625	\$713
11	2018	Land Rover	Velar	24	Yes	No	\$ 59,900	\$ 59,147	\$ 62,100	\$5,313	\$881
12	2017	Land Rover	Discovery	13	No	No	\$ 62,900	\$ 62,900	\$ 62,000	\$1,644	\$1,698
13	2016	Mercedes-Benz	GLC300	28	No	No	\$ 36,900	\$ 36,675	\$ 37,500	\$2,113	\$0
14	2013	Toyota	Landcruiser	21	No	No	\$ 39,900	\$ 39,350	\$ 40,000	\$1,412	\$0
15	2015	Land Rover	Evoque	57	No	Yes	\$ 28,900	\$ 28,900	\$ 30,345	(\$1,442)	\$1,364
16	2018	Land Rover	Disco Sport	37	No	No	\$ 42,900	\$ 45,000	\$ 46,350	\$1,236	\$2,104
17	2018	Land Rover	Evoque	24	No	No	\$ 48,800	\$ 50,300	\$ 48,800	\$3,583	\$0
18	2018	Land Rover	Discovery	14	No	No	\$ 55,500	\$ 57,000	\$ 55,500	\$1,809	\$1,352
19	2018	Land Rover	Disco Sport	1	No	No	\$ 47,000	\$ 47,000	\$ 47,800	\$5,306	\$0
20	2018	Land Rover	Discovery	9	No	No	\$ 39,900	\$ 38,535	\$ 40,299	\$1,761	\$2,514
21	2018	Land Rover	Velar	8	No	No	\$ 70,000	\$ 69,871	\$ 71,450	\$4,573	\$2,690
22	2018	Land Rover	Evoque	9	No	No	\$ 49,000	\$ 45,074	\$ 49,000	\$900	\$690
23	2015	Land Rover	Range Rover HSE	17	No	Yes	\$ 59,800	\$ 58,490	\$ 61,594	\$7,213	\$924
24	2015	Land Rover	Evoque	12	No	Yes	\$ 33,900	\$ 34,900	\$ 34,917	\$1,533	\$900
25	2015	Land Rover	Range Rover HSE	13	No	Yes	\$ 65,500	\$ 65,589	\$ 62,880	\$9,110	\$0
26	2018	Land Rover	Disco Sport	3	No	No	\$ 45,000	\$ 44,850	\$ 43,650	\$3,076	\$1,209
27	2018	Land Rover	Disco Sport	33	No	No	\$ 35,000	\$ 34,500	\$ 35,350	\$919	\$568
28	2016	Land Rover	RR Sport	14	No	Yes	\$ 56,500	\$ 55,900	\$ 57,630	\$1,700	\$1,040
29	2016	Mercedes	GLA250	15	No	No	\$ 26,000	\$ 25,500	\$ 28,340	\$2,709	\$0
30	2016	Mazda		6	27	No	\$ 16,700	\$ 16,700	\$ 18,036	\$2,045	\$0
31	2016	Mercedes	C300	31	No	No	\$ 17,000	\$ 16,800	\$ 18,020	\$206	\$600
32	2016	Land Rover	RR Sport	7	No	Yes	\$ 69,500	\$ 67,438	\$ 74,635	\$850	\$3,092
33	2017	Land Rover	Range Rover V8	45	No	Yes	\$ 83,000	\$ 82,500	\$ 86,320	\$2,572	\$960
34	2018	Land Rover	Discovery	59	No	No	\$ 49,500	\$ 49,700	\$ 51,480	\$6,652	\$0
35	2015	Land Rover	Evoque	64	No	Yes	\$ 46,200	\$ 45,500	\$ 44,814	\$1,426	\$260
36	2015	Land Rover	Velar	44	No	Yes	\$ 71,300	\$ 71,400	\$ 72,726	\$7,281	\$2,649
37	2015	GMC	LR4	18	No	No	\$ 40,000	\$ 39,993	\$ 40,850	\$6,572	\$428
38	2016	Toyota	Sierra	50	No	No	\$ 35,000	\$ 35,000	\$ 38,150	\$1,745	\$1,385
39	2016	Toyota	4 Runner	25	No	No	\$ 35,500	\$ 35,300	\$ 36,006	\$2,540	\$1,326
40	2011	Jeep	Grand Cherokee	11	No	No	\$ 15,900	\$ 15,500	\$ 16,200	(\$453)	\$0
41	2015	Land Rover	Evoque	24	No	Yes	\$ 26,900	\$ 28,545	\$ 27,707	\$1,379	\$691
42	2012	Volvo	CX70	12	No	No	\$ 18,500	\$ 18,500	\$ 18,870	\$2,749	\$178
43	2017	Volvo	XC60	22	No	No	\$ 29,900	\$ 28,500	\$ 29,900	(\$293)	\$0
44	2018	Land Rover	Disco Sport	54	No	No	\$ 38,900	\$ 38,500	\$ 39,678	\$428	\$0
45	2018	Land Rover	Velar	30	No	No	\$ 69,000	\$ 69,000	\$ 75,210	(\$921)	\$1,617
46	2018	Land Rover	Discovery	38	No	No	\$ 55,900	\$ 55,694	\$ 55,341	\$623	

47	2018	Land Rover	Velar	45	No	No	\$ 58,000	\$ 60,000	\$ 64,380	\$983	\$1,025
48	2011	Land Rover	LR4	22	No	No	\$ 21,000	\$ 21,000	\$ 21,210	\$1,025	\$2,060
49	2014	Land Rover	Range Rover V8	20	No	Yes	\$ 64,900	\$ 60,225	\$ 62,304	\$2,060	\$1,037
50	2016	Land Rover	Range Rover SE	36	No	Yes	\$ 56,500	\$ 59,500	\$ 59,890	\$4,099	\$2,170
51	2018	Land Rover	Evoque	2	No	No	\$ 50,705	\$ 44,139	\$ 48,500	(\$1,755)	\$1,752
52	2015	Land Rover	RR Sport	23	No	Yes	\$ 51,500	\$ 50,400	\$ 52,350	\$3,590	\$443
53	2018	Land Rover	Velar	67	No	No	\$ 58,000	\$ 58,000	\$ 62,606	(\$1,196)	\$1,410



Scoreboard	
# of Purchased Vehicles Retailed	6
# of Traded Vehicles Retailed	58
% Retailed of Non-New Franchise	25%
Total # Retail Units	64
Average Days to Sale	26.0
Average Advertised Price (Time of Sale)	\$ 45,772
Average Transaction Price	\$ 45,421
Average Market Price at 100%	\$ 47,068
Average Price to Market (Time of Sale)	97%
Average Transaction to Market	97%
Average Transactional Discount	\$ 351
Average Front End Gross	\$ 2,526
Average Finance Gross	\$ 943
PUVR	\$ 3,454
Total Gross (Units&PUVR)	\$ 221,067



Scoreboard	
Desk Manager	Totals
# of Purchased Vehicles Retailed	6
# of Traded Vehicles Retailed	58
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Total # Retail Units	64
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PUVR	\$ 3,454
Total Gross (Units&PUVR)	\$ 221,067



Scoreboard		
Sales Consultant	Totals	
# of Purchased Vehicles Retailed	6	0
# of Traded Vehicles Retailed	58	0
% Retailed of Non-New Franchise	25%	#DIV/0!
Total # Retail Units	64	0
Average Days to Sale	26.0	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 45,772	#DIV/0!
Average Transaction Price	\$ 45,421	#DIV/0!
Average Market Price at 100%	\$ 47,068	#DIV/0!
Average Price to Market (Time of Sale)	97%	#DIV/0!
Average Transaction to Market	97%	#DIV/0!
Average Transactional Discount	\$ 351	#DIV/0!
Average Front End Gross	\$ 2,526	#DIV/0!
Average Finance Gross	\$ 943	#DIV/0!
PUVR	\$ 3,454	#DIV/0!
Total Gross (Units&PUVR)	\$ 221,067	#DIV/0!



Scoreboard	
Finance Manager	Totals
# of Purchased Vehicles Retailed	6
# of Traded Vehicles Retailed	58
% Retailed of Non-New Franchise	25%
Total # Retail Units	64
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Scoreboard	
CPO	Totals
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Total # Retail Units	64
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PUVR	\$ 3,454
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Yes	No
3	3
19	39
22	42
28.9	24.5
\$ 57,109	\$ 39,513
\$ 56,699	\$ 39,513
\$ 58,497	\$ 41,081
\$ 1	\$ 1
97%	96%
\$ 410	\$ 320
\$ 3,447	\$ 2,043
\$ 909	\$ 961
\$ 4,357	\$ 2,982
\$ 95,843	\$ 125,224



Scoreboard	
Same Brand as New	Totals
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Average Transaction Price	\$ 45,421
Average Market Price at 100%	\$ 47,068
Average Price to Market (Time of Sale)	97%
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Average Transactional Discount	\$ 351
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PUVR	\$ 3,454
Total Gross (Units&PUVR)	\$ 221,067

Yes	No
6	0
42	16
48	16
26.6	24.2
\$ 51,592	\$ 28,045
\$ 51,213	\$ 28,045
\$ 52,849	\$ 29,724
98%	94%
97%	94%
\$ 379	\$ 267
\$ 2,782	\$ 1,757
\$ 1,060	\$ 600
\$ 3,820	\$ 2,357
\$ 183,348	\$ 37,719



Total					
Days in Inventory	Unit Sales	Total Front Gross \$	Total F&I Gross \$	\$ PUVR	% of total unit sales
0 - 30 Days	44	\$123,760	\$39,356	\$3,707	68.75%
31 - 45 Days	11	\$24,553	\$12,674	\$3,384	17.19%
46 - 60 Days	6	\$15,297	\$5,096	\$3,399	9.38%
60 - 90 Days	3	(\$1,945)	\$2,276	\$110	4.69%
90 Days and Over	0	\$0	\$0	#DIV/0!	0.00%
Total	64	\$161,665	\$59,402	\$3,454	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	5
31 - 45 Days	1
46 - 60 Days	0
60 - 90 Days	0
90 Days and Over	0
Total	6

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

Total Front Gross \$	Total F&I Gross \$	\$ PUVR
\$28,640	\$5,163	\$6,761
\$1,625	\$713	\$2,338
\$0	\$0	#DIV/0!
\$0	\$0	#DIV/0!
\$0	\$0	#DIV/0!
\$ 30,265	\$ 5,876	\$6,024

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

% of total unit sales
83.33%
16.67%
0.00%
0.00%
0.00%
100.0%



Trade/Curbs		
Days in Inventory	Unit Sales	Total Front Gross \$
0 - 30 Days	39	\$95,120
31 - 45 Days	10	\$22,928
46 - 60 Days	6	\$15,297
60 - 90 Days	3	(\$1,945)
90 Days and Over	0	\$0
Total	58	\$131,400

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



Total F&I Gross \$	\$ PUVR	% of total unit sales
\$34,193	\$3,316	67.24%
\$11,961	\$3,489	17.24%
\$5,096	\$3,399	10.34%
\$2,276	\$110	5.17%
\$0	#DIV/0!	0.00%
\$53,526	\$3,188	100.0%

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

