

#	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	Cruze	19	Yes	Yes	\$ 12,804	\$ 12,804	\$ 12,056	\$1,471	\$119
2	2016	Jeep	Cherokee	23	No	No	\$ 18,495	\$ 17,000	\$ 18,872	\$1,806	\$1,821
3	2012	Chevrolet	Equinox	101	No	No	\$ 9,358	\$ 8,999	\$ 9,955	(\$398)	\$1,000
4	2015	Chevrolet	Equinox	21	No	No	\$ 17,422	\$ 16,700	\$ 17,422	\$1,102	\$0
5	2013	Chevrolet	Malibu	7	No	No	\$ 12,987	\$ 12,987	\$ 12,368	\$1,731	\$1,667
6	2018	Chevrolet	Impala	16	Yes	Yes	\$ 26,999	\$ 26,260	\$ 26,213	\$999	\$694
7	2017	Kia	Sedona	99	No	No	\$ 25,201	\$ 25,201	\$ 30,001	\$937	\$215
8	2015	Chevrolet	Equinox	42	Yes	Yes	\$ 17,556	\$ 17,556	\$ 17,212	\$1,518	\$1,217
9	2013	Chevrolet	Camaro	7	No	No	\$ 18,917	\$ 18,636	\$ 18,730	\$2,417	\$0
10	2012	Chevrolet	Equinox	35	No	No	\$ 11,932	\$ 11,932	\$ 12,429	\$1,530	\$133
11	2016	Chevrolet	Cruze	59	Yes	No	\$ 13,999	\$ 13,999	\$ 13,860	\$1,674	\$2,111
12	2013	Ford	Focus	47	No	No	\$ 8,867	\$ 8,867	\$ 9,433	\$476	\$0
13	2010	Chevrolet	Silverado	5	No	No	\$ 16,719	\$ 16,500	\$ 16,553	\$951	\$1,011
14	2015	Chevrolet	Traverse	8	Yes	Yes	\$ 25,287	\$ 24,287	\$ 24,314	\$2,221	\$1,297
15	2014	Chevrolet	Traverse	72	No	No	\$ 21,999	\$ 22,000	\$ 23,912	\$1,453	\$0
16	2014	Chevrolet	Silverado	8	No	No	\$ 30,184	\$ 29,184	\$ 30,184	\$2,263	\$1,990
17	2012	Ford	Explorer	52	No	No	\$ 14,531	\$ 14,531	\$ 15,136	\$327	\$429
18	2015	Chevrolet	Silverado	23	No	No	\$ 28,037	\$ 27,273	\$ 28,609	\$2,000	\$292
19	2012	Chevrolet	Silverado	42	No	No	\$ 30,753	\$ 30,500	\$ 33,427	\$1,714	\$0
20	2008	Chevrolet	Silverado	21	No	No	\$ 16,923	\$ 16,923	\$ 16,591	\$3,867	\$1,147
21	2016	Ford	Focus	105	No	No	\$ 11,389	\$ 11,000	\$ 12,942	(\$222)	\$100
22	2015	Ram	1500	42	No	No	\$ 27,183	\$ 26,753	\$ 28,024	\$1,569	\$551
23	2014	Lexus	ES350	98	No	No	\$ 22,733	\$ 22,733	\$ 24,710	\$1,999	\$0
24	2014	Buick	Lacrosse	73	No	No	\$ 16,248	\$ 15,500	\$ 16,580	(\$425)	\$1,827
25	2007	Chevrolet	Tahoe	13	No	No	\$ 11,999	\$ 11,700	\$ 12,499	\$908	\$1,250
26	2013	Chevrolet	Equinox	19	No	No	\$ 12,432	\$ 11,932	\$ 12,558	\$1,769	\$1,110
27	2015	Chevrolet	Equinox	21	No	No	\$ 15,987	\$ 15,987	\$ 15,372	\$2,191	\$153
28	2015	Chevrolet	Malibu	17	Yes	Yes	\$ 14,976	\$ 14,976	\$ 14,828	\$2,376	\$102
29	2015	Chevrolet	Silverado	10	Yes	Yes	\$ 32,999	\$ 32,749	\$ 34,374	\$2,113	\$1,500
30	2015	Chevrolet	Silverado	35	Yes	No	\$ 28,895	\$ 28,395	\$ 27,259	\$1,622	\$1,915
31	2012	Jeep	Grand Cherokee	14	No	No	\$ 17,999	\$ 17,500	\$ 17,475	\$2,115	\$1,715
32	2017	Chevrolet	Equinox	55	Yes	Yes	\$ 19,040	\$ 19,040	\$ 19,232	\$1,856	\$1,384
33	2015	Chevrolet	Equinox	101	Yes	Yes	\$ 16,395	\$ 16,395	\$ 16,902	(\$114)	\$1,890
34	2011	Chevrolet	Silverado	12	No	No	\$ 20,363	\$ 20,363	\$ 20,569	\$2,288	\$207
35	2016	Chevrolet	Cruze	11	Yes	Yes	\$ 14,169	\$ 14,169	\$ 13,624	\$669	\$475
36	2010	Chevrolet	Silverado	35	No	No	\$ 22,672	\$ 22,672	\$ 21,592	\$1,351	\$1,064
37	2015	Chevrolet	Equinox	56	No	No	\$ 17,629	\$ 16,600	\$ 17,989	\$1,324	\$0
38	2014	Chevrolet	Silverado	28	No	No	\$ 25,642	\$ 24,642	\$ 24,895	\$1,755	\$450
39	2015	Chevrolet	Silverado	36	Yes	Yes	\$ 29,045	\$ 29,045	\$ 29,638	\$2,218	\$311
40	2016	Chrysler	Town & Country	35	No	No	\$ 20,999	\$ 19,999	\$ 20,387	\$1,210	\$215
41	2011	Chevrolet	Silverado	21	No	No	\$ 24,997	\$ 24,997	\$ 24,269	\$1,144	\$891
42	2015	Chevrolet	Cruze	1	No	No	\$ 13,497	\$ 13,100	\$ 13,232	\$2,023	\$1,796
43	2014	GMC	Acadia	55	No	No	\$ 21,942	\$ 21,442	\$ 22,164	\$645	\$208
44	2010	Chevrolet	Silverado	11	No	No	\$ 20,257	\$ 19,700	\$ 20,056	\$708	\$215
45	2016	Chevrolet	Colorado	9	No	No	\$ 28,974	\$ 28,974	\$ 29,267	\$3,255	\$1,068
46	2015	Chevrolet	Silverado	38	Yes	No	\$ 29,842	\$ 28,942	\$ 29,546	\$2,471	\$1,457

47	2017	Nissan	Titan	16	No	No	\$ 25,603	\$ 23,798	\$ 28,447	\$1,516	\$255
48	2014	Kia	Sorento	68	No	No	\$ 13,762	\$ 13,002	\$ 14,640	\$336	\$0
49	2016	Chevrolet	Traverse	5	Yes	No	\$ 22,832	\$ 22,832	\$ 21,539	\$2,631	\$1,790
50	2014	Chevrolet	Equinox	29	No	No	\$ 22,965	\$ 22,965	\$ 20,689	\$3,610	\$624
51	2018	GMC	Acadia	43	Yes	Yes	\$ 32,212	\$ 32,212	\$ 32,537	\$1,703	\$833
52	2016	Kia	Forte	107	No	No	\$ 12,076	\$ 12,076	\$ 14,041	(\$392)	\$320
53	2016	Chevrolet	Equinox	4	Yes	Yes	\$ 17,789	\$ 17,000	\$ 16,172	\$1,209	\$902



Scoreboard	
# of Purchased Vehicles Retailed	34
# of Traded Vehicles Retailed	78
% Retailed of Non-New Franchise	33%
Total # Retail Units	112
Average Days to Sale	40.0
Average Advertised Price (Time of Sale)	\$ 21,062
Average Transaction Price	\$ 20,679
Average Market Price at 100%	\$ 21,410
Average Price to Market (Time of Sale)	98%
Average Transaction to Market	97%
Average Transactional Discount	\$ 382
Average Front End Gross	\$ 1,539
Average Finance Gross	\$ 848
PUVR	\$ 2,388
Total Gross (Units&PUVR)	\$ 267,403



Scoreboard	
Desk Manager	Totals
# of Purchased Vehicles Retailed	34
# of Traded Vehicles Retailed	78
% Retailed of Non-New Franchise	33%
Total # Retail Units	112
Average Days to Sale	40.0
Average Advertised Price (Time of Sale)	\$ 21,062
Average Transaction Price	\$ 20,679
Average Market Price at 100%	\$ 21,410
Average Price to Market (Time of Sale)	98%
Average Transaction to Market	97%
Average Transactional Discount	\$ 382
Average Front End Gross	\$ 1,539
Average Finance Gross	\$ 848
PUVR	\$ 2,388
Total Gross (Units&PUVR)	\$ 267,403



Clayton Ward	Mike Melchior	Jeremy McFarland
18	11	5
33	38	7
29%	39%	25%
51	49	12
42.7	37.8	37.7
\$ 21,728	\$ 20,856	\$ 19,068
\$ 21,360	\$ 20,499	\$ 18,525
\$ 22,338	\$ 20,986	\$ 19,196
97%	99%	99%
96%	98%	97%
\$ 368	\$ 357	\$ 544
\$ 1,464	\$ 1,605	\$ 1,590
\$ 769	\$ 804	\$ 1,369
\$ 2,233	\$ 2,408	\$ 2,959
\$ 113,897	\$ 117,999	\$ 35,507

Scoreboard		
Sales Consultant	Totals	Andy
# of Purchased Vehicles Retailed	34	3
# of Traded Vehicles Retailed	78	7
% Retailed of Non-New Franchise	33%	20%
Total # Retail Units	112	10
Average Days to Sale	40.0	34.4
Average Advertised Price (Time of Sale)	\$ 21,062	\$ 22,558
Average Transaction Price	\$ 20,679	\$ 22,151
Average Market Price at 100%	\$ 21,410	\$ 23,110
Average Price to Market (Time of Sale)	98%	98%
Average Transaction to Market	97%	96%
Average Transactional Discount	\$ 382	\$ 407
Average Front End Gross	\$ 1,539	\$ 1,928
Average Finance Gross	\$ 848	\$ 1,050
PUVR	\$ 2,388	\$ 2,978
Total Gross (Units&PUVR)	\$ 267,403	\$ 29,782



Brian	Dan	Donavon
4	4	4
10	7	6
57%	18%	30%
14	11	10
50.2	34.1	43.5
\$ 19,733	\$ 21,076	\$ 23,033
\$ 19,264	\$ 20,657	\$ 22,687
\$ 20,185	\$ 21,167	\$ 22,889
98%	100%	101%
95%	98%	99%
\$ 469	\$ 418	\$ 346
\$ 1,284	\$ 1,482	\$ 1,478
\$ 928	\$ 823	\$ 809
\$ 2,213	\$ 2,305	\$ 2,287
\$ 30,975	\$ 25,353	\$ 22,870

Jared	Jon	Josh
1	2	1
2	7	8
0%	44%	33%
3	9	9
7.3	34.2	36.4
\$ 20,902	\$ 19,356	\$ 22,173
\$ 20,745	\$ 19,036	\$ 21,562
\$ 21,098	\$ 19,474	\$ 22,430
99%	99%	99%
98%	98%	96%
\$ 156	\$ 320	\$ 611
\$ 1,598	\$ 2,090	\$ 1,900
\$ 1,393	\$ 1,038	\$ 532
\$ 2,991	\$ 3,127	\$ 2,433
\$ 8,973	\$ 28,145	\$ 21,893

Megan	Mike	Preston
3	4	2
8	7	5
55%	18%	14%
11	11	7
34.6	43.1	26.7
\$ 20,759	\$ 21,190	\$ 20,067
\$ 20,678	\$ 20,669	\$ 19,847
\$ 21,645	\$ 21,216	\$ 20,257
96%	100%	99%
96%	97%	98%
\$ 81	\$ 522	\$ 220
\$ 1,920	\$ 1,056	\$ 1,558
\$ 957	\$ 573	\$ 1,089
\$ 2,878	\$ 1,629	\$ 2,647
\$ 31,654	\$ 17,921	\$ 18,529

Zo	George	
3	3	0
5	6	0
13%	56%	#DIV/0!
8	9	0
60.5	49.3	#DIV/0!
\$ 23,291	\$ 18,909	#DIV/0!
\$ 22,679	\$ 18,665	#DIV/0!
\$ 23,977	\$ 19,664	#DIV/0!
97%	96%	#DIV/0!
95%	95%	#DIV/0!
\$ 612	\$ 244	#DIV/0!
\$ 907	\$ 1,382	#DIV/0!
\$ 780	\$ 598	#DIV/0!
\$ 1,686	\$ 1,980	#DIV/0!
\$ 13,488	\$ 17,820	#DIV/0!

Scoreboard	
Finance Manager	Totals
# of Purchased Vehicles Retailed	34
# of Traded Vehicles Retailed	78
% Retailed of Non-New Franchise	33%
Total # Retail Units	112
Average Days to Sale	40.0
Average Advertised Price (Time of Sale)	\$ 21,062
Average Transaction Price	\$ 20,679
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Peter Bishop	Jason Jasinski	Kris Reiman
13	13	8
31	27	20
32%	28%	43%
44	40	28
38.6	37.8	45.6
\$ 18,593	\$ 20,793	\$ 25,326
\$ 18,293	\$ 20,417	\$ 24,805
\$ 18,781	\$ 21,052	\$ 26,052
99%	99%	97%
97%	97%	95%
\$ 300	\$ 376	\$ 522
\$ 1,613	\$ 1,671	\$ 1,235
\$ 967	\$ 913	\$ 571
\$ 2,580	\$ 2,583	\$ 1,806
\$ 113,516	\$ 103,328	\$ 50,559

Scoreboard	
CPO	Totals
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Average Transaction Price	\$ 20,679
Average Market Price at 100%	\$ 21,410
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Average Transactional Discount	\$ 382
Average Front End Gross	\$ 1,539
Average Finance Gross	\$ 848
PUVR	\$ 2,388
Total Gross (Units&PUVR)	\$ 267,403

Yes	No
28	6
0	78
28	84
48.0	37.4
\$ 21,543	\$ 20,475
\$ 21,294	\$ 20,475
\$ 21,557	\$ 21,361
\$ 1	\$ 1
99%	96%
\$ 249	\$ 427
\$ 1,182	\$ 1,658
\$ 1,045	\$ 783
\$ 2,227	\$ 2,441
\$ 62,351	\$ 205,052



Scoreboard	
Same Brand as New	Totals
# of Purchased Vehicles Retailed	34
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Average Transaction Price	\$ 20,679
Average Market Price at 100%	\$ 21,410
Average Price to Market (Time of Sale)	98%
Average Transaction to Market	97%
Average Transactional Discount	\$ 382
Average Front End Gross	\$ 1,539
Average Finance Gross	\$ 848
PUVR	\$ 2,388
Total Gross (Units&PUVR)	\$ 267,403

Yes	No
33	1
42	36
75	37
35.8	48.6
\$ 22,091	\$ 18,547
\$ 21,731	\$ 18,547
\$ 22,225	\$ 19,758
99%	94%
98%	94%
\$ 359	\$ 429
\$ 1,604	\$ 1,407
\$ 909	\$ 725
\$ 2,514	\$ 2,132
\$ 188,528	\$ 78,875



Total					
Days in Inventory	Unit Sales	Total Front Gross \$	Total F&I Gross \$	\$ PUVR	% of total unit sales
0 - 30 Days	51	\$100,528	\$47,971	\$2,912	45.54%
31 - 45 Days	22	\$36,640	\$18,202	\$2,493	19.64%
46 - 60 Days	15	\$22,338	\$14,058	\$2,426	13.39%
60 - 90 Days	14	\$11,732	\$8,476	\$1,443	12.50%
90 Days and Over	10	\$1,145	\$6,313	\$746	8.93%
Total	112	\$172,383	\$95,020	\$2,388	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	14
31 - 45 Days	6
46 - 60 Days	4
60 - 90 Days	6
90 Days and Over	4
Total	34

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

Total Front Gross \$	Total F&I Gross \$	\$ PUVR
\$26,231	\$13,866	\$2,864
\$11,325	\$5,927	\$2,875
\$6,457	\$8,035	\$3,623
\$4,519	\$5,337	\$1,643
(\$580)	\$4,678	\$1,025
\$ 47,952	\$ 37,843	\$2,523

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

% of total unit sales
41.18%
17.65%
11.76%
17.65%
11.76%
100.0%



Trade/Curbs		
Days in Inventory	Unit Sales	Total Front Gross \$
0 - 30 Days	37	\$74,297
31 - 45 Days	16	\$25,315
46 - 60 Days	11	\$15,881
60 - 90 Days	8	\$7,213
90 Days and Over	6	\$1,725
Total	78	\$124,431

\$ 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
\$34,105	\$2,930	47.44%
\$12,275	\$2,349	20.51%
\$6,023	\$1,991	14.10%
\$3,139	\$1,294	10.26%
\$1,635	\$560	7.69%
\$57,177	\$2,328	100.0%

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

