

#	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	2016	FORD	F-150	25	NO	NO	\$ 26,999	\$ 24,981	\$ 26,999	(\$1,078)	\$0
2	2012	FORD	F-150	10	NO	NO	\$ 15,249	\$ 15,249	\$ 11,964	\$5,869	\$3,236
3	2014	NISSAN	ALTIMA	100	NO	NO	\$ 15,779	\$ 15,500	\$ 16,329	(\$2,059)	\$497
4	2014	FORD	F-150	9	NO	NO	\$ 24,999	\$ 24,999	\$ 27,471	\$5,119	\$2,716
5	2017	CHEVROLET	TAHOE	32	YES	No	\$ 38,999	\$ 39,499	\$ 38,999	\$2,074	\$2,300
6	2013	FORD	ESCAPE	37	NO	No	\$ 12,900	\$ 11,851	\$ 12,285	(\$1,271)	\$0
7	2011	TOYOTA	TACOMA	39	No	No	\$ 14,490	\$ 13,939	\$ 13,932	\$91	\$553
8	2013	TOYOTA	PRIUS	23	No	No	\$ 11,500	\$ 11,500	\$ 11,165	(\$326)	\$103
9	2016	FORD	ESCAPE	55	NO	No	\$ 17,994	\$ 16,751	\$ 18,550	(\$1,645)	\$306
10	2016	FORD	FUSION	5	NO	No	\$ 19,439	\$ 17,351	\$ 16,847	\$671	\$671
11	2010	FORD	TRANSIT	55	NO	No	\$ 11,500	\$ 10,851	\$ 10,935	\$1,161	\$0
12	2012	HYUNDAI	GENESIS	21	NO	No	\$ 14,869	\$ 13,084	\$ 13,806	(\$1,004)	\$1,332
13	2016	KIA	SOUL	82	NO	No	\$ 10,999	\$ 10,999	\$ 12,143	(\$798)	\$1,777
14	2012	LINCOLN	MKZ	24	NO	No	\$ 17,820	\$ 16,500		\$5,120	\$1,400
15	2012	JEEP	WRANGLER	12	NO	No	\$ 19,490	\$ 19,490	\$ 19,535	\$2,323	\$1,500
16	2017	JEEP	GRAND CHEROKEE	16	NO	No	\$ 30,999	\$ 30,999	\$ 27,846	\$2,656	\$4,404
17	2008	FORD	F-250	25	NO	No	\$ 29,159	\$ 21,080	\$ 26,469	\$2,300	
18	2013	FORD	F-150	24	NO	No	\$ 16,999	\$ 15,846	\$ 16,890	(\$980)	\$2,014
19	2017	FORD	ESCAPE	46	NO	No	\$ 21,449	\$ 21,534	\$ 20,351	(\$1,416)	\$0
20	2013	FORD	F-150	1	NO	No	\$ 24,890	\$ 24,890	\$ 26,280	\$1,818	\$1,794
21	2015	FORD	F-150	15	NO	No	\$ 27,590	\$ 27,590	\$ 31,590	\$2,030	\$994
22	2008	FORD	F-150	50	NO	No	\$ 5,995	\$ 4,972	\$ 5,658	(\$111)	\$0
23	2014	FORD	F150	3	NO	No	\$ 24,995	\$ 22,490	\$ 22,767	\$3,890	
24	2012	FORD	F-150	52	NO	No	\$ 14,690	\$ 11,990	\$ 15,250	(\$1,400)	\$1,500
25	1999	FORD	F-350	7	NO	No	\$ 19,998	\$ 19,998	\$ 17,650	\$4,452	\$1,619
26	2015	FORD	FLEX	78	NO	No	\$ 20,490	\$ 20,995	\$ 21,950	(\$1,578)	\$3,255
27	2014	RAM	1500	43	NO	No	\$ 21,899	\$ 21,899	\$ 22,150	\$3,315	\$0
28	2016	TOYOTA	TACOMA	39	NO	No	\$ 26,900	\$ 26,650	\$ 27,255	\$3,037	\$3,106
29	2013	FORD	ESCAPE	37	NO	No	\$ 13,590	\$ 13,590	\$ 15,100	\$82	\$1,046
30	2012	FORD	EDGE	99	NO	No	\$ 9,999	\$ 9,999	\$ 11,903	(\$1,348)	\$0
31	2016	TOYOTA	RAV4	83	NO	No	\$ 17,900	\$ 16,346	\$ 20,340	(\$3,058)	\$300
32	2018	FORD	ESCAPE	28	NO	No	\$ 27,995	\$ 27,145	\$ 24,718	\$2,428	\$1,007
33	2013	FORD	ESCAPE	30	NO	No	\$ 13,886	\$ 13,551	\$ 14,609	\$238	\$0
34	2013	FORD	FOCUS	35	NO	No	\$ 17,999	\$ 17,999	\$ 17,038	\$3,610	\$0
35	2015	FORD	ESCAPE	80	NO	No	\$ 14,790	\$ 13,710	\$ 15,492	(\$2,116)	\$1,362
36	2016	CADILLAC	SRX	35	NO	No	\$ 25,890	\$ 23,390	\$ 25,778	(\$1,979)	\$5,329
37	2013	FORD	ESCAPE	31	NO	No	\$ 14,997	\$ 13,551	\$ 14,735	\$238	\$0
38	2018	FORD	FOCUS	36	NO	No	\$ 17,990	\$ 17,990	\$ 17,350	\$3,810	\$1,325
39	2016	JEEP	CHEROKEE	93	NO	No	\$ 20,412	\$ 18,900	\$ 20,428	(\$257)	\$1,358
40	1999	FORD	F-350	37	NO	No	\$ 64,890	\$ 62,500	\$ 67,259	\$65	\$734
41	2014	FORD	F-150	11	NO	No	\$ 31,319	\$ 26,351	\$ 26,337	\$413	\$1,176
42	2014	FORD	FOCUS	107	NO	No	\$ 6,999	\$ 6,253	\$ 7,968	(\$2,067)	\$0
43	2012	FORD	F-250	8	NO	No	\$ 29,995	\$ 29,995	\$ 27,561	\$4,771	\$2,882
44	2016	FORD	MUSTANG	31	NO	No	\$ 21,999	\$ 24,995	\$ 22,624	\$2,114	\$1,665
45	2016	FORD	TAURUS	29	NO	No	\$ 12,101	\$ 10,500	\$ 12,350	(\$2,560)	\$690
46	2017	NISSAN	MAXIMA	15	NO	No	\$ 27,995	\$ 24,395	\$ 27,590	(\$3,500)	\$4,441
47	2016	FORD	EXPLORER	15	NO	No	\$ 26,999	\$ 26,999	\$ 25,848	\$1,879	\$2,675
48	2014	FORD	FOCUS	20	NO	No	\$ 9,898	\$ 9,853	\$ 9,523	\$1,459	\$0



Scoreboard	
# of Purchased Vehicles Retailed	2
# of Traded Vehicles Retailed	47
% Retailed of Non-New Franchise	33%
Total # Retail Units	49
Average Days to Sale	37.4
Average Advertised Price (Time of Sale)	\$ 20,604
Average Transaction Price	\$ 19,702
Average Market Price at 100%	\$ 20,426
Average Price to Market (Time of Sale)	101%
Average Transaction to Market	96%
Average Transactional Discount	\$ 902
Average Front End Gross	\$ 775
Average Finance Gross	\$ 1,384
PUVR	\$ 2,103
Total Gross (Units&PUVR)	\$ 103,032



Scoreboard	
Desk Manager	Totals
# of Purchased Vehicles Retailed	2
# of Traded Vehicles Retailed	47
% Retailed of Non-New Franchise	33%
Total # Retail Units	49
Average Days to Sale	37.4
Average Advertised Price (Time of Sale)	\$ 20,604
Average Transaction Price	\$ 19,702
Average Market Price at 100%	\$ 20,426
Average Price to Market (Time of Sale)	101%
Average Transaction to Market	96%
Average Transactional Discount	\$ 902
Average Front End Gross	\$ 775
Average Finance Gross	\$ 1,384
PUVR	\$ 2,103
Total Gross (Units&PUVR)	\$ 103,032



Scoreboard		
Sales Consultant	Totals	
# of Purchased Vehicles Retailed	2	0
# of Traded Vehicles Retailed	47	0
% Retailed of Non-New Franchise	33%	#DIV/0!
Total # Retail Units	49	0
Average Days to Sale	37.4	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 20,604	#DIV/0!
Average Transaction Price	\$ 19,702	#DIV/0!
Average Market Price at 100%	\$ 20,426	#DIV/0!
Average Price to Market (Time of Sale)	101%	#DIV/0!
Average Transaction to Market	96%	#DIV/0!
Average Transactional Discount	\$ 902	#DIV/0!
Average Front End Gross	\$ 775	#DIV/0!
Average Finance Gross	\$ 1,384	#DIV/0!
PUVR	\$ 2,103	#DIV/0!
Total Gross (Units&PUVR)	\$ 103,032	#DIV/0!



Scoreboard	
Finance Manager	Totals
# of Purchased Vehicles Retailed	2
# of Traded Vehicles Retailed	47
% Retailed of Non-New Franchise	33%
Total # Retail Units	49
Average Days to Sale	37.4
Average Advertised Price (Time of Sale)	\$ 20,604
Average Transaction Price	\$ 19,702
Average Market Price at 100%	\$ 20,426
Average Price to Market (Time of Sale)	101%
Average Transaction to Market	96%
Average Transactional Discount	\$ 902
Average Front End Gross	\$ 775
Average Finance Gross	\$ 1,384
PUVR	\$ 2,103
Total Gross (Units&PUVR)	\$ 103,032



Scoreboard	
CPO	Totals
# of Purchased Vehicles Retailed	2
# of Traded Vehicles Retailed	47
Total # Retail Units	49
Average Days to Sale	37.4
Average Advertised Price (Time of Sale)	\$ 20,604
Average Transaction Price	\$ 19,702
Average Market Price at 100%	\$ 20,426
Average Price to Market (Time of Sale)	101%
Average Transaction to Market	96%
Average Transactional Discount	\$ 902
Average Front End Gross	\$ 775
Average Finance Gross	\$ 1,384
PUVR	\$ 2,103
Total Gross (Units&PUVR)	\$ 103,032

Yes	No
0	2
0	47
0	49
#DIV/0!	37.4
#DIV/0!	\$ 19,702
#DIV/0!	\$ 19,702
#DIV/0!	\$ 20,426
#DIV/0!	\$ 1
#DIV/0!	96%
#DIV/0!	\$ 902
#DIV/0!	\$ 775
#DIV/0!	\$ 1,384
#DIV/0!	\$ 2,103
#DIV/0!	\$ 103,032



Scoreboard	
Same Brand as New	Totals
# of Purchased Vehicles Retailed	2
# of Traded Vehicles Retailed	47
Total # Retail Units	49
Average Days to Sale	37.4
Average Advertised Price (Time of Sale)	\$ 20,604
Average Transaction Price	\$ 19,702
Average Market Price at 100%	\$ 20,426
Average Price to Market (Time of Sale)	101%
Average Transaction to Market	96%
Average Transactional Discount	\$ 902
Average Front End Gross	\$ 775
Average Finance Gross	\$ 1,384
PUVR	\$ 2,103
Total Gross (Units&PUVR)	\$ 103,032

Yes	No
0	2
33	14
33	16
34.3	43.8
\$ 20,327	\$ 20,437
\$ 19,345	\$ 20,437
\$ 20,010	\$ 21,343
102%	96%
97%	96%
\$ 981	\$ 738
\$ 935	\$ 446
\$ 1,054	\$ 2,024
\$ 1,925	\$ 2,470
\$ 63,514	\$ 39,518



Total					
Days in Inventory	Unit Sales	Total Front Gross \$	Total F&I Gross \$	\$ PUVR	% of total unit sales
0 - 30 Days	23	\$37,988	\$34,654	\$3,158	46.94%
31 - 45 Days	13	\$16,681	\$20,046	\$2,825	26.53%
46 - 60 Days	5	(\$3,411)	\$1,806	(\$321)	10.20%
60 - 90 Days	4	(\$7,550)	\$6,694	(\$214)	8.16%
90 Days and Over	4	(\$5,731)	\$1,855	(\$969)	8.16%
Total	49	\$37,977	\$65,055	\$2,103	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	0
31 - 45 Days	2
46 - 60 Days	0
60 - 90 Days	0
90 Days and Over	0
Total	2

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

Total Front Gross \$	Total F&I Gross \$	\$ PUVR
\$0	\$0	#DIV/0!
\$3,569	\$6,288	\$4,929
\$0	\$0	#DIV/0!
\$0	\$0	#DIV/0!
\$0	\$0	#DIV/0!
\$ 3,569	\$ 6,288	\$4,929

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

% of total unit sales
0.00%
100.00%
0.00%
0.00%
0.00%
100.0%



Trade/Curbs		
Days in Inventory	Unit Sales	Total Front Gross \$
0 - 30 Days	23	\$37,988
31 - 45 Days	11	\$13,112
46 - 60 Days	5	(\$3,411)
60 - 90 Days	4	(\$7,550)
90 Days and Over	4	(\$5,731)
Total	47	\$34,408

\$ 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
\$34,654	\$3,158	48.94%
\$13,758	\$2,443	23.40%
\$1,806	(\$321)	10.64%
\$6,694	(\$214)	8.51%
\$1,855	(\$969)	8.51%
\$58,767	\$1,982	100.0%

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

