

Input Sheet



Desk Manager	Finance Manager	Sales Consultant
Jeff Johnson	Doug	Frank
Ken	Dino	Chris
Zack		David
		Rick
		Riaan
		Andy
		Phiera
		Brian
		Neil
		Dana
		House

#	Year	Make	Model	Days in Stock	Source Purchased?	CPO	Advertised Price (Time of Sale)	Transaction Price	Market Price at 100%	Advertised Price to Market (%)	Transaction to Market (%)	Transactional Discount (\$)	Front End Gross	Finance Gross
1	2015	Chevrolet	Equinox	30	Yes	No	\$ 15,000	\$ 13,800	\$ 15,000	100%	92%	\$ 1,200	\$1,500	\$1,000
1	2013	GMC	YUKON	25	No	No	\$ 24,988	\$ 24,500	\$ 24,988	100%	98%	\$ 488	\$2,230	
2	2017	Land Rover	Disco	6	No	Yes	\$ 56,900	\$ 54,021	\$ 56,900	100%	95%	\$ 2,879	\$1,986	\$623
3	2015	Land Rover	RRS	17	Yes	Yes	\$ 52,900	\$ 51,900	\$ 52,900	100%	98%	\$ 1,000	\$4,687	\$921
4	2017	Jaguar	F-Pace	45	No	Yes	\$ 39,988	\$ 38,488	\$ 40,900	98%	94%	\$ 1,500	\$986	
5	2017	Jaguar	XE	128	No	Yes	\$ 27,988	\$ 27,988	\$ 32,900	85%	85%	\$ -	(\$156)	\$465
6	2011	Infiniti	G37	8	No	No	\$ 12,900	\$ 12,900	\$ 12,900	100%	100%	\$ -	\$2,766	\$344
7	2014	Land Rover	LR4	12	Yes	Yes	\$ 37,900	\$ 36,900	\$ 37,900	100%	97%	\$ 1,000	\$4,788	\$1,056
8	2016	Land Rover	RR	13	No	Yes	\$ 87,900	\$ 87,000	\$ 87,900	100%	99%	\$ 900	\$5,631	\$966
9	2017	Land Rover	Disco Sport	20	No	Yes	\$ 44,900	\$ 43,400	\$ 44,900	100%	97%	\$ 1,500	\$1,275	
10	2017	Land Rover	Disco Sport	32	No	Yes	\$ 36,900	\$ 35,719	\$ 36,900	100%	97%	\$ 1,181	(\$517)	\$421
11	2015	Jaguar	XF	64	No	Yes	\$ 24,988	\$ 24,988	\$ 26,900	93%	93%	\$ -	\$263	
12	2014	Honda	Accord	61	No	Yes	\$ 17,900	\$ 15,942	\$ 17,900	100%	89%	\$ 1,958	\$947	
13	2014	Jeep	Wrangler	27	No	Yes	\$ 26,498	\$ 25,750	\$ 26,900	99%	96%	\$ 748	\$1,856	\$465
14	2016	Jaguar	F-Type	29	Yes	Yes	\$ 50,988	\$ 48,500	\$ 51,900	98%	93%	\$ 2,488	\$4,125	\$936
15	1995	Land Rover	Defender	32	Yes	No	\$ 54,900	\$ 48,900	\$ 54,900	100%	89%	\$ 6,000	\$4,240	
16	2014	Lexus	LX	30	No	Yes	\$ 48,900	\$ 46,837	\$ 48,900	100%	96%	\$ 2,063	\$2,637	\$498
17	2012	Lexus	GX	34	No	No	\$ 23,498	\$ 20,771	\$ 24,900	94%	83%	\$ 2,727	\$1,068	
18	2017	Land Rover	Disoc Sport	43	No	Yes	\$ 36,900	\$ 35,200	\$ 36,900	100%	95%	\$ 1,700	\$976	
19	2016	Land Rover	RRS	13	Yes	Yes	\$ 59,900	\$ 59,900	\$ 59,900	100%	100%	\$ -	\$3,611	\$867
20	2012		Vantage S	65	No	No	\$ 68,498	\$ 63,350	\$ 74,900	91%	85%	\$ 5,148	(\$920)	
21	2017	Jaguar	XF	117	No	Yes	\$ 37,988	\$ 36,988	\$ 38,900	98%	95%	\$ 1,000	\$1,036	\$655
22	2016	Land Rover	LR4	6	Yes	Yes	\$ 54,900	\$ 53,900	\$ 54,900	100%	98%	\$ 1,000	\$4,321	\$785
23	2010	Land Rover	LR2	12	Yes	No	\$ 11,900	\$ 11,900	\$ 11,900	100%	100%	\$ -	\$300	
24	2011	Land Rover	RRS	26	No	No	\$ 23,900	\$ 19,390	\$ 23,900	100%	81%	\$ 4,510	\$3,961	\$689
25	2017	Land Rover	Disco	25	No	Yes	\$ 36,900	\$ 35,400	\$ 36,900	100%	96%	\$ 1,500	\$3,429	\$751
26	2009	Jeep	Wrangler	16	No	No	\$ 15,900	\$ 15,400	\$ 15,900	100%	97%	\$ 500	\$1,422	\$358
27	2018	Land Rover	RRS	15	Yes	Yes	\$ 89,900	\$ 87,400	\$ 89,900	100%	97%	\$ 2,500	\$7,861	\$3,201
28	2017	Land Rover	RRS	12	No	Yes	\$ 79,900	\$ 78,400	\$ 79,900	100%	98%	\$ 1,500	\$5,965	\$970
29	2016	Land Rover	RR	13	No	Yes	\$ 74,900	\$ 74,150	\$ 74,900	100%	99%	\$ 750	\$6,354	
30	2017	Jaguar	F-Pace	8	No	Yes	\$ 43,900	\$ 41,400	\$ 43,900	100%	94%	\$ 2,500	\$867	
31	2017	Land Rover	Disco Sport	56	No	Yes	\$ 33,988	\$ 30,818	\$ 34,900	97%	88%	\$ 3,170	\$657	
32	2017	Land Rover	Disco Sport	39	No	Yes	\$ 34,988	\$ 33,488	\$ 35,900	97%	93%	\$ 1,500	\$865	
33	2014	Land Rover	LR4	15	Yes	Yes	\$ 42,900	\$ 42,400	\$ 42,900	100%	99%	\$ 500	\$3,782	\$656
34	2018	Land Rover	Velar	32	Yes	Yes	\$ 61,900	\$ 60,000	\$ 61,900	100%	97%	\$ 1,900	(\$434)	
35	2016	Honda	Accord	36	No	Yes	\$ 19,988	\$ 18,750	\$ 20,900	96%	90%	\$ 1,238	\$2,370	
36	2017	Land Rover	Disco Sport	23	No	Yes	\$ 35,900	\$ 35,184	\$ 35,900	100%	98%	\$ 716	\$2,017	
37	2017	Jaguar	XF	97	No	Yes	\$ 41,988	\$ 40,984	\$ 42,900	98%	96%	\$ 1,004	\$109	\$677
38	2018	Land Rover	Velar	57	Yes	Yes	\$ 56,988	\$ 55,988	\$ 57,900	98%	97%	\$ 1,000	\$3,642	\$602
39	2017	Jaguar	F-Pace	45	No	Yes	\$ 48,988	\$ 48,000	\$ 49,900	98%	96%	\$ 988	\$1,063	
40	2017	Jaguar	XE	91	No	Yes	\$ 35,988	\$ 32,988	\$ 36,900	98%	89%	\$ 3,000	\$56	
41	2018	Land Rover	Disco Sport	125	No	Yes	\$ 32,988	\$ 31,900	\$ 33,900	97%	94%	\$ 1,088	(\$692)	
42	2016	Land Rover	Disco Sport	58	No	Yes	\$ 45,900	\$ 43,115	\$ 45,900	100%	94%	\$ 2,785	\$2,785	\$694
43	2017	Maserati	GT	25	No	Yes	\$ 88,900	\$ 87,000	\$ 88,900	100%	98%	\$ 1,900	\$7,865	\$3,621
44	2013	Jaguar	XJ	12	No	No	\$ 29,900	\$ 28,900	\$ 29,900	100%	97%	\$ 1,000	\$4,655	\$465
45	2017	Land Rover	Evoque	58	No	Yes	\$ 45,900	\$ 43,800	\$ 45,900	100%	95%	\$ 2,100	\$3,622	
46	2018	Jaguar	F-Pace	25	No	Yes	\$ 55,900	\$ 55,600	\$ 55,900	100%	99%	\$ 300	(\$718)	\$1,052
47	2016	Land Rover	Disco Sport	23	No	Yes	\$ 34,900	\$ 32,261	\$ 34,900	100%	92%	\$ 2,639	\$1,955	
48	2011	Jaguar	XF	16	No	No	\$ 13,900	\$ 11,900	\$ 13,900	100%	86%	\$ 2,000	\$963	
49	2008	Land Rover	RRS	13	No	No	\$ 15,900	\$ 15,900	\$ 15,900	100%	100%	\$ -	\$3,692	
50	2017	Land Rover	Disco Sport	19	No	Yes	\$ 34,900	\$ 34,150	\$ 34,900	100%	98%	\$ 750	\$867	\$265
51	2010	Honda	Pilot	17	No	Yes	\$ 15,900	\$ 12,210	\$ 15,900	100%	77%	\$ 3,690	(\$623)	
52	2013	Jaguar	XJ	61	No	Yes	\$ 28,988	\$ 27,535	\$ 29,900	97%	92%	\$ 1,453	\$2,164	\$633
53	2015	Land Rover	Evoque	48	No	Yes	\$ 30,988	\$ 30,400	\$ 31,900	97%	95%	\$ 588	\$4,851	\$785

Scoreboard	
# of Purchased Vehicles Retailed	13
# of Traded Vehicles Retailed	63
% Retailed of Non-New Franchise	24%
Total # Retail Units	76
Average Days to Sale	32.5
Average Advertised Price (Time of Sale)	\$ 39,353
Average Transaction Price	\$ 37,907
Average Market Price at 100%	\$ 39,837
Average Price to Market (Time of Sale)	99%
Average Transaction to Market	95%
Average Transactional Discount	\$ 1,446
Average Front End Gross	\$ 2,248
Average Finance Gross	\$ 821
PUVR	\$ 2,659
Total Gross (Units&PUVR)	\$ 202,065





Scoreboard	
Desk Manager	Totals
# of Purchased Vehicles Retailed	13
# of Traded Vehicles Retailed	63
% Retailed of Non-New Franchise	24%
Total # Retail Units	76
Average Days to Sale	32.5
Average Advertised Price (Time of Sale)	\$ 39,353
Average Transaction Price	\$ 37,907
Average Market Price at 100%	\$ 39,837
Average Price to Market (Time of Sale)	99%
Average Transaction to Market	95%
Average Transactional Discount	\$ 1,446
Average Front End Gross	\$ 2,248
Average Finance Gross	\$ 821
PUVR	\$ 2,659
Total Gross (Units&PUVR)	\$ 202,065



Scoreboard		
Sales Consultant	Totals	
# of Purchased Vehicles Retailed	13	0
# of Traded Vehicles Retailed	63	0
% Retailed of Non-New Franchise	24%	#DIV/0!
Total # Retail Units	76	0
Average Days to Sale	32.5	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 39,353	#DIV/0!
Average Transaction Price	\$ 37,907	#DIV/0!
Average Market Price at 100%	\$ 39,837	#DIV/0!
Average Price to Market (Time of Sale)	99%	#DIV/0!
Average Transaction to Market	95%	#DIV/0!
Average Transactional Discount	\$ 1,446	#DIV/0!
Average Front End Gross	\$ 2,248	#DIV/0!
Average Finance Gross	\$ 821	#DIV/0!
PUVR	\$ 2,659	#DIV/0!
Total Gross (Units&PUVR)	\$ 202,065	#DIV/0!



Scoreboard	
Finance Manager	Totals
# of Purchased Vehicles Retailed	13
# of Traded Vehicles Retailed	63
% Retailed of Non-New Franchise	24%
Total # Retail Units	76
Average Days to Sale	32.5
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PUVR	\$ 2,659
Total Gross (Units&PUVR)	\$ 202,065



Scoreboard	
CPO	Totals
# of Purchased Vehicles Retailed	13
# of Traded Vehicles Retailed	63
Total # Retail Units	76
Average Days to Sale	32.5
Average Advertised Price (Time of Sale)	\$ 39,353
Average Transaction Price	\$ 37,907
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Average Price to Market (Time of Sale)	99%
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Average Transactional Discount	\$ 1,446
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Average Finance Gross	\$ 821
PUVR	\$ 2,659
Total Gross (Units&PUVR)	\$ 202,065

Yes	No
10	3
49	14
59	17
35.6	21.6
\$ 42,935	\$ 25,111
\$ 41,594	\$ 25,111
\$ 43,393	\$ 27,493
\$ 1	\$ 1
96%	91%
\$ 1,341	\$ 1,811
\$ 2,299	\$ 2,072
\$ 889	\$ 521
\$ 2,766	\$ 2,286
\$ 163,198	\$ 38,867



Scoreboard	
Same Brand as New	Totals
# of Purchased Vehicles Retailed	13
# of Traded Vehicles Retailed	63
Total # Retail Units	76
Average Days to Sale	32.5
Average Advertised Price (Time of Sale)	\$ 39,353
Average Transaction Price	\$ 37,907
Average Market Price at 100%	\$ 39,837
Average Price to Market (Time of Sale)	99%
Average Transaction to Market	95%
Average Transactional Discount	\$ 1,446
Average Front End Gross	\$ 2,248
Average Finance Gross	\$ 821
PUVR	\$ 2,659
Total Gross (Units&PUVR)	\$ 202,065

Yes	No
13	0
44	18
57	18
33.7	26.9
\$ 42,349	\$ 27,022
\$ 40,898	\$ 27,022
\$ 42,760	\$ 28,632
99%	94%
96%	94%
\$ 1,451	\$ 1,224
\$ 2,399	\$ 1,948
\$ 802	\$ 892
\$ 2,821	\$ 2,344
\$ 160,792	\$ 42,193



Total					
Days in Inventory	Unit Sales	Total Front Gross \$	Total F&I Gross \$	\$ PUVR	% of total unit sales
0 - 30 Days	49	\$135,820	\$25,797	\$3,298	64.47%
31 - 45 Days	11	\$13,678	\$884	\$1,324	14.47%
46 - 60 Days	7	\$18,568	\$2,081	\$2,950	9.21%
60 - 90 Days	4	\$2,454	\$633	\$772	5.26%
90 Days and Over	5	\$353	\$1,797	\$430	6.58%
Total	76	\$170,873	\$31,192	\$2,659	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	10
31 - 45 Days	2
46 - 60 Days	1
60 - 90 Days	0
90 Days and Over	0
Total	13

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

Total Front Gross \$	Total F&I Gross \$	\$ PUVR
\$36,225	\$8,422	\$4,465
\$3,806	\$0	\$1,903
\$3,642	\$602	\$4,244
\$0	\$0	#DIV/0!
\$0	\$0	#DIV/0!
\$ 43,673	\$ 9,024	\$4,054

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

% of total unit sales
76.92%
15.38%
7.69%
0.00%
0.00%
100.0%



Trade/Curbs		
Days in Inventory	Unit Sales	Total Front Gross \$
0 - 30 Days	39	\$99,595
31 - 45 Days	9	\$9,872
46 - 60 Days	6	\$14,926
60 - 90 Days	4	\$2,454
90 Days and Over	5	\$353
Total	63	\$127,200

\$ 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
\$17,375	\$2,999	61.90%
\$884	\$1,195	14.29%
\$1,479	\$2,734	9.52%
\$633	\$772	6.35%
\$1,797	\$430	7.94%
\$22,168	\$2,371	100.0%

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

