

#	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	Explorer	21	No	No	\$ 34,991	\$ 32,715	\$ 35,111	(\$501)	\$2,421
2	2013	Ford	F150	119	No	No	\$ 28,937	\$ 28,497	\$ 28,402	\$60	\$0
3	2016	Lincoln	MKZ	19	Yes	No	\$ 24,300	\$ 25,900	\$ 24,278	\$917	\$400
4	2014	Ford	Edge	151	Yes	No	\$ 17,484	\$ 19,284	\$ 17,588	\$53	\$1,405
5	2015	Ford	F150	36	No	No	\$ 30,991	\$ 30,000	\$ 31,982	\$1,680	\$1,799
6	2016	Ford	F150	154	No	No	\$ 27,984	\$ 27,984	\$ 33,443	\$1,000	\$906
7	2017	Ford	F150	69	No	No	\$ 33,991	\$ 33,991	\$ 34,306	\$1,276	\$500
8	2015	Ford	Focus	170	No	No	\$ 12,991	\$ 12,700	\$ 12,468	\$993	\$815
9	2010	Ford	Escape	12	No	No	\$ 10,991	\$ 10,991	\$ 9,508	\$1,491	\$578
10	2015	Ford	F350	45	No	No	\$ 45,836	\$ 45,083	\$ 48,808	\$1,953	\$1,870
11	2013	Ford	CMAX	17	No	No	\$ 11,991	\$ 11,991	\$ 11,217	\$2,196	\$872
12	2017	Ford	Escape	119	Yes	No	\$ 21,768	\$ 21,768	\$ 22,311	\$600	\$0
13	2016	Ford	F150	119	Yes	No	\$ 30,690	\$ 30,690	\$ 30,525	(\$500)	\$1,895
14	2013	Ford	Escape	102	No	No	\$ 14,769	\$ 14,300	\$ 11,225	\$628	\$321
15	2017	Ford	Escape	76	Yes	No	\$ 16,984	\$ 15,000	\$ 17,119	\$1,446	\$275
16	2016	Ford	Fusion	111	Yes	No	\$ 16,800	\$ 15,930	\$ 15,308	\$101	\$1,799
17	2014	Ford	Edge	119	No	No	\$ 22,598	\$ 22,000	\$ 16,031	\$770	\$1,924
18	2014	Ford	Explorer	68	No	No	\$ 25,991	\$ 24,200	\$ 22,970	(\$271)	\$2,289
19	2017	Ford	Focus	175	Yes	No	\$ 15,499	\$ 15,298	\$ 17,176	(\$104)	\$300
20	2017	Ford	F250	125	Yes	No	\$ 60,750	\$ 60,750	\$ 62,260	\$500	\$936
21	2015	Ford	F150	176	Yes	No	\$ 27,995	\$ 27,500	\$ 33,962	(\$444)	\$327
22	2014	Ford	Taurus	44	No	No	\$ 16,351	\$ 15,900	\$ 13,783	\$564	\$0
23	2015	Ford	F150	95	No	No	\$ 37,484	\$ 37,184	\$ 40,165	\$901	\$2,333
24	2017	Ford	Escape	39	No	No	\$ 22,984	\$ 21,131	\$ 22,775	\$81	\$0
25	2015	Lincoln	MKC	85	Yes	Yes	\$ 21,545	\$ 21,545	\$ 24,236	\$950	\$0
26	2017	Ford	Fusion	140	Yes	No	\$ 16,802	\$ 17,991	\$ 15,920	\$73	\$1,103
27	2017	Ford	Mustang	176	Yes	No	\$ 23,659	\$ 24,263	\$ 23,407	\$151	\$628
28	2016	Lincoln	MKC	109	Yes	No	\$ 19,991	\$ 19,300	\$ 23,523	\$1,643	\$750
29	2013	Ford	F150	73	No	No	\$ 18,795	\$ 18,100	\$ 21,047	\$245	\$2,278
30	2013	Ford	Edge	45	No	No	\$ 14,798	\$ 14,788	\$ 14,858	\$2,529	\$1,504
31	2015	Lincoln	MKC	85	Yes	No	\$ 23,585	\$ 23,000	\$ 24,348	\$315	\$1,709
32	2017	Ford	Explorer	75	No	No	\$ 32,991	\$ 32,590	\$ 29,840	(\$1,599)	\$1,856
33	2018	Ford	Escape	142	Yes	No	\$ 26,799	\$ 26,299	\$ 29,223	\$2,850	\$2,539
34	2015	Ford	F150	171	Yes	No	\$ 28,328	\$ 27,500	\$ 34,044	\$672	\$619
35	2015	Lincoln	MKC	212	Yes	No	\$ 22,784	\$ 22,784	\$ 23,710	\$500	\$550
36	2016	Lincoln	MKZ	79	Yes	No	\$ 23,991	\$ 23,000	\$ 37,280	\$1,230	\$1,099
37	2017	Ford	Explorer	49	Yes	No	\$ 30,800	\$ 30,800	\$ 29,743	\$1,241	\$2,713

38	2017	Ford	F150	115	No	No	\$ 29,790	\$ 29,491	\$ 30,853	\$801	\$618
39	2015	Ford	F150	54	No	No	\$ 33,991	\$ 32,350	\$ 33,091	\$530	\$734
40	2017	Ford	Explorer	86	No	No	\$ 29,991	\$ 29,999	\$ 29,748	\$1,686	\$524
41	2017	Ford	Explorer	133	Yes	No	\$ 27,995	\$ 27,995	\$ 29,764	\$1,047	\$1,182
42	2016	Lincoln	MKX	107	No	Yes	\$ 35,991	\$ 35,991	\$ 37,377	\$4,481	\$0
43	2017	Ford	Expedition	148	Yes	No	\$ 25,547	\$ 25,983	\$ 25,762	\$1,436	\$2,304
44	2016	Ford	Escape	80	No	No	\$ 15,899	\$ 15,899	\$ 15,656	\$1,039	\$0
45	2011	Ford	Explorer	113	No	No	\$ 13,535	\$ 13,535	\$ 14,396	\$1,350	\$1,227
46	2014	Ford	F150	86	No	No	\$ 28,424	\$ 26,984	\$ 23,480	\$1,740	\$0
47	2013	Lincoln	MKX	87	No	No	\$ 19,991	\$ 24,900	\$ 18,359	\$2,268	\$1,258
48	2015	Ford	Edge	108	No	No	\$ 25,991	\$ 25,979	\$ 23,556	\$2,964	\$1,620
49	2016	Ford	Fusion	110	Yes	No	\$ 16,991	\$ 16,500	\$ 15,283	\$1,228	\$0
50	2017	Ford	Focus	174	Yes	No	\$ 12,999	\$ 12,000	\$ 13,518	(\$616)	\$363
51	2015	Ford	Escape	93	No	No	\$ 16,356	\$ 16,356	\$ 16,276	\$316	\$1,012
52	2016	Ford	F150	216	Yes	No	\$ 26,991	\$ 26,990	\$ 25,938	(\$32)	\$2,096
53	2011	Ford	Explorer	87	Yes	No	\$ 15,991	\$ 13,600	\$ 14,396	\$460	\$0

Scoreboard	
# of Purchased Vehicles Retailed	29
# of Traded Vehicles Retailed	31
% Retailed of Non-New Franchise	27%
Total # Retail Units	60
Average Days to Sale	102.9
Average Advertised Price (Time of Sale)	\$ 25,570
Average Transaction Price	\$ 25,324
Average Market Price at 100%	\$ 25,752
Average Price to Market (Time of Sale)	99%
Average Transaction to Market	98%
Average Transactional Discount	\$ 246
Average Front End Gross	\$ 906
Average Finance Gross	\$ 1,055
PUVR	\$ 1,960
Total Gross (Units&PUVR)	\$117,625



Scoreboard		
Desk Manager	Totals	Tim Keith
# of Purchased Vehicles Retailed	29	3
# of Traded Vehicles Retailed	31	2
% Retailed of Non-New Franchise	27%	0%
Total # Retail Units	60	5
Average Days to Sale	102.9	106.6
Average Advertised Price (Time of Sale)	\$ 25,570	\$ 25,765
Average Transaction Price	\$ 25,324	\$ 25,055
Average Market Price at 100%	\$ 25,752	\$ 24,573
Average Price to Market (Time of Sale)	99%	105%
Average Transaction to Market	98%	102%
Average Transactional Discount	\$ 246	\$ 710
Average Front End Gross	\$ 906	\$ (183)
Average Finance Gross	\$ 1,055	\$ 1,867
PUVR	\$ 1,960	\$ 1,684
Total Gross (Units&PUVR)	\$ 117,625	\$ 8,421



Flynn Odaniel	Jace Stone		
16	10	0	0
13	16	0	0
31%	27%	#DIV/0!	#DIV/0!
29	26	0	0
106.6	98.1	#DIV/0!	#DIV/0!
\$ 25,794	\$ 25,283	#DIV/0!	#DIV/0!
\$ 25,334	\$ 25,364	#DIV/0!	#DIV/0!
\$ 26,114	\$ 25,575	#DIV/0!	#DIV/0!
99%	99%	#DIV/0!	#DIV/0!
97%	99%	#DIV/0!	#DIV/0!
\$ 460	\$ (81)	#DIV/0!	#DIV/0!
\$ 995	\$ 1,016	#DIV/0!	#DIV/0!
\$ 940	\$ 1,026	#DIV/0!	#DIV/0!
\$ 1,935	\$ 2,042	#DIV/0!	#DIV/0!
\$ 56,123	\$ 53,080	#DIV/0!	#DIV/0!

Scoreboard			
Sales Consultant	Totals	Kenny Watson	Fay
# of Purchased Vehicles Retailed	29	4	5
# of Traded Vehicles Retailed	31	2	6
% Retailed of Non-New Franchise	27%	33%	55%
Total # Retail Units	60	6	11
Average Days to Sale	102.9	82.8	91.5
Average Advertised Price (Time of Sale)	\$ 25,570	\$ 40,963	\$ 23,388
Average Transaction Price	\$ 25,324	\$ 40,967	\$ 23,321
Average Market Price at 100%	\$ 25,752	\$ 41,591	\$ 23,703
Average Price to Market (Time of Sale)	99%	98%	99%
Average Transaction to Market	98%	99%	98%
Average Transactional Discount	\$ 246	\$ (5)	\$ 67
Average Front End Gross	\$ 906	\$ 669	\$ 1,274
Average Finance Gross	\$ 1,055	\$ 1,247	\$ 569
PUVR	\$ 1,960	\$ 1,916	\$ 1,843
Total Gross (Units&PUVR)	\$ 117,625	\$ 11,496	\$ 20,272



Chris Langley	Mark Feller	Brandon Baker	Kevin Woolsey
1	4	1	0
2	3	3	2
33%	14%	0%	0%
3	7	4	2
80.3	105.9	133.3	72.0
\$ 26,039	\$ 24,329	\$ 26,833	\$ 33,491
\$ 26,385	\$ 23,637	\$ 26,551	\$ 33,291
\$ 27,085	\$ 24,712	\$ 30,512	\$ 32,073
96%	98%	88%	104%
97%	96%	87%	104%
\$ (346)	\$ 692	\$ 282	\$ 201
\$ 1,512	\$ 1,210	\$ 981	\$ (162)
\$ 1,593	\$ 871	\$ 1,271	\$ 1,178
\$ 3,104	\$ 2,081	\$ 2,252	\$ 1,017
\$ 9,313	\$ 14,565	\$ 9,008	\$ 2,033

Dave Pearce	Nathan	Jacob Boze	Tracy Johnson
2	5	2	1
4	1	0	2
17%	17%	50%	33%
6	6	2	3
110.2	132.5	93.5	126.3
\$ 16,978	\$ 22,861	\$ 16,892	\$ 27,461
\$ 17,581	\$ 22,581	\$ 15,465	\$ 26,530
\$ 16,830	\$ 22,094	\$ 16,214	\$ 24,803
101%	103%	104%	111%
104%	102%	95%	107%
\$ (603)	\$ 280	\$ 1,427	\$ 931
\$ 1,155	\$ 371	\$ 774	\$ 37
\$ 748	\$ 1,088	\$ 1,037	\$ 1,538
\$ 1,903	\$ 1,458	\$ 1,811	\$ 1,575
\$ 11,417	\$ 8,750	\$ 3,621	\$ 4,724

Shawn Wittmer	Henry	Ashlee Johnson	Pat Allen
3	1	0	0
2	2	1	1
20%	33%	0%	0%
5	3	1	1
113.2	81.3	93.0	86.0
\$ 25,901	\$ 24,124	\$ 16,356	\$ 34,991
\$ 25,151	\$ 23,700	\$ 16,356	\$ 35,000
\$ 26,218	\$ 25,048	\$ 16,276	\$ 31,533
99%	96%	100%	111%
96%	95%	100%	111%
\$ 750	\$ 424	\$ -	\$ (9)
\$ 732	\$ 749	\$ 316	\$ 2,680
\$ 1,177	\$ 1,504	\$ 1,012	\$ 2,118
\$ 1,908	\$ 2,252	\$ 1,328	\$ 4,798
\$ 9,542	\$ 6,757	\$ 1,328	\$ 4,798

Scoreboard		
Finance Manager	Totals	Kevin Overlay
# of Purchased Vehicles Retailed	29	14
# of Traded Vehicles Retailed	31	13
% Retailed of Non-New Franchise	27%	11%
Total # Retail Units	60	27
Average Days to Sale	102.9	97.6
Average Advertised Price (Time of Sale)	\$ 25,570	\$ 24,024
Average Transaction Price	\$ 25,324	\$ 23,482
Average Market Price at 100%	\$ 25,752	\$ 24,072
Average Price to Market (Time of Sale)	99%	100%
Average Transaction to Market	98%	98%
Average Transactional Discount	\$ 246	\$ 542
Average Front End Gross	\$ 906	\$ 882
Average Finance Gross	\$ 1,055	\$ 1,277
PUVR	\$ 1,960	\$ 2,160
Total Gross (Units&PUVR)	\$ 117,625	\$ 58,309



Cody			
15	0	0	0
18	0	0	0
39%	#DIV/0!	#DIV/0!	#DIV/0!
33	0	0	0
107.2	#DIV/0!	#DIV/0!	#DIV/0!
\$ 26,835	#DIV/0!	#DIV/0!	#DIV/0!
\$ 26,831	#DIV/0!	#DIV/0!	#DIV/0!
\$ 27,127	#DIV/0!	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4	#DIV/0!	#DIV/0!	#DIV/0!
\$ 925	#DIV/0!	#DIV/0!	#DIV/0!
\$ 873	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,797	#DIV/0!	#DIV/0!	#DIV/0!
\$ 59,316	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard		
CPO	Totals	Yes
# of Purchased Vehicles Retailed	29	2
# of Traded Vehicles Retailed	31	1
Total # Retail Units	60	3
Average Days to Sale	102.9	103.0
Average Advertised Price (Time of Sale)	\$ 25,570	\$ 29,176
Average Transaction Price	\$ 25,324	\$ 29,179
Average Market Price at 100%	\$ 25,752	\$ 30,529
Average Price to Market (Time of Sale)	99%	\$ 1
Average Transaction to Market	98%	96%
Average Transactional Discount	\$ 246	\$ (3)
Average Front End Gross	\$ 906	\$ 2,009
Average Finance Gross	\$ 1,055	\$ 386
PUVR	\$ 1,960	\$ 2,396
Total Gross (Units&PUVR)	\$ 117,625	\$ 7,187

No	
	27
	30
	57
	102.9
\$	25,121
\$	25,121
\$	25,501
\$	1
	99%
\$	259
\$	848
\$	1,090
\$	1,938
\$	110,438



Scoreboard		
Same Brand as New	Totals	Yes
# of Purchased Vehicles Retailed	29	19
# of Traded Vehicles Retailed	31	25
Total # Retail Units	60	44
Average Days to Sale	102.9	105.3
Average Advertised Price (Time of Sale)	\$ 25,570	\$ 24,550
Average Transaction Price	\$ 25,324	\$ 24,152
Average Market Price at 100%	\$ 25,752	\$ 24,392
Average Price to Market (Time of Sale)	99%	101%
Average Transaction to Market	98%	99%
Average Transactional Discount	\$ 246	\$ 399
Average Front End Gross	\$ 906	\$ 863
Average Finance Gross	\$ 1,055	\$ 1,162
PUVR	\$ 1,960	\$ 2,025
Total Gross (Units&PUVR)	\$ 117,625	\$ 89,081

No	
	10
	6
	16
	96.4
\$	28,547
\$	28,547
\$	29,492
	97%
	97%
\$	(174)
\$	1,023
\$	761
\$	1,784
\$	28,544



Total					
Days in Inventory	Unit Sales	Total Front Gross	Total F&I Gross \$	\$ PUVR	% of total unit sa
0 - 30 Days	4	\$4,103	\$4,271	\$2,094	6.67%
31 - 45 Days	5	\$6,807	\$5,173	\$2,396	8.33%
46 - 60 Days	2	\$1,771	\$3,447	\$2,609	3.33%
60 - 90 Days	16	\$20,836	\$15,826	\$2,291	26.67%
90 Days and Over	33	\$20,825	\$34,566	\$1,679	55.00%
Total	60	\$54,342	\$63,283	\$1,960	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	Total Front Gross \$
0 - 30 Days	1	\$917
31 - 45 Days	0	\$0
46 - 60 Days	1	\$1,241
60 - 90 Days	5	\$4,401
90 Days and Over	22	\$6,561
Total	29	\$ 13,120

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



Total F&I Gross \$	\$ PUVR	% of total unit sal
\$400	\$1,317	3.45%
\$0	#DIV/0!	0.00%
\$2,713	\$3,954	3.45%
\$3,083	\$1,497	17.24%
\$23,790	\$1,380	75.86%
\$ 29,986	\$1,486	100.0%

ross \$\$ divided by Number of sales
age bucket by total unit sales

CADEMY

Trade/Curbs			
Days in Inventory	Unit Sales	Total Front Gross	Total F&I Gross
0 - 30 Days	3	\$3,186	\$3,871
31 - 45 Days	5	\$6,807	\$5,173
46 - 60 Days	1	\$530	\$734
60 - 90 Days	11	\$16,435	\$12,743
90 Days and Over	11	\$14,264	\$10,776
Total	31	\$41,222	\$33,297

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



\$ PUVR	% of total unit sales
\$2,352	9.68%
\$2,396	16.13%
\$1,264	3.23%
\$2,653	35.48%
\$2,276	35.48%
\$2,404	100.0%

ed by Number of sales
y total unit sales