





<b>New Car Franchise</b>
Honda



#	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	2013	Volvo	S60	34	No	No	\$ 12,983	\$ 12,893		(\$868)	\$2,314
2	2013	Chevrolet	Equinox	34	No	No	\$ 13,883	\$ 13,018	\$ 13,993	\$392	\$0
3	2008	BMW	128	48	No	No	\$ 6,894	\$ 6,894	\$ 8,618	\$567	\$1,897
4	2007	BMW	Z4	44	No	No	\$ 22,994	\$ 24,881		\$808	\$0
5	2007	HYUNDAI	Sonata	40	No	No	\$ 4,483	\$ 4,200	\$ 4,622	(\$18)	\$0
6	2010	MAZDA	3	39	No	No	\$ 5,873	\$ 4,654	\$ 5,815	(\$232)	\$0
7	2015	HONDA	Civic Sedan	38	No	Yes	\$ 13,693	\$ 13,103	\$ 13,693	(\$273)	\$0
8	2012	HONDA	Pilot	36	No	No	\$ 14,993	\$ 15,181	\$ 15,457	\$101	\$1,903
9	2014	HONDA	Accord Sedan	35	No	Yes	\$ 17,544	\$ 17,692	\$ 16,709	\$453	\$3,028
10	2016	GMC	ACADIA	34	No	No	\$ 25,993	\$ 25,750	\$ 28,564	\$547	\$2,257
11	2017	HONDA	Civic Sedan	32	No	Yes	\$ 21,693	\$ 22,452	\$ 23,326	\$41	\$0
12	2015	FORD	Fusion	29	No	No	\$ 9,892	\$ 9,782	\$ 10,523	(\$308)	\$0
13	2006	MITSUBISHI	Galant	25	No	No	\$ 4,792	\$ 3,375		\$348	\$0
14	2010	HONDA	Odyssey	24	No	No	\$ 8,444	\$ 6,126	\$ 9,706	(\$278)	\$0
15	2016	DODGE	Ram	22	No	No	\$ 32,992	\$ 31,313	\$ 31,723	\$557	\$1,505
16	2015	HONDA	CR-V	21	No	Yes	\$ 17,792	\$ 17,943	\$ 17,792	\$98	\$0
17	2011	BUICK	Enclave	21	No	No	\$ 9,692	\$ 9,692	\$ 10,422	\$1,963	\$2,478
18	2009	FORD	FLEX	20	No	No	\$ 10,891	\$ 10,659	\$ 11,586	\$2,035	\$1,656
19	2014	TOYOTA	4Runner	20	No	No	\$ 24,992	\$ 24,826	\$ 26,307	\$575	\$0
20	2007	HONDA	Odyssey	20	No	No	\$ 6,581	\$ 6,891	\$ 7,153	\$96	\$200
21	2012	FORD	Focus	19	No	No	\$ 7,992	\$ 7,669	\$ 8,413	(\$288)	\$0
22	2015	TOYOTA	Corolla	18	No	No	\$ 11,892	\$ 10,733	\$ 11,546	(\$116)	\$0
23	2013	HONDA	Civic Sedan	18	No	No	\$ 12,692	\$ 11,426	\$ 13,085	(\$453)	\$100
24	2015	HONDA	Accord Sedan	18	No	Yes	\$ 18,891	\$ 17,319	\$ 19,277	\$422	\$2,523
25	2008	CHEVROLET	Cruze	18	No	No	\$ 7,981	\$ 7,967	\$ 8,144	\$2,241	\$2,087
26	2017	ACURA	ILX-P	18	No	No	\$ 21,992	\$ 21,991		\$1,215	\$2,638
27	2016	HONDA	Pilot	17	No	Yes	\$ 24,893	\$ 25,491	\$ 28,288	\$717	\$2,080
28	2018	HONDA	Accord Sedan	17	No	Yes	\$ 24,481	\$ 24,356	\$ 25,238	\$2,435	\$1,062
29	2009	HONDA	Odyssey	17	No	No	\$ 7,491	\$ 5,453	\$ 7,491	(\$199)	\$0
30	2016	ACURA	ILX-P	16	No	No	\$ 19,491	\$ 19,056	\$ 19,298	\$632	\$0
31	2011	FORD	Escape	16	No	No	\$ 8,691	\$ 8,678	\$ 8,438	\$2,434	\$0
32	2015	CHEVROLET	Traverse	16	No	No	\$ 15,991	\$ 13,865	\$ 16,486	\$91	\$1,904
33	2015	HONDA	Odyssey	15	No	Yes	\$ 24,891	\$ 23,991	\$ 23,482	\$2,984	\$0
34	2016	FORD	Explorer	15	No	No	\$ 24,691	\$ 25,991	\$ 25,195	\$4,153	\$8,894
35	2012	HONDA	Pilot	14	No	No	\$ 14,881	\$ 15,455	\$ 14,172	\$967	\$1,811
36	2013	HONDA	Odyssey	13	No	No	\$ 16,744	\$ 15,491	\$ 17,813	\$587	\$1,511
37	2018	TOYOTA	Camry	13	No	No	\$ 21,844	\$ 21,391	\$ 21,844	(\$330)	\$0
38	2016	VW	Golf	13	No	No	\$ 15,491	\$ 14,050	\$ 15,040	(\$247)	\$362
39	2016	HONDA	Civic Sedan	13	No	Yes	\$ 16,991	\$ 14,865	\$ 15,879	\$57	\$1,893
40	2017	SUBARU	FORESTER	12	No	No	\$ 26,891	\$ 24,865	\$ 27,723	\$2,621	\$1,550
41	2017	HONDA	Civic Sedan	12	No	Yes	\$ 23,891	\$ 22,405	\$ 25,148	(\$78)	\$499
42	2004	ACURA	RSX	11	No	No	\$ 5,991	\$ 2,986		(\$432)	\$0
43	2010	TOYOTA	Tundra	10	No	No	\$ 15,991	\$ 11,886	\$ 15,991	\$1,409	\$1,768
44	2015	FORD	F150	9	No	No	\$ 30,891	\$ 27,716	\$ 31,846	\$290	\$0
45	2004	HONDA	Element	8	No	No	\$ 6,981	\$ 2,895		(\$44)	\$0
46	2016	HONDA	Civic Sedan	8	No	Yes	\$ 15,691	\$ 15,991	\$ 15,536	\$1,457	\$1,417

47	2013	HONDA	Odyssey	7	No	No	\$ 18,944	\$ 18,176	\$ 18,573	(\$421)	\$481
48	2014	HONDA	Civic Sedan	7	No	Yes	\$ 11,891	\$ 11,591	\$ 11,434	\$1,868	\$1,319
49	2009	FORD	Explorer	7	No	No	\$ 6,981	\$ 6,320		\$1,738	\$128
50	2013	HONDA	CR-V	6	No	No	\$ 16,991	\$ 14,504	\$ 16,029	(\$740)	\$0
51	2018	HONDA	CR-V	6	No	Yes	\$ 25,991	\$ 24,546	\$ 24,991	\$300	\$470
52	2005	ACURA	MDX-T	6	No	No		\$ 2,500		(\$250)	\$0
53	2016	HONDA	Civic Sedan	6	No	Yes	\$ 16,991	\$ 17,241	\$ 16,823	\$921	\$1,643



<b>Scoreboard</b>	
# of Purchased Vehicles Retailed	29
# of Traded Vehicles Retailed	154
% Retailed of Non-New Franchise	52%
Total # Retail Units	183
Average Days to Sale	20.1
Average Advertised Price (Time of Sale)	\$ 16,265
Average Transaction Price	\$ 15,182
Average Market Price at 100%	\$ 16,784
Average Price to Market (Time of Sale)	97%
Average Transaction to Market	90%
Average Transactional Discount	\$ (229)
Average Front End Gross	\$ 187
Average Finance Gross	\$ 1,248
PUVR	\$ 1,435
Total Gross (Units&PUVR)	\$ 262,626



<b>Scoreboard</b>	
<b>Desk Manager</b>	<b>Totals</b>
# of Purchased Vehicles Retailed	29
# of Traded Vehicles Retailed	154
% Retailed of Non-New Franchise	52%
Total # Retail Units	183
Average Days to Sale	20.1
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PUVR	\$ 1,435
Total Gross (Units&PUVR)	\$ 262,626











Scoreboard		
Sales Consultant	Totals	
# of Purchased Vehicles Retailed	29	0
# of Traded Vehicles Retailed	154	0
% Retailed of Non-New Franchise	52%	#DIV/0!
Total # Retail Units	183	0
Average Days to Sale	20.1	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 16,265	#DIV/0!
Average Transaction Price	\$ 15,182	#DIV/0!
Average Market Price at 100%	\$ 16,784	#DIV/0!
Average Price to Market (Time of Sale)	97%	#DIV/0!
Average Transaction to Market	90%	#DIV/0!
Average Transactional Discount	\$ (229)	#DIV/0!
Average Front End Gross	\$ 187	#DIV/0!
Average Finance Gross	\$ 1,248	#DIV/0!
PUVR	\$ 1,435	#DIV/0!
Total Gross (Units&PUVR)	\$ 262,626	#DIV/0!











































<b>Scoreboard</b>	
<b>Finance Manager</b>	<b>Totals</b>
# of Purchased Vehicles Retailed	29
# of Traded Vehicles Retailed	154
% Retailed of Non-New Franchise	52%
Total # Retail Units	183
Average Days to Sale	20.1
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PUVR	\$ 1,435
Total Gross (Units&PUVR)	\$ 262,626











<b>Scoreboard</b>	
<b>CPO</b>	<b>Totals</b>
# of Purchased Vehicles Retailed	29
# of Traded Vehicles Retailed	154
Total # Retail Units	183
Average Days to Sale	20.1
Average Advertised Price (Time of Sale)	\$ 16,265
Average Transaction Price	\$ 15,182
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Average Front End Gross	\$ 187
Average Finance Gross	\$ 1,248
PUVR	\$ 1,435
Total Gross (Units&PUVR)	\$ 262,626

Yes	No
15	14
35	119
50	133
20.9	19.7
\$ 20,010	\$ 14,954
\$ 15,769	\$ 14,954
\$ 19,992	\$ 15,274
\$ 1	\$ 1
79%	98%
\$ 3,856	\$ (1,815)
\$ 295	\$ 146
\$ 1,339	\$ 1,212
\$ 1,634	\$ 1,358
\$ 81,683	\$ 180,623



<b>Scoreboard</b>	
<b>Same Brand as New</b>	<b>Totals</b>
# of Purchased Vehicles Retailed	29
# of Traded Vehicles Retailed	154
Total # Retail Units	183
Average Days to Sale	20.1
Average Advertised Price (Time of Sale)	\$ 16,265
Average Transaction Price	\$ 15,182
Average Market Price at 100%	\$ 16,784
Average Price to Market (Time of Sale)	97%
Average Transaction to Market	90%
Average Transactional Discount	\$ (229)
Average Front End Gross	\$ 187
Average Finance Gross	\$ 1,248
PUVR	\$ 1,435
Total Gross (Units&PUVR)	\$ 262,626

Yes	No
19	10
69	85
88	95
18.8	21.2
\$ 17,167	\$ 15,266
\$ 15,093	\$ 15,266
\$ 17,490	\$ 16,018
98%	95%
86%	95%
\$ 1,120	\$ (1,495)
\$ 116	\$ 255
\$ 1,162	\$ 1,328
\$ 1,278	\$ 1,583
\$ 112,442	\$ 150,351



<b>Total</b>					
<b>Days in Inventory</b>	<b>Unit Sales</b>	<b>Total Front Gross \$</b>	<b>Total F&amp;I Gross \$</b>	<b>\$ PUVR</b>	<b>% of total unit sales</b>
0 - 30 Days	136	\$66,198	\$162,297	\$1,680	76.40%
31 - 45 Days	28	(\$13,995)	\$34,978	\$749	15.73%
46 - 60 Days	12	(\$13,794)	\$18,202	\$367	6.74%
60 - 90 Days	2	(\$3,537)	\$4,704	\$583	1.12%
90 Days and Over	0	\$0	\$0	#DIV/0!	0.00%
<b>Total</b>	<b>178</b>	<b>\$34,872</b>	<b>\$220,180</b>	<b>\$1,433</b>	<b>100.0%</b>



\$ 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

<b>Purchases</b>	
<b>Days in Inventory</b>	<b>Unit Sales</b>
0 - 30 Days	19
31 - 45 Days	5
46 - 60 Days	2
60 - 90 Days	0
90 Days and Over	0
<b>Total</b>	<b>26</b>

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

Total Front Gross \$	Total F&I Gross \$	\$ PUVR
(\$9,040)	\$24,396	\$808
(\$3,194)	\$9,333	\$1,228
(\$3,410)	\$3,938	\$264
\$0	\$0	#DIV/0!
\$0	\$0	#DIV/0!
\$ (15,644)	\$ 37,667	\$847

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

<b>% of total unit sales</b>
73.08%
19.23%
7.69%
0.00%
0.00%
<b>100.0%</b>



<b>Trade/Curbs</b>		
<b>Days in Inventory</b>	<b>Unit Sales</b>	<b>Total Front Gross \$</b>
0 - 30 Days	115	\$75,645
31 - 45 Days	23	(\$10,800)
46 - 60 Days	10	(\$10,384)
60 - 90 Days	2	(\$3,537)
90 Days and Over	0	\$0
<b>Total</b>	<b>150</b>	<b>\$50,923</b>

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



<b>Total F&amp;I Gross \$</b>	<b>\$ PUVR</b>	<b>% of total unit sales</b>
\$136,322	\$1,843	76.67%
\$25,644	\$645	15.33%
\$14,264	\$388	6.67%
\$4,704	\$583	1.33%
\$0	#DIV/0!	0.00%
<b>\$180,934</b>	<b>\$1,546</b>	<b>100.0%</b>

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

