





Sales Consultant	New Car Franchise(s)
	Audi
	Kia
	Volvo
	Toyota
	Volkswagen
SCHUBERT, JOSHUA E	Toyota
O'CONNOR, JACQUELINE P	Audi
HASKINS, ZACHARY BRANDON	Volkswagen
HILSINGER, CODY A	Volkswagen
GODBAY, TRAVIS K	Kia
KAUFMAN, MICHAEL D	Toyota
HUBBLE, JOSHUA S	Kia
BROOKS, ANDREW J	Toyota
POWERS, MASON S	Toyota
GUERNSEY, BETHANY G	Toyota
HUMPHRIES, PHILLIP J	Volvo
BUELL, BRADLEY D	Volvo
HASELKORN, DAVID	Toyota
BELL, NICHOLAS J	Kia
STORM, GARRETT M	Audi
HOUSE SP	
MARTINEZ, NATHANIEL T	Subaru
LANGLEY, CARRIE L	Subaru
GREEN, ERIKA L	Toyota
COGHLAN, ADAM A	Volkswagen





#	Year	Make	Model	Days in Stock	Source	CPO	Advertised Price (Time of Sale)	Transaction Price	Advertised Price to Market % (Time of Sale)	Front End Gross	Finance Gross
ex.	2015	Chevrolet	Equinox	30	Trade on New	No	\$ 15,000	\$ 13,800	95%	\$1,500	\$1,000
1	2016	Audi	A3	11	Auction/Wholesale	No	22,999.00	22,999.00	100%	\$3,518.00	\$0.00
2	2015	Audi	A3	44	Auction/Wholesale	No	17,889.00	17,889.00	100%	\$233.98	\$0.00
3	2015	Audi	A3	5	Trade on New	No	18,598.32	18,598.32	100%	\$3,734.99	\$300.00
4	2016	Audi	A4	0	Auction/Wholesale	No	35,999.00	35,999.00	100%	\$0.00	\$0.00
5	2018	Audi	A4	17	Auction/Wholesale	No	21,790.00	21,790.00	100%	-\$2.41	\$1,325.10
6	2016	Audi	Q3	0	Auction/Wholesale	Yes	23,999.00	23,999.00	100%	\$0.00	\$351.23
7	2018	Audi	Q5	13	Auction/Wholesale	No	21,549.00	21,549.00	100%	\$1,649.00	\$800.00
8	2014	Audi	Q5	27	Trade on New	No	25,439.00	25,439.00	100%	\$3,158.59	\$0.00
9	2015	Audi	S4	0	Trade on New	No	27,888.00	27,888.00	100%	\$0.00	\$602.04
10	2014	Cadillac	ATS	10	Auction/Wholesale	No	18,999.00	18,999.00	100%	\$1,114.18	\$81.80
11	2013	Cadillac	ATS	6	Auction/Wholesale	No	15,999.00	15,999.00	100%	\$1,883.85	\$580.70
12	2016	Chevrolet	MALIBU	19	Auction/Wholesale	No	13,999.00	13,999.00	100%	\$1,007.72	\$1,648.42
13	2018	Chevrolet	SILVERADO	60	Trade on New	No	25,888.00	25,888.00	100%	-\$877.69	\$928.26
14	2018	Dodge	DURANGO	58	Auction/Wholesale	No	31,888.00	31,888.00	100%	-\$1,956.99	\$1,571.50
15	2014	Ford	EXPLORER	36	Trade on Used	No	13,499.00	13,499.00	100%	\$1,120.32	\$613.54
16	2015	Ford	FUSION	21	Auction/Wholesale	No	18,999.00	18,999.00	100%	\$922.13	\$246.53
17	2013	Honda	ACCORD	-1	Auction/Wholesale	No	17,899.00	17,899.00	100%	\$551.56	\$0.00
18	2015	Honda	CIVIC	21	Auction/Wholesale	No	9,999.00	9,999.00	100%	-\$186.93	\$440.00
19	2012	Honda	CIVIC	27	Trade on New	No	17,999.00	17,999.00	100%	\$1,734.37	\$964.94
20	2015	Honda	CRV	29	Auction/Wholesale	No	15,999.00	15,999.00	100%	\$595.53	\$271.71
21	2009	Honda	CRV	21	Auction/Wholesale	No	16,999.00	16,999.00	100%	\$2,343.31	\$0.00
22	2015	Honda	CRV	33	Auction/Wholesale	No	20,999.00	20,999.00	100%	\$1,035.66	\$2,071.00
23	2016	Honda	CRV	29	Auction/Wholesale	No	11,888.00	11,888.00	100%	\$1,500.35	\$0.00
24	2015	Honda	CRV	51	Auction/Wholesale	No	11,899.00	11,899.00	100%	-\$477.00	\$1,856.10
25	2015	Honda	CRV	55	Auction/Wholesale	No	8,888.00	8,888.00	100%	\$376.22	\$0.00
26	2015	Honda	CRV	8	Auction/Wholesale	No	9,999.00	9,999.00	100%	\$2,562.04	\$0.00
27	2012	Honda	FIT	11	Trade on Used	No	15,638.00	15,638.00	100%	\$2,616.07	\$395.00
28	2016	Honda	HRV	32	Auction/Wholesale	No	18,999.00	18,999.00	100%	\$1,085.66	\$387.46
29	2015	Honda	ODDESEY	68	Auction/Wholesale	No	15,538.00	15,538.00	100%	\$786.71	\$0.00
30	2014	Hyundai	ELANTRA	61	Trade on Used	No	9,999.00	9,999.00	100%	-\$1,789.92	\$355.86
31	2014	Hyundai	SANTA FE	35	Auction/Wholesale	No	10,888.00	10,888.00	100%	\$604.99	\$144.13
32	2017	Jeep	COMPASS	23	Auction/Wholesale	No	14,599.00	14,599.00	100%	\$197.81	\$52.40
33	2014	Jeep	PATRIOT	30	Auction/Wholesale	No	17,999.00	17,999.00	100%	\$918.11	\$1,055.19
34	2017	Jeep	RENEGADE	45	Trade on New	No	12,999.00	12,999.00	100%	\$83.15	\$1,289.86
35	2017	Kia	FORTE	37	Auction/Wholesale	No	13,999.00	13,999.00	100%	-\$331.87	\$1,031.20
36	2018	Kia	FORTE	22	Auction/Wholesale	No	17,888.00	17,888.00	100%	\$145.73	\$571.40
37	2018	Kia	FORTE	43	Auction/Wholesale	No	12,999.00	12,999.00	100%	-\$34.27	\$514.66
38	2017	Kia	FORTE	67	Auction/Wholesale	No	11,999.00	11,999.00	100%	-\$1,577.77	\$0.00
39	2016	Kia	FORTE	0	Auction/Wholesale	No	13,999.00	13,999.00	100%	\$0.00	\$1,561.80
40	2014	Kia	OPTIMA	24	Trade on New	No	10,538.00	10,538.00	100%	\$599.00	\$2,043.41
41	2016	Kia	SEDONA	49	Auction/Wholesale	No	10,888.00	10,888.00	100%	\$11.98	\$1,858.01

42	2014	Kia	SORENTO	69	Trade on New	No	10,699.00	10,699.00	100%	-\$523.53	\$2,062.42
43	2015	Kia	SORENTO	64	Auction/Wholesale	No	16,999.00	16,999.00	100%	-\$1,047.87	\$1,037.74
44	2015	Kia	SORENTO	34	Auction/Wholesale	No	13,888.00	13,888.00	100%	\$314.47	\$1,430.01
45	2017	Kia	SPORTAGE	64	Auction/Wholesale	No	14,888.00	14,888.00	100%	-\$1,142.00	\$2,113.40
46	2018	Kia	SPORTAGE	47	Auction/Wholesale	No	17,999.00	17,999.00	100%	-\$181.87	\$998.15
47	2014	Kia	SPORTAGE	71	Trade on New	No	23,999.00	23,999.00	100%	-\$20.61	\$839.70
48	2015	Lexus	IS250	25	Trade on New	No	24,999.00	24,999.00	100%	\$615.72	\$250.00
49	2015	Lexus	IS250	17	Auction/Wholesale	No	21,999.00	21,999.00	100%	\$253.84	\$0.00
50	2014	Lexus	IS250	40	Auction/Wholesale	No	25,999.00	25,999.00	100%	-\$930.66	\$2,319.40
51	2014	Mitsubishi	MIRAGE	23	Auction/Wholesale	No	5,888.00	5,888.00	100%	\$2,088.00	\$610.75
52	2014	Mercedes-Benz	ML350	12	Trade on New	No	23,999.00	23,999.00	100%	\$2,024.47	\$1,989.18
53	2014	Nissan	ALTIMA	36	Trade on New	No	10,999.00	10,999.00	100%	\$1,102.82	\$150.00

## Scoreboard Totals

% Retailed of Non-New Franchise	22%
Total # Retail Units	200
Average Days to Sale	32.3
Average Advertised Price (Time of Sale)	\$ 18,563
Average Transaction Price	\$ 18,563
Average Market Price at 100%	\$ 18,563
Average Price to Market % (Time of Sale)	100%
Average Transaction to Market	100%
Average Transactional Discount	\$ -
Average Front End Gross	\$ 564
Average Finance Gross	\$ 947
PUVR	\$ 1,510
Total Gross (Units & PUVR)	\$ 302,006
GROI	91%



MY

Scoreboard		
Desk Manager	Totals	RUSSO,RICKY
% Retailed of Non-New Franchise	22%	26%
Total # Retail Units	200	38
Average Days to Sale	32.3	28.7
Average Advertised Price (Time of Sale)	\$ 18,563	\$ 17,696
Average Transaction Price	\$ 18,563	\$ 17,696
Average Market Price at 100%	\$ 18,563	\$ 17,552
Average Price to Market % (Time of Sale)	100%	101%
Average Transaction to Market %	100%	101%
Average Transactional Discount	\$ -	\$ -
Average Front End Gross	\$ 564	\$ 703
Average Finance Gross	\$ 947	\$ 735
PUVR	\$ 1,510	\$ 1,438
Total Gross (Units & PUVR)	\$ 302,006	\$ 54,631
GROI	91%	102%



MILLER,ANTHONY	REYNOLDS,KYLE	MILLER,ANDREW
20%	22%	21%
56	54	47
35.6	33.4	30.2
\$ 17,299	\$ 19,668	\$ 19,689
\$ 17,299	\$ 19,668	\$ 19,689
\$ 17,288	\$ 19,668	\$ 19,689
100%	100%	100%
100%	100%	100%
\$ -	\$ -	\$ -
\$ 341	\$ 618	\$ 648
\$ 1,025	\$ 983	\$ 1,010
\$ 1,366	\$ 1,601	\$ 1,658
\$ 76,492	\$ 86,451	\$ 77,904
80%	88%	100%







Scoreboard		
Sales Consultant	Totals	SCHUBERT, JOSHUA E
% Retailed of Non-New Franchise	22%	29%
Total # Retail Units	200	17
Average Days to Sale	32.3	34.0
Average Advertised Price (Time of Sale)	\$ 18,563	\$ 17,685
Average Transaction Price	\$ 18,563	\$ 17,685
Average Market Price at 100%	\$ 18,563	\$ 17,672
Average Price to Market % (Time of Sale)	100%	100%
Average Transaction to Market %	100%	100%
Average Transactional Discount	\$ -	\$ -
Average Front End Gross	\$ 564	\$ 829
Average Finance Gross	\$ 947	\$ 1,259
PUVR	\$ 1,510	\$ 2,089
Total Gross (Units & PUVR)	\$ 302,006	\$ 35,507
GROI	91%	125%



O'CONNOR,JACQUELINE	HASKINS,ZACHARY BR	HILSINGER,CODY A
33%	6%	18%
18	18	11
39.8	25.7	25.4
\$ 16,896	\$ 18,268	\$ 19,101
\$ 16,896	\$ 18,268	\$ 19,101
\$ 16,896	\$ 18,268	\$ 19,101
100%	100%	100%
100%	100%	100%
\$ -	\$ -	\$ -
\$ 211	\$ 1,168	\$ 71
\$ 480	\$ 794	\$ 1,079
\$ 691	\$ 1,963	\$ 1,150
\$ 12,439	\$ 35,331	\$ 12,653
37%	151%	85%

GODBEY,TRAVIS K	KAUFMAN,MICHAEL D	HUBBLE,JOSHUA S
33%	20%	33%
9	20	9
36.0	37.5	34.2
\$ 17,350	\$ 19,342	\$ 16,863
\$ 17,350	\$ 19,342	\$ 16,863
\$ 17,350	\$ 19,342	\$ 16,863
100%	100%	100%
100%	100%	100%
\$ -	\$ -	\$ -
\$ 769	\$ 581	\$ 415
\$ 574	\$ 884	\$ 1,135
\$ 1,343	\$ 1,464	\$ 1,550
\$ 12,090	\$ 29,287	\$ 13,950
77%	73%	97%

BROOKS,ANDREW J	POWERS,MASON S	GUERNSEY,BETHANY G
22%	20%	29%
9	5	14
41.9	19.8	26.9
\$ 25,081	\$ 16,761	\$ 21,031
\$ 25,081	\$ 16,761	\$ 21,031
\$ 25,081	\$ 16,761	\$ 21,031
100%	100%	100%
100%	100%	100%
\$ -	\$ -	\$ -
\$ 231	\$ 838	\$ 420
\$ 559	\$ 1,396	\$ 796
\$ 790	\$ 2,234	\$ 1,216
\$ 7,111	\$ 11,172	\$ 17,020
27%	242%	77%

HUMPHRIES,PHILLIP J	BUELL,BRADLEY D	HASELKORN,DAVID
25%	11%	0%
4	9	7
51.5	30.9	40.7
\$ 17,248	\$ 22,664	\$ 13,487
\$ 17,248	\$ 22,664	\$ 13,487
\$ 17,248	\$ 22,664	\$ 13,487
100%	100%	100%
100%	100%	100%
\$ -	\$ -	\$ -
\$ (46)	\$ 646	\$ (406)
\$ 1,054	\$ 1,066	\$ 1,088
\$ 1,007	\$ 1,712	\$ 682
\$ 4,029	\$ 15,408	\$ 4,776
41%	88%	45%

STORM,GARRETT M	HOUSE SP	MARTINEZ,NATHANIEI
17%	0%	0%
6	5	1
39.5	45.0	0.0
\$ 13,908	\$ 24,767	\$ 25,888
\$ 13,908	\$ 24,767	\$ 25,888
\$ 13,908	\$ 24,767	\$ 25,888
100%	100%	100%
100%	100%	100%
\$ -	\$ -	\$ -
\$ 153	\$ 535	\$ 69
\$ 1,195	\$ 695	\$ -
\$ 1,348	\$ 1,230	\$ 69
\$ 8,089	\$ 6,150	\$ 69
88%	40%	#DIV/0!

LANGLEY,CARRIE L	GREEN,ERIKA L	COGHLAN,ADAM A
100%	17%	33%
1	12	15
47.0	31.6	23.3
\$ 13,999	\$ 18,942	\$ 19,164
\$ 13,999	\$ 18,942	\$ 19,164
\$ 13,999	\$ 18,942	\$ 18,890
100%	100%	101%
100%	100%	101%
\$ -	\$ -	\$ -
\$ 859	\$ 548	\$ 1,063
\$ 329	\$ 1,153	\$ 1,515
\$ 1,187	\$ 1,701	\$ 2,579
\$ 1,187	\$ 20,417	\$ 38,679
65%	102%	208%





























## Scoreboard

Finance Manager	Totals	RUSSO,RICKY
% Retailed of Non-New Franchise	22%	26%
Total # Retail Units	200	38
Average Days to Sale	32.3	28.7
Average Advertised Price (Time of Sale)	\$ 18,563	\$ 17,696
Average Transaction Price	\$ 18,563	\$ 17,696
Average Market Price at 100%	\$ 18,563	\$ 17,552
Average Price to Market % (Time of Sale)	100%	101%
Average Transaction to Market %	100%	101%
Average Transactional Discount	\$ -	\$ -
Average Front End Gross	\$ 564	\$ 703
Average Finance Gross	\$ 947	\$ 735
PUVR	\$ 1,510	\$ 1,438
Total Gross (Units & PUVR)	\$ 302,006	\$ 54,631
GROI	91%	102%



MILLER,ANDREW	REYNOLDS,KYLE	MILLER,ANTHONY
21%	22%	20%
47	54	56
30.2	33.4	35.6
\$ 19,689	\$ 19,668	\$ 17,299
\$ 19,689	\$ 19,668	\$ 17,299
\$ 19,689	\$ 19,668	\$ 17,288
100%	100%	100%
100%	100%	100%
\$ -	\$ -	\$ -
\$ 648	\$ 618	\$ 341
\$ 1,010	\$ 983	\$ 1,025
\$ 1,658	\$ 1,601	\$ 1,366
\$ 77,904	\$ 86,451	\$ 76,492
100%	88%	80%





## Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	10
Average Days to Sale	32.3	22.7
Average Advertised Price (Time of Sale)	\$ 18,563	\$ 25,401
Average Transaction Price	\$ 18,563	\$ 25,401
Average Market Price at 100%	\$ 18,563	\$ 25,401
Average Price to Market % (Time of Sale)	100%	100%
Average Transaction to Market %	100%	100%
Average Transactional Discount	\$ -	\$ -
Average Front End Gross	\$ 564	\$ 1,147
Average Finance Gross	\$ 947	\$ 697
PUVR	\$ 1,510	\$ 1,844
Total Gross (Units & PUVR)	\$ 302,006	\$ 18,443
GROI	91%	115%



No	
	190
	32.9
\$	18,203
\$	18,203
\$	18,180
	100%
	100%
\$	-
\$	533
\$	960
\$	1,492
\$	283,563
	90%

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	155
Average Days to Sale	32.3	33.2
Average Advertised Price (Time of Sale)	\$ 18,563	\$ 19,080
Average Transaction Price	\$ 18,563	\$ 19,080
Average Market Price at 100%	\$ 18,563	\$ 19,080
Average Price to Market % (Time of Sale)	100%	100%
Average Transaction to Market %	100%	100%
Average Transactional Discount	\$ -	\$ -
Average Front End Gross	\$ 564	\$ 478
Average Finance Gross	\$ 947	\$ 971
PUVR	\$ 1,510	\$ 1,449
Total Gross (Units & PUVR)	\$ 302,006	\$ 224,532
GROI	91%	82%

No	
	43
	29.5
\$	16,612
\$	16,612
\$	16,612
	100%
	100%
\$	-
\$	812
\$	903
\$	1,714
\$	73,722
	126%

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	60
% of Retail Units	100%	30%
% Retailed of Off-Brand	22%	13%
Average Days to Sale	32.3	35.2
Average Transaction Price	\$ 18,563	\$ 18,663
Average Transaction to Market %	100%	100%
Average Transactional Discount	\$ -	\$ -
Average Front End Gross	\$ 564	\$ 853
Average Finance Gross	\$ 947	\$ 901
PUVR	\$ 1,510	\$ 1,754
Total Gross (Units & PUVR)	\$ 302,006	\$ 105,235
GROI	91%	96%



Trade on Used	Street/Curb buy	Auction/wholesale
13	0	121
7%	0%	61%
31%	#DIV/0!	26%
42.6	#DIV/0!	30.4
\$ 17,223	#DIV/0!	\$ 18,575
100%	#DIV/0!	100%
\$ -	#DIV/0!	\$ -
\$ 1,118	#DIV/0!	\$ 362
\$ 513	#DIV/0!	\$ 1,013
\$ 1,631	#DIV/0!	\$ 1,376
\$ 21,203	#DIV/0!	\$ 166,478
80%	#DIV/0!	88%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
5	0	1
3%	0%	1%
0%	#DIV/0!	0%
23.6	#DIV/0!	12.0
\$ 19,612	#DIV/0!	\$ 23,307
100%	#DIV/0!	100%
\$ -	#DIV/0!	\$ -
\$ 506	#DIV/0!	\$ 571
\$ 1,039	#DIV/0!	\$ 794
\$ 1,545	#DIV/0!	\$ 1,365
\$ 7,726	#DIV/0!	\$ 1,365
120%	#DIV/0!	176%



## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	97
% of Retail Units	100%	49%
% Retailed of Off-Brand	22%	2400%
Average Days to Sale	32.3	18.1
Average Transaction Price	\$ 18,563	\$ 18,092
Average Transaction to Market %	100%	100%
Average Transactional Discount	\$ -	\$ -
Average Front End Gross	\$ 564	\$ 1,165
Average Finance Gross	\$ 947	\$ 925
PUVR	\$ 1,510	\$ 2,090
Total Gross (Units & PUVR)	\$ 302,006	\$ 202,742
GROI	91%	230%



31-45 days	46-60 days	61-90 days	90+ days
41	23	22	4
21%	12%	11%	2%
1000%	600%	200%	0%
38.1	51.6	68.1	117.0
\$ 18,473	\$ 17,734	\$ 19,776	\$ 20,877
100%	100%	100%	100%
\$ -	\$ -	\$ -	\$ -
\$ 484	\$ 19	\$ (715)	\$ (1,357)
\$ 1,148	\$ 1,279	\$ 737	\$ -
\$ 1,632	\$ 1,298	\$ 22	\$ (1,357)
\$ 66,907	\$ 29,855	\$ 482	\$ (5,429)
83%	51%	1%	-20%