

Sales Consultant	New Car Franchise(s)
Chad 	Ford
Ryan	
Jeff	
Casey	
Nick	
Rick	
JR	
Casper	
Gordon	
Jason	
Jon	
Murphy	
Virgilio	
Ben	
Ojard	
Claudia	
Thomas	
Kyle	

#	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	2008	Acura	RDX	51	Trade on Used	No	\$ 9,373	\$ 9,373	94%	\$968	\$800
2	2005	Acura	TSX	51	Trade on New	No	\$ 6,463	\$ 6,463	94%	\$1,301	\$0
3	2010	Audi	A4	7	Trade on New	No	\$ 12,323	\$ 12,323	101%	\$2,623	\$1,654
4	2005	Audi	S4	12	Trade on Used	No	\$ 7,802	\$ 4,499	63%	(\$55)	\$0
5	2010	BMW	135i	4	Trade on New	No	\$ 9,933	\$ 9,367	96%	\$802	\$127
6	2009	BMW	X3	5	Trade on Used	No	\$ 9,728	\$ 9,728	99%	\$1,228	\$0
7	2008	BMW	X3	125	Trade on Used	No	\$ 8,723	\$ 8,723	82%	\$62	\$87
8	2014	Cadillac	CTS	31	Auction/Wholesale	No	\$ 24,973	\$ 24,973	94%	\$677	\$3,083
9	2017	Cadillac	ATS V	13	Trade on New	No	\$ 52,443	\$ 52,443	97%	\$1,005	\$3,941
10	1992	Chevrolet	C1500	83	Trade on Used	No	\$ 3,493	\$ 3,493	64%	(\$175)	\$0
11	2011	Chevrolet	COLORADO	11	Trade on Used	No	\$ 9,923	\$ 9,923	97%	\$1,446	\$3,357
12	2011	Chevrolet	CRUZE	32	Trade on New	No	\$ 7,293	\$ 7,293	91%	\$580	\$942
13	2015	Chevrolet	EQUINOX	4	Trade on New	No	\$ 21,547	\$ 21,547	96%	\$1,180	\$2,092
14	2010	Chevrolet	IMPALA	3	Trade on Used	No	\$ 7,733	\$ 7,733	100%	\$1,631	\$129
15	1993	Chevrolet	K2500	25	Trade on Used	No	\$ 3,813	\$ 3,813	81%	\$813	\$0
16	2011	Chevrolet	MALIBU	36	Trade on Used	No	\$ 7,753	\$ 5,990	92%	\$786	\$814
17	2013	Chevrolet	1500	22	Trade on New	No	\$ 22,673	\$ 22,673	95%	\$3,795	\$2,356
18	2014	Chevrolet	1500	43	Trade on Used	No	\$ 26,947	\$ 26,947	92%	\$725	\$860
19	2011	Chevrolet	1500	54	Auction/Wholesale	No	\$ 16,323	\$ 16,323	90%	\$197	\$748
20	2008	Chevrolet	1500	7	Trade on Used	No	\$ 15,216	\$ 15,216	99%	\$2,373	\$1,782
21	2016	Chevrolet	1500	43	Trade on New	No	\$ 33,233	\$ 33,233	93%	\$1,448	\$3,129
22	2015	Chevrolet	2500	31	Trade on New	No	\$ 73,973	\$ 73,973	97%	\$4,225	\$1,516
23	2008	Chevrolet	2500	48	Trade on Used	No	\$ 27,846	\$ 27,846	93%	\$2,148	\$492
24	2012	Chevrolet	SONIC	24	Trade on New	No	\$ 5,323	\$ 5,323	101%	\$716	\$0
25	2006	Chevrolet	UPLANDER	70	Trade on Used	No	\$ 1,823	\$ 1,823	65%	(\$69)	\$0
26	2013	Chrysler	300C	44	Trade on New	No	\$ 18,573	\$ 18,573	94%	\$3,283	\$1,084
27	2014	Chrysler	T AND C	52	Trade on New	No	\$ 13,123	\$ 13,123	89%	\$886	\$0
28	2016	Dodge	CHALLENGER	79	Trade on New	No	\$ 20,723	\$ 20,723	87%	(\$140)	\$3,953
29	2015	Dodge	CHARGER	56	Trade on New	No	\$ 31,773	\$ 31,773	88%	(\$2,001)	\$555
30	2010	Dodge	CHARGER	27	Trade on Used	No	\$ 10,713	\$ 10,713	88%	(\$3,468)	\$2,445
31	2016	Dodge	CHARGER	27	Trade on New	No	\$ 52,683	\$ 52,683	96%	\$2,181	\$1,017
32	1999	Dodge	DAKOTA	18	Trade on Used	No	\$ 4,493	\$ 4,493	74%	(\$1,697)	\$0
33	2015	Dodge	DART	36	Trade on Used	No	\$ 11,973	\$ 11,973	93%	\$2,099	\$256
34	2008	Dodge	CARAVAN	24	Auction/Wholesale	No	\$ 4,997	\$ 4,997	98%	\$364	\$0
35	2007	Dodge	1500	14	Trade on Used	No	\$ 12,873	\$ 12,873	101%	\$2,335	\$1,387
36	2005	Dodge	1500	25	Trade on Used	No	\$ 8,873	\$ 8,873	95%	\$2,459	\$94
37	2003	Dodge	2500	73	Trade on Used	No	\$ 17,447	\$ 17,447	88%	(\$687)	\$0
38	2018	Ford	CMAX	53	Loaner/Rental Fleet	No	\$ 18,973	\$ 18,973	91%	(\$255)	\$0
39	2018	Ford	CMAX	68	Loaner/Rental Fleet	No	\$ 17,973	\$ 17,973	90%	(\$1,133)	\$2,960
40	2017	Ford	CMAX	2	Loaner/Rental Fleet	No	\$ 18,973	\$ 18,973	95%	(\$251)	\$471
41	2002	Ford	E350	9	Trade on Used	No	\$ 18,843	\$ 18,843	98%	\$2,105	\$0

42	2018	Ford	ECOSPORT	56	Loaner/Rental Fleet	No	\$ 6,943	\$ 6,943	84%	(\$565)	\$418
43	2007	Ford	EDGE	103	Trade on Used	No	\$ 18,997	\$ 18,997	91%	(\$3,848)	\$0
44	2015	Ford	EDGE	44	Auction/Wholesale	Yes	\$ 6,693	\$ 6,693	78%	\$351	\$942
45	2014	Ford	EDGE	16	Auction/Wholesale	Yes	\$ 24,373	\$ 24,373	96%	\$2,265	\$3,124
46	2015	Ford	EDGE	19	Auction/Wholesale	Yes	\$ 16,693	\$ 16,693	96%	\$205	\$0
47	2014	Ford	ESCAPE	33	Trade on Used	No	\$ 27,793	\$ 27,793	100%	\$1,585	\$2,557
48	2009	Ford	ESCAPE	73	Trade on Used	No	\$ 4,473	\$ 4,473	76%	\$669	\$0
49	2008	Ford	ESCAPE	9	Trade on Used	No	\$ 7,193	\$ 7,193	89%	(\$371)	\$0
50	2010	Ford	ESCAPE	7	Trade on Used	Yes	\$ 8,383	\$ 8,383	95%	\$1,757	\$0
51	2016	Ford	ESCAPE	20	Auction/Wholesale	Yes	\$ 18,823	\$ 18,823	91%	\$1,509	\$1,363
52	2018	Ford	ESCAPE	11	Trade on Used	No	\$ 22,747	\$ 22,747	98%	(\$61)	\$684
53	2013	Ford	ESCAPE	3	Trade on Used	No	\$ 13,173	\$ 13,173	98%	\$722	\$2,271

Scoreboard Totals

% Retailed of Non-New Franchise	31%
Total # Retail Units	200
Average Days to Sale	32.4
Average Advertised Price (Time of Sale)	\$ 18,455
Average Transaction Price	\$ 18,422
Average Market Price at 100%	\$ 19,813
Average Price to Market % (Time of Sale)	93%
Average Transaction to Market	93%
Average Transactional Discount	\$ 33
Average Front End Gross	\$ 1,234
Average Finance Gross	\$ 1,035
PUVR	\$ 2,269
Total Gross (Units & PUVR)	\$ 453,898
GROI	137%



MY

Scoreboard		
Desk Manager	Totals	Grant Wiley
% Retailed of Non-New Franchise	31%	30%
Total # Retail Units	200	43
Average Days to Sale	32.4	37.9
Average Advertised Price (Time of Sale)	\$ 18,455	\$ 17,616
Average Transaction Price	\$ 18,422	\$ 17,575
Average Market Price at 100%	\$ 19,813	\$ 18,713
Average Price to Market % (Time of Sale)	93%	94%
Average Transaction to Market %	93%	94%
Average Transactional Discount	\$ 33	\$ 41
Average Front End Gross	\$ 1,234	\$ 1,255
Average Finance Gross	\$ 1,035	\$ 951
PUVR	\$ 2,269	\$ 2,205
Total Gross (Units & PUVR)	\$ 453,898	\$ 94,820
GROI	137%	119%



Bryan	Chad	Zach
31%	30%	36%
58	71	28
31.8	28.9	34.1
\$ 20,163	\$ 17,512	\$ 18,594
\$ 20,154	\$ 17,466	\$ 18,558
\$ 21,352	\$ 19,496	\$ 19,943
94%	90%	93%
94%	90%	93%
\$ 10	\$ 47	\$ 37
\$ 1,066	\$ 1,432	\$ 1,049
\$ 1,066	\$ 1,047	\$ 1,074
\$ 2,132	\$ 2,479	\$ 2,123
\$ 123,645	\$ 175,990	\$ 59,443
120%	177%	121%

Scoreboard		
Sales Consultant	Totals	Chad
% Retailed of Non-New Franchise	31%	19%
Total # Retail Units	200	21
Average Days to Sale	32.4	32.5
Average Advertised Price (Time of Sale)	\$ 18,455	\$ 18,402
Average Transaction Price	\$ 18,422	\$ 18,402
Average Market Price at 100%	\$ 19,813	\$ 19,489
Average Price to Market % (Time of Sale)	93%	94%
Average Transaction to Market %	93%	94%
Average Transactional Discount	\$ 33	\$ -
Average Front End Gross	\$ 1,234	\$ 1,090
Average Finance Gross	\$ 1,035	\$ 1,090
PUVR	\$ 2,269	\$ 2,179
Total Gross (Units & PUVR)	\$ 453,898	\$ 45,766
GROI	137%	131%



Ryan	Jeff	Casey
21%	36%	29%
14	14	14
22.9	32.2	49.1
\$ 24,596	\$ 18,929	\$ 18,574
\$ 24,596	\$ 18,929	\$ 18,503
\$ 28,923	\$ 20,079	\$ 20,326
85%	94%	91%
85%	94%	91%
\$ -	\$ -	\$ 71
\$ 1,396	\$ 1,010	\$ 1,007
\$ 1,824	\$ 994	\$ 1,503
\$ 3,220	\$ 2,004	\$ 2,510
\$ 45,087	\$ 28,049	\$ 35,144
206%	118%	99%

Nick	Rick	JR
29%	33%	35%
14	12	17
36.6	34.1	24.0
\$ 16,976	\$ 21,539	\$ 15,555
\$ 16,936	\$ 21,539	\$ 15,555
\$ 18,135	\$ 22,606	\$ 16,359
94%	95%	95%
93%	95%	95%
\$ 40	\$ -	\$ -
\$ 945	\$ 518	\$ 1,696
\$ 755	\$ 870	\$ 706
\$ 1,700	\$ 1,388	\$ 2,402
\$ 23,804	\$ 16,656	\$ 40,839
99%	68%	232%

Casper	Gordon	Jason
27%	17%	50%
11	6	14
30.9	34.3	19.0
\$ 23,956	\$ 22,121	\$ 13,862
\$ 23,956	\$ 22,121	\$ 13,626
\$ 25,434	\$ 22,406	\$ 14,991
94%	99%	92%
94%	99%	91%
\$ -	\$ -	\$ 236
\$ 1,357	\$ 1,194	\$ 1,852
\$ 1,138	\$ 601	\$ 378
\$ 2,495	\$ 1,795	\$ 2,230
\$ 27,447	\$ 10,767	\$ 31,226
121%	85%	310%

Jon	Murphy	Virgilio
25%	0%	40%
12	4	10
27.4	62.0	38.8
\$ 18,953	\$ 13,684	\$ 18,524
\$ 18,953	\$ 13,684	\$ 18,524
\$ 20,115	\$ 16,175	\$ 19,716
94%	85%	94%
94%	85%	94%
\$ -	\$ -	\$ -
\$ 1,454	\$ 1,290	\$ 1,542
\$ 1,138	\$ 1,380	\$ 1,082
\$ 2,592	\$ 2,671	\$ 2,623
\$ 31,106	\$ 10,682	\$ 26,233
180%	113%	131%

Ben	Ojard	Claudia
42%	31%	44%
12	13	9
33.0	33.9	31.6
\$ 16,626	\$ 18,307	\$ 15,631
\$ 16,626	\$ 18,307	\$ 15,631
\$ 17,931	\$ 19,464	\$ 16,625
93%	94%	94%
93%	94%	94%
\$ -	\$ -	\$ -
\$ 1,249	\$ 982	\$ 1,164
\$ 953	\$ 1,623	\$ 326
\$ 2,202	\$ 2,605	\$ 1,490
\$ 26,419	\$ 33,865	\$ 13,414
144%	151%	109%

Thomas	Kyle	
#DIV/0!	33%	#DIV/0!
0	3	0
#DIV/0!	36.0	#DIV/0!
#DIV/0!	\$ 12,896	#DIV/0!
#DIV/0!	\$ 12,309	#DIV/0!
#DIV/0!	\$ 17,094	#DIV/0!
#DIV/0!	75%	#DIV/0!
#DIV/0!	72%	#DIV/0!
#DIV/0!	\$ 882	#DIV/0!
#DIV/0!	\$ 1,208	#DIV/0!
#DIV/0!	\$ 1,257	#DIV/0!
#DIV/0!	\$ 2,465	#DIV/0!
#DIV/0!	\$ 7,395	#DIV/0!
#DIV/0!	200%	#DIV/0!

Scoreboard		
Finance Manager	Totals	Juan
% Retailed of Non-New Franchise	31%	27%
Total # Retail Units	200	70
Average Days to Sale	32.4	32.4
Average Advertised Price (Time of Sale)	\$ 18,455	\$ 18,467
Average Transaction Price	\$ 18,422	\$ 18,459
Average Market Price at 100%	\$ 19,813	\$ 19,793
Average Price to Market % (Time of Sale)	93%	93%
Average Transaction to Market %	93%	93%
Average Transactional Discount	\$ 33	\$ 8
Average Front End Gross	\$ 1,234	\$ 1,258
Average Finance Gross	\$ 1,035	\$ 805
PUVR	\$ 2,269	\$ 2,063
Total Gross (Units & PUVR)	\$ 453,898	\$ 144,425
GROI	137%	124%



Diane	Dan	
29%	38%	#DIV/0!
78	52	0
33.4	30.9	#DIV/0!
\$ 18,286	\$ 18,691	#DIV/0!
\$ 18,209	\$ 18,691	#DIV/0!
\$ 19,588	\$ 20,620	#DIV/0!
93%	91%	#DIV/0!
93%	91%	#DIV/0!
\$ 79	\$ -	#DIV/0!
\$ 1,105	\$ 1,395	#DIV/0!
\$ 1,059	\$ 1,310	#DIV/0!
\$ 2,164	\$ 2,705	#DIV/0!
\$ 168,790	\$ 140,683	#DIV/0!
128%	169%	#DIV/0!

Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	47
Average Days to Sale	32.4	36.5
Average Advertised Price (Time of Sale)	\$ 18,455	\$ 24,101
Average Transaction Price	\$ 18,422	\$ 24,101
Average Market Price at 100%	\$ 19,813	\$ 25,518
Average Price to Market % (Time of Sale)	93%	94%
Average Transaction to Market %	93%	94%
Average Transactional Discount	\$ 33	\$ -
Average Front End Gross	\$ 1,234	\$ 1,256
Average Finance Gross	\$ 1,035	\$ 1,258
PUVR	\$ 2,269	\$ 2,514
Total Gross (Units & PUVR)	\$ 453,898	\$ 118,180
GROI	137%	103%



No	
	153
	31.1
\$	16,677
\$	16,677
\$	18,192
	92%
	92%
\$	44
\$	1,228
\$	967
\$	2,194
\$	335,718
	152%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	136
Average Days to Sale	32.4	31.5
Average Advertised Price (Time of Sale)	\$ 18,455	\$ 19,712
Average Transaction Price	\$ 18,422	\$ 19,712
Average Market Price at 100%	\$ 19,813	\$ 21,169
Average Price to Market % (Time of Sale)	93%	93%
Average Transaction to Market %	93%	93%
Average Transactional Discount	\$ 33	\$ -
Average Front End Gross	\$ 1,234	\$ 1,252
Average Finance Gross	\$ 1,035	\$ 1,097
PUVR	\$ 2,269	\$ 2,349
Total Gross (Units & PUVR)	\$ 453,898	\$ 319,398
GROI	137%	136%



No	
	62
	33.6
\$	15,931
\$	15,931
\$	17,214
	93%
	93%
\$	107
\$	1,199
\$	921
\$	2,120
\$	131,432
	142%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	72
% of Retail Units	100%	36%
% Retailed of Off-Brand	31%	35%
Average Days to Sale	32.4	26.3
Average Transaction Price	\$ 18,422	\$ 21,336
Average Transaction to Market %	93%	94%
Average Transactional Discount	\$ 33	\$ 8
Average Front End Gross	\$ 1,234	\$ 1,602
Average Finance Gross	\$ 1,035	\$ 1,119
PUVR	\$ 2,269	\$ 2,720
Total Gross (Units & PUVR)	\$ 453,898	\$ 195,872
GROI	137%	174%



Trade on Used	Street/Curb buy	Auction/wholesale
66	2	53
33%	1%	27%
47%	0%	11%
32.5	19.5	38.5
\$ 10,730	\$ 10,623	\$ 23,886
90%	96%	94%
\$ 93	\$ -	\$ -
\$ 1,133	\$ 2,804	\$ 1,053
\$ 618	\$ 488	\$ 1,472
\$ 1,751	\$ 3,291	\$ 2,524
\$ 115,566	\$ 6,582	\$ 133,789
181%	572%	99%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
7	0	0
4%	0%	0%
0%	#DIV/0!	#DIV/0!
51.0	#DIV/0!	#DIV/0!
\$ 21,831	#DIV/0!	#DIV/0!
91%	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!
\$ (669)	#DIV/0!	#DIV/0!
\$ 968	#DIV/0!	#DIV/0!
\$ 299	#DIV/0!	#DIV/0!
\$ 2,090	#DIV/0!	#DIV/0!
10%	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	112
% of Retail Units	100%	56%
% Retailed of Off-Brand	31%	3200%
Average Days to Sale	32.4	13.9
Average Transaction Price	\$ 18,422	\$ 18,053
Average Transaction to Market %	93%	95%
Average Transactional Discount	\$ 33	\$ 43
Average Front End Gross	\$ 1,234	\$ 1,792
Average Finance Gross	\$ 1,035	\$ 946
PUVR	\$ 2,269	\$ 2,739
Total Gross (Units & PUVR)	\$ 453,898	\$ 306,745
GROI	137%	393%



31-45 days	46-60 days	61-90 days	90+ days
38	19	24	7
19%	10%	12%	4%
1700%	600%	500%	200%
37.2	51.6	70.3	119.7
\$ 19,085	\$ 20,022	\$ 16,896	\$ 21,605
92%	91%	86%	86%
\$ 46	\$ -	\$ -	\$ -
\$ 1,378	\$ 567	\$ (409)	\$ (1,032)
\$ 1,195	\$ 1,164	\$ 923	\$ 1,621
\$ 2,573	\$ 1,731	\$ 515	\$ 588
\$ 97,793	\$ 32,893	\$ 12,349	\$ 4,119
130%	60%	16%	8%