

#	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	15	JEEP	PATRIOT	83	TRADE IN	No	\$ 14,999	\$ 13,244.00	90%	\$ (331.00)	\$ 820.00
2	13	RAM	2500	64	TRADE IN	No	\$ 32,255	\$ 30,092.00	95%	\$ 651.00	\$ 200.00
3	17	JEEP	PATRIOT	45	TRADE IN	No	\$ 16,999	\$ 15,244.00	95%	\$ 450.00	\$ 1,250.00
4	13	FORD	EDGE	101	TRADE IN	NO	\$ 18,999	\$ 16,555.00	85%	\$ (717.00)	\$ 1,134.00
5	14	DODGE	JOURNEY	104	TRADE IN	No	\$ 10,595	\$ 9,868.00	75%	\$ (622.00)	\$ 850.00
6	14	TOYOTA	RAV4	74	TRADE IN	NO	\$ 14,999	\$ 13,752.00	95%	\$ 394.00	\$ 1,200.00
7	7	CHRY	PACIFICA	68	TRADE IN	NO	\$ 6,999	\$ 5,500.00	90%	\$ (413.00)	\$ 101.00
8	17	JEEP	COMPASS	131	PURCHASE	NO	\$ 20,595	\$ 19,504.00	85%	\$ (640.00)	\$ 1,100.00
9	16	DODGE	DURANGO	72	TRADE IN	No	\$ 25,595	\$ 24,743.00	95%	\$ (63.00)	\$ 606.00
10		JEEP	PATRIOT	2	PURCHASE	No	\$ 16,999	\$ 14,237.00	90%	\$ (609.00)	\$ 1,011.00
11	12	FORD	MUSTANG	30	TRADE IN	No	\$ 14,999	\$ 13,244.00	80%	\$ 1,626.00	\$ 727.00
12	15	RAM	1500	61	TRADE IN	No	\$ 26,999	\$ 24,240.00	85%	\$ 160.00	\$ 363.00
13	14	JEEP	COMPASS	96	TRADE IN	NO	\$ 12,999	\$ 11,500.00	90%	\$ 483.00	\$ 1,442.00
14	15	DODGE	GRAND CARAVAN	32	TRADE IN	No	\$ 16,277	\$ 14,509.16	80%	\$ 793.00	\$ 1,500.00
15	16	HYUNDAI	SONATA	82	TRADE IN	No	\$ 20,999	\$ 19,051.00	85%	\$ (455.00)	\$ 1,299.00
16	14	FORD	FOCUS	82	PURCHASE	No	\$ 11,275	\$ 9,598.00	80%	\$ (869.00)	
17	16	JEEP	PATRIOT	77	PURCHASE	No	\$ 14,275	\$ 12,650.00	95%	\$ (806.00)	\$ 1,655.00
18	15	JEEP	CHEROKEE	65	PURCHASE	No	\$ 20,999	\$ 19,600.00	80%	\$ (289.00)	\$ 1,525.00
19	17	FORD	EXPEDITION	92	PURCHASE	No	\$ 27,999	\$ 25,995.00	75%	\$ (729.00)	\$ 756.00
20	15	NISSAN	ROGUE	42	TRADE IN	No	\$ 17,959	\$ 16,949.00	70%	\$ 1,136.00	\$ 2,300.00
21	13	HONDA	ACCORD	21	TRADE IN	No	\$ 15,959	\$ 13,266.00	80%	\$ 1,007.00	\$ 1,575.00
22	16	FORD	ESCAPE	82	PURCHASE	No	\$ 16,999	\$ 15,004.00	85%	\$ (67.00)	\$ 2,376.00
23	16	RAM	2500	1	PURCHASE	No	\$ 46,999	\$ 45,500.00	85%	\$ (212.00)	
24	17	JEEP	CHEROKEE	49	TRADE IN	No	\$ 18,999	\$ 17,941.00	90%	\$ 291.00	
25	12	CHEVROLET	SILVERADO	45	TRADE IN	NO	\$ 16,999	\$ 14,723.00	80%	\$ 1,864.00	
26	17	JEEP	COMPASS	87	PURCHASE	No	\$ 18,595	\$ 16,104.00	75%	\$ 76.00	\$ 1,188.00
27	12	NISSAN	FRONTIER	21	TRADE IN	No	\$ 22,995	\$ 19,000.00	85%	\$ 1,382.00	\$ 880.00
28	7	TOYOTA	AVALON	20	PURCHASE	No	\$ 9,999	\$ 8,844.00	90%	\$ 949.00	
29	10	NISSAN	PATHFINDER	33	TRADE IN	No	\$ 10,255	\$ 8,150.00	95%	\$ 1,036.00	\$ 378.00
30	6	TOYOTA	HIGHLANDER	25	TRADE IN	No	\$ 12,999	\$ 10,449.00	95%	\$ 1,320.00	
31	13	FORD	EXPEDITION	63	TRADE IN	No	\$ 19,222	\$ 17,635.00	80%	\$ 350.00	
32	14	RAM	1500 ECO DIESEL	48	TRADE IN	No	\$ 29,999	\$ 27,116.00	85%	\$ 1,000.00	
33	14	DODGE	CHARGER	62	TRADE IN	No	\$ 19,555	\$ 18,100.00	65%	\$ (15.00)	
34	18	RAM	1500	23	TRADE IN	No	\$ 40,000	\$ 37,999.00	80%	\$ 574.00	
35	10	CHEVROLET	SILVERADO	65	TRADE IN	No	\$ 22,225	\$ 20,750.00	85%	\$ 733.00	\$ 415.00
36	17	GMC	SIERRA	93	PURCHASE	No	\$ 22,995	\$ 20,247.00	80%	\$ 1,800.00	\$ 640.00
37	17	JEEP	PATRIOT	152	PURCHASE	No	\$ 14,959	\$ 12,000.00	95%	\$ 577.00	\$ 950.00
38	14	DODGE	JOURNEY	167	TRADE IN	No	\$ 13,595	\$ 11,325.00	95%	\$ 739.00	
39	12	JEEP	GRAND CHEROKEE	4	TRADE IN	No	\$ 16,595	\$ 15,199.00	95%	\$ 500.00	
40	13	RAM	1500	28	TRADE IN	No	\$ 26,888	\$ 25,749.00	90%	\$ 424.00	
41	14	FORD	F150	6	TRADE IN	No	\$ 27,959	\$ 25,300.00	95%	\$ 1,295.00	\$ 300.00
42	16	TOYOTA	TACOMA	61	TRADE IN	No	\$ 30,262	\$ 29,500.00	85%	\$ 90.00	\$ 1,806.00
43	16	RAM	1500	79	TRADE IN	No	\$ 23,595	\$ 149.00	85%	\$ 557.00	
44	11	NISSAN	ROGUE	30	TRADE IN	No	\$ 8,599	\$ 6,956.00	95%	\$ 1,675.00	

45	17	FORD	F250	1	PURCHASE	No	\$	39,999	\$ 38,250.00	95%	\$	749.00	\$	1,252.00
46	11	JEEP	GRAND CHEROKEE	160	TRADE IN	No	\$	15,275	\$ 13,244.00	80%	\$	1,000.00	\$	500.00
47	14	RAM	3500	77	TRADE IN	No	\$	43,295	\$ 41,995.00	90%	\$	1,778.00		
48	17	JEEP	GRAND CHEROKEE	249	TRADE IN	No	\$	30,255	\$ 28,999.00	75%	\$	(577.00)	\$	2,608.00
49	14	JEEP	CHEROKEE	83	PURCHASE	No	\$	19,999	\$ 17,181.00	80%	\$	518.00		
50	10	FORD	F250	27	TRADE IN	No	\$	24,255	\$ 22,600.00	90%	\$	754.00		
51	18	CHRYSLER	PACIFICA	8	PURCHASE	No	\$	27,888	\$ 26,780.00	95%	\$	957.00	\$	406.00
52	13	FORD	FUSION	28	TRADE IN	No	\$	11,999	\$ 10,354.00	95%	\$	(545.00)		
53	16	LINCOLN	MKX	87	PURCHASE	No	\$	35,950	\$ 33,244.00	90%	\$	1,814.00	\$	1,134.00

Scoreboard Totals

% Retailed of Non-New Franchise	50%
Total # Retail Units	68
Average Days to Sale	62.8
Average Advertised Price (Time of Sale)	\$ 21,198
Average Transaction Price	\$ 18,831
Average Market Price at 100%	\$ 24,810
Average Price to Market % (Time of Sale)	85%
Average Transaction to Market	76%
Average Transactional Discount	\$ 2,379
Average Front End Gross	\$ 494
Average Finance Gross	\$ 1,081
PUVR	\$ 1,194
Total Gross (Units & PUVR)	\$ 81,200
GROI	36%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	50%	#DIV/0!
Total # Retail Units	68	0
Average Days to Sale	62.8	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 21,198	#DIV/0!
Average Transaction Price	\$ 18,831	#DIV/0!
Average Market Price at 100%	\$ 24,810	#DIV/0!
Average Price to Market % (Time of Sale)	85%	#DIV/0!
Average Transaction to Market %	76%	#DIV/0!
Average Transactional Discount	\$ 2,379	#DIV/0!
Average Front End Gross	\$ 494	#DIV/0!
Average Finance Gross	\$ 1,081	#DIV/0!
PUVR	\$ 1,194	#DIV/0!
Total Gross (Units & PUVR)	\$ 81,200	#DIV/0!
GROI	36%	#DIV/0!



Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	50%	#DIV/0!
Total # Retail Units	68	0
Average Days to Sale	62.8	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 21,198	#DIV/0!
Average Transaction Price	\$ 18,831	#DIV/0!
Average Market Price at 100%	\$ 24,810	#DIV/0!
Average Price to Market % (Time of Sale)	85%	#DIV/0!
Average Transaction to Market %	76%	#DIV/0!
Average Transactional Discount	\$ 2,379	#DIV/0!
Average Front End Gross	\$ 494	#DIV/0!
Average Finance Gross	\$ 1,081	#DIV/0!
PUVR	\$ 1,194	#DIV/0!
Total Gross (Units & PUVR)	\$ 81,200	#DIV/0!
GROI	36%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	50%	#DIV/0!
Total # Retail Units	68	0
Average Days to Sale	62.8	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 21,198	#DIV/0!
Average Transaction Price	\$ 18,831	#DIV/0!
Average Market Price at 100%	\$ 24,810	#DIV/0!
Average Price to Market % (Time of Sale)	85%	#DIV/0!
Average Transaction to Market %	76%	#DIV/0!
Average Transactional Discount	\$ 2,379	#DIV/0!
Average Front End Gross	\$ 494	#DIV/0!
Average Finance Gross	\$ 1,081	#DIV/0!
PUVR	\$ 1,194	#DIV/0!
Total Gross (Units & PUVR)	\$ 81,200	#DIV/0!
GROI	36%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	68	0
Average Days to Sale	62.8	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 21,198	#DIV/0!
Average Transaction Price	\$ 18,831	#DIV/0!
Average Market Price at 100%	\$ 24,810	#DIV/0!
Average Price to Market % (Time of Sale)	85%	#DIV/0!
Average Transaction to Market %	76%	#DIV/0!
Average Transactional Discount	\$ 2,379	#DIV/0!
Average Front End Gross	\$ 494	#DIV/0!
Average Finance Gross	\$ 1,081	#DIV/0!
PUVR	\$ 1,194	#DIV/0!
Total Gross (Units & PUVR)	\$ 81,200	#DIV/0!
GROI	36%	#DIV/0!



No	
	68
	62.8
\$	18,831
\$	18,831
\$	24,965
	75%
	75%
\$	2,379
\$	494
\$	1,081
\$	1,194
\$	81,200
	36%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	68	32
Average Days to Sale	62.8	75.0
Average Advertised Price (Time of Sale)	\$ 21,198	\$ 23,165
Average Transaction Price	\$ 18,831	\$ 20,620
Average Market Price at 100%	\$ 24,810	\$ 27,390
Average Price to Market % (Time of Sale)	85%	85%
Average Transaction to Market %	76%	75%
Average Transactional Discount	\$ 2,379	\$ 2,545
Average Front End Gross	\$ 494	\$ 316
Average Finance Gross	\$ 1,081	\$ 1,117
PUVR	\$ 1,194	\$ 980
Total Gross (Units & PUVR)	\$ 81,200	\$ 31,354
GROI	36%	23%



No	
	34
	50.7
\$	16,980
\$	16,980
\$	22,681
	75%
	75%
\$	2,223
\$	682
\$	1,101
\$	1,427
\$	48,506
	60%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	68	0
% of Retail Units	100%	0%
% Retailed of Off-Brand	50%	#DIV/0!
Average Days to Sale	62.8	#DIV/0!
Average Transaction Price	\$ 18,831	#DIV/0!
Average Transaction to Market %	76%	#DIV/0!
Average Transactional Discount	\$ 2,379	#DIV/0!
Average Front End Gross	\$ 494	#DIV/0!
Average Finance Gross	\$ 1,081	#DIV/0!
PUVR	\$ 1,194	#DIV/0!
Total Gross (Units & PUVR)	\$ 81,200	#DIV/0!
GROI	36%	#DIV/0!



Scoreboard

Age	Totals	0-30 days
Total # Retail Units	68	22
% of Retail Units	100%	32%
% Retailed of Off-Brand	50%	1400%
Average Days to Sale	62.8	17.5
Average Transaction Price	\$ 18,831	\$ 19,405
Average Transaction to Market %	76%	78%
Average Transactional Discount	\$ 2,379	\$ 2,134
Average Front End Gross	\$ 494	\$ 854
Average Finance Gross	\$ 1,081	\$ 735
PUVR	\$ 1,194	\$ 1,589
Total Gross (Units & PUVR)	\$ 81,200	\$ 34,960
GROI	36%	168%



31-45 days	46-60 days	61-90 days	90+ days
7	4	22	13
10%	6%	32%	19%
400%	100%	1000%	500%
38.1	51.3	74.4	136.7
\$ 12,796	\$ 23,837	\$ 20,708	\$ 16,392
69%	79%	73%	71%
\$ 2,073	\$ 2,301	\$ 2,860	\$ 2,244
\$ 959	\$ 820	\$ 187	\$ 56
\$ 1,118	\$ 1,980	\$ 1,049	\$ 1,285
\$ 2,077	\$ 2,799	\$ 1,236	\$ 1,341
\$ 14,538	\$ 11,197	\$ 27,200	\$ 17,432
153%	82%	29%	22%