

Desk Manager	Finance Manager
Ken Jones	Jonas Perrodin
Ernie Rivera	Nelson Montero
Sean Ford	Tino Montero
Brian Verdin	Eddie Valdez
Juana Osorio	Adrian Lara
House	Juana Osorio
	House

Sales Consultant	New Car Franchise(s)
BD 	Chrysler
Marshall Powell	Dodge
Hector Castro	Jeep
Humberto Lopez	Ram
Cirillo Jiminez Martinez	
Delilah Kasting	
Christian Brandon Serrano	
Larry Valdez	
Okey Franklin Cain III	
Omar Rocha Castillo	
Carroll Richard McKee	
Ronald Robert Pierce	
Jose E Avendano	
Armando Aguirre	
Maria Arias	
Marco Barocio	
Michael Levine	
Josue Madrigal	
Isaiah Navarro	
Jose Riquiac	
Andrew N Mulkey	
Ifrael Edeza	
Yadira Romero	
Sylvia Sarmento	
Joel Serna	
House	
Frank Vasquez	
Juan Guillen	

#	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	2017	Chevrolet	Equinox	10	Loaner/Rental Fleet	No	\$ 22,999	\$ 22,637	102%	\$1,957	\$0
2	2016	Chevrolet	Traverse	58	Trade on New	No	\$ 21,999	\$ 21,999	88%	\$1,312	\$3,352
3	2015	Nissan	Altima	105	Trade on New	No	\$ 14,999	\$ 14,699		(\$349)	\$1,197
4	2018	Ram	1500	30	Auction/Wholesale	Yes	\$ 25,999	\$ 25,999	101%	\$1,115	\$0
5	2017	Hyundai	Sonata	61	Auction/Wholesale	No	\$ 14,999	\$ 14,999		(\$170)	\$1,195
6	2015	Nissan	Altima	21	Trade on New	No	\$ 13,999	\$ 12,031	102%	(\$1,023)	\$2,043
7	2017	Chevrolet	Cruze	62	Trade on New	No	\$ 10,999	\$ 10,671		\$747	\$1,152
8	2018	Jeep	Wrangler	1	Trade on New	No	\$ 26,999	\$ 26,999		\$1,569	\$720
9	2016	GMC	Acadia	95	Auction/Wholesale	No	\$ 17,999	\$ 17,999		(\$665)	\$855
10	2015	Nissan	Altima	131	Trade on New	No	\$ 13,999	\$ 13,999		(\$165)	\$1,597
11	2016	Dodge	Challenger	34	Trade on New	Yes	\$ 35,999	\$ 35,999	102%	\$3,489	\$2,340
12	2018	Chrysler	Pacifica	31	Auction/Wholesale	Yes	\$ 26,999	\$ 26,999	109%	\$449	\$100
13	2018	Jeep	Grand Cherokee	59	Auction/Wholesale	Yes	\$ 32,999	\$ 32,999	101%	\$634	\$0
14	2017	Chrysler	300	65	Auction/Wholesale	Yes	\$ 22,999	\$ 22,499	94%	\$483	\$1,464
15	2014	Nissan	Rogue	44	Trade on New	No	\$ 14,999	\$ 15,999		\$729	\$0
16	2018	Jeep	Compass	25	Auction/Wholesale	Yes	\$ 23,999	\$ 22,999	103%	\$2,372	\$1,072
17	2015	Nissan	Altima	74	Auction/Wholesale	No	\$ 13,999	\$ 13,999		(\$808)	\$2,169
18	2018	Jeep	Wrangler	17	Auction/Wholesale	Yes	\$ 33,999	\$ 33,499	99%	\$2,198	\$645
19	2018	Ram	1500	24	Trade on New	No	\$ 22,999	\$ 22,999		\$2,416	\$618
20	2008	Toyota	Tacoma	22	Trade on New	No	\$ 11,999	\$ 11,695	91%	\$268	\$214
21	2017	Chrysler	300	169	Auction/Wholesale	Yes	\$ 20,999	\$ 19,999	97%	(\$1,833)	\$1,373
22	2018	Jeep	Grand Cherokee	49	Auction/Wholesale	Yes	\$ 34,999	\$ 34,999	104%	\$1,892	\$4,213
23	2016	Nissan	Sentra	54	Trade on New	No	\$ 14,999	\$ 14,299	109%	\$1,054	\$1,524
24	2016	Dodge	Challenger	63	Trade on New	No	\$ 21,999	\$ 21,999	101%	\$1,032	\$2,199
25	2015	Dodge	Durango	19	Auction/Wholesale	No	\$ 30,999	\$ 28,800	97%	\$2,210	\$3,096
26	2017	Jeep	Cherokee	45	Trade on Used	No	\$ 16,999	\$ 16,999	96%	\$382	\$1,021
27	2017	GMC	Savana Cargo	21	Auction/Wholesale	No	\$ 22,999	\$ 22,999		\$2,418	\$1,654
28	2018	Dodge	Challenger	48	Auction/Wholesale	Yes	\$ 27,999	\$ 26,999	98%	(\$268)	\$299
29	2018	Jeep	Grand Cherokee	34	Auction/Wholesale	Yes	\$ 35,999	\$ 35,500	86%	\$801	\$628
30	2018	Chrysler	300	47	Auction/Wholesale	No	\$ 22,999	\$ 22,799	100%	\$823	\$0
31	2016	Chevrolet	Malibu Limited	28	Trade on New	No	\$ 13,999	\$ 12,630	100%	\$515	\$2,118
32	2014	Nissan	Versa	105	Trade on New	No	\$ 7,999	\$ 5,990		\$401	\$969
33	2018	Dodge	Charger	30	Auction/Wholesale	No	\$ 22,999	\$ 22,999	102%	\$1,382	\$2,632
34	2017	Chrysler	300	143	Auction/Wholesale	Yes	\$ 21,999	\$ 21,999	102%	(\$902)	\$1,448
35	2015	Jeep	Grand Cherokee	57	Trade on New	No	\$ 28,999	\$ 27,999	98%	(\$1,197)	\$1,642
36	2015	Hyundai	Sonata	129	Auction/Wholesale	No	\$ 14,999	\$ 14,999		(\$1,435)	\$1,355
37	2017	Ford	Fusion	93	Auction/Wholesale	No	\$ 13,999	\$ 13,999		(\$609)	\$1,420
38	2017	Jeep	Cherokee	72	Trade on New	No	\$ 16,999	\$ 16,300	93%	(\$164)	\$709
39	2015	Jeep	Wrangler	94	Trade on New	No	\$ 34,999	\$ 34,999	96%	\$1,117	\$4,017
40	2015	Nissan	Versa	72	Trade on New	No	\$ 7,999	\$ 7,999	98%	\$467	\$758
41	2017	Jeep	Wrangler	85	Trade on New	No	\$ 35,999	\$ 35,999	89%	\$1,552	\$0
42	2015	Nissan	Sentra	63	Trade on New	No	\$ 11,999	\$ 11,999	99%	(\$231)	\$1,865
43	2015	Ram	1500	54	Trade on New	No	\$ 22,999	\$ 19,650	96%	(\$118)	\$867

44	2017	Dodge	Grand Caravan	49	Auction/Wholesale	Yes	\$ 18,999	\$ 18,499	108%	\$587	\$1,809
45	2016	Jeep	Patriot	76	Auction/Wholesale	Yes	\$ 16,999	\$ 16,999		(\$1,666)	\$2,618
46	2018	Chrysler	Pacifica	27	Auction/Wholesale	Yes	\$ 25,999	\$ 25,999	106%	\$1,270	\$912
47	2017	Ram	1500	168	Auction/Wholesale	Yes	\$ 27,999	\$ 27,500	88%	(\$946)	\$305
48	2015	Dodge	Charger	17	Auction/Wholesale	No	\$ 25,999	\$ 24,999	109%	\$1,645	\$674
49	2018	Chrysler	Pacifica	18	Auction/Wholesale	Yes	\$ 27,999	\$ 27,950		\$1,745	\$0
50	2018	Chrysler	300	17	Auction/Wholesale	No	\$ 20,999	\$ 20,777	96%	\$1,438	\$220
51	2017	Nissan	Versa	91	Loaner/Rental Fleet	No	\$ 13,999	\$ 13,999		(\$165)	\$713
52	2014	Chrysler	300	28	Trade on New	No	\$ 16,999	\$ 15,917		\$1,479	\$1,618
53	2015	Chevrolet	Silverado 1500	19	Trade on Used	No	\$ 35,999	\$ 35,999		\$4,019	\$3,710

Scoreboard Totals

% Retailed of Non-New Franchise	39%
Total # Retail Units	132
Average Days to Sale	62.6
Average Advertised Price (Time of Sale)	\$ 21,544
Average Transaction Price	\$ 20,981
Average Market Price at 100%	\$ 22,235
Average Price to Market % (Time of Sale)	97%
Average Transaction to Market	94%
Average Transactional Discount	\$ 568
Average Front End Gross	\$ 285
Average Finance Gross	\$ 1,223
PUVR	\$ 1,508
Total Gross (Units & PUVR)	\$ 199,093
GROI	41%



MY

Scoreboard		
Desk Manager	Totals	Ken Jones
% Retailed of Non-New Franchise	39%	41%
Total # Retail Units	132	80
Average Days to Sale	62.6	56.4
Average Advertised Price (Time of Sale)	\$ 21,544	\$ 21,252
Average Transaction Price	\$ 20,981	\$ 20,690
Average Market Price at 100%	\$ 22,235	#DIV/0!
Average Price to Market % (Time of Sale)	97%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	\$ 568	\$ 571
Average Front End Gross	\$ 285	\$ 530
Average Finance Gross	\$ 1,223	\$ 1,347
PUVR	\$ 1,508	\$ 1,877
Total Gross (Units & PUVR)	\$ 199,093	\$ 150,183
GROI	41%	58%



Ernie Rivera	House	
32%	60%	#DIV/0!
47	5	0
76.1	34.2	#DIV/0!
\$ 21,882	\$ 23,039	#DIV/0!
\$ 21,318	\$ 22,464	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
\$ 564	\$ 575	#DIV/0!
\$ (245)	\$ 1,347	#DIV/0!
\$ 1,110	\$ 307	#DIV/0!
\$ 865	\$ 1,654	#DIV/0!
\$ 40,641	\$ 8,269	#DIV/0!
19%	77%	#DIV/0!

Scoreboard		
Sales Consultant	Totals	House
% Retailed of Non-New Franchise	39%	18%
Total # Retail Units	132	11
Average Days to Sale	62.6	44.5
Average Advertised Price (Time of Sale)	\$ 21,544	\$ 29,326
Average Transaction Price	\$ 20,981	\$ 28,670
Average Market Price at 100%	\$ 22,235	#DIV/0!
Average Price to Market % (Time of Sale)	97%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	\$ 568	\$ 656
Average Front End Gross	\$ 285	\$ 1,081
Average Finance Gross	\$ 1,223	\$ 1,425
PUVR	\$ 1,508	\$ 2,506
Total Gross (Units & PUVR)	\$ 199,093	\$ 27,570
GROI	41%	71%



BDC	Hector Castro	Humberto Lopez
20%	29%	48%
10	14	21
82.8	68.6	50.4
\$ 20,899	\$ 22,785	\$ 18,951
\$ 20,270	\$ 22,231	\$ 18,208
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
\$ 629	\$ 553	\$ 762
\$ (1,304)	\$ 475	\$ 464
\$ 1,951	\$ 837	\$ 1,125
\$ 647	\$ 1,312	\$ 1,589
\$ 6,466	\$ 18,368	\$ 33,365
14%	31%	62%

Markeith Powell	Delilah Kasting	Christian Brandon Serr
44%	44%	38%
16	9	8
54.8	73.7	44.6
\$ 20,224	\$ 23,355	\$ 21,374
\$ 19,417	\$ 22,930	\$ 20,950
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
\$ 808	\$ 425	\$ 424
\$ 183	\$ (100)	\$ 573
\$ 1,318	\$ 883	\$ 1,625
\$ 1,502	\$ 782	\$ 2,198
\$ 24,025	\$ 7,041	\$ 17,586
51%	17%	85%

Okey Franklin Cain III	Cirillo Jiminez Martinez	Carroll Richard McKee
25%	57%	50%
4	7	6
42.5	52.7	57.8
\$ 17,999	\$ 20,713	\$ 22,666
\$ 17,581	\$ 20,351	\$ 22,208
#DIV/0!	\$ 21,033	#DIV/0!
#DIV/0!	98%	#DIV/0!
#DIV/0!	97%	#DIV/0!
\$ 418	\$ 362	\$ 458
\$ 509	\$ 865	\$ 598
\$ 1,136	\$ 1,469	\$ 534
\$ 1,645	\$ 2,334	\$ 1,132
\$ 6,579	\$ 16,339	\$ 6,790
79%	78%	32%

Jose E Avendano	Maria Arias	Omar Rocha Castillo
57%	40%	67%
7	5	6
63.6	80.8	54.3
\$ 16,999	\$ 20,899	\$ 18,666
\$ 16,738	\$ 20,022	\$ 18,782
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
\$ 261	\$ 877	\$ (140)
\$ 24	\$ (411)	\$ 953
\$ 1,574	\$ 1,071	\$ 1,498
\$ 1,598	\$ 660	\$ 2,451
\$ 11,188	\$ 3,301	\$ 14,708
54%	15%	86%

Josue Madrigal	Joel Serna	House
0%	0%	18%
1	1	11
59.0	17.0	44.5
\$ 26,999	\$ 33,999	\$ 29,326
\$ 25,999	\$ 33,499	\$ 28,670
\$ 26,732	\$ 34,342	#DIV/0!
101%	99%	#DIV/0!
97%	98%	#DIV/0!
\$ 1,000	\$ 500	\$ 656
\$ (840)	\$ 2,198	\$ 1,081
\$ 861	\$ 645	\$ 1,425
\$ 21	\$ 2,843	\$ 2,506
\$ 21	\$ 2,843	\$ 27,570
0%	180%	71%

Frank Vasquez	Juan Guillen	
0%	0%	#DIV/0!
2	1	0
147.5	86.0	#DIV/0!
\$ 20,499	\$ 24,999	#DIV/0!
\$ 20,250	\$ 24,999	#DIV/0!
\$ 23,130	#DIV/0!	#DIV/0!
89%	#DIV/0!	#DIV/0!
88%	#DIV/0!	#DIV/0!
\$ 250	\$ -	#DIV/0!
\$ (922)	\$ (1,040)	#DIV/0!
\$ 790	\$ 455	#DIV/0!
\$ (132)	\$ (585)	#DIV/0!
\$ (264)	\$ (585)	#DIV/0!
-2%	-10%	#DIV/0!

Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	39%	#DIV/0!
Total # Retail Units	132	0
Average Days to Sale	62.6	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 21,544	#DIV/0!
Average Transaction Price	\$ 20,981	#DIV/0!
Average Market Price at 100%	\$ 22,235	#DIV/0!
Average Price to Market % (Time of Sale)	97%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	\$ 568	#DIV/0!
Average Front End Gross	\$ 285	#DIV/0!
Average Finance Gross	\$ 1,223	#DIV/0!
PUVR	\$ 1,508	#DIV/0!
Total Gross (Units & PUVR)	\$ 199,093	#DIV/0!
GROI	41%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	132	37
Average Days to Sale	62.6	66.9
Average Advertised Price (Time of Sale)	\$ 21,544	\$ 25,394
Average Transaction Price	\$ 20,981	\$ 24,811
Average Market Price at 100%	\$ 22,235	#DIV/0!
Average Price to Market % (Time of Sale)	97%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	\$ 568	\$ 583
Average Front End Gross	\$ 285	\$ (144)
Average Finance Gross	\$ 1,223	\$ 1,248
PUVR	\$ 1,508	\$ 1,103
Total Gross (Units & PUVR)	\$ 199,093	\$ 40,829
GROI	41%	24%

No	
	95
	60.9
\$	19,490
\$	19,490
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	563
\$	452
\$	1,214
\$	1,666
\$	158,264
	51%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	132	79
Average Days to Sale	62.6	60.4
Average Advertised Price (Time of Sale)	\$ 21,544	\$ 24,102
Average Transaction Price	\$ 20,981	\$ 23,435
Average Market Price at 100%	\$ 22,235	#DIV/0!
Average Price to Market % (Time of Sale)	97%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	\$ 568	\$ 667
Average Front End Gross	\$ 285	\$ 229
Average Finance Gross	\$ 1,223	\$ 1,209
PUVR	\$ 1,508	\$ 1,439
Total Gross (Units & PUVR)	\$ 199,093	\$ 113,677
GROI	41%	37%



No	
	51
	67.1
\$	17,128
\$	17,128
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	416
\$	318
\$	1,227
\$	1,545
\$	78,795
	48%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	132	48
% of Retail Units	100%	36%
% Retailed of Off-Brand	39%	52%
Average Days to Sale	62.6	62.4
Average Transaction Price	\$ 20,981	\$ 19,666
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	\$ 568	\$ 612
Average Front End Gross	\$ 285	\$ 753
Average Finance Gross	\$ 1,223	\$ 1,223
PUVR	\$ 1,508	\$ 1,976
Total Gross (Units & PUVR)	\$ 199,093	\$ 94,853
GROI	41%	58%



Trade on Used	Street/Curb buy	Auction/wholesale
13	0	59
10%	0%	45%
69%	#DIV/0!	20%
69.1	#DIV/0!	57.3
\$ 18,342	#DIV/0!	\$ 23,185
#DIV/0!	#DIV/0!	#DIV/0!
\$ 657	#DIV/0!	\$ 476
\$ 246	#DIV/0!	\$ 302
\$ 1,304	#DIV/0!	\$ 1,179
\$ 1,550	#DIV/0!	\$ 1,482
\$ 20,149	#DIV/0!	\$ 87,413
44%	#DIV/0!	40%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
12	0	0
9%	0%	0%
42%	#DIV/0!	#DIV/0!
81.8	#DIV/0!	#DIV/0!
\$ 18,261	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
\$ 772	#DIV/0!	#DIV/0!
\$ (1,630)	#DIV/0!	#DIV/0!
\$ 1,353	#DIV/0!	#DIV/0!
\$ (277)	#DIV/0!	#DIV/0!
\$ (3,322)	#DIV/0!	#DIV/0!
-7%	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	132	37
% of Retail Units	100%	28%
% Retailed of Off-Brand	39%	900%
Average Days to Sale	62.6	19.8
Average Transaction Price	\$ 20,981	\$ 22,429
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	\$ 568	\$ 798
Average Front End Gross	\$ 285	\$ 1,055
Average Finance Gross	\$ 1,223	\$ 1,252
PUVR	\$ 1,508	\$ 2,307
Total Gross (Units & PUVR)	\$ 199,093	\$ 85,377
GROI	41%	187%



31-45 days	46-60 days	61-90 days	90+ days
21	20	23	31
16%	15%	17%	23%
1000%	700%	1100%	1400%
39.6	52.1	75.0	126.8
\$ 22,580	\$ 21,247	\$ 19,966	\$ 18,751
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
\$ 647	\$ 686	\$ 407	\$ 296
\$ 609	\$ 466	\$ (24)	\$ (741)
\$ 989	\$ 1,099	\$ 1,362	\$ 1,325
\$ 1,597	\$ 1,565	\$ 1,338	\$ 584
\$ 33,546	\$ 31,297	\$ 30,774	\$ 18,099
64%	51%	32%	9%