

Desk Manager	Finance Manager
Dan Outlaw	Tyler Burton
Dave F	Joe Fricke
Drew D	
Tyler Burton	







#	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											
2											
3	2014	Jeep	Cherokee Latitude	53	Trade on Used	No	\$ 12,588	\$ 12,588	94%	\$2,844	\$2,131
4	2006	GMC	Sierra K1500 Ext	15	Trade on Used	No	\$ 14,995	\$ 14,000	118%	\$1,456	\$1,820
5	2015	GMC	Sierra K1500 Crew	72	Trade on Used	No	\$ 32,488	\$ 31,487	87%	\$1,608	\$0
6	2015	Buick	Enclave	56	Trade on New	Yes	\$ 24,888	\$ 24,002	98%	\$1,310	\$470
7	2006	GMC	Sierra K1500 Crew	7	Trade on New	No	\$ 12,995	\$ 9,026	105%	\$139	\$0
8	2009	Chevrolet	Impala	6	Trade on New	No	\$ 7,995	\$ 6,814	112%	\$2,379	\$198
9	2012	Chevrolet	Equinox	9	Trade on Used	No	\$ 11,995	\$ 10,980	101%	\$2,570	\$2,019
10	2015	Jeep	Cherokee Limited	42	Auction/Wholesale	No	\$ 20,729	\$ 20,000	101%	\$600	\$205
11	2015	Buick	Enclave	44	Auction/Wholesale	Yes	\$ 28,629	\$ 26,598	107%	(\$763)	\$270
12	2011	Hyundai	Santa Fe	15	Trade on Used	No	\$ 10,995	\$ 9,935	111%	\$937	\$1,500
13	2016	Buick	Verano	58	Auction/Wholesale	Yes	\$ 19,688	\$ 19,688	114%	\$1,009	\$2,463
14	2016	Kia	Forte	68	Auction/Wholesale	No	\$ 10,988	\$ 10,513	88%	\$300	\$267
15	2008	Mini	Grand Prix	21	Trade on Used	No	\$ 7,995	\$ 7,995	134%	\$2,994	\$0
16	2016	GMC	Acadia Denali	54	Auction/Wholesale	Yes	\$ 33,988	\$ 33,068	104%	(\$517)	\$2,007
17	2014	Chevrolet	Impala	21	Trade on New	Yes	\$ 16,995	\$ 16,200	116%	\$2,306	\$0
18	2008	Buick	Lucerne	27	Trade on New	No	\$ 12,995	\$ 12,500	161%	\$4,187	\$0
19	2017	GMC	Sierra K1500 Dbl	64	Trade on New	No	\$ 37,988	\$ 36,310	103%	\$1,293	\$525
20	2012	Kia	Optima	76	Auction/Wholesale	No	\$ 12,769	\$ 12,451	108%	(\$1,629)	\$375
21	2013	Nissan	Juke	61	Trade on New	No	\$ 13,488	\$ 12,933	107%	\$52	\$157
22	2018	Toyota	Highlander	81	Trade on New	No	\$ 35,969	\$ 34,333	99%	(\$402)	\$885
23	2016	Chrysler	Town & Country	81	Trade on Used	No	\$ 16,969	\$ 16,469	87%	\$766	\$441
24	2005	Honda	Civic	41	Trade on Used	No	\$ 7,988	\$ 7,000	108%	\$1,659	\$63
25	2016	Buick	Enclave	74	Auction/Wholesale	Yes	\$ 27,969	\$ 25,749	103%	(\$1,476)	\$1,388
26	2016	GMC	Acadia Denali	20	Auction/Wholesale	Yes	\$ 33,629	\$ 33,039	105%	\$1,511	\$0
27	2016	GMC	Acadia Denali	39	Trade on New	Yes	\$ 31,888	\$ 29,850	98%	\$125	\$1,665
28	2015	GMC	Terrain	67	Auction/Wholesale	Yes	\$ 15,988	\$ 15,872	98%	(\$390)	\$675
29	2016	Chevrolet	Cruze	84	Auction/Wholesale	Yes	\$ 15,969	\$ 14,798	111%	(\$767)	\$3,532
30	2013	Chevrolet	Equinox	24	Trade on New	No	\$ 13,829	\$ 13,333	99%	\$2,607	\$0
31	2016	Buick	Enclave	71	Auction/Wholesale	Yes	\$ 31,888	\$ 31,888	101%	\$1,611	\$0
32	2015	GMC	Yukon SLT	51	Auction/Wholesale	Yes	\$ 41,988	\$ 41,488	114%	(\$1,014)	\$2,648
33	2015	GMC	Terrain	91	Trade on Used	No	\$ 13,939	\$ 13,969	85%	\$1,128	\$209
34	2017	GMC	Sierra K1500 Crew	112	Trade on New	No	\$ 38,969	\$ 38,435	97%	\$441	\$1,411
35	2017	Dodge	Grand Caravan GT	68	Auction/Wholesale	No	\$ 18,788	\$ 16,832	100%	\$54	\$0
36	2013	Nissan	Altima	69	Trade on Used	No	\$ 10,569	\$ 9,498	113%	(\$99)	\$0
37	2015	Buick	Regal	81	Auction/Wholesale	Yes	\$ 16,969	\$ 16,969	99%	(\$1,267)	\$0
38	2015	Chevrolet	Silverado K1500 Cr	46	Trade on New	No	\$ 28,888	\$ 28,888	97%	\$1,981	\$886
39	2017	Dodge	Durango	62	Trade on New	No	\$ 26,969	\$ 26,350	97%	\$1,320	\$647
40	2016	Chrysler	Town & Country	50	Auction/Wholesale	No	\$ 18,488	\$ 18,488	91%	\$1,085	\$935
41	2014	Buick	Encore	17	Trade on New	No	\$ 19,995	\$ 19,131	118%	\$1,769	\$1,348
42	2016	Dodge	Charger	53	Trade on New	No	\$ 22,588	\$ 22,011	95%	(\$517)	\$1,010
43	2015	Dodge	Grand Caravan	5	Trade on Used	No	\$ 14,995	\$ 14,750	105%	\$3,639	\$0
44	2014	Chevrolet	Cruze	50	Trade on Used	No	\$ 9,688	\$ 9,488	101%	\$1,060	\$1,843

45	2014	Chevrolet	Silverado K1500 Cr	33	Trade on New	No	\$	32,629	\$	32,629	106%	\$2,218	\$2,352
46	2015	Ford	Fusion	15	Trade on Used	No	\$	13,995	\$	13,259	95%	\$1,904	\$85
47	2017	Dodge	Journey	61	Trade on Used	No	\$	17,988	\$	17,638	97%	\$503	\$1,469
48	2015	Ford	Expedition	10	Trade on New	No	\$	32,995	\$	31,496	106%	\$1,711	\$303
49	2012	Buick	Lacrosse	60	Street/Curb Buy	No	\$	12,888	\$	12,000	103%	\$381	\$0
50	2014	Volkswagen	Jetta	14	Trade on New	No	\$	10,995	\$	10,295	91%	\$2,483	\$604
51	2015	Ford	Escape	52	Trade on Used	No	\$	18,988	\$	17,964	103%	\$954	\$0
52	2010	Lincoln	MKT	54	Trade on Used	No	\$	10,988	\$	10,188	102%	\$360	\$0
53	2015	GMC	Acadia Denali	13	Trade on Used	Yes	\$	28,995	\$	27,918	101%	\$1,750	\$300

## Scoreboard Totals

% Retailed of Non-New Franchise	57%
Total # Retail Units	61
Average Days to Sale	48.5
Average Advertised Price (Time of Sale)	\$ 21,342
Average Transaction Price	\$ 20,571
Average Market Price at 100%	\$ 20,648
Average Price to Market % (Time of Sale)	103%
Average Transaction to Market	100%
Average Transactional Discount	\$ 772
Average Front End Gross	\$ 993
Average Finance Gross	\$ 813
PUVR	\$ 1,806
Total Gross (Units & PUVR)	\$ 110,177
GROI	65%



MY

Scoreboard		
Desk Manager	Totals	Dan Outlaw
% Retailed of Non-New Franchise	57%	54%
Total # Retail Units	61	35
Average Days to Sale	48.5	47.8
Average Advertised Price (Time of Sale)	\$ 21,342	\$ 21,719
Average Transaction Price	\$ 20,571	\$ 20,918
Average Market Price at 100%	\$ 20,648	\$ 21,149
Average Price to Market % (Time of Sale)	103%	103%
Average Transaction to Market %	100%	99%
Average Transactional Discount	\$ 772	\$ 801
Average Front End Gross	\$ 993	\$ 1,062
Average Finance Gross	\$ 813	\$ 901
PUVR	\$ 1,806	\$ 1,962
Total Gross (Units & PUVR)	\$ 110,177	\$ 68,673
GROI	65%	71%



Dave F	Tyler Burton	Drew D
63%	50%	#DIV/0!
24	2	0
50.8	34.0	#DIV/0!
\$ 21,422	\$ 13,792	#DIV/0!
\$ 20,670	\$ 13,294	#DIV/0!
\$ 21,294	\$ 13,050	#DIV/0!
101%	106%	#DIV/0!
97%	102%	#DIV/0!
\$ 752	\$ 498	#DIV/0!
\$ 796	\$ 2,150	#DIV/0!
\$ 590	\$ 1,976	#DIV/0!
\$ 1,386	\$ 4,126	#DIV/0!
\$ 33,253	\$ 8,251	#DIV/0!
48%	329%	#DIV/0!







## Scoreboard

Sales Consultant	Totals	Chuck Collins
% Retailed of Non-New Franchise	57%	53%
Total # Retail Units	61	17
Average Days to Sale	48.5	49.1
Average Advertised Price (Time of Sale)	\$ 21,342	\$ 23,183
Average Transaction Price	\$ 20,571	\$ 22,519
Average Market Price at 100%	\$ 20,648	\$ 23,362
Average Price to Market % (Time of Sale)	103%	99%
Average Transaction to Market %	100%	96%
Average Transactional Discount	\$ 772	\$ 663
Average Front End Gross	\$ 993	\$ 1,000
Average Finance Gross	\$ 813	\$ 912
PUVR	\$ 1,806	\$ 1,912
Total Gross (Units & PUVR)	\$ 110,177	\$ 32,506
GROI	65%	62%



Dwaine Gimer	Taylor Bradley	Joe Fricke
67%	50%	80%
12	14	5
46.1	57.0	47.6
\$ 19,406	\$ 25,050	\$ 21,894
\$ 18,545	\$ 24,331	\$ 21,053
\$ 18,370	\$ 25,167	\$ 21,264
106%	100%	103%
101%	97%	99%
\$ 861	\$ 719	\$ 840
\$ 746	\$ 1,073	\$ 1,085
\$ 869	\$ 1,065	\$ 429
\$ 1,614	\$ 2,138	\$ 1,515
\$ 19,371	\$ 29,929	\$ 7,574
68%	55%	54%

Casey VanB	WW	Nissan Salesperson
100%	14%	100%
2	7	1
68.5	38.0	9.0
\$ 13,129	\$ 19,389	\$ 11,995
\$ 12,692	\$ 18,585	\$ 10,980
\$ 12,214	\$ 17,700	\$ 11,876
107%	110%	101%
104%	105%	92%
\$ 437	\$ 804	\$ 1,015
\$ (789)	\$ 1,364	\$ 2,570
\$ 266	\$ 563	\$ 2,019
\$ (523)	\$ 1,927	\$ 4,589
\$ (1,045)	\$ 13,488	\$ 4,589
-22%	98%	1672%

Ford Salesperson		
100%	#DIV/0!	#DIV/0!
3	0	0
41.3	#DIV/0!	#DIV/0!
\$ 13,590	#DIV/0!	#DIV/0!
\$ 12,364	#DIV/0!	#DIV/0!
\$ 13,639	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!
91%	#DIV/0!	#DIV/0!
\$ 1,227	#DIV/0!	#DIV/0!
\$ 1,206	#DIV/0!	#DIV/0!
\$ 49	#DIV/0!	#DIV/0!
\$ 1,255	#DIV/0!	#DIV/0!
\$ 3,765	#DIV/0!	#DIV/0!
88%	#DIV/0!	#DIV/0!



































Scoreboard		
Finance Manager	Totals	Tyler Burton
% Retailed of Non-New Franchise	57%	65%
Total # Retail Units	61	37
Average Days to Sale	48.5	45.6
Average Advertised Price (Time of Sale)	\$ 21,342	\$ 22,658
Average Transaction Price	\$ 20,571	\$ 21,882
Average Market Price at 100%	\$ 20,648	\$ 22,064
Average Price to Market % (Time of Sale)	103%	103%
Average Transaction to Market %	100%	99%
Average Transactional Discount	\$ 772	\$ 776
Average Front End Gross	\$ 993	\$ 1,087
Average Finance Gross	\$ 813	\$ 964
PUVR	\$ 1,806	\$ 2,051
Total Gross (Units & PUVR)	\$ 110,177	\$ 75,895
GROI	65%	74%



Joe Fricke		
46%	#DIV/0!	#DIV/0!
24	0	0
52.9	#DIV/0!	#DIV/0!
\$ 19,314	#DIV/0!	#DIV/0!
\$ 18,549	#DIV/0!	#DIV/0!
\$ 19,208	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!
\$ 765	#DIV/0!	#DIV/0!
\$ 847	#DIV/0!	#DIV/0!
\$ 581	#DIV/0!	#DIV/0!
\$ 1,428	#DIV/0!	#DIV/0!
\$ 34,282	#DIV/0!	#DIV/0!
52%	#DIV/0!	#DIV/0!





## Scoreboard

CPO	Totals	Yes
Total # Retail Units	61	16
Average Days to Sale	48.5	52.1
Average Advertised Price (Time of Sale)	\$ 21,342	\$ 27,054
Average Transaction Price	\$ 20,571	\$ 26,246
Average Market Price at 100%	\$ 20,648	\$ 25,981
Average Price to Market % (Time of Sale)	103%	104%
Average Transaction to Market %	100%	101%
Average Transactional Discount	\$ 772	\$ 809
Average Front End Gross	\$ 993	\$ 330
Average Finance Gross	\$ 813	\$ 964
PUVR	\$ 1,806	\$ 1,294
Total Gross (Units & PUVR)	\$ 110,177	\$ 20,704
GROI	65%	34%



No	
	45
	47.2
\$	18,553
\$	18,553
\$	19,148
	97%
	97%
\$	758
\$	1,228
\$	760
\$	1,988
\$	89,473
	82%

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	61	26
Average Days to Sale	48.5	51.0
Average Advertised Price (Time of Sale)	\$ 21,342	\$ 26,148
Average Transaction Price	\$ 20,571	\$ 25,301
Average Market Price at 100%	\$ 20,648	\$ 25,533
Average Price to Market % (Time of Sale)	103%	102%
Average Transaction to Market %	100%	99%
Average Transactional Discount	\$ 772	\$ 847
Average Front End Gross	\$ 993	\$ 893
Average Finance Gross	\$ 813	\$ 880
PUVR	\$ 1,806	\$ 1,773
Total Gross (Units & PUVR)	\$ 110,177	\$ 46,095
GROI	65%	50%

No	
	35
	46.7
\$	17,057
\$	17,057
\$	17,529
	97%
	97%
\$	715
\$	1,067
\$	764
\$	1,831
\$	64,082
	83%

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	61	20
% of Retail Units	100%	33%
% Retailed of Off-Brand	57%	60%
Average Days to Sale	48.5	41.2
Average Transaction Price	\$ 20,571	\$ 23,595
Average Transaction to Market %	100%	100%
Average Transactional Discount	\$ 772	\$ 972
Average Front End Gross	\$ 993	\$ 1,475
Average Finance Gross	\$ 813	\$ 646
PUVR	\$ 1,806	\$ 2,121
Total Gross (Units & PUVR)	\$ 110,177	\$ 42,420
GROI	65%	79%



Trade on Used	Auction/Wholesale	Street/Curb Buy
19	20	2
31%	33%	3%
74%	45%	0%
40.4	64.5	39.5
\$ 16,265	\$ 22,208	\$ 14,865
98%	99%	96%
\$ 742	\$ 632	\$ 444
\$ 1,558	\$ (89)	\$ 1,616
\$ 869	\$ 924	\$ 855
\$ 2,427	\$ 835	\$ 2,470
\$ 46,110	\$ 16,707	\$ 4,940
133%	21%	151%





## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	61	20
% of Retail Units	100%	33%
% Retailed of Off-Brand	57%	1100%
Average Days to Sale	48.5	16.9
Average Transaction Price	\$ 20,571	\$ 18,813
Average Transaction to Market %	100%	103%
Average Transactional Discount	\$ 772	\$ 969
Average Front End Gross	\$ 993	\$ 2,192
Average Finance Gross	\$ 813	\$ 725
PUVR	\$ 1,806	\$ 2,917
Total Gross (Units & PUVR)	\$ 110,177	\$ 58,339
GROI	65%	331%



31-45 days	46-60 days	61-90 days	90+ days
6	12	20	3
10%	20%	33%	5%
400%	700%	1200%	100%
39.2	53.1	71.9	104.3
\$ 23,831	\$ 20,822	\$ 21,018	\$ 21,791
99%	99%	96%	92%
\$ 1,252	\$ 483	\$ 694	\$ 168
\$ 840	\$ 745	\$ 97	\$ 271
\$ 759	\$ 1,199	\$ 717	\$ 609
\$ 1,599	\$ 1,944	\$ 814	\$ 880
\$ 9,593	\$ 23,329	\$ 16,275	\$ 2,641
62%	63%	19%	14%