











#	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	Kia	Sedona	65	Trade on New	No	\$ 22,988	\$ 22,988	94%	\$1,139	\$2,915
2	2016	Kia	Soul	42	Trade on Used	No	\$ 9,941	\$ 9,941	87%	\$1,630	\$1,795
3	2017	kia	Forte	54	Trade on New	No	\$ 12,637	\$ 12,637	93%	\$545	\$1,280
4	2018	Kia	Forte	31	Trade on New	No	\$ 13,611	\$ 13,611	88%	\$1,354	\$1,404
5	2012	Kia	OPTIMA	13	Trade on Used	No	\$ 8,788	\$ 8,788	89%	\$478	\$0
6	2015	Kia	SOUL	41	Trade on New	No	\$ 10,924	\$ 10,924	91%	\$356	\$1,308
7	2017	Kia	Sorento	1	LBO Customer	No	\$ 30,273	\$ 30,273	100%	\$1,095	\$0
8	2015	Kia	Optima	21	Trade on Used	No	\$ 11,956	\$ 11,956	92%	\$2,014	\$0
9	2015	Kia	Soul	29	Auction/Wholesale	No	\$ 11,927	\$ 12,382	97%	\$539	\$0
10	2016	Kia	Sorento	40	Trade on New	No	\$ 11,868	\$ 14,078	96%	\$701	\$1,301
11	2017	Dodge	Grand Caravan	83	Auction/Wholesale	No	\$ 14,663	\$ 14,663	96%	\$683	\$1,574
12	2016	Kia	Forte	16	Trade on New	No	\$ 9,788	\$ 9,500	93%	\$915	\$363
13	2016	Kia	OPTIMA	29	Auction/Wholesale	No	\$ 16,193	\$ 16,193	94%	\$274	\$1,679
14	2015	Kia	Forte	39	Trade on New	No	\$ 12,819	\$ 14,480	90%	\$2,441	\$814
15	2016	Kia	Sorento	1	LBO Customer	No	\$ 24,819	\$ 24,819	100%	\$999	\$403
16	2015	Kia	OPTIMA	56	Trade on New	No	\$ 13,546	\$ 14,535	96%	\$944	\$1,020
17	2014	Kia	OPTIMA	33	Trade on New	No	\$ 8,988	\$ 9,070	88%	\$387	\$0
18	2017	Kia	Sportage	73	Trade on Used	No	\$ 16,899	\$ 17,460	91%	\$536	\$0
19	2015	Hyundai	Elantra	112	Trade on New	No	\$ 8,747	\$ 8,520	83%	\$365	\$1,247
20	2017	Hyundai	Santa Fe	68	Auction/Wholesale	No	\$ 15,995	\$ 16,104	100%	\$2,099	\$1,848
21	2016	Kia	Forte	26	Trade on New	No	\$ 10,856	\$ 10,450	90%	\$1,349	\$307
22	2015	Kia	OPTIMA	85	Trade on New	No	\$ 11,672	\$ 12,600	91%	\$1,002	\$1,539
23	2015	Kia	Forte	62	Trade on New	No	\$ 11,175	\$ 10,226	99%	\$992	\$0
24	2017	Kia	Forte	3	Trade on New	No	\$ 10,899	\$ 10,988	105%	\$1,800	\$0
25	2017	Kia	OPTIMA	58	Auction/Wholesale	No	\$ 15,987	\$ 12,800	95%	(\$623)	\$375
26	2016	Kia	Soul	49	LBO OEM/Leasing Co.	No	\$ 11,974	\$ 12,474	85%	\$2,044	\$0
27	2017	Kia	OPTIMA	85	Trade on Used	No	\$ 13,999	\$ 13,424	98%	(\$274)	\$205
28	2014	Kia	Sportage	49	Trade on Used	No	\$ 11,895	\$ 12,049	91%	\$401	\$776
29	2016	Kia	OPTIMA	1	LBO Customer	No	\$ 15,855	\$ 15,855	100%	\$2,598	\$642
30	2016	Kia	Cadenza	111	Trade on New	No	\$ 16,700	\$ 17,695	90%	\$1,745	\$671
31	2015	Kia	Soul	1	LBO Customer	No	\$ 11,995	\$ 11,995	100%	\$1,312	\$0
32	2018	Kia	Forte	32	Auction/Wholesale	Yes	\$ 15,988	\$ 15,298	97%	\$2,134	\$995
33	2017	Kia	Sportage	18	Auction/Wholesale	Yes	\$ 14,987	\$ 16,437	103%	\$1,294	\$1,397
34	2016	Kia	Sorento	6	Auction/Wholesale	Yes	\$ 24,999	\$ 22,970	95%	\$2,681	\$1,905
35	2016	Kia	Sportage	3	Trade on New	Yes	\$ 18,699	\$ 18,635	99%	\$2,183	\$642
36	2014	Kia	OPTIMA	26	Trade on New	No	\$ 8,407	\$ 8,477	83%	\$2,729	\$124
37	2016	Kia	Forte	26	Auction/Wholesale	No	\$ 12,874	\$ 11,250	91%	\$1,759	\$591
38	2013	Kia	OPTIMA	13	Trade on New	No	\$ 10,999	\$ 10,995	96%	\$4,430	\$575
39	2012	Kia	Sorento	48	Trade on New	No	\$ 9,297	\$ 10,192	89%	\$2,751	\$1,092
40	2016	Kia	Sorento	23	Auction/Wholesale	No	\$ 17,499	\$ 17,376	99%	\$2,133	\$0
41	2016	Kia	Forte	27	Auction/Wholesale	No	\$ 14,758	\$ 12,479	97%	\$2,278	\$0

42	2015	Fiat	500L	53	Trade on New	No	\$	10,999	\$	10,845	89%	\$1,704	\$609
43	2016	Ford	Mustang	39	Trade on New	No	\$	18,235	\$	18,235	92%	\$1,693	\$477
44	2016	Kia	Soul	6	Auction/Wholesale	No	\$	13,995	\$	14,336	103%	\$2,988	\$2,126
45	2016	Kia	OPTIMA	10	Auction/Wholesale	No	\$	13,249	\$	13,099	100%	\$929	\$462
46	2015	Kia	Forte	38	Auction/Wholesale	No	\$	12,175	\$	11,917	87%	\$2,090	\$813
47	2016	kia	soul	3	Trade on New	No	\$	14,383	\$	14,833	101%	\$3,409	\$755
48	2015	Kia	OPTIMA	15	Trade on New	No	\$	12,499	\$	11,150	96%	\$2,056	\$1,349
49	2016	Kia	OPTIMA	41	Auction/Wholesale	No	\$	14,987	\$	14,848	94%	\$1,516	\$1,258
50	2016	Kia	OPTIMA	1	LBO Customer	No	\$	17,518	\$	17,518	100%	\$2,343	\$932
51	2012	Kia	OPTIMA	40	Trade on New	No	\$	9,994	\$	10,635	91%	\$359	\$1,015
52	2016	Kia	Sorento	34	Auction/Wholesale	No	\$	16,495	\$	15,750	105%	\$575	\$1,464
53	2016	kia	OPTIMA	1	LBO Customer	No	\$	14,321	\$	14,321	100%	\$2,243	\$741

## Scoreboard Totals

% Retailed of Non-New Franchise	12%
Total # Retail Units	74
Average Days to Sale	34.4
Average Advertised Price (Time of Sale)	\$ 14,829
Average Transaction Price	\$ 14,914
Average Market Price at 100%	\$ 15,534
Average Price to Market % (Time of Sale)	95%
Average Transaction to Market	96%
Average Transactional Discount	\$ (88)
Average Front End Gross	\$ 1,656
Average Finance Gross	\$ 818
PUVR	\$ 2,474
Total Gross (Units & PUVR)	\$ 183,108
GROI	174%



MY

Scoreboard		
Desk Manager	Totals	Ken Mariano
% Retailed of Non-New Franchise	12%	13%
Total # Retail Units	74	40
Average Days to Sale	34.4	29.1
Average Advertised Price (Time of Sale)	\$ 14,829	\$ 14,104
Average Transaction Price	\$ 14,914	\$ 14,138
Average Market Price at 100%	\$ 15,534	\$ 14,670
Average Price to Market % (Time of Sale)	95%	96%
Average Transaction to Market %	96%	96%
Average Transactional Discount	\$ (88)	\$ (34)
Average Front End Gross	\$ 1,656	\$ 2,014
Average Finance Gross	\$ 818	\$ 812
PUVR	\$ 2,474	\$ 2,826
Total Gross (Units & PUVR)	\$ 183,108	\$ 113,037
GROI	174%	248%



Lauren Prendle	Terry Robins	Robert Vitale
17%	11%	0%
12	18	4
34.1	44.8	41.8
\$ 18,024	\$ 14,247	\$ 15,113
\$ 18,267	\$ 14,497	\$ 14,501
\$ 18,338	\$ 14,902	\$ 15,818
98%	96%	96%
100%	97%	92%
\$ (243)	\$ (281)	\$ 612
\$ 1,340	\$ 1,196	\$ 1,104
\$ 756	\$ 904	\$ 676
\$ 2,096	\$ 2,100	\$ 1,779
\$ 25,152	\$ 37,803	\$ 7,116
121%	116%	106%







Scoreboard		
Sales Consultant	Totals	Rockie Dobson
% Retailed of Non-New Franchise	12%	7%
Total # Retail Units	74	14
Average Days to Sale	34.4	19.4
Average Advertised Price (Time of Sale)	\$ 14,829	\$ 14,631
Average Transaction Price	\$ 14,914	\$ 14,662
Average Market Price at 100%	\$ 15,534	\$ 15,133
Average Price to Market % (Time of Sale)	95%	97%
Average Transaction to Market %	96%	97%
Average Transactional Discount	\$ (88)	\$ (30)
Average Front End Gross	\$ 1,656	\$ 1,773
Average Finance Gross	\$ 818	\$ 616
PUVR	\$ 2,474	\$ 2,388
Total Gross (Units & PUVR)	\$ 183,108	\$ 33,435
GROI	174%	302%



Abdallah El Habashy	Jorge Jaime	Fausto Lopez
22%	0%	#DIV/0!
9	5	0
40.2	18.8	#DIV/0!
\$ 14,600	\$ 14,467	#DIV/0!
\$ 14,897	\$ 13,996	#DIV/0!
\$ 15,081	\$ 14,302	#DIV/0!
97%	101%	#DIV/0!
99%	98%	#DIV/0!
\$ (297)	\$ 471	#DIV/0!
\$ 1,589	\$ 1,642	#DIV/0!
\$ 904	\$ 1,157	#DIV/0!
\$ 2,493	\$ 2,799	#DIV/0!
\$ 22,441	\$ 13,993	#DIV/0!
150%	383%	#DIV/0!

Jason Horton	Joshua Tucker	Marc Jean Paul
7%	#DIV/0!	13%
15	0	8
39.7	#DIV/0!	19.1
\$ 16,557	#DIV/0!	\$ 15,611
\$ 16,622	#DIV/0!	\$ 15,759
\$ 17,404	#DIV/0!	\$ 15,894
95%	#DIV/0!	98%
96%	#DIV/0!	99%
\$ (74)	#DIV/0!	\$ (148)
\$ 1,616	#DIV/0!	\$ 2,551
\$ 797	#DIV/0!	\$ 832
\$ 2,413	#DIV/0!	\$ 3,383
\$ 36,200	#DIV/0!	\$ 27,066
132%	#DIV/0!	404%

Redyane Cladera	Steven Garcia	Jamesly Celestin
20%	50%	0%
5	2	1
52.0	50.5	16.0
\$ 15,962	\$ 12,492	\$ 9,788
\$ 15,488	\$ 12,587	\$ 9,500
\$ 16,900	\$ 13,104	\$ 10,525
94%	95%	93%
92%	96%	90%
\$ 474	\$ (96)	\$ 288
\$ 1,354	\$ 1,243	\$ 915
\$ 722	\$ 924	\$ 363
\$ 2,075	\$ 2,167	\$ 1,278
\$ 10,377	\$ 4,334	\$ 1,278
93%	123%	303%

Yuri Leopoldo	Matthew Cancino	Manny Ruiz
0%	20%	0%
3	5	2
30.3	53.0	28.5
\$ 13,966	\$ 10,228	\$ 21,910
\$ 14,220	\$ 11,149	\$ 22,404
\$ 14,346	\$ 11,544	\$ 22,192
97%	89%	99%
99%	97%	101%
\$ (253)	\$ (922)	\$ (495)
\$ 1,261	\$ 1,797	\$ 1,020
\$ 1,233	\$ 916	\$ 510
\$ 2,495	\$ 2,713	\$ 1,530
\$ 7,484	\$ 13,565	\$ 3,059
208%	165%	86%

Sterling Givens		
20%	#DIV/0!	#DIV/0!
5	0	0
55.8	#DIV/0!	#DIV/0!
\$ 12,812	#DIV/0!	#DIV/0!
\$ 12,722	#DIV/0!	#DIV/0!
\$ 13,941	#DIV/0!	#DIV/0!
92%	#DIV/0!	#DIV/0!
91%	#DIV/0!	#DIV/0!
\$ 90	#DIV/0!	#DIV/0!
\$ 1,124	#DIV/0!	#DIV/0!
\$ 852	#DIV/0!	#DIV/0!
\$ 1,975	#DIV/0!	#DIV/0!
\$ 9,876	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!































Scoreboard		
Finance Manager	Totals	Monica Aguado
% Retailed of Non-New Franchise	12%	18%
Total # Retail Units	74	39
Average Days to Sale	34.4	29.7
Average Advertised Price (Time of Sale)	\$ 14,829	\$ 14,829
Average Transaction Price	\$ 14,914	\$ 14,913
Average Market Price at 100%	\$ 15,534	\$ 15,340
Average Price to Market % (Time of Sale)	95%	97%
Average Transaction to Market %	96%	97%
Average Transactional Discount	\$ (88)	\$ (83)
Average Front End Gross	\$ 1,656	\$ 1,764
Average Finance Gross	\$ 818	\$ 755
PUVR	\$ 2,474	\$ 2,519
Total Gross (Units & PUVR)	\$ 183,108	\$ 98,236
GROI	174%	205%



Kirk Jackson	Pedro Seron	Doug Wilson
0%	29%	0%
23	7	5
36.0	57.1	32.0
\$ 14,771	\$ 18,143	\$ 10,450
\$ 14,829	\$ 18,380	\$ 10,467
\$ 15,433	\$ 17,968	\$ 11,890
96%	101%	88%
96%	102%	88%
\$ (58)	\$ (277)	\$ (21)
\$ 1,849	\$ 1,006	\$ 841
\$ 781	\$ 1,234	\$ 901
\$ 2,630	\$ 2,240	\$ 1,742
\$ 60,482	\$ 15,678	\$ 8,712
178%	77%	187%





## Scoreboard

CPO	Totals	Yes
Total # Retail Units	74	8
Average Days to Sale	34.4	18.6
Average Advertised Price (Time of Sale)	\$ 14,829	\$ 18,264
Average Transaction Price	\$ 14,914	\$ 18,432
Average Market Price at 100%	\$ 15,534	\$ 18,622
Average Price to Market % (Time of Sale)	95%	98%
Average Transaction to Market %	96%	99%
Average Transactional Discount	\$ (88)	\$ (168)
Average Front End Gross	\$ 1,656	\$ 2,198
Average Finance Gross	\$ 818	\$ 1,005
PUVR	\$ 2,474	\$ 3,203
Total Gross (Units & PUVR)	\$ 183,108	\$ 25,623
GROI	174%	336%



No	
	66
	36.3
\$	14,488
\$	14,488
\$	14,994
	97%
	97%
\$	(78)
\$	1,591
\$	795
\$	2,386
\$	157,485
	163%

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	74	63
Average Days to Sale	34.4	29.9
Average Advertised Price (Time of Sale)	\$ 14,829	\$ 14,672
Average Transaction Price	\$ 14,914	\$ 14,739
Average Market Price at 100%	\$ 15,534	\$ 15,271
Average Price to Market % (Time of Sale)	95%	96%
Average Transaction to Market %	96%	97%
Average Transactional Discount	\$ (88)	\$ (66)
Average Front End Gross	\$ 1,656	\$ 1,741
Average Finance Gross	\$ 818	\$ 765
PUVR	\$ 2,474	\$ 2,505
Total Gross (Units & PUVR)	\$ 183,108	\$ 157,827
GROI	174%	205%



No	
	9
	61.8
\$	15,800
\$	15,800
\$	16,275
	97%
	97%
\$	(241)
\$	1,127
\$	851
\$	1,978
\$	17,802
	73%

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	74	29
% of Retail Units	100%	39%
% Retailed of Off-Brand	12%	21%
Average Days to Sale	34.4	40.4
Average Transaction Price	\$ 14,914	\$ 14,036
Average Transaction to Market %	96%	96%
Average Transactional Discount	\$ (88)	\$ (441)
Average Front End Gross	\$ 1,656	\$ 1,631
Average Finance Gross	\$ 818	\$ 795
PUVR	\$ 2,474	\$ 2,426
Total Gross (Units & PUVR)	\$ 183,108	\$ 70,362
GROI	174%	154%



Trade on Used	Street/Curb buy	Auction/wholesale
7	0	29
9%	0%	39%
0%	#DIV/0!	10%
44.3	#DIV/0!	34.6
\$ 12,565	#DIV/0!	\$ 15,243
93%	#DIV/0!	96%
\$ (23)	#DIV/0!	\$ 229
\$ 1,004	#DIV/0!	\$ 1,774
\$ 493	#DIV/0!	\$ 1,025
\$ 1,497	#DIV/0!	\$ 2,799
\$ 10,479	#DIV/0!	\$ 81,162
97%	#DIV/0!	191%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
0	8	1
0%	11%	1%
#DIV/0!	0%	0%
#DIV/0!	1.3	49.0
#DIV/0!	\$ 19,265	\$ 12,474
#DIV/0!	100%	89%
#DIV/0!	\$ -	\$ (500)
#DIV/0!	\$ 1,845	\$ 2,044
#DIV/0!	\$ 538	\$ -
#DIV/0!	\$ 2,383	\$ 2,044
#DIV/0!	\$ 19,061	\$ 2,044
#DIV/0!	3562%	120%



## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	74	41
% of Retail Units	100%	55%
% Retailed of Off-Brand	12%	300%
Average Days to Sale	34.4	14.3
Average Transaction Price	\$ 14,914	\$ 15,605
Average Transaction to Market %	96%	98%
Average Transactional Discount	\$ (88)	\$ (65)
Average Front End Gross	\$ 1,656	\$ 1,984
Average Finance Gross	\$ 818	\$ 699
PUVR	\$ 2,474	\$ 2,683
Total Gross (Units & PUVR)	\$ 183,108	\$ 109,989
GROI	174%	432%



31-45 days	46-60 days	61-90 days	90+ days
14	7	8	4
19%	9%	11%	5%
100%	100%	200%	200%
38.1	52.4	73.1	118.0
\$ 13,929	\$ 12,219	\$ 15,870	\$ 14,091
95%	91%	98%	86%
\$ (230)	\$ 115	\$ (467)	\$ 444
\$ 1,568	\$ 1,109	\$ 1,128	\$ 622
\$ 986	\$ 736	\$ 1,104	\$ 1,028
\$ 2,554	\$ 1,845	\$ 2,231	\$ 1,649
\$ 35,755	\$ 12,918	\$ 17,849	\$ 6,597
173%	104%	69%	36%