

Desk Manager	Finance Manager
Michael Winding	Moose
Jared Rojas	Sang Kim
Steve Perez	

Sales Consultant	New Car Franchise(s)
Robert Klein	GMC
Jessica Bautista	GMC
Adriana Vazquez	GMC
Duane Disalvo	GMC
Hans Losee	GMC
Jefrey Francisco	GMC
Steven Marquez	GMC
Vanessa Schmore	GMC
Juan Loera	GMC
Chay Herrera	GMC
Heriberto Hernandez	GMC
Maria Arvizu	GMC
James Armon	GMC
Juan Loera	GMC

#	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	2013	Chevrolet	Equinox	28	Trade on New	No	\$ 10,995	\$ 9,312	90%	(\$514)	\$315
2	2014	Cadillac	ATS	21	Trade on New	No	\$ 20,500	\$ 19,300	98%	\$1,417	\$2,746
3	2015	Buick	ENCORE	116	Auction/Wholesale	No	\$ 16,900	\$ 31,700	85%	(\$3,154)	\$3,437
4	2006	Cadillac	SRX	35	Auction/Wholesale	No	\$ 5,000	\$ 4,450	85%	\$2,950	\$0
5	2012	Cadillac	SRX	26	Auction/Wholesale	No	\$ 7,800	\$ 7,800	87%	\$0	\$0
6	2015	Chevrolet	SILVERADO	10	Auction/Wholesale	No	\$ 8,000	\$ 10,900	90%	\$2,900	\$0
7	2015	Cadillac	SRX	20	Trade on New	No	\$ 36,950	\$ 35,981	95%	\$2,276	\$2,133
8	2010	Chevrolet	1500	34	Auction/Wholesale	No	\$ 9,000	\$ 9,700	94%	\$700	\$0
9	2017	Chevrolet	1500	14	Auction/Wholesale	No	\$ 35,500	\$ 35,300	96%	(\$200)	\$0
10	2017	Chevrolet	1500	66	Trade on New	Yes	\$ 33,600	\$ 32,388	92%	(\$1,300)	\$647
11	2012	Chevrolet	1500	32	Trade on New	No	\$ 18,950	\$ 17,900	96%	\$2,078	\$1,856
12	2008	Chevrolet	TAHOE	9	Trade on New	No	\$ 14,400	\$ 14,800	95%	\$400	\$0
13	2007	Dodge	CALIBER	12	Trade on New	No	\$ 1,000	\$ 1,000	85%	\$0	\$0
14	2008	Dodge	CHARGER	14	Trade on Used	No	\$ 2,000	\$ 2,300	92%	\$300	\$300
15	2006	Dodge	CHARGER	16	Trade on New	No	\$ 2,000	\$ 2,200	97%	\$200	\$200
16	2015	Dodge	DART	79	Trade on New	No	\$ 9,500	\$ 8,400	96%	(\$1,138)	\$2,175
17	2014	Dodge	CARAVAN	67	Trade on Used	NO	\$ 9,330	\$ 6,750	70%	(\$2,580)	\$0
18	2015	Ford	CMAX	103	Auction/Wholesale	NO	\$ 14,000	\$ 13,060	95%	(\$1,074)	\$196
19	2013	Ford	ESCAPE	16	Trade on New	No	\$ 11,700	\$ 11,700	110%	\$2,886	\$2,062
20	2015	Ford	EXPEDITION	55	Trade on Used	No	\$ 24,000	\$ 21,255	85%	(\$2,933)	\$0
21	2013	Ford	F150	31	Trade on New	NO	\$ 23,100	\$ 22,954	98%	(\$196)	\$4,821
22	2015	Ford	F150	73	Trade on New	NO	\$ 29,900	\$ 23,971	115%	(\$6,337)	\$436
23	2016	Ford	F150	84	Trade on New	No	\$ 26,000	\$ 23,924	97%	(\$1,674)	\$0
24	2015	GMC	ACADIA	4	Auction/Wholesale	No	\$ 28,200	\$ 28,200	110%	\$4,966	\$1,278
25	2018	GMC	ACADIA	65	Auction/Wholesale	NO	\$ 32,500	\$ 32,000	98%	(\$467)	\$516
26	2012	GMC	ACADIA	58	Auction/Wholesale	No	\$ 13,600	\$ 12,999	99%	\$453	\$1,788
27	2014	GMC	ACADIA	19	Trade on Used	NO	\$ 15,900	\$ 15,900	99%	\$1,058	\$835
28	2002	GMC	ENVOY	58	Trade on New	NO	\$ 1,700	\$ 1,700	100%	\$59	\$59
29	2017	GMC	1500	29	Trade on New	Yes	\$ 44,900	\$ 43,900	110%	\$784	\$3,331
30	2002	GMC	2500	204	Trade on New	NO	\$ 6,200	\$ 4,000	85%	(\$2,280)	\$0
31	2016	GMC	TERRAIN	12	Auction/Wholesale	Yes	\$ 17,700	\$ 17,500	98%	(\$265)	\$409
32	2018	GMC	YUKON	59	Auction/Wholesale	Yes	\$ 49,700	\$ 49,700	115%	\$1,550	\$4,716
33	2016	GMC	YUKON	15	Auction/Wholesale	No	\$ 35,900	\$ 32,900	99%	\$1,273	\$2,399
34	2015	Honda	ACCORD	15	Trade on Used	No	\$ 13,517	\$ 13,517	115%	\$718	\$2,369
35	2017	Honda	ACCORD	70	Auction/Wholesale	No	\$ 23,500	\$ 21,700	95%	(\$1,807)	\$0
36	2011	Honda	OSYSSEY	11	Trade on Used	No	\$ 8,800	\$ 8,000	90%	(\$797)	(\$797)
37	2016	Honda	PILOT	56	Trade on New	No	\$ 30,500	\$ 29,900	110%	\$598	\$468
38	2013	Hyundai	GEMESIS	95	Trade on Used	No	\$ 11,500	\$ 10,000	95%	(\$1,563)	\$0
39	2014	Hyundai	SONATA	124	Auction/Wholesale	No	\$ 12,300	\$ 9,800	93%	(\$2,635)	\$2,609
40	2017	Infiniti	Q60	42	Auction/Wholesale	No	\$ 26,500	\$ 24,991	98%	(\$1,878)	\$3,352
41	2017	Infiniti	QX60	53	Auction/Wholesale	No	\$ 30,000	\$ 26,500	94%	(\$3,379)	\$4,592

42	2017	Jeep	CHEROKEE	107	Auction/Wholesale	No	\$	19,900	\$	19,900	99%	\$1,050	\$600
43	2017	Jeep	COMPASS	25	Trade on Used	No	\$	13,900	\$	13,200	99%	(\$557)	\$1,005
44	2015	Mercedes-Benz	C300	107	Auction/Wholesale	No	\$	23,000	\$	20,600	99%	(\$1,458)	\$0
45	2009	Nissan	QUEST	11	Trade on New	No	\$	2,800	\$	2,800	96%	\$0	\$0
46	2008	Chevrolet	SUBURBAN		Trade on Used	No	\$	6,335	\$	6,335		\$299	\$0
47	2016	Cadillac	SRX		Trade on New	No	\$	3,525	\$	3,525		\$0	\$0
48	2008	Mercedes-Benz	E350W		Trade on New	No	\$	2,855	\$	2,855		\$105	\$0
49	2009	Nissan	ARMADA		Trade on New	No	\$	5,755	\$	5,755		\$1,055	\$0
50	2007	Chevrolet	TAHOE		Trade on New	No	\$	6,001	\$	5,000		(\$1,001)	\$0
51	2017	Chevrolet	EXPRESS 3500		Auction/Wholesale	No	\$	21,380	\$	21,245		(\$135)	\$0
52	2017	GMC	YUKON XL		Auction/Wholesale	No	\$	43,000	\$	43,000		\$3,510	\$3,251
53	2010	Cadillac	SRX		Trade on New	No	\$	3,000	\$	3,000		\$200	\$0

Scoreboard Totals

% Retailed of Non-New Franchise	75%
Total # Retail Units	114
Average Days to Sale	48.9
Average Advertised Price (Time of Sale)	\$ 19,464
Average Transaction Price	\$ 18,870
Average Market Price at 100%	\$ 20,186
Average Price to Market % (Time of Sale)	96%
Average Transaction to Market	93%
Average Transactional Discount	\$ 579
Average Front End Gross	\$ (168)
Average Finance Gross	\$ 1,122
PUVR	\$ 954
Total Gross (Units & PUVR)	\$ 108,758
GROI	37%



MY

Scoreboard		
Desk Manager	Totals	Steve Perez
% Retailed of Non-New Franchise	75%	72%
Total # Retail Units	114	18
Average Days to Sale	48.9	55.2
Average Advertised Price (Time of Sale)	\$ 19,464	\$ 24,197
Average Transaction Price	\$ 18,870	\$ 23,406
Average Market Price at 100%	\$ 20,186	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	93%	#DIV/0!
Average Transactional Discount	\$ 579	\$ 791
Average Front End Gross	\$ (168)	\$ (37)
Average Finance Gross	\$ 1,122	\$ 1,628
PUVR	\$ 954	\$ 1,591
Total Gross (Units & PUVR)	\$ 108,758	\$ 28,637
GROI	37%	44%



Michael Winding	Jared Rojas	
76%	67%	#DIV/0!
17	36	0
54.5	49.3	#DIV/0!
\$ 26,613	\$ 23,827	#DIV/0!
\$ 25,401	\$ 23,400	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,212	\$ 368	#DIV/0!
\$ 32	\$ (362)	#DIV/0!
\$ 2,088	\$ 1,761	#DIV/0!
\$ 2,119	\$ 1,399	#DIV/0!
\$ 36,027	\$ 50,376	#DIV/0!
55%	44%	#DIV/0!

Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	75%	#DIV/0!
Total # Retail Units	114	0
Average Days to Sale	48.9	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 19,464	#DIV/0!
Average Transaction Price	\$ 18,870	#DIV/0!
Average Market Price at 100%	\$ 20,186	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	93%	#DIV/0!
Average Transactional Discount	\$ 579	#DIV/0!
Average Front End Gross	\$ (168)	#DIV/0!
Average Finance Gross	\$ 1,122	#DIV/0!
PUVR	\$ 954	#DIV/0!
Total Gross (Units & PUVR)	\$ 108,758	#DIV/0!
GROI	37%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	75%	#DIV/0!
Total # Retail Units	114	0
Average Days to Sale	48.9	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 19,464	#DIV/0!
Average Transaction Price	\$ 18,870	#DIV/0!
Average Market Price at 100%	\$ 20,186	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	93%	#DIV/0!
Average Transactional Discount	\$ 579	#DIV/0!
Average Front End Gross	\$ (168)	#DIV/0!
Average Finance Gross	\$ 1,122	#DIV/0!
PUVR	\$ 954	#DIV/0!
Total Gross (Units & PUVR)	\$ 108,758	#DIV/0!
GROI	37%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	114	4
Average Days to Sale	48.9	41.5
Average Advertised Price (Time of Sale)	\$ 19,464	\$ 36,475
Average Transaction Price	\$ 18,870	\$ 35,872
Average Market Price at 100%	\$ 20,186	\$ 34,655
Average Price to Market % (Time of Sale)	96%	105%
Average Transaction to Market %	93%	104%
Average Transactional Discount	\$ 579	\$ 603
Average Front End Gross	\$ (168)	\$ 192
Average Finance Gross	\$ 1,122	\$ 2,276
PUVR	\$ 954	\$ 2,468
Total Gross (Units & PUVR)	\$ 108,758	\$ 9,872
GROI	37%	60%



No	
	110
	49.6
\$	18,252
\$	18,252
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	578
\$	(181)
\$	1,080
\$	899
\$	98,886
	36%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	114	26
Average Days to Sale	48.9	52.3
Average Advertised Price (Time of Sale)	\$ 19,464	\$ 26,415
Average Transaction Price	\$ 18,870	\$ 25,856
Average Market Price at 100%	\$ 20,186	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	93%	#DIV/0!
Average Transactional Discount	\$ 579	\$ 559
Average Front End Gross	\$ (168)	\$ 479
Average Finance Gross	\$ 1,122	\$ 1,469
PUVR	\$ 954	\$ 1,948
Total Gross (Units & PUVR)	\$ 108,758	\$ 50,649
GROI	37%	52%



No	
	86
	49.3
\$	16,864
\$	16,864
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	585
\$	(378)
\$	1,008
\$	630
\$	54,145
	27%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	114	46
% of Retail Units	100%	40%
% Retailed of Off-Brand	75%	72%
Average Days to Sale	48.9	46.9
Average Transaction Price	\$ 18,870	\$ 17,450
Average Transaction to Market %	93%	#DIV/0!
Average Transactional Discount	\$ 579	\$ 543
Average Front End Gross	\$ (168)	\$ 105
Average Finance Gross	\$ 1,122	\$ 897
PUVR	\$ 954	\$ 1,002
Total Gross (Units & PUVR)	\$ 108,758	\$ 46,095
GROI	37%	44%



Trade on Used	Street/Curb buy	Auction/wholesale
20	0	44
18%	0%	39%
95%	#DIV/0!	73%
37.6	#DIV/0!	55.5
\$ 10,335	#DIV/0!	\$ 23,444
#DIV/0!	#DIV/0!	#DIV/0!
\$ 660	#DIV/0!	\$ 429
\$ (396)	#DIV/0!	\$ (165)
\$ 631	#DIV/0!	\$ 1,499
\$ 235	#DIV/0!	\$ 1,334
\$ 4,705	#DIV/0!	\$ 58,700
22%	#DIV/0!	37%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
3	0	0
3%	0%	0%
33%	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
\$ 29,511	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,812	#DIV/0!	#DIV/0!
\$ (1,812)	#DIV/0!	#DIV/0!
\$ 2,654	#DIV/0!	#DIV/0!
\$ 842	#DIV/0!	#DIV/0!
\$ 2,525	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!

Other	
	1
	1%
	100%
	#DIV/0!
\$	21,700
	#DIV/0!
\$	3,417
\$	(3,417)
\$	150
\$	(3,267)
\$	(3,267)
	#DIV/0!

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	114	20
% of Retail Units	100%	18%
% Retailed of Off-Brand	75%	1300%
Average Days to Sale	48.9	16.4
Average Transaction Price	\$ 18,870	\$ 16,326
Average Transaction to Market %	93%	100%
Average Transactional Discount	\$ 579	\$ 171
Average Front End Gross	\$ (168)	\$ 842
Average Finance Gross	\$ 1,122	\$ 929
PUVR	\$ 954	\$ 1,772
Total Gross (Units & PUVR)	\$ 108,758	\$ 35,430
GROI	37%	239%



31-45 days	46-60 days	61-90 days	90+ days
5	6	7	7
4%	5%	6%	6%
500%	300%	600%	600%
34.8	56.5	72.0	122.3
\$ 15,999	\$ 23,676	\$ 21,305	\$ 15,580
91%	96%	84%	92%
\$ 511	\$ 1,241	\$ 2,171	\$ (751)
\$ 731	\$ (609)	\$ (2,186)	\$ (1,588)
\$ 2,006	\$ 1,937	\$ 539	\$ 977
\$ 2,737	\$ 1,329	\$ (1,647)	\$ (610)
\$ 13,683	\$ 7,972	\$ (11,529)	\$ (4,272)
177%	36%	-39%	-12%