

Desk Manager	Finance Manager
JOHN FITZGERALD	MOE ABBASI
ALEX MOFFETT	JON WILSON
NICK KITNER	
TIFFANY COMPTON	
JUSTIN POYNTER	
MATT BARTELSON	
STEVE LLOYD	
GENE NEAL	
BERT NICKELBERG	

#	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	2018	Volkswagen	ATLAS	125	Loaner/Rental Fleet	Yes	\$ 32,990	\$ 31,990	98%	(\$2,842)	\$1,555
2	2015	Chevrolet	TAHOE	14	Trade on New	No	\$ 31,200	\$ 31,200	96%	\$500	\$0
3	2016	Ford	ESCAPE	79	Trade on New	No	\$ 18,500	\$ 18,299	93%	\$374	\$0
4	2016	Subaru	OUTBACK	54	Trade on New	Yes	\$ 19,990	\$ 19,990	95%	\$752	\$638
5	2014	Subaru	OUTBACK	115	Trade on New	Yes	\$ 14,990	\$ 14,667	103%	\$500	\$0
6	2018	Subaru	OUTBACK	104	Trade on New	Yes	\$ 25,990	\$ 25,875	98%	\$193	\$965
7	2004	Toyota	TUNDRA	22	Trade on New	No	\$ 11,500	\$ 11,463	100%	\$3,287	\$602
8	2016	Subaru	FORESTER	1	LBO Customer	Yes	\$ 17,320	\$ 17,320	100%	\$0	\$1,529
9	2017	Subaru	OUTBACK	55	Loaner/Rental Fleet	Yes	\$ 28,250	\$ 27,995	93%	(\$431)	\$1,323
10	2002	Subaru	LEGACY	41	Trade on Used	No	\$ 3,400	\$ 2,800	100%	\$546	\$0
11	2010	Subaru	OUTBACK	99	Trade on New	No	\$ 14,990	\$ 13,700	113%	\$76	\$145
12	2011	Buick	LACROSSE	64	Trade on New	No	\$ 12,500	\$ 12,500	96%	\$865	\$1,238
13	2014	Subaru	OUTBACK	80	Trade on New	Yes	\$ 19,150	\$ 18,795	100%	(\$547)	\$345
14	2016	Volkswagen	GOLF SPORT	27	Trade on New	Yes	\$ 16,590	\$ 15,990	100%	\$1,188	\$1,012
15	2011	Subaru	OUTBACK	48	Trade on New	No	\$ 10,500	\$ 10,200	100%	\$962	\$595
16	2013	Subaru	OUTBACK	72	Trade on New	No	\$ 16,145	\$ 15,789	100%	(\$549)	\$200
17	2015	Subaru	OUTBACK	27	Trade on New	Yes	\$ 22,890	\$ 22,890	102%	(\$189)	\$200
18	2011	Volkswagen	JETTA	122	Trade on New	No	\$ 7,150	\$ 6,650	98%	\$26	\$702
19	2007	Volkswagen	EOS	79	Trade on New	No	\$ 7,990	\$ 7,875	134%	\$2,633	\$0
20	2014	Subaru	OUTBACK	15	Trade on New	Yes	\$ 18,990	\$ 18,132	100%	(\$194)	\$1,008
21	2009	Subaru	FORESTER	71	Trade on New	No	\$ 8,590	\$ 8,000	100%	\$862	\$227
22	2014	Subaru	FORESTER	13	Trade on New	Yes	\$ 21,750	\$ 21,045	107%	\$254	\$400
23	2012	Audi	A5	35	Trade on New	No	\$ 21,990	\$ 21,383	100%	\$2,367	\$0
24	2017	Subaru	IMPREZA	65	Loaner/Rental Fleet	Yes	\$ 23,800	\$ 23,800	102%	(\$278)	\$455
25	2013	Subaru	OUTBACK	61	Trade on New	No	\$ 16,990	\$ 16,990	107%	(\$188)	\$200
26	2012	Subaru	OUTBACK	47	Trade on New	No	\$ 12,790	\$ 11,635	99%	\$1,605	\$1,192
27	2005	Volkswagen	JETTA	53	Trade on New	No	\$ 1,500	\$ 1,500	100%	\$225	\$0
28	2016	Volkswagen	JETTA	11	Trade on New	Yes	\$ 12,990	\$ 12,200	98%	\$129	\$435
29	2016	Volkswagen	JETTA	1	LBO Customer	Yes	\$ 11,127	\$ 11,127	100%	\$1,906	\$0
30	2016	Subaru	IMPREZA	20	Trade on New	Yes	\$ 18,490	\$ 16,800	100%	(\$83)	\$748
31	2015	Volkswagen	GTI	30	Trade on New	No	\$ 19,990	\$ 19,990	100%	\$1,567	\$1,653
32	2016	Subaru	FORESTER	1	LBO Customer	Yes	\$ 18,131	\$ 18,131	100%	\$0	\$1,536
33	2002	Toyota	RAV4	12	Trade on New	No	\$ 3,500	\$ 3,500	93%	\$1,000	\$0
34	2014	Volkswagen	BEETLE	14	Street/Curb Buy	Yes	\$ 16,990	\$ 16,462	104%	\$1,653	\$0
35	2014	Ford	FUSION	107	Trade on New	No	\$ 11,807	\$ 11,807	90%	\$499	\$1,196
36	2005	Toyota	CAMRY	1	Trade on New	No	\$ 200	\$ 200	93%	\$0	\$0
37	2018	Subaru	CROSSTREK	55	Trade on New	Yes	\$ 23,276	\$ 23,076	94%	(\$394)	\$2,268
38	2012	Subaru	OUTBACK	52	Trade on New	No	\$ 13,990	\$ 13,490	110%	\$518	\$1,180
39	2012	Volkswagen	GOLF SPORT	45	Trade on New	Yes	\$ 8,750	\$ 8,950	100%	\$883	\$187
40	2010	Subaru	FORESTER	52	Trade on New	No	\$ 11,990	\$ 11,953	100%	\$856	\$0
41	2012	Subaru	OUTBACK	41	Trade on New	No	\$ 12,990	\$ 11,990	94%	\$988	\$367

42	2018	Subaru	FORESTER	27	Trade on Used	Yes	\$ 30,990	\$ 29,750	100%	\$741	\$1,055
43	2016	Honda	CIVIC	92	Trade on New	No	\$ 15,990	\$ 15,490	92%	\$564	\$0
44	2018	Subaru	FORESTER	30	Trade on New	Yes	\$ 24,990	\$ 22,500	100%	\$233	\$0
45	2005	Volkswagen	JETTA	5	Trade on New	No	\$ 500	\$ 500	100%	\$0	\$0
46	2003	Honda	ACCORD	103	Trade on Used	No	\$ 1,990	\$ 1,471	78%	(\$56)	\$0
47	2016	Subaru	OUTBACK	50	Trade on New	Yes	\$ 25,790	\$ 25,200	101%	(\$772)	\$0
48	2010	Hyundai	SONATA	213	Trade on New	No	\$ 5,000	\$ 4,800	112%	(\$1,089)	\$0
49	2013	Subaru	IMPREZA	50	Trade on New	No	\$ 13,500	\$ 13,095	97%	\$499	\$0
50	2016	Subaru	FORESTER	80	Trade on New	Yes	\$ 21,995	\$ 22,736	104%	(\$193)	\$983
51	2016	Volkswagen	PASSAT	1	LBO Customer	Yes	\$ 14,056	\$ 14,056	100%	\$1,090	\$600
52	2017	Volkswagen	GOLF SPORT	88	Trade on New	Yes	\$ 22,490	\$ 22,190	97%	(\$177)	\$600
53	2014	Subaru	IMPREZA	65	Trade on New	Yes	\$ 15,308	\$ 15,000	109%	(\$198)	\$1,116

Scoreboard Totals

% Retailed of Non-New Franchise	23%
Total # Retail Units	66
Average Days to Sale	52.1
Average Advertised Price (Time of Sale)	\$ 15,960
Average Transaction Price	\$ 15,580
Average Market Price at 100%	\$ 16,124
Average Price to Market % (Time of Sale)	99%
Average Transaction to Market	97%
Average Transactional Discount	\$ 377
Average Front End Gross	\$ 406
Average Finance Gross	\$ 575
PUVR	\$ 980
Total Gross (Units & PUVR)	\$ 64,709
GROI	44%



MY

Scoreboard		
Desk Manager	Totals	JOHN FITZGERALD
% Retailed of Non-New Franchise	23%	22%
Total # Retail Units	66	9
Average Days to Sale	52.1	41.1
Average Advertised Price (Time of Sale)	\$ 15,960	\$ 20,229
Average Transaction Price	\$ 15,580	\$ 19,852
Average Market Price at 100%	\$ 16,124	\$ 18,630
Average Price to Market % (Time of Sale)	99%	109%
Average Transaction to Market %	97%	107%
Average Transactional Discount	\$ 377	\$ 300
Average Front End Gross	\$ 406	\$ 216
Average Finance Gross	\$ 575	\$ 689
PUVR	\$ 980	\$ 905
Total Gross (Units & PUVR)	\$ 64,709	\$ 8,147
GROI	44%	40%



ALEX MOFFETT	NICK KITNER	TIFFANY COMPTON
20%	0%	33%
10	4	9
59.9	41.0	64.8
\$ 16,336	\$ 12,093	\$ 16,687
\$ 15,697	\$ 11,683	\$ 16,411
\$ 16,485	\$ 12,300	\$ 17,246
99%	98%	97%
95%	95%	95%
\$ 639	\$ 409	\$ 276
\$ 163	\$ 989	\$ 579
\$ 417	\$ 505	\$ 1,146
\$ 580	\$ 1,494	\$ 1,725
\$ 5,799	\$ 5,977	\$ 15,525
22%	112%	58%

JUSTIN POYNTER	MATT BARTELSON	STEVE LLOYD
0%	27%	33%
4	11	9
58.0	60.0	61.2
\$ 14,036	\$ 15,342	\$ 16,130
\$ 13,706	\$ 15,046	\$ 15,874
\$ 13,532	\$ 15,437	\$ 16,533
104%	99%	98%
101%	97%	96%
\$ 330	\$ 296	\$ 256
\$ 991	\$ 665	\$ (97)
\$ 322	\$ 432	\$ 585
\$ 1,313	\$ 1,097	\$ 488
\$ 5,250	\$ 12,063	\$ 4,390
59%	44%	18%

GENE NEAL	BERT NICKELSBURG	
29%	0%	#DIV/0!
7	3	0
30.4	21.3	#DIV/0!
\$ 14,125	\$ 13,483	#DIV/0!
\$ 13,480	\$ 13,550	#DIV/0!
\$ 14,017	\$ 4,625	#DIV/0!
101%	292%	#DIV/0!
96%	293%	#DIV/0!
\$ 645	\$ (100)	#DIV/0!
\$ 322	\$ 461	#DIV/0!
\$ 533	\$ 62	#DIV/0!
\$ 855	\$ 523	#DIV/0!
\$ 5,987	\$ 1,570	#DIV/0!
75%	65%	#DIV/0!

Scoreboard		
Sales Consultant	Totals	JOHN FITZGERALD
% Retailed of Non-New Franchise	23%	22%
Total # Retail Units	66	9
Average Days to Sale	52.1	41.1
Average Advertised Price (Time of Sale)	\$ 15,960	\$ 20,229
Average Transaction Price	\$ 15,580	\$ 19,852
Average Market Price at 100%	\$ 16,124	\$ 18,630
Average Price to Market % (Time of Sale)	99%	109%
Average Transaction to Market %	97%	107%
Average Transactional Discount	\$ 377	\$ 300
Average Front End Gross	\$ 406	\$ 216
Average Finance Gross	\$ 575	\$ 689
PUVR	\$ 980	\$ 905
Total Gross (Units & PUVR)	\$ 64,709	\$ 8,147
GROI	44%	40%



ALEX MOFFETT	NICK KITNER	TIFFANY COMPTON
20%	0%	33%
10	4	9
59.9	41.0	64.8
\$ 16,336	\$ 12,093	\$ 16,687
\$ 15,697	\$ 11,683	\$ 16,411
\$ 16,485	\$ 12,300	\$ 17,246
99%	98%	97%
95%	95%	95%
\$ 639	\$ 409	\$ 276
\$ 163	\$ 989	\$ 579
\$ 417	\$ 505	\$ 1,146
\$ 580	\$ 1,494	\$ 1,725
\$ 5,799	\$ 5,977	\$ 15,525
22%	112%	58%

JUSTIN POYNTER	MATT BARTELSON	STEVE LLOYD
0%	27%	33%
4	11	9
58.0	60.0	61.2
\$ 14,036	\$ 15,342	\$ 16,130
\$ 13,706	\$ 15,046	\$ 15,874
\$ 13,532	\$ 15,437	\$ 16,533
104%	99%	98%
101%	97%	96%
\$ 330	\$ 296	\$ 256
\$ 991	\$ 665	\$ (97)
\$ 322	\$ 432	\$ 585
\$ 1,313	\$ 1,097	\$ 488
\$ 5,250	\$ 12,063	\$ 4,390
59%	44%	18%

GENE NEAL	BERT NICKELSBURG	
29%	0%	#DIV/0!
7	3	0
30.4	21.3	#DIV/0!
\$ 14,125	\$ 13,483	#DIV/0!
\$ 13,480	\$ 13,550	#DIV/0!
\$ 14,017	\$ 4,625	#DIV/0!
101%	292%	#DIV/0!
96%	293%	#DIV/0!
\$ 645	\$ (100)	#DIV/0!
\$ 322	\$ 461	#DIV/0!
\$ 533	\$ 62	#DIV/0!
\$ 855	\$ 523	#DIV/0!
\$ 5,987	\$ 1,570	#DIV/0!
75%	65%	#DIV/0!

Scoreboard		
Finance Manager	Totals	MOE ABBASI
% Retailed of Non-New Franchise	23%	22%
Total # Retail Units	66	32
Average Days to Sale	52.1	53.6
Average Advertised Price (Time of Sale)	\$ 15,960	\$ 16,999
Average Transaction Price	\$ 15,580	\$ 16,565
Average Market Price at 100%	\$ 16,124	\$ 16,720
Average Price to Market % (Time of Sale)	99%	102%
Average Transaction to Market %	97%	99%
Average Transactional Discount	\$ 377	\$ 416
Average Front End Gross	\$ 406	\$ 398
Average Finance Gross	\$ 575	\$ 709
PUVR	\$ 980	\$ 1,108
Total Gross (Units & PUVR)	\$ 64,709	\$ 35,449
GROI	44%	45%



JON WILSON		
24%	#DIV/0!	#DIV/0!
34	0	0
50.6	#DIV/0!	#DIV/0!
\$ 14,982	#DIV/0!	#DIV/0!
\$ 14,653	#DIV/0!	#DIV/0!
\$ 14,549	#DIV/0!	#DIV/0!
103%	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!
\$ 339	#DIV/0!	#DIV/0!
\$ 413	#DIV/0!	#DIV/0!
\$ 448	#DIV/0!	#DIV/0!
\$ 861	#DIV/0!	#DIV/0!
\$ 29,260	#DIV/0!	#DIV/0!
42%	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes
Total # Retail Units	66	32
Average Days to Sale	52.1	46.8
Average Advertised Price (Time of Sale)	\$ 15,960	\$ 20,420
Average Transaction Price	\$ 15,580	\$ 20,036
Average Market Price at 100%	\$ 16,124	\$ 20,046
Average Price to Market % (Time of Sale)	99%	102%
Average Transaction to Market %	97%	100%
Average Transactional Discount	\$ 377	\$ 364
Average Front End Gross	\$ 406	\$ (32)
Average Finance Gross	\$ 575	\$ 742
PUVR	\$ 980	\$ 710
Total Gross (Units & PUVR)	\$ 64,709	\$ 22,724
GROI	44%	27%

No	
	34
	57.0
\$	11,386
\$	11,386
\$	11,424
	100%
	100%
\$	388
\$	818
\$	417
\$	1,235
\$	41,985
	68%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	66	49
Average Days to Sale	52.1	47.6
Average Advertised Price (Time of Sale)	\$ 15,960	\$ 16,672
Average Transaction Price	\$ 15,580	\$ 16,282
Average Market Price at 100%	\$ 16,124	\$ 16,576
Average Price to Market % (Time of Sale)	99%	101%
Average Transaction to Market %	97%	98%
Average Transactional Discount	\$ 377	\$ 391
Average Front End Gross	\$ 406	\$ 299
Average Finance Gross	\$ 575	\$ 585
PUVR	\$ 980	\$ 884
Total Gross (Units & PUVR)	\$ 64,709	\$ 43,294
GROI	44%	41%

No	
	15
	64.3
\$	11,152
\$	11,152
\$	12,411
	90%
	90%
\$	331
\$	966
\$	514
\$	1,480
\$	22,201
	74%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	66	54
% of Retail Units	100%	82%
% Retailed of Off-Brand	23%	26%
Average Days to Sale	52.1	55.4
Average Transaction Price	\$ 15,580	\$ 15,294
Average Transaction to Market %	97%	97%
Average Transactional Discount	\$ 377	\$ 386
Average Front End Gross	\$ 406	\$ 433
Average Finance Gross	\$ 575	\$ 553
PUVR	\$ 980	\$ 986
Total Gross (Units & PUVR)	\$ 64,709	\$ 53,262
GROI	44%	42%



Trade on Used	Street/Curb buy	Auction/wholesale
4	1	0
6%	2%	0%
25%	0%	#DIV/0!
45.3	14.0	#DIV/0!
\$ 10,380	\$ 16,462	#DIV/0!
82%	101%	#DIV/0!
\$ 715	\$ 528	#DIV/0!
\$ 574	\$ 1,653	#DIV/0!
\$ 264	\$ -	#DIV/0!
\$ 838	\$ 1,653	#DIV/0!
\$ 3,351	\$ 1,653	#DIV/0!
64%	258%	#DIV/0!

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
3	4	0
5%	6%	0%
0%	0%	#DIV/0!
81.7	1.0	#DIV/0!
\$ 27,928	\$ 15,159	#DIV/0!
97%	100%	#DIV/0!
\$ 128	\$ -	#DIV/0!
\$ (1,184)	\$ 749	#DIV/0!
\$ 1,111	\$ 916	#DIV/0!
\$ (73)	\$ 1,665	#DIV/0!
\$ (218)	\$ 6,661	#DIV/0!
-1%	3955%	#DIV/0!

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	66	23
% of Retail Units	100%	35%
% Retailed of Off-Brand	23%	500%
Average Days to Sale	52.1	15.6
Average Transaction Price	\$ 15,580	\$ 14,812
Average Transaction to Market %	97%	96%
Average Transactional Discount	\$ 377	\$ 514
Average Front End Gross	\$ 406	\$ 859
Average Finance Gross	\$ 575	\$ 527
PUVR	\$ 980	\$ 1,386
Total Gross (Units & PUVR)	\$ 64,709	\$ 31,873
GROI	44%	216%



31-45 days	46-60 days	61-90 days	90+ days
9	11	12	11
14%	17%	18%	17%
300%	0%	200%	500%
37.6	51.9	73.2	117.3
\$ 15,301	\$ 16,049	\$ 16,664	\$ 15,763
92%	97%	102%	93%
\$ 487	\$ 313	\$ 124	\$ 349
\$ 637	\$ 346	\$ 89	\$ (326)
\$ 590	\$ 654	\$ 526	\$ 635
\$ 1,227	\$ 1,000	\$ 616	\$ 309
\$ 11,044	\$ 11,000	\$ 7,389	\$ 3,402
77%	43%	18%	6%