

Sales Consultant	New Car Franchise(s)
Colin Thompson 	Ford
Ted Adams	Lincoln
Daniel Johnson	
Michael Chrysofos	
Jordan Simpson	
Anna Underwood	
George Altizer	
Kody Young	
Jamie Eplin	

#	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	2015	Chevrolet	SILVERADO	9	Auction/Wholesale	No	\$ 29,998	\$ 28,250	57%	\$2,069	\$1,692
2	2017	FORD	MUSTANG GT350	51	TRADE ON USED	No	\$ 55,555	\$ 50,000	32%	\$804	\$137
3	2013	TOYOTA	COROLLA	2	Trade on Used	No	\$ 10,900	\$ 8,400	60%	\$3,581	\$777
4	2017	FORD	MUSTANG	31	Trade on New	Yes	\$ 32,900	\$ 30,444	52%	\$3,035	\$3,857
5	2015	CHEVROLET	SILVERADO	9	Auction/Wholesale	No	\$ 30,998	\$ 28,250	44%	\$2,069	\$1,692
6	2019	TOYOTA	HIGHLANDER	2	Auction/Wholesale	No	\$ 42,500	\$ 42,500	49%	(\$201)	\$202
7	2017	LINCOLN	MKC	239	Auction/Wholesale	No	\$ 30,998	\$ 22,269	79%	(\$5,181)	\$921
8	2015	FORD	FIESTA	6	Trade on New	No	\$ 11,998	\$ 8,961	51%	\$2,205	\$135
9	2011	Chevrolet	IMPALA	30	Trade on New	No	\$ 6,990	\$ 1,888	69%	(\$769)	\$0
10	2017	FORD	EXPLORER	115	TRADE ON USED	No	\$ 32,998	\$ 26,689	62%	(\$1,120)	\$1,982
11	2008	Chevrolet	COLBALT	21	Trade on New	No	\$ 6,999	\$ 2,888	60%	(\$268)	\$0
12	2018	FORD	EXPEDITION	50	Trade on New	Yes	\$ 59,999	\$ 53,000	63%	(\$605)	\$210
13	2014	FORD	F150	5	Trade on New	No	\$ 25,998	\$ 23,500	58%	\$350	\$276
14	2018	FORD	EDGE	11	Trade on New	No	\$ 32,998	\$ 31,596	57%	\$4,170	\$2,814
15	2017	FORD	TRANSIT VAN	2	Auction/Wholesale	No	\$ 24,999	\$ 21,500	48%	\$490	\$773
16	2018	JEEP	WRANGLER	75	Auction/Wholesale	No	\$ 39,999	\$ 33,755	57%	(\$661)	\$1,756
17	2018	JEEP	GR CHEROKEE	54	Auction/Wholesale	No	\$ 26,999	\$ 24,685	53%	(\$21)	\$1,235
18	2018	FORD	FUSION	14	Auction/Wholesale	No	\$ 20,999	\$ 17,000	60%	\$299	\$92
19	2016	FORD	F150	48	Trade on New	No	\$ 32,999	\$ 31,000	55%	\$3,885	\$3,312
20	2017	Chevrolet	CRUZE	7	Auction/Wholesale	No	\$ 19,998	\$ 17,900	64%	\$1,882	\$458
21	2014	FORD	F150	22	Trade on Used	No	\$ 33,998	\$ 30,349	62%	\$1,774	\$1,757
22	2015	Chevrolet	SILVERADO	19	Auction/Wholesale	No	\$ 28,999	\$ 28,999	70%	\$4,026	\$3,282
23	2012	Hyundai	TUSCON	18	Trade on New	No	\$ 11,998	\$ 9,300	48%	\$336	\$730
24	2011	NISSAN	MURANO	2	Auction/Wholesale	No	\$ 12,998	\$ 8,500	73%	\$1,134	\$243
25	2016	FORD	FUSION	1	Auction/Wholesale	No	\$ 14,998	\$ 12,900	51%	\$111	\$560
26	2016	FORD	FOCUS	39	Auction/Wholesale	Yes	\$ 17,999	\$ 15,850	81%	\$2,126	\$1,197
27	2013	FORD	FOCUS	5	Auction/Wholesale	No	\$ 10,998	\$ 7,032	74%	\$1,739	\$210
28	2016	FORD	EDGE	7	Trade on Used	Yes	\$ 25,998	\$ 23,312	66%	\$1,034	\$0
29	2015	LINCOLN	MKS	167	Auction/Wholesale	No	\$ 28,999	\$ 23,200	85%	(\$3,264)	\$1,691
30	2017	TOYOTA	SIENNA	218	Auction/Wholesale	No	\$ 30,998	\$ 20,891	86%	(\$3,345)	\$1,284
31	2017	Chevrolet	IMPALA	3	Auction/Wholesale	No	\$ 19,999	\$ 16,000	62%	\$903	\$525
32	2016	FORD	F150	30	Trade on New	No	\$ 36,990	\$ 34,230	67%	(\$1,214)	\$1,331
33	2015	FORD	FOCUS	14	Trade on New	No	\$ 14,999	\$ 11,601	59%	\$2,617	\$943
34	2017	FORD	FUSION	7	Auction/Wholesale	Yes	\$ 23,998	\$ 20,400	61%	\$1,011	\$981
35	2017	FORD	ESCAPE	32	Trade on New	Yes	\$ 26,999	\$ 23,999	64%	(\$700)	\$2,405
36	2014	Chevrolet	SILVERADO	52	Trade on New	No	\$ 26,999	\$ 24,999	50%	\$1,988	\$0
37	2016	RAM	1500	74	Auction/Wholesale	No	\$ 33,999	\$ 27,300	67%	(\$639)	\$102
38	2017	NISSAN	SENTRA	11	Trade on Used	No	\$ 15,998	\$ 13,699	78%	\$1,307	\$802
39	2015	TOYOTA	TACOMA	24	Trade on New	No	\$ 31,999	\$ 31,999	81%	\$1,699	\$3,435
40	2015	FORD	FOCUS	6	Trade on New	Yes	\$ 15,998	\$ 13,500	68%	\$2,598	\$1,574
41	2012	Hyundai	TUSCON	10	Trade on New	No	\$ 15,998	\$ 12,999	66%	(\$310)	\$385

42	2016	TOYOTA	TACOMA	31	Trade on Used	No	\$	34,999	\$	28,600	70%	(\$107)	\$100
43	2016	FORD	F150	87	Trade on New	No	\$	32,998	\$	26,450	59%	\$221	\$1,147
44	2017	Chevrolet	CRUZE	22	Auction/Wholesale	No	\$	18,999	\$	17,637	62%	\$1,931	\$790
45	2016	FORD	F150	106	Trade on New	No	\$	34,998	\$	28,732	68%	(\$259)	\$0
46	2015	FORD	F150	49	Trade on New	No	\$	32,998	\$	28,498	57%	\$378	\$394
47	2015	MITSUBISHI	MIRAGE	36	Trade on Used	No	\$	10,999	\$	8,596	73%	(\$1,179)	\$385
48	2014	GMC	SIERRA	56	Trade on New	No	\$	27,999	\$	23,329	54%	\$290	\$1,477
49	2015	Chevrolet	TAHOE	1	Auction/Wholesale	No	\$	31,998	\$	29,186	55%	\$36	\$1,187
50	2018	NISSAN	FRONTIER	34	Auction/Wholesale	No	\$	29,999	\$	24,800	78%	\$1,307	\$250
51	2017	KIA	SORENTO	5	Trade on Used	No	\$	21,998	\$	19,425	55%	\$1,462	\$1,587
52	2015	NISSAN	JUKE	72	Trade on Used	No	\$	19,520	\$	19,520	81%	\$4,219	\$1,354
53	2015	FORD	CMAX	11	Trade on New	No	\$	14,998	\$	13,867	49%	\$1,218	\$1,007

Scoreboard Totals

% Retailed of Non-New Franchise	50%
Total # Retail Units	54
Average Days to Sale	39.1
Average Advertised Price (Time of Sale)	\$ 26,005
Average Transaction Price	\$ 22,494
Average Market Price at 100%	\$ 41,670
Average Price to Market % (Time of Sale)	62%
Average Transaction to Market	54%
Average Transactional Discount	\$ 3,506
Average Front End Gross	\$ 788
Average Finance Gross	\$ 1,087
PUVR	\$ 1,875
Total Gross (Units & PUVR)	\$ 101,243
GROI	77%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	50%	#DIV/0!
Total # Retail Units	54	0
Average Days to Sale	39.1	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 26,005	#DIV/0!
Average Transaction Price	\$ 22,494	#DIV/0!
Average Market Price at 100%	\$ 41,670	#DIV/0!
Average Price to Market % (Time of Sale)	62%	#DIV/0!
Average Transaction to Market %	54%	#DIV/0!
Average Transactional Discount	\$ 3,506	#DIV/0!
Average Front End Gross	\$ 788	#DIV/0!
Average Finance Gross	\$ 1,087	#DIV/0!
PUVR	\$ 1,875	#DIV/0!
Total Gross (Units & PUVR)	\$ 101,243	#DIV/0!
GROI	77%	#DIV/0!



Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	50%	#DIV/0!
Total # Retail Units	54	0
Average Days to Sale	39.1	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 26,005	#DIV/0!
Average Transaction Price	\$ 22,494	#DIV/0!
Average Market Price at 100%	\$ 41,670	#DIV/0!
Average Price to Market % (Time of Sale)	62%	#DIV/0!
Average Transaction to Market %	54%	#DIV/0!
Average Transactional Discount	\$ 3,506	#DIV/0!
Average Front End Gross	\$ 788	#DIV/0!
Average Finance Gross	\$ 1,087	#DIV/0!
PUVR	\$ 1,875	#DIV/0!
Total Gross (Units & PUVR)	\$ 101,243	#DIV/0!
GROI	77%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	50%	#DIV/0!
Total # Retail Units	54	0
Average Days to Sale	39.1	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 26,005	#DIV/0!
Average Transaction Price	\$ 22,494	#DIV/0!
Average Market Price at 100%	\$ 41,670	#DIV/0!
Average Price to Market % (Time of Sale)	62%	#DIV/0!
Average Transaction to Market %	54%	#DIV/0!
Average Transactional Discount	\$ 3,506	#DIV/0!
Average Front End Gross	\$ 788	#DIV/0!
Average Finance Gross	\$ 1,087	#DIV/0!
PUVR	\$ 1,875	#DIV/0!
Total Gross (Units & PUVR)	\$ 101,243	#DIV/0!
GROI	77%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	54	7
Average Days to Sale	39.1	24.6
Average Advertised Price (Time of Sale)	\$ 26,005	\$ 29,127
Average Transaction Price	\$ 22,494	\$ 25,786
Average Market Price at 100%	\$ 41,670	\$ 46,453
Average Price to Market % (Time of Sale)	62%	63%
Average Transaction to Market %	54%	56%
Average Transactional Discount	\$ 3,506	\$ 3,341
Average Front End Gross	\$ 788	\$ 1,214
Average Finance Gross	\$ 1,087	\$ 1,461
PUVR	\$ 1,875	\$ 2,675
Total Gross (Units & PUVR)	\$ 101,243	\$ 18,723
GROI	77%	152%

No	
	47
	41.2
\$	22,004
\$	22,004
\$	40,626
	54%
	54%
\$	3,532
\$	725
\$	1,031
\$	1,756
\$	82,520
	70%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	54	25
Average Days to Sale	39.1	44.2
Average Advertised Price (Time of Sale)	\$ 26,005	\$ 26,994
Average Transaction Price	\$ 22,494	\$ 23,195
Average Market Price at 100%	\$ 41,670	\$ 44,028
Average Price to Market % (Time of Sale)	62%	61%
Average Transaction to Market %	54%	53%
Average Transactional Discount	\$ 3,506	\$ 3,799
Average Front End Gross	\$ 788	\$ 677
Average Finance Gross	\$ 1,087	\$ 1,183
PUVR	\$ 1,875	\$ 1,859
Total Gross (Units & PUVR)	\$ 101,243	\$ 46,487
GROI	77%	65%

No	
	27
	35.0
\$	20,613
\$	20,613
\$	38,987
	53%
	53%
\$	3,235
\$	843
\$	1,011
\$	1,854
\$	50,054
	93%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	54	21
% of Retail Units	100%	39%
% Retailed of Off-Brand	50%	33%
Average Days to Sale	39.1	33.2
Average Transaction Price	\$ 22,494	\$ 22,228
Average Transaction to Market %	54%	49%
Average Transactional Discount	\$ 3,506	\$ 3,337
Average Front End Gross	\$ 788	\$ 994
Average Finance Gross	\$ 1,087	\$ 1,211
PUVR	\$ 1,875	\$ 2,205
Total Gross (Units & PUVR)	\$ 101,243	\$ 46,297
GROI	77%	108%



Trade on Used	Street/Curb buy	Auction/wholesale
10	0	23
19%	0%	43%
60%	#DIV/0!	61%
35.2	#DIV/0!	46.1
\$ 22,859	#DIV/0!	\$ 22,578
58%	#DIV/0!	54%
\$ 3,202	#DIV/0!	\$ 3,792
\$ 1,178	#DIV/0!	\$ 431
\$ 888	#DIV/0!	\$ 1,060
\$ 2,066	#DIV/0!	\$ 1,491
\$ 20,656	#DIV/0!	\$ 34,290
92%	#DIV/0!	52%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	54	31
% of Retail Units	100%	57%
% Retailed of Off-Brand	50%	1600%
Average Days to Sale	39.1	10.8
Average Transaction Price	\$ 22,494	\$ 18,954
Average Transaction to Market %	54%	50%
Average Transactional Discount	\$ 3,506	\$ 2,667
Average Front End Gross	\$ 788	\$ 1,267
Average Finance Gross	\$ 1,087	\$ 975
PUVR	\$ 1,875	\$ 2,243
Total Gross (Units & PUVR)	\$ 101,243	\$ 69,529
GROI	77%	393%



31-45 days	46-60 days	61-90 days	90+ days
6	8	4	5
11%	15%	7%	9%
300%	400%	300%	100%
33.8	52.1	77.0	169.0
\$ 22,048	\$ 33,251	\$ 26,756	\$ 24,356
59%	50%	58%	58%
\$ 3,601	\$ 3,426	\$ 4,873	\$ 7,442
\$ 747	\$ 1,102	\$ 785	\$ (2,634)
\$ 1,366	\$ 1,252	\$ 1,090	\$ 1,176
\$ 2,113	\$ 2,354	\$ 1,875	\$ (1,458)
\$ 12,676	\$ 18,830	\$ 7,499	\$ (7,291)
102%	49%	33%	-13%