

Desk Manager	Finance Manager
Aaron	SCOTT MORRISON
	DAVID LAWRENCE
	DOMINIC ARGIERO
	BARB VAN
	HOUSE

Sales Consultant	New Car Franchise(s)
PATRICK WEBB	toyota
KYLE JACKSON	kia
COLUMBUS SMITH	hyundai
RACHEL	
MARVIN	
STEVE BATHGATE	
BARB VAN	
JAY	
JACOB	
HOUSE	
CAMILLE WATSON	
MILES BROWN	
JAMES WILLIAMS	
ROD THOMAS	
ZACH PALMER	
JOHN LAW	
CHRIS SUTTON	
KASEY	
ANTONIO	



ACADEMY

#	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	toyota	rav4	120	Trade on New	Yes	\$ 22,991	\$ 22,991	94%	(\$918)	\$0
2	2015	Chevrolet	MALIBU	73	Auction/Wholesale	No	\$ 14,591	\$ 15,995	91%	\$16	\$1,385
3	2017	TOYOTA	CAMRY	36	Auction/Wholesale	Yes	\$ 13,991	\$ 13,895	96%	(\$1,463)	\$0
4	2015	TOYOTA	SIENNA	1	LBO Customer	No	\$ 25,871	\$ 25,871		\$0	\$3,173
5	2016	CHRYSLER	300	50	Auction/Wholesale	No	\$ 23,791	\$ 25,500	99%	\$2,772	\$2,573
6	2016	Chevrolet	MALIBU	6	Auction/Wholesale	No	\$ 18,695	\$ 17,702	10600%	\$290	\$1,875
7	2016	TOYOTA	COROLLA	1	LBO Customer	No	\$ 14,907	\$ 2,815		\$0	\$2,815
8	2016	FORD	ESCAPE	88	Trade on Used	No	\$ 13,391	\$ 13,391	92%	(\$901)	\$1,582
9	2102	CADILLAC	ESCALADE	61	Other	No	\$ 23,891	\$ 23,900	94%	(\$468)	\$3,182
10	2016	TOYOTA	RAV4	1	LBO Customer	No	\$ 18,604	\$ 18,604		\$500	\$1,727
11	2015	KIA	OPTIMA	15	Trade on New	Yes	\$ 13,891	\$ 14,350	10600%	\$1,066	\$1,674
12	2016	KIA	RIO	23	Trade on New	No	\$ 9,591	\$ 8,895	10200%	\$1,177	\$0
13	2012	Hyundai	SONATA	84	Trade on Used	No	\$ 8,991	\$ 6,707	11500%	(\$1,858)	\$0
14	2016	TOYOTA	COROLLA	28	Auction/Wholesale	No	\$ 15,991	\$ 16,825	99%	\$1,823	\$915
15	2012	FORD	FUSION	1	Other	No	\$ 7,901	\$ 7,901	97%	\$500	\$0
16											
17	2013	BMW	525I	49	Auction/Wholesale	No	\$ 20,791	\$ 21,734	11100%	\$2,273	\$3,383
18	2015	FORD	FOCUS	13	Auction/Wholesale	No	\$ 13,991	\$ 13,995	10900%	\$1,478	\$971
19	2015	KIA	OPTIMA	106	Auction/Wholesale	Yes	\$ 16,278	\$ 17,374	92%	(\$680)	\$3,293
20	2018	KIA	SPORTAGE	100	Auction/Wholesale	Yes	\$ 17,791	\$ 16,991	100%	(\$1,768)	\$3,649
21	2012	KIA	SORENTO	62	Other	No	\$ 8,991	\$ 8,991	96%	(\$797)	\$2,682
22	2018	KIA	SOUL	112	Auction/Wholesale	Yes	\$ 13,991	\$ 13,500	87%	(\$2,310)	\$2,195
23	2016	FORD	FUSION	28	Auction/Wholesale	No	\$ 18,391	\$ 19,895	10000%	(\$594)	\$560
24	2016	Toyota	RAV4	35	Auction/Wholesale	Yes	\$ 18,891	\$ 18,528	96%	\$402	\$648
25	2016	FORD	EDGE	1	Other	No	\$ 20,500	\$ 20,500	87%	\$617	\$3,270
26	2011	FORD	F-350	23	Trade on New	No	\$ 17,791	\$ 16,796	10100%	\$1,921	\$0
27	2014	KIA	OPTIMA	35	Trade on New	No	\$ 12,251	\$ 10,913	99%	\$424	\$591
28	2013	TOYOTA	TACOMA	39	Trade on New	Yes	\$ 24,591	\$ 24,591	97%	\$2,849	\$505
29	2018	KIA	SPORTAGE	86	Auction/Wholesale	Yes	\$ 17,791	\$ 16,500	102%	(\$1,864)	\$3,476
30	2017	KIA	SEDONA	121	Auction/Wholesale	Yes	\$ 19,484	\$ 19,000	96%	(\$2,473)	\$1,278
31	2018	KIA	SOUL	24	Trade on Used	Yes	\$ 16,791	\$ 15,257	102%	\$1,376	\$970
32	2017	TOYOTA	CAMRY	106	Auction/Wholesale	Yes	\$ 14,991	\$ 14,839	95%	(\$2,543)	\$136
33	2016	TOYOTA	RAV4	28	Loaner/Rental Fleet	Yes	\$ 22,391	\$ 22,391	10400%	\$1,456	\$736
34	2017	TOYOTA	CAMRY	17	Auction/Wholesale	Yes	\$ 17,991	\$ 17,500	10400%	\$1,377	\$1,496
35	2018	INFINITI	QX56	1	Loaner/Rental Fleet	No	\$ 32,000	\$ 32,000	94%	\$500	\$654
36											
37	2015	TOYOTA	CAMRY	108	Auction/Wholesale	No	\$ 15,991	\$ 15,641	97%	(\$2,877)	\$0
38											
39	2016	KIA	OPTIMA	26	Trade on New	No	\$ 663	\$ 1,106	10100%	\$663	\$1,106
40	2016	Chrysler	300		Auction/Wholesale	No	\$ 1,300	\$ 560	10400%	\$1,279	\$560
41	2011	DODGE	CARAVAN	1	Other	No	\$ 7,100	\$ 7,100	94%	\$2,050	\$0

42											
43	2016	KIA	OPTIMA	30	Trade on New	Yes	\$ 17,591	\$ 17,513	10100%	\$663	\$1,106
44	2017	HYUNDAI	SANTA FE	51	Trade on New	Yes	\$ 28,999	\$ 28,500	104%	\$458	\$1,327
45	2009		G8	26	Trade on New	No	\$ 17,091	\$ 17,091	107%	\$3,664	\$934
46	2018	toyota	CAMRY	94	Auction/Wholesale	Yes	\$ 16,991	\$ 15,825	100%	(\$2,684)	\$50
47	2015	FORD	F-150	1	Other	No	\$ 33,500	\$ 33,500	94%	\$427	\$1,487
48	2015	KIA	SORENTO	81	Trade on New	No	\$ 12,691	\$ 17,595	94%	\$1,767	\$560
49	2016	TOYOTA	CAMRY	30	Auction/Wholesale	Yes	\$ 15,391	\$ 15,297	98%	\$113	\$0
50	2016	KIA	SOUL	3	Trade on New	No	\$ 11,995	\$ 16,495	94%	\$3,103	\$385
51	2011	HONDA	ACCORD	56	Trade on Used	No	\$ 7,591	\$ 6,827	90%	\$398	\$0
52	2018	KIA	SOUL	120	Auction/Wholesale	Yes	\$ 13,500	\$ 15,995	90%	(\$507)	\$1,662
53	2016	HYUNDAI	SONATA	41	Trade on Used	No	\$ 11,991	\$ 13,942	97%	\$1,204	\$1,390

Scoreboard Totals

% Retailed of Non-New Franchise	46%
Total # Retail Units	117
Average Days to Sale	60.0
Average Advertised Price (Time of Sale)	\$ 17,355
Average Transaction Price	\$ 17,639
Average Market Price at 100%	\$ 659
Average Price to Market % (Time of Sale)	2634%
Average Transaction to Market	2678%
Average Transactional Discount	\$ (277)
Average Front End Gross	\$ 560
Average Finance Gross	\$ 1,160
PUVR	\$ 1,715
Total Gross (Units & PUVR)	\$ 200,632
GROI	58%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	46%	#DIV/0!
Total # Retail Units	117	0
Average Days to Sale	60.0	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 17,355	#DIV/0!
Average Transaction Price	\$ 17,639	#DIV/0!
Average Market Price at 100%	\$ 659	#DIV/0!
Average Price to Market % (Time of Sale)	2634%	#DIV/0!
Average Transaction to Market %	2678%	#DIV/0!
Average Transactional Discount	\$ (277)	#DIV/0!
Average Front End Gross	\$ 560	#DIV/0!
Average Finance Gross	\$ 1,160	#DIV/0!
PUVR	\$ 1,715	#DIV/0!
Total Gross (Units & PUVR)	\$ 200,632	#DIV/0!
GROI	58%	#DIV/0!



Scoreboard		
Sales Consultant	Totals	PATRICK WEBB
% Retailed of Non-New Franchise	46%	47%
Total # Retail Units	117	15
Average Days to Sale	60.0	41.9
Average Advertised Price (Time of Sale)	\$ 17,355	\$ 21,231
Average Transaction Price	\$ 17,639	\$ 20,638
Average Market Price at 100%	\$ 659	\$ 19,305
Average Price to Market % (Time of Sale)	2634%	110%
Average Transaction to Market %	2678%	107%
Average Transactional Discount	\$ (277)	\$ 593
Average Front End Gross	\$ 560	\$ 1,158
Average Finance Gross	\$ 1,160	\$ 592
PUVR	\$ 1,715	\$ 1,750
Total Gross (Units & PUVR)	\$ 200,632	\$ 26,252
GROI	58%	73%



KYLE JACKSON	COLUMBUS SMITH	RACHEL
58%	33%	57%
12	15	7
41.4	61.0	66.3
\$ 15,256	\$ 19,798	\$ 9,735
\$ 15,999	\$ 19,931	\$ 10,045
#DIV/0!	\$ 18,331	\$ 8,917
#DIV/0!	108%	109%
#DIV/0!	109%	113%
\$ (742)	\$ (133)	\$ (310)
\$ 856	\$ 322	\$ (1,071)
\$ 1,714	\$ 1,074	\$ 869
\$ 2,570	\$ 1,375	\$ (202)
\$ 30,840	\$ 20,618	\$ (1,412)
140%	41%	-11%

MARVIN	STEVE BATHGATE	BARB VAN
100%	18%	64%
1	11	33
23.0	54.0	56.1
\$ 12,659	\$ 19,318	\$ 16,700
\$ 14,795	\$ 18,934	\$ 17,629
\$ 11,942	\$ 9,507	\$ 11,524
106%	203%	145%
124%	199%	153%
\$ (2,136)	\$ 423	\$ (914)
\$ 292	\$ 325	\$ 974
\$ 560	\$ 1,086	\$ 1,283
\$ 852	\$ 1,411	\$ 2,257
\$ 852	\$ 15,518	\$ 74,473
90%	50%	82%

JAY	JACOB	HOUSE
0%	100%	33%
3	1	3
66.0	1.0	158.3
\$ 20,736	\$ 5,395	\$ 12,158
\$ 21,045	\$ 5,394	\$ 13,110
\$ 22,124	\$ 5,739	\$ 13,120
94%	94%	93%
95%	94%	100%
\$ (308)	\$ 1	\$ (953)
\$ 1,136	\$ 208	\$ (487)
\$ 3,396	\$ -	\$ -
\$ 4,533	\$ 208	\$ (487)
\$ 13,598	\$ 208	\$ (1,462)
117%	1386%	-8%

CAMILLE WATSON	MILES BROWN	JAMES WILLIAMS
50%	33%	0%
2	3	3
436.5	62.7	41.7
\$ 30,145	\$ 16,211	\$ 16,214
\$ 30,145	\$ 17,581	\$ 17,552
\$ 31,711	\$ 17,048	\$ 17,105
95%	95%	95%
95%	103%	103%
\$ -	\$ (1,370)	\$ (1,339)
\$ (215)	\$ (108)	\$ 210
\$ -	\$ 698	\$ 1,389
\$ (215)	\$ 590	\$ 1,599
\$ (431)	\$ 1,769	\$ 4,796
-1%	19%	79%

ROD THOMAS	ZACH PALMER	JOHN LAW
25%	0%	100%
4	1	1
1.0	1.0	13.0
\$ 11,656	\$ 25,871	\$ 13,991
\$ 8,758	\$ 25,871	\$ 13,995
#DIV/0!	#DIV/0!	\$ 128
#DIV/0!	#DIV/0!	10900%
#DIV/0!	#DIV/0!	10903%
\$ 2,898	\$ -	\$ (4)
\$ 763	\$ -	\$ 1,478
\$ 1,112	\$ 3,173	\$ 971
\$ 1,874	\$ 3,173	\$ 2,450
\$ 7,497	\$ 3,173	\$ 2,450
7704%	4415%	485%

CHRIS SUTTON	KASEY	ANTONIO
0%	0%	100%
1	1	1
106.0	108.0	1.0
\$ 16,278	\$ 15,991	\$ 24,575
\$ 17,374	\$ 15,641	\$ 24,280
\$ 17,693	\$ 16,486	\$ 26,144
92%	97%	94%
98%	95%	93%
\$ (1,096)	\$ 350	\$ 295
\$ (680)	\$ (2,877)	\$ 1,798
\$ 3,293	\$ -	\$ 2,072
\$ 2,613	\$ (2,877)	\$ 3,870
\$ 2,613	\$ (2,877)	\$ 3,870
51%	-61%	5738%

Scoreboard		
Finance Manager	Totals	SCOTT MORRISON
% Retailed of Non-New Franchise	46%	47%
Total # Retail Units	117	17
Average Days to Sale	60.0	45.5
Average Advertised Price (Time of Sale)	\$ 17,355	\$ 13,658
Average Transaction Price	\$ 17,639	\$ 15,273
Average Market Price at 100%	\$ 659	\$ 10,937
Average Price to Market % (Time of Sale)	2634%	125%
Average Transaction to Market %	2678%	140%
Average Transactional Discount	\$ (277)	\$ (1,615)
Average Front End Gross	\$ 560	\$ 1,206
Average Finance Gross	\$ 1,160	\$ 1,216
PUVR	\$ 1,715	\$ 2,421
Total Gross (Units & PUVR)	\$ 200,632	\$ 41,163
GROI	58%	125%



DAVID LAWRENCE	DOMINIC ARGIERO	BARB VAN
33%	19%	63%
21	16	38
46.6	43.4	54.6
\$ 19,345	\$ 20,263	\$ 16,570
\$ 18,607	\$ 19,984	\$ 17,515
#DIV/0!	#DIV/0!	\$ 11,567
#DIV/0!	#DIV/0!	143%
#DIV/0!	#DIV/0!	151%
\$ 738	\$ 279	\$ (932)
\$ 706	\$ (110)	\$ 823
\$ 1,885	\$ 1,577	\$ 1,306
\$ 2,591	\$ 1,467	\$ 2,107
\$ 54,402	\$ 23,467	\$ 80,069
108%	61%	79%

HOUSE		
#DIV/0!	#DIV/0!	#DIV/0!
0	0	0
#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes
Total # Retail Units	117	38
Average Days to Sale	60.0	100.5
Average Advertised Price (Time of Sale)	\$ 17,355	\$ 18,418
Average Transaction Price	\$ 17,639	\$ 18,575
Average Market Price at 100%	\$ 659	\$ 15,690
Average Price to Market % (Time of Sale)	2634%	117%
Average Transaction to Market %	2678%	118%
Average Transactional Discount	\$ (277)	\$ (161)
Average Front End Gross	\$ 560	\$ (149)
Average Finance Gross	\$ 1,160	\$ 1,061
PUVR	\$ 1,715	\$ 912
Total Gross (Units & PUVR)	\$ 200,632	\$ 34,658
GROI	58%	18%



No	
	80
	40.9
\$	17,194
\$	17,194
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	(331)
\$	900
\$	1,207
\$	2,096
\$	167,688
	107%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	117	61
Average Days to Sale	60.0	71.6
Average Advertised Price (Time of Sale)	\$ 17,355	\$ 16,683
Average Transaction Price	\$ 17,639	\$ 16,751
Average Market Price at 100%	\$ 659	#DIV/0!
Average Price to Market % (Time of Sale)	2634%	#DIV/0!
Average Transaction to Market %	2678%	#DIV/0!
Average Transactional Discount	\$ (277)	\$ (67)
Average Front End Gross	\$ 560	\$ 359
Average Finance Gross	\$ 1,160	\$ 1,173
PUVR	\$ 1,715	\$ 1,532
Total Gross (Units & PUVR)	\$ 200,632	\$ 93,470
GROI	58%	46%

No	
	54
	46.0
\$	18,584
\$	18,584
\$	15,120
	123%
	123%
\$	(519)
\$	770
\$	1,166
\$	1,922
\$	103,795
	81%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	117	23
% of Retail Units	100%	20%
% Retailed of Off-Brand	46%	17%
Average Days to Sale	60.0	34.6
Average Transaction Price	\$ 17,639	\$ 16,143
Average Transaction to Market %	2678%	5133%
Average Transactional Discount	\$ (277)	\$ (305)
Average Front End Gross	\$ 560	\$ 1,559
Average Finance Gross	\$ 1,160	\$ 752
PUVR	\$ 1,715	\$ 2,312
Total Gross (Units & PUVR)	\$ 200,632	\$ 53,168
GROI	58%	149%



Trade on Used	Street/Curb buy	Auction/wholesale
17	0	54
15%	0%	46%
59%	#DIV/0!	50%
47.5	#DIV/0!	78.9
\$ 14,492	#DIV/0!	\$ 18,241
4356%	#DIV/0!	2014%
\$ (295)	#DIV/0!	\$ (558)
\$ 417	#DIV/0!	\$ (18)
\$ 860	#DIV/0!	\$ 1,263
\$ 1,277	#DIV/0!	\$ 1,245
\$ 21,708	#DIV/0!	\$ 67,255
67%	#DIV/0!	31%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
5	7	0
4%	6%	0%
40%	0%	#DIV/0!
194.6	1.0	#DIV/0!
\$ 30,986	\$ 17,053	#DIV/0!
2154%	#DIV/0!	#DIV/0!
\$ 148	\$ 1,656	#DIV/0!
\$ 2,095	\$ 986	#DIV/0!
\$ 278	\$ 2,281	#DIV/0!
\$ 2,373	\$ 3,267	#DIV/0!
\$ 11,867	\$ 22,868	#DIV/0!
14%	6896%	#DIV/0!

Other	
	12
	10%
	92%
	18.6
\$	17,038
	100%
\$	(260)
\$	506
\$	1,617
\$	2,123
\$	25,482
	241%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	117	56
% of Retail Units	100%	48%
% Retailed of Off-Brand	46%	2900%
Average Days to Sale	60.0	14.8
Average Transaction Price	\$ 17,639	\$ 17,102
Average Transaction to Market %	2678%	#DIV/0!
Average Transactional Discount	\$ (277)	\$ (43)
Average Front End Gross	\$ 560	\$ 1,300
Average Finance Gross	\$ 1,160	\$ 1,179
PUVR	\$ 1,715	\$ 2,479
Total Gross (Units & PUVR)	\$ 200,632	\$ 138,838
GROI	58%	352%



31-45 days	46-60 days	61-90 days	90+ days
11	7	12	30
9%	6%	10%	26%
500%	500%	500%	900%
36.9	53.9	77.9	146.9
\$ 18,359	\$ 24,025	\$ 18,291	\$ 17,267
103%	1742%	867%	438%
\$ (901)	\$ (527)	\$ (99)	\$ (450)
\$ 1,488	\$ 1,186	\$ 55	\$ (1,146)
\$ 663	\$ 1,631	\$ 1,433	\$ 1,133
\$ 2,151	\$ 2,818	\$ 1,487	\$ (13)
\$ 23,659	\$ 19,723	\$ 17,850	\$ (389)
114%	78%	38%	0%