

Desk Manager	Finance Manager
S KEYTE	K DANE
N CENSI	C BI
J BOLICH	



Sales Consultant	New Car Franchise(s)
K C    ACADEMY	JAGUAR
J JOHNSON	LAND ROVER
M PETRO	
B MARSHALL	
B CARTER	
P NOEL	
P MCGEEVER	
B NICHOLLS	
HOUSE	





#	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	Land Rover	DISCOVERY SPORT	25	Loaner/Rental Fleet	Yes	\$ 46,601	\$ 43,725	105%	(\$539)	\$0
2	2018	Land Rover	DISCOVERY SPORT	1	Loaner/Rental Fleet	Yes	\$ 48,555	\$ 44,227	109%	(\$809)	\$0
3	2017	Chevrolet	CORVETTE	44	Trade on Used	No	\$ 41,512	\$ 49,999	101%	\$590	\$4,209
4	2018	Land Rover	DISCOVERY SPORT	11	Loaner/Rental Fleet	Yes	\$ 46,560	\$ 44,180	107%	(\$909)	\$0
5	2018	Land Rover	DISCOVERY SPORT	27	Loaner/Rental Fleet	Yes	\$ 46,601	\$ 44,713	105%	(\$539)	\$0
6	2018	Jaguar	XE	71	Loaner/Rental Fleet	Yes	\$ 44,983	\$ 37,300	107%	(\$2,083)	\$59
7	2015	Land Rover	RANGE ROVER SPO	46	Trade on New	Yes	\$ 51,984	\$ 51,000	98%	\$633	\$0
8	2018	Jaguar	XF	41	Loaner/Rental Fleet	Yes	\$ 53,786	\$ 53,797	102%	\$1,566	\$0
9	2018	Land Rover	DISCOVERY SPORT	44	Loaner/Rental Fleet	Yes	\$ 47,922	\$ 46,657	108%	\$629	\$0
10	2018	Land Rover	EVOQUE	3	Loaner/Rental Fleet	Yes	\$ 51,555	\$ 45,955	108%	\$559	\$911
11	2016	Jeep	GRAND CHEROKEE	51	Trade on New	No	\$ 26,984	\$ 26,500	93%	(\$538)	\$6,298
12	2013	Mercedes-Benz	GLK350	20	Trade on Used	No	\$ 20,891	\$ 20,821	101%	\$285	\$1,017
13	2013	BMW	528XI	35	Other	No	\$ 18,960	\$ 15,000	113%	\$333	\$154
14	2018	Land Rover	DISCOVERY SPORT	75	Loaner/Rental Fleet	Yes	\$ 43,609	\$ 42,166	98%	(\$1,072)	\$756
15	2017	Jaguar	XF	41	Other	No	\$ 35,900	\$ 35,900	105%	(\$5,226)	\$3,692
16	2018	Jaguar	E-PACE	100	Loaner/Rental Fleet	Yes	\$ 48,544	\$ 48,546	101%	(\$2,514)	\$0
17	2015	Land Rover	RANGE ROVER SPO	69	Trade on New	No	\$ 39,984	\$ 39,984	79%	\$2,549	\$2,189
18	2018	Jaguar	XE	22	Loaner/Rental Fleet	No	\$ 44,984	\$ 39,600	118%	(\$967)	\$389
19	2013	Lexus	RX350	36	Trade on New	No	\$ 21,694	\$ 21,694	90%	\$900	\$906
20	2019	Jaguar	F-PACE	57	Loaner/Rental Fleet	No	\$ 50,663	\$ 48,294	99%	(\$1,385)	\$462
21	2009	Jaguar	XKR	40	Trade on Used	No	\$ 28,982	\$ 21,950	104%	\$737	\$0
22	2016	Porsche	CAYENNE	39	Trade on New	No	\$ 41,984	\$ 41,984	93%	\$1,714	\$0
23	2017	Audi	Q7	38	Trade on New	No	\$ 42,552	\$ 41,000	92%	\$242	\$0
24	2011	Ford	MUSTANG	7	Trade on Used	No	\$ 13,342	\$ 11,530	106%	(\$20)	\$130
25	2010	Ford	EDGE	25	Trade on New	No	\$ 11,364	\$ 10,853	97%	\$990	\$0
26	2016	Porsche	CAYENNE	36	Trade on New	No	\$ 57,964	\$ 57,964	85%	\$650	\$0
27	2013	Mercedes-Benz	C300	16	Trade on Used	No	\$ 14,984	\$ 14,984	97%	\$3,134	\$764
28	2018	Land Rover	DISCOVERY SPORT	67	Loaner/Rental Fleet	Yes	\$ 44,995	\$ 43,800	103%	\$179	\$560
29	2019	Jaguar	F-PACE	54	Loaner/Rental Fleet	No	\$ 47,980	\$ 45,217	95%	(\$1,763)	\$470
30	2016	Audi	Q3	31	Trade on New	No	\$ 27,983	\$ 26,000	90%	\$613	\$0
31	2018	Land Rover	DISCOVERY SPORT	102	Loaner/Rental Fleet	No	\$ 4,950	\$ 43,800	100%	(\$499)	\$499
32	2016	Land Rover	LR4	53	Trade on New	Yes	\$ 49,930	\$ 47,700	96%	\$425	\$3,239
33	2016	BMW	428I	32	Trade on Used	No	\$ 25,983	\$ 25,983	91%	\$500	\$0
34	2016	Jeep	WRANGLER	20	Trade on New	No	\$ 30,984	\$ 30,984	99%	\$3,710	\$4,996
35	2017	Audi	A8L	21	Trade on Used	No	\$ 58,984	\$ 58,000	93%	\$7,738	\$0
36	2013	Mercedes-Benz	E350	53	Loaner/Rental Fleet	No	\$ 14,522	\$ 14,000	91%	(\$22)	\$1,192
37	2017	Audi	QX70	52	Trade on New	No	\$ 34,980	\$ 34,980	97%	\$100	\$455
38	2016	Mercedes-Benz	GLE 350	46	Trade on New	No	\$ 41,594	\$ 39,500	97%	(\$3,594)	\$445
39	2018	Land Rover	DISCOVERY	94	Loaner/Rental Fleet	No	\$ 5,983	\$ 55,875	106%	\$16	\$0

40	2014	Land Rover	RANGE ROVER SPO	32	Trade on New	Yes	\$ 47,555	\$ 47,355	108%	(\$89)	\$2,105
41	2017	Land Rover	DISCOVERY SPORT	108	Trade on New	Yes	\$ 36,476	\$ 36,000	101%	(\$121)	\$759
42	2015	Land Rover	RANGE ROVER SPO	46	Trade on New	Yes	\$ 49,884	\$ 50,729	101%	\$772	\$0
43	2018	Land Rover	DISCOVERY SPORT	26	Loaner/Rental Fleet	Yes	\$ 61,970	\$ 60,300	98%	\$750	\$627
44	2015	Toyota	4RUNNER	12	Trade on New	No	\$ 38,929	\$ 38,429	104%	\$3,100	\$1,792
45	2014	Jeep	GRAND CHEROKEE	21	Trade on New	No	\$ 23,984	\$ 23,984	97%	\$3,030	\$2,484
46	2018	Jaguar	E-PACE	90	Loaner/Rental Fleet	Yes	\$ 44,984	\$ 44,984	99%	\$2,913	\$2,300
47	2016	Jaguar	XJL	22	Trade on Used	Yes	\$ 52,862	\$ 52,000	102%	\$2,473	\$4,391
48	2018	Jaguar	XE	1	Loaner/Rental Fleet	Yes	\$ 46,390	\$ 41,374	106%	\$1,282	\$0
49	2015	Jaguar	GRAND CHEROKEE	40	Trade on New	No	\$ 31,653	\$ 30,653	98%	\$0	\$354
50	2015	Ford	MUSTANG	49	Trade on New	No	\$ 29,000	\$ 29,000	90%	\$2,051	\$410
51	2018	Jaguar	F-PACE	98	Trade on New	Yes	\$ 55,322	\$ 54,277	89%	(\$189)	\$1,029
52	2015	Jaguar	F-TYPE	178	Trade on New	Yes	\$ 42,984	\$ 42,984	87%	(\$3,659)	\$333
53	2018	Jaguar	F-PACE	157	Loaner/Rental Fleet	Yes	\$ 39,984	\$ 39,983	91%	(\$2,568)	\$305

## Scoreboard Totals

% Retailed of Non-New Franchise	34%
Total # Retail Units	74
Average Days to Sale	45.1
Average Advertised Price (Time of Sale)	\$ 40,601
Average Transaction Price	\$ 39,876
Average Market Price at 100%	\$ 40,877
Average Price to Market % (Time of Sale)	99%
Average Transaction to Market	98%
Average Transactional Discount	\$ 645
Average Front End Gross	\$ 177
Average Finance Gross	\$ 975
PUVR	\$ 1,136
Total Gross (Units & PUVR)	\$ 84,071
GROI	23%



MY

<b>Scoreboard</b>		
<b>Desk Manager</b>	<b>Totals</b>	<b>S KEYTE</b>
% Retailed of Non-New Franchise	34%	29%
Total # Retail Units	74	7
Average Days to Sale	45.1	42.0
Average Advertised Price (Time of Sale)	\$ 40,601	\$ 33,120
Average Transaction Price	\$ 39,876	\$ 31,028
Average Market Price at 100%	\$ 40,877	\$ 33,047
Average Price to Market % (Time of Sale)	99%	100%
Average Transaction to Market %	98%	94%
Average Transactional Discount	\$ 645	\$ 2,091
Average Front End Gross	\$ 177	\$ (207)
Average Finance Gross	\$ 975	\$ 882
PUVR	\$ 1,136	\$ 675
Total Gross (Units & PUVR)	\$ 84,071	\$ 4,726
GROI	23%	19%



N CENSI	J BOLICH	
14%	56%	#DIV/0!
35	32	0
45.8	45.1	#DIV/0!
\$ 42,837	\$ 39,791	#DIV/0!
\$ 42,550	\$ 38,886	#DIV/0!
\$ 42,022	\$ 41,545	#DIV/0!
102%	96%	#DIV/0!
101%	94%	#DIV/0!
\$ 87	\$ 905	#DIV/0!
\$ (127)	\$ 583	#DIV/0!
\$ 1,090	\$ 873	#DIV/0!
\$ 935	\$ 1,456	#DIV/0!
\$ 32,739	\$ 46,606	#DIV/0!
17%	30%	#DIV/0!







Scoreboard		
Sales Consultant	Totals	K CRAUN
% Retailed of Non-New Franchise	34%	33%
Total # Retail Units	74	9
Average Days to Sale	45.1	45.7
Average Advertised Price (Time of Sale)	\$ 40,601	\$ 40,452
Average Transaction Price	\$ 39,876	\$ 38,810
Average Market Price at 100%	\$ 40,877	\$ 41,504
Average Price to Market % (Time of Sale)	99%	97%
Average Transaction to Market %	98%	94%
Average Transactional Discount	\$ 645	\$ 1,642
Average Front End Gross	\$ 177	\$ 691
Average Finance Gross	\$ 975	\$ 1,309
PUVR	\$ 1,136	\$ 1,999
Total Gross (Units & PUVR)	\$ 84,071	\$ 17,995
GROI	23%	41%



J JOHNSON	M PETRO	B MARSHALL
30%	30%	13%
10	10	16
54.3	41.3	60.0
\$ 47,972	\$ 46,235	\$ 42,623
\$ 46,772	\$ 44,558	\$ 44,392
\$ 50,722	\$ 45,761	\$ 43,169
95%	101%	99%
92%	97%	103%
\$ 1,200	\$ 1,383	\$ (1,769)
\$ (429)	\$ 768	\$ 58
\$ 1,536	\$ 635	\$ 1,007
\$ 1,107	\$ 1,404	\$ 998
\$ 11,073	\$ 14,038	\$ 15,970
16%	27%	13%

B CARTER	P NOEL	P MCGEEVER
70%	33%	40%
10	6	10
38.0	21.8	45.3
\$ 32,404	\$ 35,345	\$ 38,369
\$ 31,827	\$ 33,120	\$ 37,280
\$ 32,047	\$ 30,982	\$ 39,615
101%	114%	97%
99%	107%	94%
\$ 577	\$ 2,094	\$ 1,089
\$ (6)	\$ (313)	\$ 381
\$ 1,837	\$ 103	\$ 220
\$ 1,831	\$ (210)	\$ 601
\$ 18,313	\$ (1,261)	\$ 6,008
55%	-10%	13%

B NICHOLLS	HOUSE	
0%	50%	#DIV/0!
1	2	0
3.0	23.5	#DIV/0!
\$ 51,555	\$ 22,498	#DIV/0!
\$ 45,955	\$ 21,092	#DIV/0!
\$ 47,736	\$ 22,443	#DIV/0!
108%	100%	#DIV/0!
96%	94%	#DIV/0!
\$ 5,600	\$ 1,406	#DIV/0!
\$ 559	\$ (10)	#DIV/0!
\$ 911	\$ 242	#DIV/0!
\$ 1,470	\$ 232	#DIV/0!
\$ 1,470	\$ 464	#DIV/0!
384%	17%	#DIV/0!



































Scoreboard		
Finance Manager	Totals	K DANE
% Retailed of Non-New Franchise	34%	25%
Total # Retail Units	74	40
Average Days to Sale	45.1	50.6
Average Advertised Price (Time of Sale)	\$ 40,601	\$ 42,906
Average Transaction Price	\$ 39,876	\$ 41,497
Average Market Price at 100%	\$ 40,877	\$ 43,434
Average Price to Market % (Time of Sale)	99%	99%
Average Transaction to Market %	98%	96%
Average Transactional Discount	\$ 645	\$ 1,371
Average Front End Gross	\$ 177	\$ 7
Average Finance Gross	\$ 975	\$ 861
PUVR	\$ 1,136	\$ 846
Total Gross (Units & PUVR)	\$ 84,071	\$ 33,837
GROI	23%	15%



C BI		
44%	#DIV/0!	#DIV/0!
34	0	0
38.8	#DIV/0!	#DIV/0!
\$ 37,889	#DIV/0!	#DIV/0!
\$ 37,968	#DIV/0!	#DIV/0!
\$ 37,986	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!
\$ (213)	#DIV/0!	#DIV/0!
\$ 372	#DIV/0!	#DIV/0!
\$ 1,106	#DIV/0!	#DIV/0!
\$ 1,477	#DIV/0!	#DIV/0!
\$ 50,234	#DIV/0!	#DIV/0!
36%	#DIV/0!	#DIV/0!





## Scoreboard

CPO	Totals	Yes
Total # Retail Units	74	38
Average Days to Sale	45.1	50.3
Average Advertised Price (Time of Sale)	\$ 40,601	\$ 49,125
Average Transaction Price	\$ 39,876	\$ 46,282
Average Market Price at 100%	\$ 40,877	\$ 48,916
Average Price to Market % (Time of Sale)	99%	100%
Average Transaction to Market %	98%	95%
Average Transactional Discount	\$ 645	\$ 2,800
Average Front End Gross	\$ 177	\$ (90)
Average Finance Gross	\$ 975	\$ 860
PUVR	\$ 1,136	\$ 749
Total Gross (Units & PUVR)	\$ 84,071	\$ 28,465
GROI	23%	12%



No	
	36
	39.7
\$	33,113
\$	33,113
\$	32,958
	100%
	100%
\$	(1,510)
\$	451
\$	1,094
\$	1,545
\$	55,605
	42%

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	74	47
Average Days to Sale	45.1	52.5
Average Advertised Price (Time of Sale)	\$ 40,601	\$ 45,940
Average Transaction Price	\$ 39,876	\$ 45,138
Average Market Price at 100%	\$ 40,877	\$ 45,775
Average Price to Market % (Time of Sale)	99%	100%
Average Transaction to Market %	98%	99%
Average Transactional Discount	\$ 645	\$ 802
Average Front End Gross	\$ 177	\$ (261)
Average Finance Gross	\$ 975	\$ 995
PUVR	\$ 1,136	\$ 718
Total Gross (Units & PUVR)	\$ 84,071	\$ 33,748
GROI	23%	11%

No	
	25
	33.9
\$	29,654
\$	29,654
\$	31,843
	93%
	93%
\$	350
\$	1,051
\$	1,016
\$	2,067
\$	51,671
	74%

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	74	27
% of Retail Units	100%	36%
% Retailed of Off-Brand	34%	59%
Average Days to Sale	45.1	52.2
Average Transaction Price	\$ 39,876	\$ 38,730
Average Transaction to Market %	98%	93%
Average Transactional Discount	\$ 645	\$ 684
Average Front End Gross	\$ 177	\$ 366
Average Finance Gross	\$ 975	\$ 1,029
PUVR	\$ 1,136	\$ 1,395
Total Gross (Units & PUVR)	\$ 84,071	\$ 37,673
GROI	23%	25%



Trade on Used	Street/Curb buy	Auction/wholesale
10	0	0
14%	0%	0%
70%	#DIV/0!	#DIV/0!
26.1	#DIV/0!	#DIV/0!
\$ 30,475	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!
\$ 349	#DIV/0!	#DIV/0!
\$ 2,163	#DIV/0!	#DIV/0!
\$ 1,186	#DIV/0!	#DIV/0!
\$ 3,349	#DIV/0!	#DIV/0!
\$ 33,494	#DIV/0!	#DIV/0!
152%	#DIV/0!	#DIV/0!

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
32	3	0
43%	4%	0%
3%	0%	#DIV/0!
47.3	27.0	#DIV/0!
\$ 43,780	\$ 49,486	#DIV/0!
150%	101%	#DIV/0!
\$ 604	\$ 807	#DIV/0!
\$ (595)	\$ 2,655	#DIV/0!
\$ 784	\$ 1,292	#DIV/0!
\$ 189	\$ 2,631	#DIV/0!
\$ 6,058	\$ 7,893	#DIV/0!
3%	71%	#DIV/0!

Other	
	2
	3%
	50%
	38.0
\$	25,450
	97%
\$	1,980
\$	(2,447)
\$	1,923
\$	(524)
\$	(1,047)
	-19%

## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	74	25
% of Retail Units	100%	34%
% Retailed of Off-Brand	34%	800%
Average Days to Sale	45.1	15.7
Average Transaction Price	\$ 39,876	\$ 38,186
Average Transaction to Market %	98%	95%
Average Transactional Discount	\$ 645	\$ 3,502
Average Front End Gross	\$ 177	\$ 1,121
Average Finance Gross	\$ 975	\$ 1,055
PUVR	\$ 1,136	\$ 2,176
Total Gross (Units & PUVR)	\$ 84,071	\$ 54,412
GROI	23%	131%



31-45 days	46-60 days	61-90 days	90+ days
18	15	8	8
24%	20%	11%	11%
1000%	700%	0%	0%
37.7	51.5	70.9	116.4
\$ 36,302	\$ 39,404	\$ 46,275	\$ 47,680
95%	92%	94%	305%
\$ 731	\$ 1,683	\$ 1,843	\$ (10,903)
\$ 266	\$ (801)	\$ 193	\$ (1,042)
\$ 893	\$ 1,362	\$ 803	\$ 366
\$ 1,158	\$ 562	\$ 996	\$ (676)
\$ 20,853	\$ 8,424	\$ 7,967	\$ (5,409)
31%	10%	11%	-4%