





Sales Consultant	New Car Franchise(s)
 Adam Aacrat	Subaru
Ben Fisher	
Brandon Mednick	
Chris Troxel	
Dave Young	
Gordon Mccombs	
Jack Cohen	
Jeffrey Kreuz	
Jeremy Brant	
Jerry Lewis	
Phil Graham	
Jim Filipski	
Keith Geiger	
Kevin Perchan	
Mike Stepien	
Tim Park	





#	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	2009	Chevrolet	MAILIBU	12	Trade on New	No	\$ 7,250	\$ 6,900			
2	2018	SUBARU	OUTBACK	52	Loaner/Rental Fleet	Yes	\$ 26,304	\$ 25,800	97%		
3	2015	LEXUS	RX450H	3	Other	No	\$ 22,400	\$ 22,400	N/A	\$1,035	\$1,683
4	2015	SUBARU	FORESTER	68	Trade on New	YES	\$ 19,450	\$ 18,738	98%	\$2,383	\$1,204
5	2012	Chrysler	TOWN & COUNTRY	3	Other	No	\$ 11,900	\$ 11,900	95%	\$308	\$529
6	2015	SUBARU	FORESTER	17	LBO OEM/Leasing Co.	YES	\$ 20,500	\$ 19,500	102%	\$1,050	\$200
7	2016	SUBARU	FORESTER	45	LBO OEM/Leasing Co.	Yes	\$ 21,415	\$ 19,500	105%	(\$1,091)	\$1,046
8	2016	SUBARU	OUTBACK	1	LBO Customer	No	N/A	\$ 22,340		(\$455)	\$0
9	2017	KIA	SPORTAGE	76	Trade on New	No	\$ 16,727	\$ 15,200	100%	\$94	\$1,024
10	2011	SUBARU	FORESTER	40	Trade on New	No	\$ 14,471	\$ 12,800	102%	\$1,551	\$0
11	2016	SUBARU	FORESTER	1	LBO Customer	No	N/A	\$ 16,090		(\$455)	\$922
12	2015	JEEP	CHEROKEE	101	Trade on New	No	\$ 19,926	\$ 19,926	89%	\$313	\$2,988
13	2013	BUICK	LACROSSE	21	Trade on New	No	\$ 10,250	\$ 10,250	100%	\$2,879	\$1,143
14	2015	JEEP	GRAND CHEROKEE	32	Trade on New	No	\$ 27,947	\$ 26,500	101%	\$1,004	
15	2016	SUBARU	CROSSTREK	1	LBO Customer	No		\$ 20,106		(\$455)	
16	2011	Chevrolet	MAILIBU	58	Trade on New	No	\$ 7,750	\$ 7,750	96%	\$2,488	\$1,051
17	2016	SUBARU	CROSSTREK	9	Trade on New	Yes	\$ 21,926	\$ 21,926	104%	\$500	\$2,320
18	2019	SUBARU	FORESTER	28	Trade on New	Yes	\$ 27,900	\$ 27,900		\$2,619	\$1,869
19	2015	SUBARU	CROSSTREK	17	Trade on New	Yes	\$ 21,218	\$ 19,875	105%	\$634	\$1,200
20	2018	SUBARU	OUTBACK	49	Loaner/Rental Fleet	YES	\$ 31,906	\$ 30,000	101%	\$944	\$200
21	2018	SUBARU	FORESTER	48	Loaner/Rental Fleet	YES	\$ 29,906	\$ 28,000	100%	\$238	\$0
22	2018	SUBARU	OUTBACK	46	Loaner/Rental Fleet	Yes	\$ 33,906	\$ 32,400	100%	\$740	\$0
23	2016	SUBARU	IMPREZA	59	LBO OEM/Leasing Co.	Yes	\$ 18,907	\$ 18,500	103%	\$2,838	\$2,661
24	2016	SUBARU	FORESTER	1	Other	No	\$ 21,495	\$ 21,495	97%	\$211	\$1,253
25	2018	SUBARU	OUTBACK	52	Loaner/Rental Fleet	Yes	\$ 26,904	\$ 25,800	100%	\$2,726	\$2,689
26	2013	DODGE	RAM	56	Trade on Used	No	\$ 20,462	\$ 18,800	97%	\$315	\$866
27	2009	Chevrolet	MAILIBU	1	Other	No	\$ 7,250	\$ 6,762	95%	\$1,352	\$1,725
28	2012	FORD	FUSION	1	Other	No	\$ 8,950	\$ 8,500	94%	\$372	\$690
29	2015	AUDI	Q7	1	Other	No	\$ 29,900	\$ 28,600	99%	\$1,039	\$1,594
30	2017	SUBARU	CROSSTREK	39	Trade on New	Yes	\$ 23,917	\$ 23,650	102%	\$2,590	\$2,239
31	2018	Honda	Ridgeline	23	Trade on New	No	\$ 35,910	\$ 34,700	100%	\$1,055	
32	2016	VOLVO	XC60	65	Trade on New	No	\$ 28,925	\$ 28,925	96%	(\$112)	\$1,629
33	2016	SUBARU	OUTBACK	27	Trade on New	Yes	\$ 17,464	\$ 16,895	101%	\$1,777	\$500
34	2016	SUBARU	FORESTER	71	Trade on New	Yes	\$ 16,546	\$ 16,546	94%	\$112	\$340
35	2016	SUBARU	LEGACY	54	Trade on New	Yes	\$ 18,925	\$ 17,150	101%	(\$278)	\$547
36	2008	KIA	SEDONA	41	Trade on New	No	\$ 6,950	\$ 6,383	98%	(\$125)	
37	2014	TOYOTA	4RUNNER	30	Trade on Used	No	\$ 26,245	\$ 26,245	100%	\$1,913	\$717
38	2016	NISSAN	ROGUE	3	Other	No	\$ 17,000	\$ 17,000	89%	(\$225)	\$1,206
39	2014	MINI	COOPER	95	Trade on New	No	\$ 15,453	\$ 1,500	90%	\$470	\$654
40	2016	SUBARU	FORESTER	54	LBO OEM/Leasing Co.	Yes	\$ 20,424	\$ 20,424	97%	\$769	\$2,599
41	2016	SUBARU	OUTBACK	32	LBO OEM/Leasing Co.	Yes	\$ 25,827	\$ 24,827	101%	(\$415)	\$2,102
42	2010	HYUNDAI	ACCENT	29	Trade on Used	No	\$ 5,850	\$ 5,850	99%	\$2,157	\$628
43	2015	SUBARU	CROSSTREK	22	LBO OEM/Leasing Co.	Yes	\$ 20,430	\$ 19,087	103%	\$1,312	
44	2007	HONDA	ODYSSEY	50	Trade on New	No	\$ 7,950	\$ 7,200	97%	\$1,708	\$247



## Scoreboard Totals

% Retailed of Non-New Franchise	40%
Total # Retail Units	52
Average Days to Sale	35.7
Average Advertised Price (Time of Sale)	\$ 19,044
Average Transaction Price	\$ 18,122
Average Market Price at 100%	\$ 19,296
Average Price to Market % (Time of Sale)	99%
Average Transaction to Market	94%
Average Transactional Discount	#VALUE!
Average Front End Gross	\$ 965
Average Finance Gross	\$ 1,030
PUVR	\$ 1,800
Total Gross (Units & PUVR)	\$ 93,590
GROI	100%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	40%	#DIV/0!
Total # Retail Units	52	0
Average Days to Sale	35.7	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 19,044	#DIV/0!
Average Transaction Price	\$ 18,122	#DIV/0!
Average Market Price at 100%	\$ 19,296	#DIV/0!
Average Price to Market % (Time of Sale)	99%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	#VALUE!	#DIV/0!
Average Front End Gross	\$ 965	#DIV/0!
Average Finance Gross	\$ 1,030	#DIV/0!
PUVR	\$ 1,800	#DIV/0!
Total Gross (Units & PUVR)	\$ 93,590	#DIV/0!
GROI	100%	#DIV/0!











Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	40%	#DIV/0!
Total # Retail Units	52	0
Average Days to Sale	35.7	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 19,044	#DIV/0!
Average Transaction Price	\$ 18,122	#DIV/0!
Average Market Price at 100%	\$ 19,296	#DIV/0!
Average Price to Market % (Time of Sale)	99%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	#VALUE!	#DIV/0!
Average Front End Gross	\$ 965	#DIV/0!
Average Finance Gross	\$ 1,030	#DIV/0!
PUVR	\$ 1,800	#DIV/0!
Total Gross (Units & PUVR)	\$ 93,590	#DIV/0!
GROI	100%	#DIV/0!











































Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	40%	#DIV/0!
Total # Retail Units	52	0
Average Days to Sale	35.7	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 19,044	#DIV/0!
Average Transaction Price	\$ 18,122	#DIV/0!
Average Market Price at 100%	\$ 19,296	#DIV/0!
Average Price to Market % (Time of Sale)	99%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	#VALUE!	#DIV/0!
Average Front End Gross	\$ 965	#DIV/0!
Average Finance Gross	\$ 1,030	#DIV/0!
PUVR	\$ 1,800	#DIV/0!
Total Gross (Units & PUVR)	\$ 93,590	#DIV/0!
GROI	100%	#DIV/0!









## Scoreboard

CPO	Totals	Yes
Total # Retail Units	52	23
Average Days to Sale	35.7	43.7
Average Advertised Price (Time of Sale)	\$ 19,044	\$ 22,344
Average Transaction Price	\$ 18,122	\$ 21,497
Average Market Price at 100%	\$ 19,296	#DIV/0!
Average Price to Market % (Time of Sale)	99%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	#VALUE!	\$ 863
Average Front End Gross	\$ 965	\$ 1,127
Average Finance Gross	\$ 1,030	\$ 1,106
PUVR	\$ 1,800	\$ 2,088
Total Gross (Units & PUVR)	\$ 93,590	\$ 48,015
GROI	100%	80%

No	
	28
	29.9
\$	15,750
\$	15,750
	#DIV/0!
	#DIV/0!
	#DIV/0!
	#VALUE!
\$	839
\$	961
\$	1,628
\$	45,575
	125%

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	52	29
Average Days to Sale	35.7	35.7
Average Advertised Price (Time of Sale)	\$ 19,044	\$ 21,192
Average Transaction Price	\$ 18,122	\$ 20,238
Average Market Price at 100%	\$ 19,296	#DIV/0!
Average Price to Market % (Time of Sale)	99%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	#VALUE!	#VALUE!
Average Front End Gross	\$ 965	\$ 975
Average Finance Gross	\$ 1,030	\$ 1,017
PUVR	\$ 1,800	\$ 1,887
Total Gross (Units & PUVR)	\$ 93,590	\$ 54,714
GROI	100%	94%

No	
	21
	35.9
\$	15,368
\$	15,368
	#VALUE!
	#VALUE!
	#VALUE!
\$	1,234
\$	952
\$	1,050
\$	1,851
\$	38,876
	121%

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	52	26
% of Retail Units	100%	50%
% Retailed of Off-Brand	40%	46%
Average Days to Sale	35.7	44.0
Average Transaction Price	\$ 18,122	\$ 16,150
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	#VALUE!	\$ 1,249
Average Front End Gross	\$ 965	\$ 1,222
Average Finance Gross	\$ 1,030	\$ 1,019
PUVR	\$ 1,800	\$ 1,998
Total Gross (Units & PUVR)	\$ 93,590	\$ 51,941
GROI	100%	101%



Trade on Used	Street/Curb buy	Auction/wholesale
3	0	0
6%	0%	0%
100%	#DIV/0!	#DIV/0!
38.3	#DIV/0!	#DIV/0!
\$ 16,965	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!
\$ 554	#DIV/0!	#DIV/0!
\$ 1,462	#DIV/0!	#DIV/0!
\$ 737	#DIV/0!	#DIV/0!
\$ 2,199	#DIV/0!	#DIV/0!
\$ 6,596	#DIV/0!	#DIV/0!
122%	#DIV/0!	#DIV/0!

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
5	3	8
10%	6%	15%
0%	0%	0%
49.4	1.0	41.6
\$ 28,400	\$ 19,512	\$ 19,292
95%	#DIV/0!	96%
\$ 1,606	#VALUE!	\$ 871
\$ 1,162	\$ (455)	\$ 746
\$ 722	\$ 461	\$ 1,317
\$ 1,507	\$ (148)	\$ 1,898
\$ 7,537	\$ (443)	\$ 15,187
39%	-272%	85%

Other	
	7
	13%
	86%
	1.9
\$	16,665
	#VALUE!
\$	320
\$	585
\$	1,240
\$	1,825
\$	12,772
	2122%

## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	52	25
% of Retail Units	100%	48%
% Retailed of Off-Brand	40%	1100%
Average Days to Sale	35.7	12.6
Average Transaction Price	\$ 18,122	\$ 17,195
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	#VALUE!	#VALUE!
Average Front End Gross	\$ 965	\$ 1,018
Average Finance Gross	\$ 1,030	\$ 979
PUVR	\$ 1,800	\$ 1,997
Total Gross (Units & PUVR)	\$ 93,590	\$ 49,936
GROI	100%	331%



31-45 days	46-60 days	61-90 days	90+ days
6	13	5	3
12%	25%	10%	6%
200%	400%	200%	200%
38.2	51.8	68.8	97.0
\$ 18,943	\$ 20,190	\$ 19,682	\$ 12,642
95%	94%	95%	61%
\$ 1,145	\$ 1,018	\$ 532	\$ 4,951
\$ 586	\$ 1,292	\$ 948	\$ 24
\$ 1,347	\$ 948	\$ 1,019	\$ 1,292
\$ 1,932	\$ 2,240	\$ 1,967	\$ 1,316
\$ 11,595	\$ 29,124	\$ 9,835	\$ 3,949
96%	77%	52%	39%