











#	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	2013	Ram	3500	16	Trade on New	No	\$ 35,932	\$ 34,000	94%	\$1,675	\$316
2	2015	Chevrolet	Traverse	40	Trade on New	No	\$ 23,919	\$ 23,919	103%	\$2,547	\$242
3	2007	Chevrolet	Monte Carlo	16	Trade on New	No	\$ 3,800	\$ 3,695	100%	\$864	\$0
4	2017	Chevrolet	Cruze	65	Street/Curb Buy	Yes	\$ 16,363	\$ 16,363	97%	\$2,090	\$1,164
5	2011	Chevrolet	Equinox	14	Trade on New	No	\$ 10,592	\$ 9,630	94%	\$2,083	\$141
6	2017	Chevrolet	Silverado	67	LBO Customer	Yes	\$ 29,681	\$ 29,681	94%	\$1,044	\$0
7	2016	Chevrolet	Malibu	99	LBO Customer	No	\$ 15,025	\$ 15,025	92%	(\$1,032)	\$1,920
8	2014	Chevrolet	Silverado	114	Trade on New	No	\$ 19,069	\$ 19,009	94%	(\$462)	\$0
9	2018	Kia	Sorento	75	Trade on New	No	\$ 21,873	\$ 21,250	95%	\$983	\$0
10	2017	Chevrolet	Sonic	82	Street/Curb Buy	No	\$ 14,988	\$ 14,998	94%	\$2,200	\$2,453
11	2017	Chevrolet	Equinox	39	Trade on New	Yes	\$ 22,659	\$ 21,409	99%	\$2,527	\$1,951
12	2016	Chevrolet	Spark	36	Trade on New	No	\$ 10,673	\$ 9,750	102%	\$491	\$0
13	2013	Nissan	Pathfinder	29	Trade on New	No	\$ 17,890	\$ 17,980	102%	\$1,575	\$725
14	2015	Chevrolet	Traverse	22	Trade on New	No	\$ 19,967	\$ 19,967	101%	\$2,669	\$1,811
15	2011	BMW	528i	80	Trade on New	No	\$ 12,997	\$ 12,997	89%	(\$146)	\$288
16	2005	Chrysler	300	98	Trade on Used	No	\$ 4,137	\$ 4,137	79%	\$100	\$0
17	2018	Cadillac	XTS	127	Loaner/Rental Fleet	No	\$ 27,239	\$ 27,239	94%	(\$312)	\$0
18	2014	Hyundai	Elantra	134	Trade on New	No	\$ 12,443	\$ 12,443	89%	(\$116)	\$632
19	2014	Chevrolet	Traverse	25	Trade on New	No	\$ 12,785	\$ 12,785	99%	\$3,130	\$1,024
20	2014	Chevrolet	Silverado	24	Trade on New	No	\$ 33,332	\$ 32,400	100%	\$2,090	\$2,225
21	2017	Chevrolet	Equinox	53	LBO Customer	Yes	\$ 19,456	\$ 19,456	100%	\$1,540	\$631
22	2000	Buick	Regal	57	Street/Curb Buy	No	\$ 1,300	\$ 1,300	100%	\$650	\$0
23	2015	Chevrolet	Equinox	116	LBO OEM/Leasing Co.	No	\$ 15,302	\$ 15,302	98%	(\$833)	\$0
24	2014	Chevrolet	Equinox	13	Trade on Used	No	\$ 14,847	\$ 14,200	102%	\$2,433	\$336
25	2017	Chevrolet	Silverado	76	Trade on New	Yes	\$ 29,490	\$ 29,490	97%	\$1,541	\$699
26	2012	Chrysler	Caravan	96	Trade on New	No	\$ 9,268	\$ 8,768	99%	\$714	\$0
27	2015	Chevrolet	Silverado	97	LBO OEM/Leasing Co.	No	\$ 28,852	\$ 28,852	95%	\$1,415	\$0
28	2011	Ford	Taurus	52	Trade on Used	No	\$ 9,265	\$ 8,800	96%	\$1,550	\$0
29	2016	Chevrolet	Malibu	76	LBO Customer	No	\$ 14,999	\$ 14,999	98%	\$824	\$583
30	2009	Toyota	Camry	44	Trade on Used	No	\$ 6,620	\$ 6,173	96%	\$1,467	\$0
31	2015	Chevrolet	Silverado	69	LBO Customer	No	\$ 29,989	\$ 29,989	97%	\$395	\$1,425
32	2013	Chevrolet	Malibu	48	Trade on New	No	\$ 9,932	\$ 9,373	100%	\$602	\$215
33	2014	Chevrolet	Silverado	35	Trade on New	No	\$ 29,983	\$ 29,983	102%	\$1,644	\$573
34	2016	Chevrolet	Malibu	84	LBO Customer	Yes	\$ 15,835	\$ 15,500	94%	(\$262)	\$366
35	2011	Chevrolet	Malibu	8	Trade on New	No	\$ 8,696	\$ 8,696	100%	\$2,902	\$0
36	2006	Toyota	Camry	90	Trade on New	No	\$ 3,863	\$ 2,900	94%	(\$67)	\$0
37	2016	Chevrolet	Silverado	112	Trade on New	Yes	\$ 29,793	\$ 29,793	92%	\$410	\$753
38	2016	Chevrolet	Cruze	60	LBO Customer	No	\$ 11,608	\$ 11,608	97%	\$861	\$0
39	2014	Ford	Expedition	18	Trade on Used	No	\$ 27,531	\$ 26,731	99%	\$2,527	\$215
40	2017	Ford	Mustang	23	Trade on Used	No	\$ 19,232	\$ 18,500	90%	\$732	\$0
41	2008	Chevrolet	Equinox	20	Trade on New	No	\$ 6,532	\$ 6,532	102%	\$2,810	\$0

42	2012	Chevrolet	Silverado	20	Trade on New	No	\$	16,136	\$	15,636	101%	\$4,443	\$1,744
43	2018	GMC	Acadia	128	LBO OEM/Leasing Co.	No	\$	28,447	\$	28,447	92%	\$19	\$0
44	2015	Chevrolet	Tahoe	148	Trade on New	No	\$	37,053	\$	36,500	94%	(\$280)	\$2,162
45	2012	Chevrolet	Silverado	103	Trade on New	No	\$	16,220	\$	16,220	94%	\$133	\$769
46	2009	Dodge	Journey	26	Trade on Used	No	\$	5,866	\$	4,800	99%	\$1,028	\$202
47	2008	Cadillac	Escalade	65	Trade on Used	No	\$	15,187	\$	14,687	94%	\$1,379	\$971
48	2015	Chevrolet	Malibu	9	Trade on Used	No	\$	13,847	\$	13,847	101%	\$2,422	\$2,181
49	2003	Chevrolet	Silverado	27	Trade on Used	No	\$	9,900	\$	9,900	81%	\$1,126	\$0
50	2014	Chevrolet	Silverado	119	Trade on New	No	\$	25,993	\$	25,500	93%	(\$1,267)	\$689
51	2008	Chevrolet	Trailblazer	10	Trade on New	No	\$	7,914	\$	7,914	103%	(\$269)	\$0
52	2015	Chevrolet	Spark	118	Trade on New	No	\$	7,979	\$	7,979	88%	\$414	\$827
53	2014	Mazda	CX9	87	Trade on Used	No	\$	14,273	\$	13,250	96%	(\$5)	\$0

## Scoreboard Totals

% Retailed of Non-New Franchise	29%
Total # Retail Units	100
Average Days to Sale	56.1
Average Advertised Price (Time of Sale)	\$ 16,114
Average Transaction Price	\$ 15,789
Average Market Price at 100%	\$ 16,758
Average Price to Market % (Time of Sale)	96%
Average Transaction to Market	94%
Average Transactional Discount	\$ 312
Average Front End Gross	\$ 1,282
Average Finance Gross	\$ 702
PUVR	\$ 1,984
Total Gross (Units & PUVR)	\$ 198,362
GROI	81%



MY

Scoreboard		
Desk Manager	Totals	Jeremy
% Retailed of Non-New Franchise	29%	30%
Total # Retail Units	100	33
Average Days to Sale	56.1	53.6
Average Advertised Price (Time of Sale)	\$ 16,114	\$ 16,501
Average Transaction Price	\$ 15,789	\$ 16,225
Average Market Price at 100%	\$ 16,758	\$ 17,044
Average Price to Market % (Time of Sale)	96%	97%
Average Transaction to Market %	94%	95%
Average Transactional Discount	\$ 312	\$ 276
Average Front End Gross	\$ 1,282	\$ 1,345
Average Finance Gross	\$ 702	\$ 712
PUVR	\$ 1,984	\$ 2,057
Total Gross (Units & PUVR)	\$ 198,362	\$ 67,882
GROI	81%	85%



Mike	Clay	
33%	20%	#DIV/0!
42	25	0
55.4	60.5	#DIV/0!
\$ 15,871	\$ 16,012	#DIV/0!
\$ 15,511	\$ 15,679	#DIV/0!
\$ 16,017	\$ 16,340	#DIV/0!
99%	98%	#DIV/0!
97%	96%	#DIV/0!
\$ 322	\$ 347	#DIV/0!
\$ 1,253	\$ 1,245	#DIV/0!
\$ 713	\$ 672	#DIV/0!
\$ 1,966	\$ 1,917	#DIV/0!
\$ 82,554	\$ 47,926	#DIV/0!
82%	73%	#DIV/0!







## Scoreboard

Sales Consultant	Totals	Brian
% Retailed of Non-New Franchise	29%	13%
Total # Retail Units	100	15
Average Days to Sale	56.1	55.1
Average Advertised Price (Time of Sale)	\$ 16,114	\$ 16,432
Average Transaction Price	\$ 15,789	\$ 15,985
Average Market Price at 100%	\$ 16,758	\$ 16,912
Average Price to Market % (Time of Sale)	96%	97%
Average Transaction to Market %	94%	95%
Average Transactional Discount	\$ 312	\$ 447
Average Front End Gross	\$ 1,282	\$ 1,323
Average Finance Gross	\$ 702	\$ 334
PUVR	\$ 1,984	\$ 1,657
Total Gross (Units & PUVR)	\$ 198,362	\$ 24,859
GROI	81%	68%



Mike	Larinzo	Jim
0%	43%	40%
7	7	5
36.9	68.7	79.4
\$ 17,289	\$ 15,306	\$ 13,389
\$ 17,118	\$ 14,956	\$ 12,420
\$ 16,283	\$ 16,062	\$ 16,094
106%	95%	83%
105%	93%	77%
\$ 199	\$ 349	\$ 969
\$ 2,533	\$ 713	\$ 1,561
\$ 691	\$ 361	\$ 441
\$ 3,224	\$ 1,075	\$ 2,002
\$ 22,570	\$ 7,523	\$ 10,010
184%	38%	73%

George	Donavon	Dan
43%	57%	20%
14	7	10
51.9	31.7	60.5
\$ 14,598	\$ 15,977	\$ 13,869
\$ 14,326	\$ 15,406	\$ 13,634
\$ 14,832	\$ 16,809	\$ 14,252
98%	95%	97%
97%	92%	96%
\$ 273	\$ 571	\$ 235
\$ 1,423	\$ 1,632	\$ 1,328
\$ 983	\$ 865	\$ 984
\$ 2,406	\$ 2,497	\$ 2,312
\$ 33,681	\$ 17,481	\$ 23,118
116%	184%	101%

Megan	Andy	Evan
33%	38%	17%
15	8	12
41.1	66.9	78.3
\$ 14,552	\$ 17,782	\$ 21,198
\$ 14,376	\$ 17,537	\$ 20,982
\$ 14,908	\$ 18,239	\$ 20,878
98%	97%	102%
96%	96%	100%
\$ 176	\$ 245	\$ 60
\$ 1,479	\$ 791	\$ 386
\$ 655	\$ 789	\$ 821
\$ 2,133	\$ 1,580	\$ 1,207
\$ 31,997	\$ 12,642	\$ 14,481
130%	49%	26%



































Scoreboard		
Finance Manager	Totals	Peter
% Retailed of Non-New Franchise	29%	26%
Total # Retail Units	100	27
Average Days to Sale	56.1	50.8
Average Advertised Price (Time of Sale)	\$ 16,114	\$ 17,815
Average Transaction Price	\$ 15,789	\$ 17,524
Average Market Price at 100%	\$ 16,758	\$ 18,506
Average Price to Market % (Time of Sale)	96%	96%
Average Transaction to Market %	94%	95%
Average Transactional Discount	\$ 312	\$ 291
Average Front End Gross	\$ 1,282	\$ 1,689
Average Finance Gross	\$ 702	\$ 752
PUVR	\$ 1,984	\$ 2,441
Total Gross (Units & PUVR)	\$ 198,362	\$ 65,914
GROI	81%	99%



Bryan	Kris	
24%	38%	#DIV/0!
41	32	0
54.2	63.0	#DIV/0!
\$ 15,599	\$ 15,339	#DIV/0!
\$ 15,252	\$ 15,012	#DIV/0!
\$ 15,488	\$ 15,875	#DIV/0!
101%	97%	#DIV/0!
98%	95%	#DIV/0!
\$ 307	\$ 338	#DIV/0!
\$ 1,177	\$ 1,072	#DIV/0!
\$ 763	\$ 582	#DIV/0!
\$ 1,939	\$ 1,654	#DIV/0!
\$ 79,515	\$ 52,933	#DIV/0!
85%	63%	#DIV/0!





## Scoreboard

CPO	Totals	Yes
Total # Retail Units	100	15
Average Days to Sale	56.1	59.8
Average Advertised Price (Time of Sale)	\$ 16,114	\$ 21,244
Average Transaction Price	\$ 15,789	\$ 21,062
Average Market Price at 100%	\$ 16,758	\$ 21,791
Average Price to Market % (Time of Sale)	96%	97%
Average Transaction to Market %	94%	97%
Average Transactional Discount	\$ 312	\$ 183
Average Front End Gross	\$ 1,282	\$ 1,406
Average Finance Gross	\$ 702	\$ 1,061
PUVR	\$ 1,984	\$ 2,467
Total Gross (Units & PUVR)	\$ 198,362	\$ 37,005
GROI	81%	71%

No	
	85
	55.4
\$	14,858
\$	14,858
\$	15,475
	96%
	96%
\$	336
\$	1,260
\$	639
\$	1,898
\$	161,357
	83%

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	100	69
Average Days to Sale	56.1	56.4
Average Advertised Price (Time of Sale)	\$ 16,114	\$ 16,642
Average Transaction Price	\$ 15,789	\$ 16,356
Average Market Price at 100%	\$ 16,758	\$ 17,197
Average Price to Market % (Time of Sale)	96%	97%
Average Transaction to Market %	94%	95%
Average Transactional Discount	\$ 312	\$ 286
Average Front End Gross	\$ 1,282	\$ 1,321
Average Finance Gross	\$ 702	\$ 842
PUVR	\$ 1,984	\$ 2,163
Total Gross (Units & PUVR)	\$ 198,362	\$ 149,250
GROI	81%	84%

No	
	29
	57.2
\$	13,530
\$	13,530
\$	14,646
	92%
	92%
\$	376
\$	1,130
\$	398
\$	1,529
\$	44,332
	71%

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	100	50
% of Retail Units	100%	50%
% Retailed of Off-Brand	29%	22%
Average Days to Sale	56.1	56.0
Average Transaction Price	\$ 15,789	\$ 16,100
Average Transaction to Market %	94%	94%
Average Transactional Discount	\$ 312	\$ 441
Average Front End Gross	\$ 1,282	\$ 1,292
Average Finance Gross	\$ 702	\$ 668
PUVR	\$ 1,984	\$ 1,960
Total Gross (Units & PUVR)	\$ 198,362	\$ 98,001
GROI	81%	78%



Trade on Used	Street/Curb buy	Auction/wholesale
26	3	0
26%	3%	0%
58%	33%	#DIV/0!
40.8	68.0	#DIV/0!
\$ 11,898	\$ 10,887	#DIV/0!
91%	97%	#DIV/0!
\$ 308	\$ (3)	#DIV/0!
\$ 1,621	\$ 1,647	#DIV/0!
\$ 539	\$ 1,206	#DIV/0!
\$ 2,160	\$ 2,852	#DIV/0!
\$ 56,164	\$ 8,557	#DIV/0!
160%	139%	#DIV/0!

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
2	7	12
2%	7%	12%
50%	0%	8%
137.5	72.6	63.2
\$ 19,748	\$ 19,465	\$ 21,339
92%	96%	98%
\$ -	\$ 48	\$ 96
\$ (165)	\$ 481	\$ 1,117
\$ 1,103	\$ 704	\$ 1,006
\$ 938	\$ 1,185	\$ 2,122
\$ 1,876	\$ 8,295	\$ 25,469
12%	30%	57%



## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	100	34
% of Retail Units	100%	34%
% Retailed of Off-Brand	29%	800%
Average Days to Sale	56.1	19.0
Average Transaction Price	\$ 15,789	\$ 15,317
Average Transaction to Market %	94%	98%
Average Transactional Discount	\$ 312	\$ 335
Average Front End Gross	\$ 1,282	\$ 2,312
Average Finance Gross	\$ 702	\$ 820
PUVR	\$ 1,984	\$ 3,132
Total Gross (Units & PUVR)	\$ 198,362	\$ 106,484
GROI	81%	387%



31-45 days	46-60 days	61-90 days	90+ days
16	11	20	19
16%	11%	20%	19%
600%	400%	600%	500%
37.9	53.9	75.7	118.3
\$ 14,843	\$ 13,462	\$ 13,952	\$ 20,708
97%	93%	87%	91%
\$ 331	\$ 169	\$ 314	\$ 340
\$ 1,589	\$ 1,242	\$ 709	\$ (196)
\$ 779	\$ 495	\$ 568	\$ 687
\$ 2,368	\$ 1,737	\$ 1,277	\$ 492
\$ 37,894	\$ 19,108	\$ 25,531	\$ 9,345
152%	86%	44%	7%