

#	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	2016	FORD	FUSION	159	Trade on New	Yes	\$ 14,095	\$ 14,095	93%	(\$678)	\$1,737
2	2015	Ford	F150	24	Auction/Wholesale	Yes	\$ 23,995	\$ 22,995	103%	\$3,278	\$1,246
3	2015	FORD	MUSTANG	138	Auction/Wholesale	NO	\$ 23,995	\$ 23,320	98%	\$1,852	\$1,591
4	2018	Cadillac	XTS	32	Trade on New	NO	\$ 32,999	\$ 32,999	97%	\$3,648	\$1,931
5	2018	FORD	F150	90	Auction/Wholesale	Yes	\$ 64,995	\$ 64,800	100%	\$515	\$3,598
6	2016	FORD	EXPLORER	27	Trade on New	Yes	\$ 27,999	\$ 26,999	101%	\$1,968	\$1,318
7	2016	FORD	ESCAPE	25	Trade on New	NO	\$ 14,399	\$ 14,125	100%	\$585	\$1,938
8	2014	Dodge	RAM	85	Trade on New	NO	\$ 23,995	\$ 23,495	97%	\$3,677	\$2,231
9	2014	Chevrolet	EQUINOX	5	Trade on New	NO		\$ 14,948	100%	\$1,430	\$1,147
10	2013	FORD	MUSTANG	8	Trade on Used	NO		\$ 15,995	102%	\$2,744	\$953
11	2016	Ford	EXPLORER	2	Trade on New	NO		\$ 17,600	98%	\$223	\$943
12	2017	Volkswagen	PASSAT	94	Trade on New	NO	\$ 14,995	\$ 15,388	100%	(\$115)	\$2,236
13	2013	Toyota	TACOMA	12	Trade on New	NO	\$ 15,995	\$ 15,995	97%	\$917	\$2,375
14	2016	Jeep	RENEGADE	271	Auction/Wholesale	NO	\$ 13,995	\$ 13,283	96%	(\$1,743)	\$1,409
15	2015	Ram	2500	56	Trade on New	NO	\$ 14,895	\$ 14,895	100%	\$2,084	\$1,497
16	2018	Mazda	CX-5	71	Auction/Wholesale	NO	\$ 23,995	\$ 23,588	97%	\$391	\$2,589
17	2015	FORD	F150	0	Auction/Wholesale	NO	\$ 27,995	\$ 27,120	101%	\$864	\$1,387
18	2016	FORD	FUSION	0	Trade on New	YES	\$ 14,988	\$ 13,459	100%	\$13,772	\$1,132
19	2017	FORD	F150	114	Auction/Wholesale	NO	\$ 26,995	\$ 26,995	97%	(\$1,087)	\$1,334
20	2013	Infiniti	J30	235	Trade on New	NO	\$ 20,995	\$ 20,995	96%	\$1,968	\$2,959
21	2015	FORD	F150	48	Trade on New	NO	\$ 22,995	\$ 22,995	98%	\$643	\$3,056
22	2013	Jeep	UNLIMITED	32	Trade on New	NO	\$ 29,998	\$ 29,591	102%	\$344	\$3,732
23	2015	Mercedes-Benz	c300	29	Auction/Wholesale	NO	\$ 22,890	\$ 21,850	102%	\$2,116	\$2,446
24	2013	Chevrolet	express	47	Trade on New	No	\$ 14,998	\$ 14,456	96%	\$454	\$1,057
25	2018	Hyundai	elantra	57	Trade on New	No	\$ 17,496	\$ 18,826	99%	\$275	\$188
26	2016	FORD	FUSION	2	Auction/Wholesale	Yes	\$ 15,999	\$ 15,259	100%	\$936	\$2,623
27	2016	FORD	F150	9	Trade on New	NO	\$ 26,998	\$ 25,800	96%	(\$1,049)	\$749
28	2015	FORD	F150	6	Trade on New	NO	\$ 23,995	\$ 23,100	102%	\$3,742	\$2,737
29	2017	FORD	MUSTANG	158	LBO OEM/Leasing Co.	Yes	\$ 28,999	\$ 28,375	103%	(\$359)	\$1,425
30	2013	Chevrolet	express	523	Auction/Wholesale	NO	\$ 14,999	\$ 14,614	100%	(\$697)	\$0
31	2015	Ram	2500	56	Auction/Wholesale	NO	\$ 14,999	\$ 14,895	100%	\$2,084	\$1,497
32	2017	Toyota	COROLLA	21	Auction/Wholesale	NO	\$ 14,999	\$ 14,999	102%	\$2,509	\$1,297
33	2013	Chevrolet	1500	65	Trade on New	No	\$ 17,999	\$ 17,999	98%	\$1,713	\$1,260
34	2013	Chevrolet	EXPRESS	37	Trade on Used	No	\$ 15,999	\$ 15,200	95%	\$2,157	\$745
35	2014	FORD	F150	188	Trade on Used	Yes	\$ 28,400	\$ 28,400	105%	(\$1,209)	\$0
36	2005	Scion	VUE	19	Trade on Used	NO	\$ 600	\$ 600	90%	\$280	\$0
37	2016	FORD	F150	3	LBO OEM/Leasing Co.	NO	\$ 29,995	\$ 29,595	99%	\$605	\$2,303
38	2015	Chevrolet	CAMARO	20	LBO OEM/Leasing Co.	No	\$ 15,999	\$ 15,395	97%	\$1,117	\$2,231
39	2014	Toyota	CAMRY	32	Trade on New	NO	\$ 14,895	\$ 13,996	101%	\$1,385	\$2,731
40	2007	FORD	F150	5	Trade on Used	NO	\$ 6,995	\$ 5,999	90%	\$3,898	\$0
41	2018	FORD	F150	46	Auction/Wholesale	Yes	\$ 29,998	\$ 29,278	100%	\$235	\$1,020
42	2012	Ram	1500	8	Trade on New	NO	\$ 25,987	\$ 24,843	106%	\$2,066	\$1,870
43	2017	FORD	F150	7	TRADE ON NEW	NO	\$ 31,895	\$ 31,895	104%	\$1,098	\$3,592
44	2016	FORD	FUSION	46	LBO OEM/Leasing Co.	NO	\$ 15,998	\$ 15,494	103%	\$1,222	\$1,350

45	2016	Chevrolet	TRAVERSE	260	Auction/Wholesale	NO	\$ 19,955	\$ 19,595	98%	(\$1,258)	\$3,173
46	2015	FORD	MUSTANG	95	Trade on New	NO	\$ 22,900	\$ 22,900	99%	(\$455)	\$1,766
47	2015	Jeep	COMPASS	8	Trade on Used	No	\$ 9,900	\$ 9,900	98%	\$1,734	\$835
48	2018	HONDA	ACCORD	7	Trade on New	No	\$ 23,999	\$ 23,299	101%	\$1,708	\$1,590
49	2012	LEXUS	GX460	27	Trade on New	No	\$ 16,998	\$ 16,998	103%	\$2,919	\$954
50	2016	Jeep	CHEROKEE	75	Auction/Wholesale	No	\$ 15,898	\$ 15,295	106%	\$1,714	\$2,396
51	2005	Scion		19	Trade on Used	No	\$ 800	\$ 600	0%	\$280	\$0
52	2014	Honda	CRV	14	Trade on New	No	\$ 13,999	\$ 13,500	97%	\$1,662	\$1,176
53	2017	FORD	FUSION	3	LBO OEM/Leasing Co.	No	\$ 16,995	\$ 16,295	100%	\$1,504	\$3,077

Scoreboard Totals

% Retailed of Non-New Franchise	47%
Total # Retail Units	200
Average Days to Sale	68.6
Average Advertised Price (Time of Sale)	\$ 20,500
Average Transaction Price	\$ 19,740
Average Market Price at 100%	\$ 20,656
Average Price to Market % (Time of Sale)	99%
Average Transaction to Market	96%
Average Transactional Discount	\$ 452
Average Front End Gross	\$ 1,026
Average Finance Gross	\$ 1,528
PUVR	\$ 2,554
Total Gross (Units & PUVR)	\$ 510,816
GROI	68%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	47%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	68.6	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 20,500	#DIV/0!
Average Transaction Price	\$ 19,740	#DIV/0!
Average Market Price at 100%	\$ 20,656	#DIV/0!
Average Price to Market % (Time of Sale)	99%	#DIV/0!
Average Transaction to Market %	96%	#DIV/0!
Average Transactional Discount	\$ 452	#DIV/0!
Average Front End Gross	\$ 1,026	#DIV/0!
Average Finance Gross	\$ 1,528	#DIV/0!
PUVR	\$ 2,554	#DIV/0!
Total Gross (Units & PUVR)	\$ 510,816	#DIV/0!
GROI	68%	#DIV/0!



Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	47%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	68.6	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 20,500	#DIV/0!
Average Transaction Price	\$ 19,740	#DIV/0!
Average Market Price at 100%	\$ 20,656	#DIV/0!
Average Price to Market % (Time of Sale)	99%	#DIV/0!
Average Transaction to Market %	96%	#DIV/0!
Average Transactional Discount	\$ 452	#DIV/0!
Average Front End Gross	\$ 1,026	#DIV/0!
Average Finance Gross	\$ 1,528	#DIV/0!
PUVR	\$ 2,554	#DIV/0!
Total Gross (Units & PUVR)	\$ 510,816	#DIV/0!
GROI	68%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	47%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	68.6	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 20,500	#DIV/0!
Average Transaction Price	\$ 19,740	#DIV/0!
Average Market Price at 100%	\$ 20,656	#DIV/0!
Average Price to Market % (Time of Sale)	99%	#DIV/0!
Average Transaction to Market %	96%	#DIV/0!
Average Transactional Discount	\$ 452	#DIV/0!
Average Front End Gross	\$ 1,026	#DIV/0!
Average Finance Gross	\$ 1,528	#DIV/0!
PUVR	\$ 2,554	#DIV/0!
Total Gross (Units & PUVR)	\$ 510,816	#DIV/0!
GROI	68%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	15
Average Days to Sale	68.6	64.1
Average Advertised Price (Time of Sale)	\$ 20,500	\$ 24,681
Average Transaction Price	\$ 19,740	\$ 23,840
Average Market Price at 100%	\$ 20,656	\$ 25,427
Average Price to Market % (Time of Sale)	99%	97%
Average Transaction to Market %	96%	94%
Average Transactional Discount	\$ 452	\$ 893
Average Front End Gross	\$ 1,026	\$ 1,551
Average Finance Gross	\$ 1,528	\$ 1,368
PUVR	\$ 2,554	\$ 2,918
Total Gross (Units & PUVR)	\$ 510,816	\$ 43,777
GROI	68%	69%



No	
	185
	69.0
\$	19,408
\$	19,408
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	422
\$	984
\$	1,541
\$	2,525
\$	467,039
	68%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	104
Average Days to Sale	68.6	42.1
Average Advertised Price (Time of Sale)	\$ 20,500	\$ 22,519
Average Transaction Price	\$ 19,740	\$ 21,495
Average Market Price at 100%	\$ 20,656	\$ 21,974
Average Price to Market % (Time of Sale)	99%	102%
Average Transaction to Market %	96%	98%
Average Transactional Discount	\$ 452	\$ 591
Average Front End Gross	\$ 1,026	\$ 1,210
Average Finance Gross	\$ 1,528	\$ 1,631
PUVR	\$ 2,554	\$ 2,840
Total Gross (Units & PUVR)	\$ 510,816	\$ 295,407
GROI	68%	113%



No	
	94
	97.4
\$	17,823
\$	17,823
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	300
\$	818
\$	1,414
\$	2,232
\$	209,827
	46%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	89
% of Retail Units	100%	45%
% Retailed of Off-Brand	47%	43%
Average Days to Sale	68.6	56.1
Average Transaction Price	\$ 19,740	\$ 19,754
Average Transaction to Market %	96%	#DIV/0!
Average Transactional Discount	\$ 452	\$ 458
Average Front End Gross	\$ 1,026	\$ 1,162
Average Finance Gross	\$ 1,528	\$ 1,567
PUVR	\$ 2,554	\$ 2,730
Total Gross (Units & PUVR)	\$ 510,816	\$ 242,929
GROI	68%	89%



Trade on Used	Street/Curb buy	Auction/wholesale
25	0	66
13%	0%	33%
64%	#DIV/0!	56%
73.7	#DIV/0!	93.1
\$ 13,307	#DIV/0!	\$ 22,310
#DIV/0!	#DIV/0!	97%
\$ (304)	#DIV/0!	\$ 693
\$ 1,442	#DIV/0!	\$ 710
\$ 1,083	#DIV/0!	\$ 1,632
\$ 2,525	#DIV/0!	\$ 2,343
\$ 63,115	#DIV/0!	\$ 154,617
93%	#DIV/0!	41%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
0	0	19
0%	0%	10%
#DIV/0!	#DIV/0!	11%
#DIV/0!	#DIV/0!	36.3
#DIV/0!	#DIV/0!	\$ 19,488
#DIV/0!	#DIV/0!	97%
#DIV/0!	#DIV/0!	\$ 623
#DIV/0!	#DIV/0!	\$ 1,000
#DIV/0!	#DIV/0!	\$ 1,639
#DIV/0!	#DIV/0!	\$ 2,639
#DIV/0!	#DIV/0!	\$ 50,138
#DIV/0!	#DIV/0!	134%

Other	
	1
	1%
	100%
	54.0
\$	14,500
	103%
\$	-
\$	(83)
\$	100
\$	17
\$	17
	1%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	96
% of Retail Units	100%	48%
% Retailed of Off-Brand	47%	3200%
Average Days to Sale	68.6	12.2
Average Transaction Price	\$ 19,740	\$ 19,349
Average Transaction to Market %	96%	#DIV/0!
Average Transactional Discount	\$ 452	\$ 95
Average Front End Gross	\$ 1,026	\$ 1,489
Average Finance Gross	\$ 1,528	\$ 1,571
PUVR	\$ 2,554	\$ 3,060
Total Gross (Units & PUVR)	\$ 510,816	\$ 293,799
GROI	68%	465%



31-45 days	46-60 days	61-90 days	90+ days
20	14	23	45
10%	7%	12%	23%
1100%	1000%	1400%	2700%
35.6	52.9	75.3	208.0
\$ 23,337	\$ 19,602	\$ 20,247	\$ 18,735
98%	99%	96%	95%
\$ 271	\$ 153	\$ 625	\$ 1,277
\$ 1,393	\$ 949	\$ 840	\$ (283)
\$ 1,558	\$ 1,367	\$ 1,562	\$ 1,465
\$ 2,951	\$ 2,316	\$ 2,402	\$ 1,181
\$ 59,028	\$ 32,431	\$ 55,244	\$ 53,160
128%	80%	57%	11%