











#	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	2008	Chevrolet	Avalanche	14	Auction/Wholesale	No	\$ 16,995	\$ 14,898	117%	\$2,090	\$1,749
2	2010	Ford	F-150	6	Trade on New	No	\$ 15,989	\$ 15,611	94%	\$1,740	\$2,714
3	2010	Ford	Taurus	1	Street/Curb Buy	No	\$ 8,949	\$ 7,804	94%	\$591	
4	2010	Mercedes-benz	E-Class	59	Auction/Wholesale	No	\$ 11,679	\$ 10,210	96%	\$142	
5	2010	Toyota	Tundra	11	Trade on Used	No	\$ 18,099	\$ 17,250	91%	\$1,796	\$570
6	2011	Infiniti	FX35	18	Auction/Wholesale	No	\$ 14,125	\$ 13,900	93%	\$2,851	
7	2011	Lincoln	MKZ	36	Street/Curb Buy	No	\$ 8,938	\$ 8,824	85%	\$253	
8	2011	Kia	Sportage	13	Auction/Wholesale	No	\$ 8,900	\$ 8,900	85%	\$9	\$1,330
9	2012	Ford	Escape	61	Trade on New	No	\$ 6,642	\$ 6,300	90%	\$1,083	
10	2012	GMC	Yukon	36	Trade on Used	No	\$ 18,500	\$ 18,500	95%	\$495	\$2,632
11	2013	Ford	Escape	47	Street/Curb Buy	No	\$ 11,900	\$ 11,300	102%	(\$238)	\$1,241
12	2013	Ford	F-150	11	Street/Curb Buy	No	\$ 20,153	\$ 20,199	98%	\$1,016	\$200
13	2013	Volkswagen	CC	56	Auction/Wholesale	No	\$ 11,734	\$ 11,734	92%	(\$1,032)	
14	2013	Ford	F-150	46	Trade on Used	No	\$ 26,504	\$ 26,504	101%	\$591	\$4,290
15	2013	Kia	Optima	14	Trade on Used	No	\$ 9,655	\$ 8,900	97%	\$748	\$3,010
16	2013	Volkswagen	Passat	77	Trade on New	No	\$ 8,579	\$ 8,370	91%	(\$1,726)	
17	2013	Ford	Escape	64	Trade on New	No	\$ 9,100	\$ 8,700	101%	\$760	\$2,382
18	2014	Nissan	Rogue	9	Street/Curb Buy	No	\$ 10,991	\$ 10,300	94%	\$7,791	\$727
19	2014	Ford	Edge	19	Street/Curb Buy	No	\$ 15,731	\$ 15,731	87%	\$1,641	\$1,988
20	2014	Ford	Escape	24	Street/Curb Buy	No	\$ 10,438	\$ 10,000	91%	\$391	\$410
21	2014	Dodge	Journey	33	Trade on New	No	\$ 11,868	\$ 11,800	93%	\$560	\$1,868
22	2014	Ford	Edge	245	Auction/Wholesale	No	\$ 19,747	\$ 19,747	91%	(\$2,535)	\$4,122
23	2014	Ford	Escape	15	Trade on New	No	\$ 11,321	\$ 11,321	92%	\$2,324	\$2,876
24	2014	Ford	Explorer	19	Trade on New	No	\$ 17,590	\$ 17,590	96%	\$1,332	
25	2014	Ford	Fusion	31	Trade on New	No	\$ 11,400	\$ 10,915	95%	\$346	\$11,443
26	2014	Jeep	Patriot	59	Trade on New	No	\$ 11,234	\$ 11,234	90%	(\$360)	\$4,488
27	2015	Ford	F-150	45	Street/Curb Buy	No	\$ 27,249	\$ 26,729	91%	\$80	\$2,254
28	2015	Acura	TLX	49	Auction/Wholesale	No	\$ 17,600	\$ 17,600	98%	(\$1,804)	\$5,103
29	2015	Ford	F-150	105	Auction/Wholesale	No	\$ 24,538	\$ 24,538	87%	(\$1,108)	\$1,857
30	2015	Cadillac	CTS	55	Auction/Wholesale	No	\$ 22,985	\$ 22,985	90%	(\$1,560)	\$1,857
31	2015	Ford	Focus	179	Street/Curb Buy	No	\$ 11,000	\$ 11,000	81%	(\$2,129)	\$1,305
32	2015	Ford	Fusion	21	Trade on New	No	\$ 13,667	\$ 13,400	98%	\$424	\$2,647
33	2015	BMW	5 Series	203	Auction/Wholesale	No	\$ 20,460	\$ 20,100	85%	(\$2,129)	\$2,352
34	2015	Buick	Encore	32	Auction/Wholesale	No	\$ 15,944	\$ 15,944	90%	\$819	\$1,575
35	2015	Land Rover	Evoque	48	Trade on New	No	\$ 26,628	\$ 26,628	92%	\$654	\$725
36	2015	Subaru	Outback	44	Auction/Wholesale	No	\$ 15,994	\$ 16,280	93%	\$593	
37	2015	Ford	Edge	38	Street/Curb Buy	No	\$ 21,673	\$ 21,673	93%	\$496	\$2,807
38	2015	Ford	Fusion	42	Street/Curb Buy	No	\$ 12,600	\$ 12,600	89%	(\$1,143)	\$2,324
39	2015	Ford	F-150	11	Street/Curb Buy	No	\$ 39,900	\$ 35,000	113%	\$2,157	\$1,500
40	2015	BMW	3 Series	23	Street/Curb Buy	No	\$ 21,018	\$ 21,018	83%	\$1,647	
41	2015	Jeep	Wrangler	5	Trade on New	No	\$ 23,999	\$ 24,000	94%	(\$809)	\$1,149

42	2015	Ford	Edge	6	Street/Curb Buy	No	\$	20,367	\$	20,367	94%	\$500	\$3,489
43	2015	Volkswagen	Beetle	43	Auction/Wholesale	No	\$	10,824	\$	10,824	95%	\$343	\$2,249
44	2015	Jeep	Renegade	124	Auction/Wholesale	No	\$	13,700	\$	13,700	86%	(\$317)	
45	2015	Volkswagen	CC	153	Auction/Wholesale	No	\$	13,600	\$	13,600	87%	(\$335)	\$406
46	2015	Cadillac	ATS	136	Auction/Wholesale	No	\$	16,750	\$	16,750	86%	(\$2,465)	\$4,731
47	2015	Nissan	Murano	86	Auction/Wholesale	No	\$	19,280	\$	20,500	89%	\$557	\$3,890
48	2015	Ford	F-150	55	Auction/Wholesale	No	\$	25,836	\$	25,836	87%	(\$315)	\$1,113
49	2015	Ford	F-150	172	Trade on New	No	\$	26,390	\$	26,390	81%	(\$1,397)	\$2,273
50	2015	Ford	F-150	86	Street/Curb Buy	No	\$	26,500	\$	26,500	88%	(\$1,137)	\$889
51	2015	BMW	5 Series	118	Auction/Wholesale	No	\$	21,290	\$	21,290	82%	(\$2,195)	
52	2015	Mazda	6	39	Trade on New	No	\$	13,490	\$	13,490	87%	\$2,005	\$1,869
53	2015	Chevrolet	Malibu	36	Auction/Wholesale	No	\$	13,190	\$	13,190	90%	(\$354)	\$4,421

## Scoreboard Totals

% Retailed of Non-New Franchise	43%
Total # Retail Units	126
Average Days to Sale	55.5
Average Advertised Price (Time of Sale)	\$ 19,622
Average Transaction Price	\$ 19,487
Average Market Price at 100%	\$ 21,415
Average Price to Market % (Time of Sale)	92%
Average Transaction to Market	91%
Average Transactional Discount	\$ 117
Average Front End Gross	\$ 221
Average Finance Gross	\$ 2,470
PUVR	\$ 2,260
Total Gross (Units & PUVR)	\$ 284,749
GROI	75%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	43%	#DIV/0!
Total # Retail Units	126	0
Average Days to Sale	55.5	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 19,622	#DIV/0!
Average Transaction Price	\$ 19,487	#DIV/0!
Average Market Price at 100%	\$ 21,415	#DIV/0!
Average Price to Market % (Time of Sale)	92%	#DIV/0!
Average Transaction to Market %	91%	#DIV/0!
Average Transactional Discount	\$ 117	#DIV/0!
Average Front End Gross	\$ 221	#DIV/0!
Average Finance Gross	\$ 2,470	#DIV/0!
PUVR	\$ 2,260	#DIV/0!
Total Gross (Units & PUVR)	\$ 284,749	#DIV/0!
GROI	75%	#DIV/0!











Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	43%	#DIV/0!
Total # Retail Units	126	0
Average Days to Sale	55.5	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 19,622	#DIV/0!
Average Transaction Price	\$ 19,487	#DIV/0!
Average Market Price at 100%	\$ 21,415	#DIV/0!
Average Price to Market % (Time of Sale)	92%	#DIV/0!
Average Transaction to Market %	91%	#DIV/0!
Average Transactional Discount	\$ 117	#DIV/0!
Average Front End Gross	\$ 221	#DIV/0!
Average Finance Gross	\$ 2,470	#DIV/0!
PUVR	\$ 2,260	#DIV/0!
Total Gross (Units & PUVR)	\$ 284,749	#DIV/0!
GROI	75%	#DIV/0!











































Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	43%	#DIV/0!
Total # Retail Units	126	0
Average Days to Sale	55.5	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 19,622	#DIV/0!
Average Transaction Price	\$ 19,487	#DIV/0!
Average Market Price at 100%	\$ 21,415	#DIV/0!
Average Price to Market % (Time of Sale)	92%	#DIV/0!
Average Transaction to Market %	91%	#DIV/0!
Average Transactional Discount	\$ 117	#DIV/0!
Average Front End Gross	\$ 221	#DIV/0!
Average Finance Gross	\$ 2,470	#DIV/0!
PUVR	\$ 2,260	#DIV/0!
Total Gross (Units & PUVR)	\$ 284,749	#DIV/0!
GROI	75%	#DIV/0!









## Scoreboard

CPO	Totals	Yes
Total # Retail Units	126	0
Average Days to Sale	55.5	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 19,622	#DIV/0!
Average Transaction Price	\$ 19,487	#DIV/0!
Average Market Price at 100%	\$ 21,415	#DIV/0!
Average Price to Market % (Time of Sale)	92%	#DIV/0!
Average Transaction to Market %	91%	#DIV/0!
Average Transactional Discount	\$ 117	#DIV/0!
Average Front End Gross	\$ 221	#DIV/0!
Average Finance Gross	\$ 2,470	#DIV/0!
PUVR	\$ 2,260	#DIV/0!
Total Gross (Units & PUVR)	\$ 284,749	#DIV/0!
GROI	75%	#DIV/0!



No	
	126
	55.5
\$	19,487
\$	19,487
\$	21,491
	91%
	91%
\$	117
\$	221
\$	2,470
\$	2,260
\$	284,749
	75%

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	126	70
Average Days to Sale	55.5	44.5
Average Advertised Price (Time of Sale)	\$ 19,622	\$ 21,171
Average Transaction Price	\$ 19,487	\$ 20,974
Average Market Price at 100%	\$ 21,415	\$ 22,758
Average Price to Market % (Time of Sale)	92%	93%
Average Transaction to Market %	91%	92%
Average Transactional Discount	\$ 117	\$ 198
Average Front End Gross	\$ 221	\$ 398
Average Finance Gross	\$ 2,470	\$ 2,482
PUVR	\$ 2,260	\$ 2,490
Total Gross (Units & PUVR)	\$ 284,749	\$ 174,294
GROI	75%	96%



No	
	54
	71.6
\$	17,718
\$	17,718
\$	19,849
	89%
	89%
\$	12
\$	(70)
\$	2,464
\$	1,892
\$	102,164
	54%

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	126	25
% of Retail Units	100%	20%
% Retailed of Off-Brand	43%	32%
Average Days to Sale	55.5	51.4
Average Transaction Price	\$ 19,487	\$ 20,744
Average Transaction to Market %	91%	91%
Average Transactional Discount	\$ 117	\$ 105
Average Front End Gross	\$ 221	\$ 658
Average Finance Gross	\$ 2,470	\$ 2,820
PUVR	\$ 2,260	\$ 2,914
Total Gross (Units & PUVR)	\$ 284,749	\$ 72,839
GROI	75%	98%



Trade on Used	Street/Curb buy	Auction/wholesale
7	40	54
6%	32%	43%
71%	23%	59%
32.3	34.1	76.4
\$ 20,329	\$ 19,354	\$ 18,895
93%	92%	90%
\$ 529	\$ 326	\$ (90)
\$ 663	\$ 593	\$ (314)
\$ 2,418	\$ 2,260	\$ 2,472
\$ 3,081	\$ 2,401	\$ 1,746
\$ 21,569	\$ 96,050	\$ 94,292
169%	131%	44%





## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	126	50
% of Retail Units	100%	40%
% Retailed of Off-Brand	43%	26%
Average Days to Sale	55.5	15.0
Average Transaction Price	\$ 19,487	\$ 20,327
Average Transaction to Market %	91%	92%
Average Transactional Discount	\$ 117	\$ 293
Average Front End Gross	\$ 221	\$ 1,407
Average Finance Gross	\$ 2,470	\$ 2,264
PUVR	\$ 2,260	\$ 3,671
Total Gross (Units & PUVR)	\$ 284,749	\$ 183,529
GROI	75%	432%



31-45 days	46-60 days	61-90 days	90+ days
21	14	13	27
17%	11%	10%	21%
43%	64%	38%	67%
38.4	54.2	76.9	136.3
\$ 17,946	\$ 17,194	\$ 19,183	\$ 19,966
91%	91%	89%	87%
\$ 53	\$ 298	\$ (23)	\$ (169)
\$ 164	\$ (375)	\$ (289)	\$ (1,447)
\$ 2,948	\$ 2,383	\$ 2,605	\$ 2,474
\$ 3,112	\$ 2,007	\$ 2,316	\$ 1,027
\$ 65,361	\$ 28,099	\$ 30,113	\$ 27,724
163%	78%	57%	14%