Desk Manager	Finance Manager
MATT STINNETT	ROBERT MITCHELL
CLINT SCHRICK	PATRICK WATSON
DAVID BLAKENEY	CRYSTAL
PHIL BATTSON	JUSTIN
JB	MARTHA
JASON HUTTON	JM
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Sales Consultant	New Car Franchise(s)
ZACH BROWELL	FORD
CHRIS DERRICK	FORD
KIRK MITCHELL	FORD
DARRIN KEESEY	FORD
ART DELOREA	FORD
JOHN HARVEY	FORD
GIO YOUNG	FORD
JACK HIEL	FORD
BRIAN CHAN	FORD
KEVIN	FORD
ANTHONY	FORD
DAVID	FORD
BRENT	FORD
PHILL	
BLAKE	
DAVE	

#	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	2017	GMC	Sierra	104	Auction/Wholesale	No	$ 31,999	$ 31,999	84%	($3,034)	
2	2014	Chevrolet	Malibu	44	Auction/Wholesale	No	$ 13,498	$ 13,400	124%	($526)	$619
3	2012	Dodge	Ram	82	Auction/Wholesale	No	$ 9,998	$ 7,701	51%	($6,585)	
4	2012	Ford	Mustang	38	Trade on Used	No	$ 12,799	$ 12,799	123%	($535)	$1,810
5	2013	Dodge	RAM	16	Trade on Used	No	$ 27,998	$ 27,498	141%	$7,451	$3,099
6	2015	Chevrolet	SUBURBAN	3	Auction/Wholesale	No	$ 21,998	$ 21,997	102%	$1,441	$487
7	2013	Ford	f-150	42	Trade on New	No	$ 25,997	$ 25,998	91%	$1,634	$2,016
8	2017	Kia	Soul	77	Other	No	$ 12,998	$ 12,998	86%	($1,773)	$125
9	2017	Kia	SOUL	77	Other	No	$ 11,998	$ 11,998	86%	($2,529)	$160
10	2013	Ford	f-150	89	Trade on New	No	$ 28,977	$ 25,491	105%	($3,619)	$290
11	2014	GMC	Sierra	13	Auction/Wholesale	No	$ 23,498	$ 23,498	79%	$1,487	$0
12	2016	KIA	FORTE	78	Other	No	$ 13,998	$ 13,749	88%	($1,073)	$200
13	2012	Dodge	CHARGER	4	Trade on New	No	$ 10,998	$ 10,998	110%	$3,538	$1,642
14	2015	Jeep	RENEGADE	9	Auction/Wholesale	No	$ 15,998	$ 15,998	104%	$2,727	$2,860
15	2017	Ford	F150	91	Auction/Wholesale	No	$ 31,998	$ 31,000	96%	($2,576)	$300
16	2017	Subaru	WRX	64	Trade on Used	No	$ 21,498	$ 21,000	91%	($1,074)	$1,401
17	2017	Kia	RIO	79	Other	No	$ 10,998	$ 10,998	91%	($2,759)	$100
18	2015	Ford	FOCUS	46	Auction/Wholesale	No	$ 17,498	$ 17,498	100%	($1,605)	$695
19	2014	Ford	F150	78	Trade on New	No	$ 19,998	$ 19,998	87%	($3,835)	$2,215
20	2015	Ford	FUSION	88	Auction/Wholesale	No	$ 12,998	$ 13,998	75%	($1,494)	$1,894
21	2015	Ford	F350	37	Trade on New	No	$ 48,998	$ 44,998	104%	$100	$350
22	2013	Ford	FOCUS	44	Trade on Used	No	$ 7,998	$ 8,249	91%	($515)	$100
23	2015	Ford	F150	10	Trade on New	No	$ 29,998	$ 29,998	101%	$1,778	$350
24	2017	Chevrolet	SILVERADO	79	Auction/Wholesale	No	$ 24,998	$ 24,998	88%	($2,788)	$500
25	2014	Ford	FUSION	9	Trade on Used	No	$ 10,998	$ 10,250	97%	$3,148	$20
26	2016	Ford	Mustang	29	Trade on New	No	$ 27,998	$ 30,998	100%	$3,093	$2,233
27	2013	Ford	F150	23	Trade on New	No	$ 21,998	$ 19,491	122%	$2,843	$2,673
28	2014	Ford	EDGE	94	Auction/Wholesale	No	$ 21,998	$ 19,491	122%	($4,000)	$200
29	2012	Ford	F150	12	Trade on New	No	$ 39,998	$ 39,498	113%	$735	$100
30	2011	Cadillac	ESCALADE	24	Trade on New	No	$ 24,998	$ 24,000	119%	$232	$760
31	2014	Ford	ESCAPE	4	Trade on Used	No	$ 12,498	$ 12,000	107%	$586	$0
32	2014	Toyota	TUNDRA	12	Trade on New	No	$ 32,498	$ 30,498	112%	$2,498	$2,400
33	2014	Ford	F350	66	Trade on New	No	$ 42,998	$ 42,998	112%	$600	$450
34	2015	Dodge	3500	65		No				$138	$0
35	2017	Ford	Mustang	80	Trade on New	No	$ 21,998	$ 21,998	85%	($3,362)	$0
36	2013	Ford	F150	51	Trade on Used	No	$ 17,998	$ 18,398	96%	$1,533	$1,000
37	2016	Ford	EXPLORER	55	Auction/Wholesale	No	$ 25,998	$ 23,907	114%	($2,750)	$1,450
38	2014	Ford	F150	12	Auction/Wholesale	No	$ 20,998	$ 20,998	118%	$807	$1,400
39	2017	Ford	RAPTOR	78	Auction/Wholesale	No	$ 61,977	$ 59,501	103%	($5,000)	$700
40	2017	Ford	FOCUS	57	Trade on Used	No	$ 12,977	$ 12,501	87%	($3,240)	$0
41	2014	Ford	FOCUS	7	Trade on Used	No	$ 8,998	$ 9,875	94%	$5,607	$671
42	2009	GMC	Sierra	2	Auction/Wholesale	No	$ 29,998	$ 27,998	136%	$7,202	$3,300
43	2014	Ford	FOCUS	7	Trade on Used	No	$ 9,498	$ 8,500	100%	$3,835	$0
44	2014	GMC	Sierra	39	Auction/Wholesale	No	$ 33,966	$ 33,966	111%	($286)	$2,435

45	2014	Chevrolet	1500	18	Auction/Wholesale	No	$ 26,977	$ 26,977	104%	$2,495	$4,000
46	2017	Ford	FIESTA	60	Auction/Wholesale	No	$ 10,977	$ 9,501	105%	($3,987)	$300
47	2017	Toyota	TUNDRA	18	Auction/Wholesale	No	$ 40,977	$ 43,998	100%	$6,977	$100
48	2018	Ford	F250	55	Trade on New	No	$ 67,966	$ 67,966	100%	$3,673	$1,737
49	2006	Ford	F150	8	Trade on Used	No	$ 7,514	$ 6,001	87%	$345	$0
50	2017	Ford	F250	139	Trade on New	No	$ 36,998	$ 36,499	69%	($5,031)	$3,452
51	2016	Dodge	RAM 1500	120	Trade on Used	No	$ 9,998	$ 13,650	75%	($4,092)	$0
52	2013	Hyundai	GENESIS	1	Auction/Wholesale	No	$ 20,998	$ 20,998	121%	$5,111	$2,882
53	2017	Ford	F150	14	Auction/Wholesale	No	$ 40,998	$ 37,911	121%	$2,145	$1,500

Scoreboard Totals	
% Retailed of Non-New Franchise	40%
Total # Retail Units	55
Average Days to Sale	45.6
Average Advertised Price (Time of Sale)	$ 23,584
Average Transaction Price	$ 23,124
Average Market Price at 100%	$ 23,519
Average Price to Market % (Time of Sale)	100%
Average Transaction to Market	98%
Average Transactional Discount	$ 475
Average Front End Gross	$ 175
Average Finance Gross	$ 1,078
PUVR	$ 1,234
Total Gross (Units & PUVR)	$ 67,846
GROI	42%

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Scoreboard

Desk Manager	Totals	MATT STINNETT
% Retailed of Non-New Franchise	40%	67%
Total # Retail Units	55	3
Average Days to Sale	45.6	57.3
Average Advertised Price (Time of Sale)	$ 23,584	$ 16,331
Average Transaction Price	$ 23,124	$ 17,682
Average Market Price at 100%	$ 23,519	$ 16,487
Average Price to Market % (Time of Sale)	100%	99%
Average Transaction to Market %	98%	107%
Average Transactional Discount	$ 475	$ (1,351)
Average Front End Gross	$ 175	$ 851
Average Finance Gross	$ 1,078	$ 1,294
PUVR	$ 1,234	$ 2,145
Total Gross (Units & PUVR)	$ 67,846	$ 6,434
GROI	42%	76%

NADA ACADEMY

CLINT SCHRICK	DAVID BLAKENEY	PHIL BATTSON
36%	#DIV/0!	40%
25	0	5
47.8	#DIV/0!	54.2
$ 25,349	#DIV/0!	$ 18,058
$ 24,785	#DIV/0!	$ 17,579
#DIV/0!	#DIV/0!	$ 17,152
#DIV/0!	#DIV/0!	105%
#DIV/0!	#DIV/0!	102%
$ 564	#DIV/0!	$ 766
$ 262	#DIV/0!	$ (1,848)
$ 1,044	#DIV/0!	$ 972
$ 1,354	#DIV/0!	$ (1,265)
$ 33,854	#DIV/0!	$ (6,323)
41%	#DIV/0!	-48%

JB	JASON HUTTON	
46%	33%	#DIV/0!
13	9	0
46.6	29.6	#DIV/0!
$ 18,727	$ 31,379	#DIV/0!
$ 18,555	$ 30,192	#DIV/0!
$ 19,356	$ 29,588	#DIV/0!
97%	106%	#DIV/0!
96%	102%	#DIV/0!
$ 172	$ 1,187	#DIV/0!
$ (76)	$ 1,196	#DIV/0!
$ 907	$ 1,381	#DIV/0!
$ 831	$ 2,577	#DIV/0!
$ 10,807	$ 23,194	#DIV/0!
35%	104%	#DIV/0!

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Scoreboard

Sales Consultant	Totals	ZACK BRIDWELL
% Retailed of Non-New Franchise	40%	10%
Total # Retail Units	55	10
Average Days to Sale	45.6	37.6
Average Advertised Price (Time of Sale)	$ 23,584	$ 17,873
Average Transaction Price	$ 23,124	$ 17,044
Average Market Price at 100%	$ 23,519	$ 18,467
Average Price to Market % (Time of Sale)	100%	97%
Average Transaction to Market %	98%	92%
Average Transactional Discount	$ 475	$ 911
Average Front End Gross	$ 175	$ (780)
Average Finance Gross	$ 1,078	$ 383
PUVR	$ 1,234	$ (396)
Total Gross (Units & PUVR)	$ 67,846	$ (3,963)
GROI	42%	-22%

NADA ACADEMY

CHRIS DERRICK	KIRK MITCHELL	DARRIN KEESEY
60%	33%	#DIV/0!
5	3	0
25.4	42.0	#DIV/0!
$ 36,985	$ 25,665	#DIV/0!
$ 36,368	$ 25,798	#DIV/0!
$ 35,448	$ 24,195	#DIV/0!
104%	106%	#DIV/0!
103%	107%	#DIV/0!
$ 618	$ (133)	#DIV/0!
$ 2,208	$ 1,620	#DIV/0!
$ 1,464	$ 1,437	#DIV/0!
$ 3,672	$ 3,057	#DIV/0!
$ 18,358	$ 9,170	#DIV/0!
143%	102%	#DIV/0!

ART DELOREA	JOHN HARVEY	GIO YOUNG
50%	100%	33%
10	1	6
58.9	18.0	50.3
$ 22,298	$ 26,977	$ 29,598
$ 22,404	$ 26,977	$ 27,999
$ 21,696	$ 25,939	#DIV/0!
103%	104%	#DIV/0!
103%	104%	#DIV/0!
$ (106)	$ -	$ 1,599
$ 84	$ 2,495	$ 236
$ 1,487	$ 4,000	$ 1,198
$ 1,571	$ 6,495	$ 1,692
$ 15,712	$ 6,495	$ 10,153
43%	482%	43%

JACK HIEL	BRIAN CHAN	KEVIN
#DIV/0!	#DIV/0!	0%
0	0	3
#DIV/0!	#DIV/0!	95.3
#DIV/0!	#DIV/0!	$ 22,332
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#DIV/0!	#DIV/0!	126%
#DIV/0!	#DIV/0!	123%
#DIV/0!	#DIV/0!	$ 754
#DIV/0!	#DIV/0!	$ (2,843)
#DIV/0!	#DIV/0!	$ 1,047
#DIV/0!	#DIV/0!	$ (2,145)
#DIV/0!	#DIV/0!	$ (6,434)
#DIV/0!	#DIV/0!	-37%

ANTHONY	DAVID	BRENT
20%	67%	50%
5	3	4
44.2	51.0	41.5
$ 23,794	$ 18,498	$ 14,873
$ 23,065	$ 18,332	$ 14,686
$ 25,564	$ 18,873	$ 15,892
93%	98%	94%
90%	97%	92%
$ 729	$ 166	$ 187
$ (943)	$ (680)	$ (78)
$ 455	$ 975	$ 461
$ (579)	$ 295	$ 383
$ (2,894)	$ 886	$ 1,531
-20%	11%	23%

PHILL	BLAKE	DAVE
100%	0%	100%
2	1	2
51.5	23.0	9.5
$ 24,998	$ 21,998	$ 30,988
$ 24,499	$ 19,491	$ 32,498
$ 24,706	$ 18,061	$ 29,180
101%	122%	106%
99%	108%	111%
$ 499	$ 2,507	$ (1,511)
$ (1,278)	$ 2,843	$ 6,044
$ 630	$ 2,673	$ 1,491
$ (648)	$ 5,516	$ 7,535
$ (1,296)	$ 5,516	$ 15,070
-18%	443%	879%

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Scoreboard

Finance Manager	Totals	ROBERT MITCHELL
% Retailed of Non-New Franchise	40%	33%
Total # Retail Units	55	6
Average Days to Sale	45.6	22.7
Average Advertised Price (Time of Sale)	$ 23,584	$ 17,741
Average Transaction Price	$ 23,124	$ 17,059
Average Market Price at 100%	$ 23,519	$ 16,146
Average Price to Market % (Time of Sale)	100%	110%
Average Transaction to Market %	98%	106%
Average Transactional Discount	$ 475	$ 683
Average Front End Gross	$ 175	$ 2,504
Average Finance Gross	$ 1,078	$ 1,542
PUVR	$ 1,234	$ 4,047
Total Gross (Units & PUVR)	$ 67,846	$ 24,280
GROI	42%	377%

NADA ACADEMY

PATRICK WATSON	CRYSTAL	JUSTIN
38%	57%	31%
8	14	13
55.6	54.0	32.7
$ 31,804	$ 19,820	$ 20,596
$ 30,607	$ 19,456	$ 20,055
$ 31,897	$ 19,494	$ 20,771
100%	102%	99%
96%	100%	97%
$ 1,197	$ 416	$ 541
$ (1,212)	$ (500)	$ 401
$ 1,650	$ 955	$ 981
$ 438	$ 386	$ 1,306
$ 3,501	$ 5,407	$ 16,979
9%	13%	72%

MARTHA	JM	MO
0%	33%	50%
1	9	2
42.0	51.3	36.5
$ 25,997	$ 21,935	$ 54,472
$ 25,998	$ 21,807	$ 55,982
$ 28,568	#DIV/0!	$ 54,557
91%	#DIV/0!	100%
91%	#DIV/0!	103%
$ (1)	$ 128	$ (1,511)
$ 1,634	$ (91)	$ 5,325
$ 2,016	$ 648	$ 919
$ 3,650	$ 609	$ 6,244
$ 3,650	$ 5,481	$ 12,487
120%	20%	110%

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Scoreboard

CPO	Totals	Yes
Total # Retail Units	55	0
Average Days to Sale	45.6	#DIV/0!
Average Advertised Price (Time of Sale)	$ 23,584	#DIV/0!
Average Transaction Price	$ 23,124	#DIV/0!
Average Market Price at 100%	$ 23,519	#DIV/0!
Average Price to Market % (Time of Sale)	100%	#DIV/0!
Average Transaction to Market %	98%	#DIV/0!
Average Transactional Discount	$ 475	#DIV/0!
Average Front End Gross	$ 175	#DIV/0!
Average Finance Gross	$ 1,078	#DIV/0!
PUVR	$ 1,234	#DIV/0!
Total Gross (Units & PUVR)	$ 67,846	#DIV/0!
GROI	42%	#DIV/0!

No
55
45.6
$ 23,124
$ 23,124
#DIV/0!
#DIV/0!
#DIV/0!
$ 475
$ 175
$ 1,078
$ 1,234
$ 67,846
42%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	55	31
Average Days to Sale	45.6	47.3
Average Advertised Price (Time of Sale)	$ 23,584	$ 25,182
Average Transaction Price	$ 23,124	$ 24,445
Average Market Price at 100%	$ 23,519	$ 25,088
Average Price to Market % (Time of Sale)	100%	100%
Average Transaction to Market %	98%	97%
Average Transactional Discount	$ 475	$ 736
Average Front End Gross	$ 175	$ (297)
Average Finance Gross	$ 1,078	$ 932
PUVR	$ 1,234	$ 635
Total Gross (Units & PUVR)	$ 67,846	$ 19,676
GROI	42%	20%

No
22
40.7
$ 21,215
$ 21,215
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$ 89
$ 1,018
$ 1,315
$ 2,375
$ 52,252
99%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	55	16
% of Retail Units	100%	29%
% Retailed of Off-Brand	40%	25%
Average Days to Sale	45.6	44.8
Average Transaction Price	$ 23,124	$ 30,714
Average Transaction to Market %	98%	99%
Average Transactional Discount	$ 475	$ 687
Average Front End Gross	$ 175	$ 559
Average Finance Gross	$ 1,078	$ 1,364
PUVR	$ 1,234	$ 1,923
Total Gross (Units & PUVR)	$ 67,846	$ 30,771
GROI	42%	50%

NADA ACADEMY

Trade on Used	Street/Curb buy	Auction/wholesale
13	0	21
24%	0%	38%
23%	#DIV/0!	48%
35.9	#DIV/0!	45.2
$ 13,863	#DIV/0!	$ 25,111
99%	#DIV/0!	99%
$ 42	#DIV/0!	$ 680
$ 994	#DIV/0!	$ (202)
$ 699	#DIV/0!	$ 1,349
$ 1,693	#DIV/0!	$ 1,018
$ 22,007	#DIV/0!	$ 21,383
122%	#DIV/0!	32%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
0	0	0
0%	0%	0%
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Other
4
7%
100%
77.8
$ 12,436
87%
$ 62
$ (2,034)
$ 146
$ (1,887)
$ (7,549)
-70%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	55	23
% of Retail Units	100%	42%
% Retailed of Off-Brand	40%	1200%
Average Days to Sale	45.6	11.8
Average Transaction Price	$ 23,124	$ 22,608
Average Transaction to Market %	98%	105%
Average Transactional Discount	$ 475	$ 367
Average Front End Gross	$ 175	$ 3,050
Average Finance Gross	$ 1,078	$ 1,376
PUVR	$ 1,234	$ 4,425
Total Gross (Units & PUVR)	$ 67,846	$ 101,784
GROI	42%	598%

NADA ACADEMY

31-45 days	46-60 days	61-90 days	90+ days
7	6	14	5
13%	11%	25%	9%
100%	0%	800%	100%
40.9	54.0	77.1	109.6
$ 22,701	$ 24,962	$ 22,110	$ 26,528
103%	96%	#DIV/0!	93%
$ 708	$ 607	$ 616	$ 88
$ (36)	$ (1,063)	$ (2,511)	$ (3,747)
$ 1,188	$ 864	$ 618	$ 988
$ 1,151	$ (199)	$ (1,893)	$ (2,759)
$ 8,059	$ (1,194)	$ (26,500)	$ (13,793)
45%	-5%	-40%	-34%