

Desk Manager	Finance Manager
BRANDON JONES	JON ROBERTS
CHRIS CHASE	JAMIE CANTRELL
NATE TARRANTS	AARON MURPHY
DAVE CERUTTI	DAVE TOMLINSON
NOEL HARTHCOCK	WENDI SAMS
SEAN BISCHOFBERGER	DAVE FRY
DEREK GOSHIEEN	PETE BASS
ERIC SCAIFE	

Sales Consultant	New Car Franchise(s)
WILSON BROWN 	TOYOTA
BILL WICKER	
CHRIS PITCHER	
JAMES THOMAS	
LEE JOHNSON	
CHRIS WILCHER	
DUSTIN ROSEBURROW	
MARCELL JEFFERSON	
PHILLIP WHITWORTH	
DEWOND SMITH	
DESHAWN PORTER	
BRANDON SHELTON	
CHRIS WHITHAM	
GARY TIPPIT	
BRAD GOSHIEN	
MARK FISHER	
SASHA LANCASTER	
RODERICK ELLIOTT	
MARK STILL	
BENNY SMITH	
JOHN SCHWAESDALL	
MARK INGALLS	
GUS QUIROZ	
JONATHAN WALKER	
VICTORIA KEITH	
CHARLES FERRELL	
PATRICK MICKENS	
SEAN THOMAS	
MAURIO HOOD	
BRANDON SHARVER	
LEROY CASTLE	
TIM HADLEY	
DANNY ARMSTRONG	
TERRY WOODFORK	
ZACH FARMER	
STEVE HIRYAK	
DEVIN DENDY	
JASON NOEL	
SEAN TAYLOR	
JIM WATSON	
JOHNNY POLITE	
NICK JONES	

#	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	2014	Jeep	Wrangler	52	Trade on Used	No	\$ 22,754	\$ 22,650	96%	\$1,212	\$5,984
2	2016	Toyota	Rav4	89	Trade on New	Yes	\$ 23,996	\$ 23,996	93%	\$25	\$4,208
3	2016	GMC	Sierra	115	Trade on New	No	\$ 29,493	\$ 29,493	94%	\$120	\$2,094
4	2017	Chevrolet	Silverado	28	Trade on New	No	\$ 40,536	\$ 40,536	89%	\$419	\$0
5	2009	Toyota	4Runner	5	Street/Curb Buy	No	\$ 15,990	\$ 16,310	100%	\$1,580	\$0
6	2017	Volkswagen	Jetta	143	Auction/Wholesale	No	\$ 13,601	\$ 13,601	100%	(\$3,698)	\$277
7	2013	Toyota	4Runner	24	Trade on New	No	\$ 17,505	\$ 17,505	94%	\$553	\$3,180
8	2015	Land Rover	Range Rover	8	Auction/Wholesale	No	\$ 28,535	\$ 28,635	97%	\$3,885	\$7,925
9	2015	Toyota	Rav4	77	Trade on New	Yes	\$ 19,013	\$ 19,394	87%	(\$2,037)	\$1,725
10	2014	Mazda	CX-5	8	Trade on New	No	\$ 11,800	\$ 11,800	94%	\$1,925	\$1,872
11	2017	Kia	Rio	87	Auction/Wholesale	No	\$ 12,093	\$ 12,093	91%	(\$1,140)	\$2,931
12	2018	Toyota	Rav4	26	Auction/Wholesale	Yes	\$ 17,460	\$ 17,809	95%	(\$1,060)	\$0
13	2014	GMC	Sierra	12	Trade on New	No	\$ 33,794	\$ 32,871	100%	\$1,886	\$1,127
14	2017	Toyota	Camry	16	Auction/Wholesale	Yes	\$ 16,067	\$ 16,833	97%	\$340	\$2,788
15	2015	Dodge	Charger	3	Trade on New	No	\$ 15,153	\$ 15,457	94%	\$2,617	\$1,438
16	2014	Ford	F-150	32	Street/Curb Buy	No	\$ 28,991	\$ 28,991	115%	\$5,665	\$5,068
17	2014	Toyota	4Runner	133	Trade on Used	Yes	\$ 23,392	\$ 22,671	93%	(\$1,224)	\$0
18	2016	Honda	Accord	88	Auction/Wholesale	No	\$ 17,288	\$ 16,871	88%	(\$1,053)	\$100
19	2013	Toyota	Rav4	9	Trade on New	Yes	\$ 16,220	\$ 15,500	103%	\$1,406	\$0
20	2013	Toyota	Highlander	8	Trade on New	Yes	\$ 21,761	\$ 20,621	97%	\$1,131	\$0
21	2017	Toyota	Highlander	115	Auction/Wholesale	Yes	\$ 25,512	\$ 25,512	87%	(\$3,217)	\$792
22	2018	Nissan	Pathfinder	85	Auction/Wholesale	No	\$ 21,598	\$ 21,598	91%	(\$2,890)	\$1,924
23	2017	BMW	I3	117	Auction/Wholesale	No	\$ 27,616	\$ 28,416	98%	(\$3,418)	\$0
24	2017	Nissan	Rogue	15	Auction/Wholesale	No	\$ 17,349	\$ 16,251	96%	\$274	\$0
25	2017	Ford	Edge	107	Auction/Wholesale	No	\$ 20,726	\$ 20,726	93%	(\$1,598)	\$0
26	2017	Toyota	4Runner	65	Auction/Wholesale	Yes	\$ 26,966	\$ 26,966	93%	(\$1,524)	\$3,673
27	2017	Honda	Accord	21	Trade on New	No	\$ 20,396	\$ 20,000	104%	\$805	\$0
28	2016	Lexus	ES 350	18	Auction/Wholesale	No	\$ 28,090	\$ 27,490	105%	\$1,339	\$5,290
29	2009	Jeep	Wrangler	2	Trade on Used	No	\$ 17,000	\$ 16,840	100%	\$1,200	\$1,437
30	2017	Toyota	Camry	16	Auction/Wholesale	Yes	\$ 16,420	\$ 16,749	97%	\$405	\$785
31	2015	Chevrolet	Tahoe	60	Trade on New	No	\$ 27,654	\$ 27,654	94%	\$2,005	\$4,021
32	2010	Toyota	Prius	1	Trade on New	No	\$ 4,571	\$ 4,571	100%	\$1,323	\$0
33	2014	Ram	1500	11	Trade on New	No	\$ 17,454	\$ 19,500	86%	\$2,035	\$1,998
34	2015	Ram	2500	73	Trade on New	No	\$ 24,032	\$ 24,032	91%	(\$910)	\$505
35	2017	Toyota	Corolla	3	Auction/Wholesale	Yes	\$ 14,980	\$ 14,980	101%	\$290	\$1,367
36	2016	GMC	Acadia	12	Trade on Used	No	\$ 27,370	\$ 28,370	100%	\$4,268	\$1,280
37	2017	Toyota	Rav4	7	Auction/Wholesale	Yes	\$ 19,000	\$ 20,500	99%	\$2,121	\$995
38	2017	Chevrolet	Silverado	138	Auction/Wholesale	No	\$ 28,368	\$ 28,368	88%	(\$3,355)	\$1,750
39	2016	Nissan	Maxima	19	Auction/Wholesale	No	\$ 22,846	\$ 21,500	104%	(\$12)	\$1,177
40	2017	Toyota	Rav4	8	Auction/Wholesale	Yes	\$ 19,000	\$ 20,500	99%	\$2,121	\$1,454
41	2014	Lexus	ES 350	6	Auction/Wholesale	No	\$ 25,230	\$ 25,230	105%	\$800	

42	2016	GMC	Yukon	39	Trade on New	No	\$ 40,793	\$ 38,991	100%	\$1,450	\$1,430
43	2016	Chevrolet	Camaro	48	Trade on New	No	\$ 26,411	\$ 26,940	94%	(\$3,050)	\$690
44	2015	GMC	Sierra	16	Trade on Used	No	\$ 23,800	\$ 23,800	95%	(\$373)	\$0
45	2018	Toyota	Tundra	20	Trade on New	Yes	\$ 32,035	\$ 32,725	99%	\$2,413	\$2,564
46	2015	Toyota	Highlander	93	Trade on New	Yes	\$ 30,734	\$ 30,734	93%	(\$101)	\$0
47	2011	Lexus	IS 250	16	Trade on Used	No	\$ 12,334	\$ 10,000	104%	\$521	\$636
48	2011	Toyota	4Runner	7	Trade on Used	No	\$ 20,698	\$ 19,790	97%	\$1,000	\$493
49	2017	Kia	Soul	125	Auction/Wholesale	No	\$ 11,793	\$ 12,029	88%	(\$2,511)	\$3,534
50	2017	Ford	Mustang	90	Trade on New	No	\$ 24,067	\$ 24,067	100%	(\$832)	\$561
51	2013	Ram	1500	6	Trade on New	No	\$ 22,275	\$ 22,432	99%	\$1,182	\$4,021
52	2015	Toyota	Tacoma	91	Trade on New	Yes	\$ 28,262	\$ 27,000	98%	\$536	\$0
53	2016	Toyota	4Runner	11	Trade on New	Yes	\$ 31,504	\$ 31,504	97%	\$1,105	\$2,505

Scoreboard Totals

% Retailed of Non-New Franchise	58%
Total # Retail Units	200
Average Days to Sale	54.3
Average Advertised Price (Time of Sale)	\$ 22,062
Average Transaction Price	\$ 22,459
Average Market Price at 100%	\$ 22,922
Average Price to Market % (Time of Sale)	96%
Average Transaction to Market	98%
Average Transactional Discount	\$ (401)
Average Front End Gross	\$ 197
Average Finance Gross	\$ 1,802
PUVR	\$ 1,990
Total Gross (Units & PUVR)	\$ 397,947
GROI	59%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	58%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	54.3	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 22,062	#DIV/0!
Average Transaction Price	\$ 22,459	#DIV/0!
Average Market Price at 100%	\$ 22,922	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	98%	#DIV/0!
Average Transactional Discount	\$ (401)	#DIV/0!
Average Front End Gross	\$ 197	#DIV/0!
Average Finance Gross	\$ 1,802	#DIV/0!
PUVR	\$ 1,990	#DIV/0!
Total Gross (Units & PUVR)	\$ 397,947	#DIV/0!
GROI	59%	#DIV/0!



Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	58%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	54.3	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 22,062	#DIV/0!
Average Transaction Price	\$ 22,459	#DIV/0!
Average Market Price at 100%	\$ 22,922	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	98%	#DIV/0!
Average Transactional Discount	\$ (401)	#DIV/0!
Average Front End Gross	\$ 197	#DIV/0!
Average Finance Gross	\$ 1,802	#DIV/0!
PUVR	\$ 1,990	#DIV/0!
Total Gross (Units & PUVR)	\$ 397,947	#DIV/0!
GROI	59%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	58%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	54.3	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 22,062	#DIV/0!
Average Transaction Price	\$ 22,459	#DIV/0!
Average Market Price at 100%	\$ 22,922	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	98%	#DIV/0!
Average Transactional Discount	\$ (401)	#DIV/0!
Average Front End Gross	\$ 197	#DIV/0!
Average Finance Gross	\$ 1,802	#DIV/0!
PUVR	\$ 1,990	#DIV/0!
Total Gross (Units & PUVR)	\$ 397,947	#DIV/0!
GROI	59%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	67
Average Days to Sale	54.3	47.5
Average Advertised Price (Time of Sale)	\$ 22,062	\$ 22,301
Average Transaction Price	\$ 22,459	\$ 23,088
Average Market Price at 100%	\$ 22,922	\$ 23,162
Average Price to Market % (Time of Sale)	96%	96%
Average Transaction to Market %	98%	100%
Average Transactional Discount	\$ (401)	\$ (798)
Average Front End Gross	\$ 197	\$ 305
Average Finance Gross	\$ 1,802	\$ 1,857
PUVR	\$ 1,990	\$ 2,163
Total Gross (Units & PUVR)	\$ 397,947	\$ 144,914
GROI	59%	71%



No	
	133
	57.8
\$	22,142
\$	22,142
\$	22,808
	97%
	97%
\$	(202)
\$	142
\$	1,774
\$	1,903
\$	253,033
	54%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	83
Average Days to Sale	54.3	45.6
Average Advertised Price (Time of Sale)	\$ 22,062	\$ 20,465
Average Transaction Price	\$ 22,459	\$ 21,175
Average Market Price at 100%	\$ 22,922	\$ 21,261
Average Price to Market % (Time of Sale)	96%	96%
Average Transaction to Market %	98%	100%
Average Transactional Discount	\$ (401)	\$ (710)
Average Front End Gross	\$ 197	\$ 509
Average Finance Gross	\$ 1,802	\$ 1,619
PUVR	\$ 1,990	\$ 2,127
Total Gross (Units & PUVR)	\$ 397,947	\$ 176,554
GROI	59%	79%



No	
	115
	60.4
\$	23,370
\$	23,370
\$	24,128
	97%
	97%
\$	(177)
\$	(35)
\$	1,877
\$	1,826
\$	209,965
	47%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	76
% of Retail Units	100%	38%
% Retailed of Off-Brand	58%	46%
Average Days to Sale	54.3	51.7
Average Transaction Price	\$ 22,459	\$ 22,300
Average Transaction to Market %	98%	99%
Average Transactional Discount	\$ (401)	\$ (434)
Average Front End Gross	\$ 197	\$ 555
Average Finance Gross	\$ 1,802	\$ 1,663
PUVR	\$ 1,990	\$ 2,217
Total Gross (Units & PUVR)	\$ 397,947	\$ 168,517
GROI	59%	69%



Trade on Used	Street/Curb buy	Auction/wholesale
26	14	84
13%	7%	42%
73%	36%	67%
40.7	28.4	65.3
\$ 19,028	\$ 21,805	\$ 23,773
97%	102%	98%
\$ (48)	\$ (353)	\$ (484)
\$ 920	\$ 2,045	\$ (659)
\$ 1,524	\$ 1,321	\$ 2,097
\$ 2,444	\$ 3,366	\$ 1,414
\$ 63,547	\$ 47,121	\$ 118,763
114%	196%	33%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	91
% of Retail Units	100%	46%
% Retailed of Off-Brand	58%	4700%
Average Days to Sale	54.3	13.5
Average Transaction Price	\$ 22,459	\$ 21,999
Average Transaction to Market %	98%	101%
Average Transactional Discount	\$ (401)	\$ (416)
Average Front End Gross	\$ 197	\$ 1,359
Average Finance Gross	\$ 1,802	\$ 1,929
PUVR	\$ 1,990	\$ 3,288
Total Gross (Units & PUVR)	\$ 397,947	\$ 299,216
GROI	59%	398%



31-45 days	46-60 days	61-90 days	90+ days
19	10	32	48
10%	5%	16%	24%
1100%	500%	1900%	3300%
38.3	51.2	78.3	122.8
\$ 25,285	\$ 23,433	\$ 18,642	\$ 24,553
100%	100%	95%	95%
\$ (306)	\$ (671)	\$ (403)	\$ (357)
\$ 1,005	\$ 1,111	\$ (675)	\$ (1,935)
\$ 1,816	\$ 2,309	\$ 1,439	\$ 1,694
\$ 2,821	\$ 3,420	\$ 764	\$ (242)
\$ 53,607	\$ 34,199	\$ 24,449	\$ (11,595)
105%	103%	19%	-3%