











#	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	Jeep	Wrangler	27	Trade on New	No	\$ 19,778	\$ 18,475	106%	\$2,459	\$1,191
2	2013	Jeep	Wrangler	40	Trade on Used	No	\$ 20,487	\$ 20,487	100%	\$3,765	\$2,666
3	2013	Honda	Accord	54	Trade on New	No	\$ 15,997	\$ 14,500	109%	\$547	\$263
4	2016	Jeep	Cherokee	77	Auction/Wholesale	Yes	\$ 22,612	\$ 21,633	102%	\$504	\$0
5	2017	RAM	1500	24	Trade on New	Yes	\$ 38,887	\$ 37,485	98%	\$4,214	\$2,045
6	2013	RAM	1500	63	Trade on New	No	\$ 15,487	\$ 15,000	100%	\$3,051	\$323
7	2013	Chrysler	200	84	Trade on Used	Yes	\$ 9,706	\$ 9,717	95%	\$1,128	\$0
8	2016	Jeep	Patriot	7	Trade on New	Yes	\$ 17,447	\$ 16,500	100%	\$3,046	\$739
9	2014	Jeep	Wrangler Unlimited	198	Trade on New	No	\$ 23,667	\$ 23,667	110%	(\$864)	\$2,638
10	2014	Dodge	Grand Caravan	9	Trade on New	Yes	\$ 16,887	\$ 16,635	97%	\$3,424	\$0
11	2018	Jeep	Compass	27	Loaner/Rental Fleet	Yes	\$ 30,230	\$ 23,997	100%	\$2,390	\$1,167
12	2014	Jeep	Grand Cherokee	45	Trade on New	Yes	\$ 23,987	\$ 23,987	100%	\$3,255	\$1,361
13	2016	Jeep	Wrangler Unlimited	36	Trade on New	Yes	\$ 29,771	\$ 29,211	103%	\$2,902	\$1,588
14	2012	Jeep	Grand Cherokee	22	Trade on New	No	\$ 16,887	\$ 15,490	102%	\$2,937	\$282
15	2013	Jeep	Wrangler	24	Trade on New	No	\$ 18,777	\$ 18,225	100%	\$3,547	\$800
16	2018	Jeep	Renegade	94	Loaner/Rental Fleet	Yes	\$ 22,399	\$ 20,999	98%	\$549	\$1,319
17	2017	Ford	F150	27	Trade on New	No	\$ 31,677	\$ 30,875	95%	\$2,949	\$787
18	2016	RAM	1500	7	Trade on New	Yes	\$ 30,897	\$ 28,950	98%	\$2,210	\$752
19	2017	Jeep	Grand Cherokee	45	Trade on New	Yes	\$ 55,277	\$ 54,350	99%	\$3,905	\$1,412
20	2017	Jeep	Grand Cherokee	14	Trade on New	Yes	\$ 28,776	\$ 28,776	102%	\$4,875	\$4,949
21	2016	Honda	Odyssey	89	Trade on New	No	\$ 28,997	\$ 28,697	100%	\$920	\$200
22	2010	Mazda	Mazda3	20	Trade on New	No	\$ 7,547	\$ 6,380	99%	\$2,429	\$150
23	2017	Jeep	Grand Cherokee	10	Auction/Wholesale	Yes	\$ 32,777	\$ 31,023	99%	\$2,377	\$0
24	2015	Jeep	Wrangler Unlimited	29	Auction/Wholesale	Yes	\$ 27,412	\$ 26,311	100%	\$2,601	\$1,059
25	2018	Jeep	Compass	22	Loaner/Rental Fleet	Yes	\$ 22,489	\$ 21,000	102%	\$1,901	\$0
26	2016	Jeep	Patriot	40	Auction/Wholesale	Yes	\$ 17,911	\$ 15,844	105%	\$800	\$509
27	2015	Jeep	Grand Cherokee	17	Trade on New	Yes	\$ 26,787	\$ 25,765	107%	\$3,006	\$0
28	2015	Jeep	Cherokee	78	Trade on Used	Yes	\$ 21,989	\$ 21,312	97%	\$808	\$432
29	2018	Dodge	Durango	19	Auction/Wholesale	Yes	\$ 35,987	\$ 35,259	98%	\$3,659	\$654
30	2013	Subaru	Impreza	67	Trade on New	No	\$ 12,319	\$ 11,879	108%	\$2,571	\$522
31	2014	RAM	1500	51	Trade on Used	No	\$ 20,887	\$ 20,130	94%	\$3,776	\$0
32	2007	Honda	Civic	2	Trade on Used	No	\$ 5,000	\$ 5,000	113%	\$1,720	\$0
33	2014	Cadillac	XTS	70	Trade on Used	No	\$ 22,597	\$ 22,219	100%	(\$293)	\$1,952
34	2016	Subaru	Forester	32	Trade on New	No	\$ 20,677	\$ 19,700	99%	\$3,203	\$1,017
35	2010	Honda	CR-V	52	Trade on New	No	\$ 10,897	\$ 9,380	97%	\$2,979	\$98
36	2012	Honda	CR-V	52	Trade on Used	No	\$ 16,377	\$ 16,077	93%	\$3,903	\$0
37	2018	RAM	1500	26	Loaner/Rental Fleet	Yes	\$ 33,888	\$ 32,800	100%	\$1,449	\$625
38	2012	Subaru	Outback	10	Trade on Used	No	\$ 11,799	\$ 10,928	98%	\$3,524	\$1,178
39	2015	Chrysler	200	86	Trade on New	Yes	\$ 11,897	\$ 10,650	98%	\$916	\$778
40	2014	Jeep	Grand Cherokee	95	Trade on Used	No	\$ 15,377	\$ 15,235	100%	\$220	\$469
41	2016	RAM	1500	75	Auction/Wholesale	Yes	\$ 31,418	\$ 30,498	91%	\$1,351	\$0

42	2013	Chrysler	Town & Country	63	Trade on New	No	\$ 14,992	\$ 15,372	97%	\$3,314	\$624
43	2007	Pontiac	Vue	9	Trade on Used	No	\$ 5,895	\$ 4,902	76%	\$2,117	\$0
44	2012	Nissan	NV Cargo	20	Trade on New	No	\$ 14,887	\$ 12,811	81%	\$3,530	\$868
45	2018	Dodge	Journey	24	Loaner/Rental Fleet	No	\$ 21,999	\$ 19,477	99%	\$1,573	\$1,324
46	2010	Acura	TL	46	Trade on Used	No	\$ 12,788	\$ 12,788	91%	\$3,466	\$1,165
47	2018	Jeep	Wrangler Unlimited	19	Trade on New	No	\$ 40,797	\$ 39,865	99%	\$2,819	\$1,694
48	2016	Jeep	Patriot	15	Auction/Wholesale	Yes	\$ 19,887	\$ 19,887	105%	\$2,750	\$3,429
49	2016	Chrysler	300C	449	Trade on New	Yes	\$ 23,441	\$ 21,800	95%	\$761	\$1,231
50	2016	RAM	2500	36	Street/Curb Buy	No	\$ 29,887	\$ 28,550	98%	\$2,706	\$419
51	2015	Nissan	Versa	32	Trade on New	No	\$ 9,881	\$ 9,298	100%	\$2,361	\$0
52	2015	Jeep	Grand Cherokee	61	Trade on New	Yes	\$ 25,414	\$ 24,250	102%	\$1,418	\$636
53	2013	Nissan	Altima	78	Trade on New	No	\$ 12,611	\$ 12,711	111%	\$1,766	\$1,700

## Scoreboard Totals

% Retailed of Non-New Franchise	36%
Total # Retail Units	78
Average Days to Sale	47.2
Average Advertised Price (Time of Sale)	\$ 22,274
Average Transaction Price	\$ 21,310
Average Market Price at 100%	\$ 22,444
Average Price to Market % (Time of Sale)	99%
Average Transaction to Market	95%
Average Transactional Discount	\$ 964
Average Front End Gross	\$ 2,363
Average Finance Gross	\$ 782
PUVR	\$ 3,144
Total Gross (Units & PUVR)	\$ 245,271
GROI	113%



MY

Scoreboard		
Desk Manager	Totals	Brian Hansell
% Retailed of Non-New Franchise	36%	44%
Total # Retail Units	78	61
Average Days to Sale	47.2	50.4
Average Advertised Price (Time of Sale)	\$ 22,274	\$ 21,918
Average Transaction Price	\$ 21,310	\$ 21,009
Average Market Price at 100%	\$ 22,444	\$ 22,152
Average Price to Market % (Time of Sale)	99%	99%
Average Transaction to Market %	95%	95%
Average Transactional Discount	\$ 964	\$ 910
Average Front End Gross	\$ 2,363	\$ 2,343
Average Finance Gross	\$ 782	\$ 705
PUVR	\$ 3,144	\$ 3,048
Total Gross (Units & PUVR)	\$ 245,271	\$ 185,940
GROI	113%	104%



Sean Kane	Dave Beatty	John Martin
0%	14%	0%
9	7	1
37.2	36.7	15.0
\$ 25,073	\$ 22,116	\$ 19,887
\$ 23,801	\$ 20,936	\$ 19,887
\$ 24,926	\$ 22,599	\$ 18,940
101%	98%	105%
95%	93%	105%
\$ 1,271	\$ 1,180	\$ -
\$ 2,719	\$ 2,021	\$ 2,750
\$ 1,179	\$ 561	\$ 3,429
\$ 3,898	\$ 2,582	\$ 6,179
\$ 35,078	\$ 18,074	\$ 6,179
158%	121%	746%







Scoreboard		
Sales Consultant	Totals	Nick Diguiseppe
% Retailed of Non-New Franchise	36%	39%
Total # Retail Units	78	18
Average Days to Sale	47.2	32.3
Average Advertised Price (Time of Sale)	\$ 22,274	\$ 22,125
Average Transaction Price	\$ 21,310	\$ 21,137
Average Market Price at 100%	\$ 22,444	\$ 22,519
Average Price to Market % (Time of Sale)	99%	98%
Average Transaction to Market %	95%	94%
Average Transactional Discount	\$ 964	\$ 988
Average Front End Gross	\$ 2,363	\$ 2,649
Average Finance Gross	\$ 782	\$ 788
PUVR	\$ 3,144	\$ 3,437
Total Gross (Units & PUVR)	\$ 245,271	\$ 61,867
GROI	113%	181%



Rick Harper	Bill Robinson	Kevin Brophy
38%	19%	54%
13	16	24
62.6	67.6	43.3
\$ 20,902	\$ 23,801	\$ 21,243
\$ 19,811	\$ 22,935	\$ 20,315
\$ 20,816	\$ 23,549	\$ 21,671
100%	101%	98%
95%	97%	94%
\$ 1,091	\$ 866	\$ 928
\$ 1,935	\$ 2,158	\$ 2,466
\$ 724	\$ 953	\$ 558
\$ 2,659	\$ 3,111	\$ 3,024
\$ 34,566	\$ 49,779	\$ 72,579
77%	72%	124%

Phil Snyder	Steve Grey	Steve Pealer
#DIV/0!	0%	#DIV/0!
0	1	0
#DIV/0!	7.0	#DIV/0!
#DIV/0!	\$ 17,447	#DIV/0!
#DIV/0!	\$ 16,500	#DIV/0!
#DIV/0!	\$ 17,447	#DIV/0!
#DIV/0!	100%	#DIV/0!
#DIV/0!	95%	#DIV/0!
#DIV/0!	\$ 947	#DIV/0!
#DIV/0!	\$ 3,046	#DIV/0!
#DIV/0!	\$ 739	#DIV/0!
#DIV/0!	\$ 3,785	#DIV/0!
#DIV/0!	\$ 3,785	#DIV/0!
#DIV/0!	1180%	#DIV/0!

Mike O	Kevin Roman	Derrick Giesler
#DIV/0!	0%	0%
0	4	1
#DIV/0!	29.8	26.0
#DIV/0!	\$ 28,220	\$ 16,987
#DIV/0!	\$ 27,218	\$ 15,800
#DIV/0!	\$ 29,074	\$ 16,987
#DIV/0!	97%	100%
#DIV/0!	94%	93%
#DIV/0!	\$ 1,003	\$ 1,187
#DIV/0!	\$ 2,344	\$ 2,655
#DIV/0!	\$ 1,369	\$ 1,340
#DIV/0!	\$ 3,712	\$ 3,995
#DIV/0!	\$ 14,849	\$ 3,995
#DIV/0!	165%	350%

Dan Rouse		
0%	#DIV/0!	#DIV/0!
1	0	0
13.0	#DIV/0!	#DIV/0!
\$ 29,447	#DIV/0!	#DIV/0!
\$ 28,500	#DIV/0!	#DIV/0!
\$ 29,155	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!
\$ 947	#DIV/0!	#DIV/0!
\$ 2,641	#DIV/0!	#DIV/0!
\$ 1,210	#DIV/0!	#DIV/0!
\$ 3,851	#DIV/0!	#DIV/0!
\$ 3,851	#DIV/0!	#DIV/0!
374%	#DIV/0!	#DIV/0!

































Scoreboard		
Finance Manager	Totals	Pete Sapienza
% Retailed of Non-New Franchise	36%	34%
Total # Retail Units	78	32
Average Days to Sale	47.2	40.5
Average Advertised Price (Time of Sale)	\$ 22,274	\$ 23,708
Average Transaction Price	\$ 21,310	\$ 22,611
Average Market Price at 100%	\$ 22,444	\$ 23,820
Average Price to Market % (Time of Sale)	99%	100%
Average Transaction to Market %	95%	95%
Average Transactional Discount	\$ 964	\$ 1,096
Average Front End Gross	\$ 2,363	\$ 2,466
Average Finance Gross	\$ 782	\$ 769
PUVR	\$ 3,144	\$ 3,235
Total Gross (Units & PUVR)	\$ 245,271	\$ 103,527
GROI	113%	127%



Marge Gibbons	Sean Kane	Heather Kennedy
33%	75%	50%
40	4	2
52.6	28.5	83.0
\$ 22,854	\$ 10,670	\$ 10,947
\$ 21,977	\$ 9,853	\$ 10,074
\$ 23,077	\$ 11,409	\$ 10,876
99%	94%	101%
95%	86%	93%
\$ 877	\$ 817	\$ 874
\$ 2,303	\$ 2,648	\$ 1,325
\$ 888	\$ 25	\$ 389
\$ 3,191	\$ 2,673	\$ 1,714
\$ 127,627	\$ 10,690	\$ 3,427
99%	343%	74%





## Scoreboard

CPO	Totals	Yes
Total # Retail Units	78	35
Average Days to Sale	47.2	49.7
Average Advertised Price (Time of Sale)	\$ 22,274	\$ 26,854
Average Transaction Price	\$ 21,310	\$ 25,738
Average Market Price at 100%	\$ 22,444	\$ 26,832
Average Price to Market % (Time of Sale)	99%	100%
Average Transaction to Market %	95%	96%
Average Transactional Discount	\$ 964	\$ 1,116
Average Front End Gross	\$ 2,363	\$ 2,318
Average Finance Gross	\$ 782	\$ 902
PUVR	\$ 3,144	\$ 3,220
Total Gross (Units & PUVR)	\$ 245,271	\$ 112,694
GROI	113%	91%

No	
	43
	45.2
\$	17,706
\$	17,706
\$	18,921
	94%
	94%
\$	840
\$	2,399
\$	684
\$	3,083
\$	132,576
	139%

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	78	50
Average Days to Sale	47.2	49.0
Average Advertised Price (Time of Sale)	\$ 22,274	\$ 25,374
Average Transaction Price	\$ 21,310	\$ 24,320
Average Market Price at 100%	\$ 22,444	\$ 25,344
Average Price to Market % (Time of Sale)	99%	100%
Average Transaction to Market %	95%	96%
Average Transactional Discount	\$ 964	\$ 1,054
Average Front End Gross	\$ 2,363	\$ 2,388
Average Finance Gross	\$ 782	\$ 922
PUVR	\$ 3,144	\$ 3,310
Total Gross (Units & PUVR)	\$ 245,271	\$ 165,490
GROI	113%	100%

No	
	28
	43.9
\$	15,936
\$	15,936
\$	17,341
	92%
	92%
\$	803
\$	2,317
\$	532
\$	2,849
\$	79,781
	147%

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	78	49
% of Retail Units	100%	63%
% Retailed of Off-Brand	36%	39%
Average Days to Sale	47.2	50.4
Average Transaction Price	\$ 21,310	\$ 22,167
Average Transaction to Market %	95%	95%
Average Transactional Discount	\$ 964	\$ 889
Average Front End Gross	\$ 2,363	\$ 2,548
Average Finance Gross	\$ 782	\$ 797
PUVR	\$ 3,144	\$ 3,346
Total Gross (Units & PUVR)	\$ 245,271	\$ 163,946
GROI	113%	108%



Trade on Used	Street/Curb buy	Auction/wholesale
14	1	8
18%	1%	10%
64%	0%	0%
50.0	36.0	34.8
\$ 14,232	\$ 28,550	\$ 26,119
94%	94%	96%
\$ 525	\$ 1,337	\$ 1,062
\$ 2,221	\$ 2,706	\$ 2,085
\$ 729	\$ 419	\$ 858
\$ 2,950	\$ 3,125	\$ 2,943
\$ 41,299	\$ 3,125	\$ 23,544
149%	109%	117%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
6	0	0
8%	0%	0%
0%	#DIV/0!	#DIV/0!
33.0	#DIV/0!	#DIV/0!
\$ 23,212	#DIV/0!	#DIV/0!
90%	#DIV/0!	#DIV/0!
\$ 2,404	#DIV/0!	#DIV/0!
\$ 1,487	#DIV/0!	#DIV/0!
\$ 739	#DIV/0!	#DIV/0!
\$ 2,226	#DIV/0!	#DIV/0!
\$ 13,357	#DIV/0!	#DIV/0!
105%	#DIV/0!	#DIV/0!



## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	78	35
% of Retail Units	100%	45%
% Retailed of Off-Brand	36%	26%
Average Days to Sale	47.2	16.8
Average Transaction Price	\$ 21,310	\$ 21,763
Average Transaction to Market %	95%	93%
Average Transactional Discount	\$ 964	\$ 1,287
Average Front End Gross	\$ 2,363	\$ 2,837
Average Finance Gross	\$ 782	\$ 916
PUVR	\$ 3,144	\$ 3,753
Total Gross (Units & PUVR)	\$ 245,271	\$ 131,345
GROI	113%	369%



31-45 days	46-60 days	61-90 days	90+ days
12	9	17	5
15%	12%	22%	6%
33%	78%	41%	20%
38.1	51.0	73.4	185.4
\$ 24,562	\$ 17,382	\$ 20,270	\$ 20,942
97%	93%	97%	98%
\$ 918	\$ 814	\$ 530	\$ 557
\$ 2,764	\$ 2,638	\$ 1,550	\$ 344
\$ 958	\$ 389	\$ 488	\$ 1,131
\$ 3,721	\$ 3,027	\$ 2,038	\$ 1,476
\$ 44,657	\$ 27,245	\$ 34,645	\$ 7,379
143%	123%	49%	14%