

Sales Consultant(s)	New Car Franchise(s)
Aaron 	Chrysler
Alana 	Jeep
Ashley Gonzalez	
Bertha Hurtado	
Casey Brewer	
Christian Christie	
Dan Seaver	
Daniel Mcgady	
Danny Loomis	
Elijah Sobalvarro	
Elizabeth Steele	
Fred Zarebi	
Haben Habte	
Hans Hanson	
Jacob Gillies	
Jaron Davis	
Joseph Danner	
Rick Stewart	
Ronald Nisivoccia	
Roy Ray	
Sean Brands	
Sergio Cortes Rios	
Shae Rathbun	
Shane Ensweller	
Spencer Colin	
Steve Kelley	
Thomas Moore	
Tiffany Tiss	
Troy Hofrichter	
Celeste Dunlap	
Ramon George	

#	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	2015	Chevrolet	colorado	0	Auction/Wholesale	no	\$ 26,888	\$ 26,888	105%	\$1,537	\$4,139
2	2006	ford	f150	42	Street/Curb Buy	no	\$ 7,800	\$ 8,995	91%	(\$432)	\$0
3	555202a	chrysler	town & country	30	Trade on New	no	\$ 9,662	\$ 9,829	91%	\$1,452	\$0
4	18j706a	chrysler	200	0	Trade on New	No	\$ 13,781	\$ 13,781	95%	\$771	\$306
5	18j1933a	chevrolet	cobalt	7	Trade on New	no	\$ 7,000	\$ 8,904	89%	\$2,749	\$2,286
6	18j1859a	toyota	tacoma	13	Trade on New	no	\$ 31,000	\$ 31,280	97%	\$1,029	\$4,358
7	19c010a	chrysler	200	33	Trade on New	no	\$ 10,705	\$ 10,705	100%	\$1,609	\$0
8	mc85853	Chevrolet	sonic	5	Trade on Used	no	\$ 9,500	\$ 13,995	100%	\$439	\$560
9	18j1445a	chrysler	town & country	34	trade on new	no	\$ 13,500	\$ 11,743	115%	\$58	\$0
10	19j434a	ford	taurus	29	trade on new	no	\$ 11,940	\$ 11,940	94%	\$665	\$0
11	19j118a	jeep	cherokee	26	trade on new	No	\$ 15,973	\$ 18,995	100%	\$3,217	\$2,080
12	pc2954	jeep	wrangler	0	Auction/Wholesale	No	\$ -	\$ 30,537	0%	\$232	\$4,155
13	p5744a	Chevrolet	cruze	6	Trade on Used	No	\$ 13,500	\$ 12,929	105%	\$775	\$1,020
14	18j1226a	ram	1500	16	Trade on New	no	\$ 16,000	\$ 15,800	82%	\$225	\$374
15	g97599a	jeep	renegade	0	Trade on Used	No	\$ 19,988	\$ 19,995	0%	\$2,401	\$3,183
16	19j043a	jeep	patriot	68	Trade on New	No	\$ 10,750	\$ 11,250	100%	\$1,995	\$2,141
17	tc1146	ford	escape	9	Street/Curb Buy	No	\$ 15,500	\$ 12,459	140%	\$3,346	\$2,489
18	19j397a	kia	sportage	7	Trade on New	No	\$ 15,500	\$ 18,395	100%	\$3,539	\$1,360
19	18j746z	lexus	rx 350	9	Trade on New	No	\$ 16,500	\$ 16,500	105%	\$2,624	\$2,787
20	19j267a	hyundai	accent	67	Trade on New	No	\$ 6,843	\$ 6,200	84%	(\$844)	\$0
21	tc1117	Chevrolet	impala	0	Street/Curb Buy	No	\$ -	\$ 6,474	0%	\$2,403	\$1,492
22	pc2957	ford	escape	3	Auction/Wholesale	No	\$ -	\$ 18,500	0%	\$34	\$299
23	18j1084a	ford	escape	9	Trade on New	No	\$ 14,000	\$ 12,724	107%	\$166	\$2,540
24	tc1125	jeep	wrangler	43	Street/Curb Buy	No	\$ 17,500	\$ 15,500	115%	\$1,635	\$0
25	pc2919	jeep	compass	59	Auction/Wholesale	No	\$ 21,730	\$ 22,250	95%	\$1,083	\$2,676
26	19j352a	chrysler	200	31	Trade on New	No	\$ 14,600	\$ 14,591	105%	\$96	\$1,962
27	19j406b	nissan	altima	15	Trade on New	No	\$ 5,978	\$ 6,489	72%	\$1,424	\$1,342
28	710264a	jeep	wrangler	0	Trade on New	No	\$ -	\$ 13,975	0%	\$1,403	\$1,509
29	pc2920	chrysler	300	0	Auction/Wholesale	No	\$ 24,304	\$ 23,633	99%	\$294	\$0
30	18j746a	ram	2500	13	Trade on New	No	\$ 37,000	\$ 33,408	0%	\$3,553	\$0
31	pc2931	jeep	wrangler	57	Auction/Wholesale	No	\$ 32,390	\$ 31,700	103%	\$838	\$1,375
32	18c082a	jeep	grand cherokee	2	Trade on New	No	\$ -	\$ 16,989	0%	\$1,546	\$1,968
33	18j1393a	jeep	wrangler	4	Trade on New	No	\$ 25,000	\$ 28,200	0%	\$7,019	\$4,010
34	18j1314a	jeep	wrangler	14	Trade on New	No	\$ 26,448	\$ 26,659	96%	\$4,030	\$3,912
35	p5751	chrysler	300c	0	Auction/Wholesale	No	\$ -	\$ 14,887	0%	\$2,135	\$1,920
36	18j1525a	Volkswagen	rabbit	44	Trade on New	No	\$ -	\$ 2,637	0%	\$97	\$0
37	tc1130	toyota	prius	35	Auction/Wholesale	No	\$ 13,842	\$ 14,378	111%	\$1,881	\$3,132
38	18j1845b	pontiac	solstice	47	Trade on New	No	\$ 11,663	\$ 11,663	92%	(\$133)	\$799
39	19j118b	jeep	lyberty	12	Trade on New	No	\$ 8,000	\$ 6,736	109%	(\$515)	\$1,200
40	p5752	dodge	journey	8	Auction/Wholesale	yes	\$ -	\$ 15,600	0%	\$1,052	\$1,245
41	p5746	ford	super duty	13	Auction/Wholesale	No	\$ -	\$ 22,888	0%	\$437	\$930

42	p5753	toyota	tundra	0	Auction/Wholesale	No	\$ -	\$ 24,980	0%	\$290	\$711
43	19j431a	jeep	wrangler	11	Trade on New	No	\$ 32,500	\$ 32,500	104%	\$1,274	\$3,619
44	18j746b	Chevrolet	camaro	7	Trade on New	No	\$ 16,500	\$ 16,076	94%	\$1,062	\$1,017
45	18j820a	honda	civic	44	Trade on New	No	\$ 19,000	\$ 19,296	97%	(\$1,848)	\$2,270
46	18j1810a	jeep	wrangler	13	Trade on New	No	\$ 29,990	\$ 27,612	111%	\$3,391	\$1,589
47	344127a	ford	flex	59	Trade on New	No	\$ 18,734	\$ 18,755	103%	\$830	\$3,593
48	p5754	toyota	tundra	1	Auction/Wholesale	No	\$ -	\$ 25,758	0%	\$4,019	\$2,995
49	pc2960	chrysler	300	0	Auction/Wholesale	No	\$ -	\$ 25,000	0%	\$1,529	\$1,666
50	rf162042	jeep	grand cherokee	7	Other	No	\$ -	\$ 29,014	0%	\$693	\$2,514
51	mc85517	land rover	discovery	39	Trade on Used	no	\$ 32,374	\$ 30,991	104%	\$2,774	\$1,343
52	18j1693b	nissan	versa	29	Trade on Used	no	\$ 8,000	\$ 7,540	95%	\$156	\$1,937
53	18j1843a	ford	f150	24	Trade on New	no	\$ 41,970	\$ 43,970	103%	\$3,944	\$2,609

Scoreboard Totals

% Retailed of Non-New Franchise	61%
Total # Retail Units	200
Average Days to Sale	19.6
Average Advertised Price (Time of Sale)	\$ 14,044
Average Transaction Price	\$ 19,917
Average Market Price at 100%	\$ 19,953
Average Price to Market % (Time of Sale)	70%
Average Transaction to Market	100%
Average Transactional Discount	\$ (5,872)
Average Front End Gross	\$ 1,406
Average Finance Gross	\$ 1,598
PUVR	\$ 3,004
Total Gross (Units & PUVR)	\$ 600,811
GROI	276%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	61%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	19.6	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 14,044	#DIV/0!
Average Transaction Price	\$ 19,917	#DIV/0!
Average Market Price at 100%	\$ 19,953	#DIV/0!
Average Price to Market % (Time of Sale)	70%	#DIV/0!
Average Transaction to Market %	100%	#DIV/0!
Average Transactional Discount	\$ (5,872)	#DIV/0!
Average Front End Gross	\$ 1,406	#DIV/0!
Average Finance Gross	\$ 1,598	#DIV/0!
PUVR	\$ 3,004	#DIV/0!
Total Gross (Units & PUVR)	\$ 600,811	#DIV/0!
GROI	276%	#DIV/0!



Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	61%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	19.6	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 14,044	#DIV/0!
Average Transaction Price	\$ 19,917	#DIV/0!
Average Market Price at 100%	\$ 19,953	#DIV/0!
Average Price to Market % (Time of Sale)	70%	#DIV/0!
Average Transaction to Market %	100%	#DIV/0!
Average Transactional Discount	\$ (5,872)	#DIV/0!
Average Front End Gross	\$ 1,406	#DIV/0!
Average Finance Gross	\$ 1,598	#DIV/0!
PUVR	\$ 3,004	#DIV/0!
Total Gross (Units & PUVR)	\$ 600,811	#DIV/0!
GROI	276%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	61%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	19.6	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 14,044	#DIV/0!
Average Transaction Price	\$ 19,917	#DIV/0!
Average Market Price at 100%	\$ 19,953	#DIV/0!
Average Price to Market % (Time of Sale)	70%	#DIV/0!
Average Transaction to Market %	100%	#DIV/0!
Average Transactional Discount	\$ (5,872)	#DIV/0!
Average Front End Gross	\$ 1,406	#DIV/0!
Average Finance Gross	\$ 1,598	#DIV/0!
PUVR	\$ 3,004	#DIV/0!
Total Gross (Units & PUVR)	\$ 600,811	#DIV/0!
GROI	276%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	2
Average Days to Sale	19.6	4.0
Average Advertised Price (Time of Sale)	\$ 14,044	\$ 20,000
Average Transaction Price	\$ 19,917	\$ 27,085
Average Market Price at 100%	\$ 19,953	#DIV/0!
Average Price to Market % (Time of Sale)	70%	#DIV/0!
Average Transaction to Market %	100%	#DIV/0!
Average Transactional Discount	\$ (5,872)	\$ (7,085)
Average Front End Gross	\$ 1,406	\$ 2,145
Average Finance Gross	\$ 1,598	\$ 3,199
PUVR	\$ 3,004	\$ 5,344
Total Gross (Units & PUVR)	\$ 600,811	\$ 10,687
GROI	276%	1776%

No	
	197
	19.6
\$	19,767
\$	19,767
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	(5,886)
\$	1,401
\$	1,590
\$	2,991
\$	589,319
	278%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	79
Average Days to Sale	19.6	17.3
Average Advertised Price (Time of Sale)	\$ 14,044	\$ 13,507
Average Transaction Price	\$ 19,917	\$ 23,335
Average Market Price at 100%	\$ 19,953	#DIV/0!
Average Price to Market % (Time of Sale)	70%	#DIV/0!
Average Transaction to Market %	100%	#DIV/0!
Average Transactional Discount	\$ (5,872)	\$ (9,828)
Average Front End Gross	\$ 1,406	\$ 1,539
Average Finance Gross	\$ 1,598	\$ 1,792
PUVR	\$ 3,004	\$ 3,331
Total Gross (Units & PUVR)	\$ 600,811	\$ 263,164
GROI	276%	297%



No	
	121
	21.2
\$	17,685
\$	17,685
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	(3,290)
\$	1,319
\$	1,472
\$	2,790
\$	337,647
	268%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	84
% of Retail Units	100%	42%
% Retailed of Off-Brand	61%	65%
Average Days to Sale	19.6	23.9
Average Transaction Price	\$ 19,917	\$ 17,298
Average Transaction to Market %	100%	#DIV/0!
Average Transactional Discount	\$ (5,872)	\$ (1,477)
Average Front End Gross	\$ 1,406	\$ 1,487
Average Finance Gross	\$ 1,598	\$ 1,479
PUVR	\$ 3,004	\$ 2,966
Total Gross (Units & PUVR)	\$ 600,811	\$ 249,151
GROI	276%	258%



Trade on Used	Street/Curb buy	Auction/wholesale
26	15	60
13%	8%	30%
81%	80%	53%
18.1	24.7	13.7
\$ 15,970	\$ 18,825	\$ 23,357
#DIV/0!	#DIV/0!	#DIV/0!
\$ (1,735)	\$ (2,987)	\$ (8,821)
\$ 1,815	\$ 1,425	\$ 1,490
\$ 1,520	\$ 1,544	\$ 1,734
\$ 3,335	\$ 2,969	\$ 3,224
\$ 86,721	\$ 44,538	\$ 193,429
415%	230%	363%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
10	0	0
5%	0%	0%
0%	#DIV/0!	#DIV/0!
23.2	#DIV/0!	#DIV/0!
\$ 30,739	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
\$ (30,739)	#DIV/0!	#DIV/0!
\$ (560)	#DIV/0!	#DIV/0!
\$ 2,286	#DIV/0!	#DIV/0!
\$ 1,726	#DIV/0!	#DIV/0!
\$ 17,263	#DIV/0!	#DIV/0!
87%	#DIV/0!	#DIV/0!

Other	
	5
	3%
	20%
	4.6
\$	24,778
	#DIV/0!
\$	(24,778)
\$	770
\$	1,172
\$	1,942
\$	9,709
	613%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	131
% of Retail Units	100%	66%
% Retailed of Off-Brand	61%	60%
Average Days to Sale	19.6	12.9
Average Transaction Price	\$ 19,917	\$ 19,809
Average Transaction to Market %	100%	#DIV/0!
Average Transactional Discount	\$ (5,872)	\$ (5,637)
Average Front End Gross	\$ 1,406	\$ 1,594
Average Finance Gross	\$ 1,598	\$ 1,538
PUVR	\$ 3,004	\$ 3,132
Total Gross (Units & PUVR)	\$ 600,811	\$ 410,310
GROI	276%	442%



31-45 days	46-60 days	61-90 days	90+ days
27	11	7	1
14%	6%	4%	1%
67%	64%	86%	0%
37.8	53.9	69.6	141.0
\$ 18,385	\$ 23,765	\$ 12,767	\$ 19,500
#DIV/0!	105%	#DIV/0!	#DIV/0!
\$ (93)	\$ (883)	\$ (1,088)	\$ (19,500)
\$ 1,272	\$ 1,172	\$ (118)	\$ (971)
\$ 1,555	\$ 1,832	\$ 789	\$ 1,163
\$ 2,827	\$ 3,004	\$ 671	\$ 192
\$ 76,333	\$ 33,044	\$ 4,694	\$ 192
146%	84%	27%	3%