

Sales Consultant(s)	New Car Franchise(s)
Nick  Academy	Chevrolet
Jim 	
Eric Longenecker	
Johnny Garber	

#	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	Silverado	34	Trade on New	Yes	\$ 33,425	\$ 32,000	96%	\$2,457	\$674
2	2015	Chevrolet	Impala	50	Trade on New	Yes	\$ 17,450	\$ 17,350	99%	\$1,065	\$1,426
3	2016	Chevrolet	Cruze	132	Auction/Wholesale	Yes	\$ 15,450	\$ 15,450	100%	\$0	\$1,974
4	2015	Chevrolet	Cruze	119	Auction/Wholesale	Yes	\$ 11,850	\$ 11,850	100%	\$0	\$860
5	2015	Chevrolet	Silverado 3500	163	Auction/Wholesale	No	\$ 46,500	\$ 46,500	100%	\$1,510	\$1,532
6	2010	Dodge	Ram	17	Trade on New	No	\$ 11,500	\$ 11,500	100%	\$2,885	\$0
7	2015	Chevrolet	Silverado	148	Auction/Wholesale	Yes	\$ 32,900	\$ 32,875	100%	(\$1,700)	\$0
8	2017	Buick	Encore	41	Trade on New	Yes	\$ 17,700	\$ 17,596	99%	\$983	\$0
9	2014	Chevrolet	Traverse	70	Trade on New	Yes	\$ 17,777	\$ 17,777	100%	\$1,464	\$674
10	2016	Chevrolet	Sonic	72	Trade on New	Yes	\$ 11,700	\$ 11,700	100%	\$1,850	\$2,279
11	2008	Chevrolet	Equinox	47	Trade on Used	No	\$ 4,826	\$ 4,600	95%	\$2,173	\$0
12	2013	Chevrolet	Equinox	38	Trade on New	No	\$ 12,375	\$ 12,200	99%	\$1,428	\$667
13	2009	Cadillac	CTS	8	Trade on New	No	\$ 11,500	\$ 10,855	94%	\$2,055	\$0
14	2013	Chevrolet	Cruze	74	Trade on New	No	\$ 9,325	\$ 9,325	100%	\$722	\$1,248
15	2014	Ram	3500	50	Trade on New	No	\$ 31,900	\$ 30,971	97%	\$2,724	\$0
16	2011	Chevrolet	Traverse	58	Trade on Used	No	\$ 6,000	\$ 6,000	100%	\$2,761	\$0
17	2012	Chevrolet	Malibu	33	Trade on New	No	\$ 8,000	\$ 7,000	88%	\$2,051	\$919
18	2016	Chevrolet	Silverado	16	Auction/Wholesale	Yes	\$ 28,300	\$ 28,300	100%	\$497	\$344
19	2015	Chevrolet	Camaro	15	Trade on New	No	\$ 28,450	\$ 27,500	97%	\$1,724	\$895
20	2005	Dodge	Neon	4	Trade on Used	No	\$ 1,500	\$ 400	27%	\$225	\$0
21	2008	Jeep	Liberty	16	Trade on Used	No	\$ 5,100	\$ 4,370	86%	\$2,476	\$0
22	2006		Vue	9	Trade on Used	No	\$ 3,500	\$ 2,974	85%	\$1,657	\$0
23	2014	Chevrolet	Cruze	115	Trade on New	No	\$ 9,650	\$ 9,650	100%	\$801	\$0
24	2012	GMC	Terrain	4	Trade on New	No	\$ 15,500	\$ 15,500	100%	\$2,556	\$758
25	2004	Lincoln	Town Car	4	Trade on Used	No	\$ 5,000	\$ 5,000	100%	\$2,166	\$0
26	2006	Honda	Accord	13	Trade on Used	No	\$ 4,000	\$ 4,000	100%	\$2,632	\$89
27	2014	Hyundai	Sonata	18	Trade on New	No	\$ 13,900	\$ 13,471	97%	\$1,076	\$0
28	2006	Cadillac	XLR	6	Trade on New	No	\$ 13,750	\$ 13,121	95%	\$3,039	\$0
29	2006	Chevrolet	Impala	23	Trade on Used	No	\$ 5,000	\$ 4,895	98%	\$1,071	\$0
30	2015	Ford	Escape	64	Trade on New	No	\$ 18,375	\$ 18,375	100%	\$1,515	\$1,328
31	2015	Chevrolet	Malibu	128	Trade on New	Yes	\$ 12,000	\$ 12,000	100%	\$0	\$0
32	2016	Chevrolet	Equinox	68	Auction/Wholesale	Yes	\$ 17,000	\$ 17,000	100%	\$0	\$1,078
33	2011	Chevrolet	Silverado 2500	21	Trade on New	No	\$ 14,000	\$ 14,000	100%	\$3,468	\$0
34	2017	Chevrolet	Equinox	70	Auction/Wholesale	Yes	\$ 23,000	\$ 23,000	100%	\$659	\$1,049
35	2015	Chevrolet	Equinox	69	Trade on New	Yes	\$ 15,500	\$ 15,500	100%	\$1,012	\$958
36	2000	Dodge	Dakota	37	Trade on Used	No	\$ 4,000	\$ 3,363	84%	\$1,527	\$0
37	2000		Breeze	5	Trade on Used	No	\$ 2,510	\$ 4,500	56%	\$1,234	\$0
38	2017	Chevrolet	Cruze	182	Auction/Wholesale	Yes	\$ 16,000	\$ 16,000	100%	\$140	\$1,279
39	2016	Chevrolet	Equinox	75	Auction/Wholesale	Yes	\$ 14,500	\$ 14,000	100%	\$218	\$186
40	2006	Ford	Mustang	71	Trade on New	No	\$ 9,600	\$ 9,500	99%	\$1,811	\$0
41	2015	Buick	Regal	162	Auction/Wholesale	Yes	\$ 16,500	\$ 16,500	100%	\$0	\$1,480

42	2011	Chevrolet	Silverado 2500	1	Auction/Wholesale	No	\$ 28,495	\$ 28,495	100%	\$1,410	\$1,642
43	2014	Chevrolet	Equinox	33	Trade on New	Yes	\$ 17,825	\$ 17,825	100%	\$1,430	\$208
44	2015	Chevrolet	Suburban	14	Trade on New	Yes	\$ 36,000	\$ 36,000	100%	\$4,900	\$4,042
45	2015	Chevrolet	Silverado	15	Trade on New	Yes	\$ 30,000	\$ 29,900	100%	\$3,013	\$648
46	2016	Chevrolet	Malibu	200	Auction/Wholesale	Yes	\$ 15,000	\$ 15,000	100%	\$0	\$2,566
47	2005	Chevrolet	Silverado	14	Trade on Used	No	\$ 6,000	\$ 5,000	83%	\$2,225	\$0
48	2016	Chevrolet	Equinox	95	Auction/Wholesale	Yes	\$ 18,000	\$ 17,000	94%	\$1,170	\$0
49	2004	Chevrolet	Cavalier	2	Trade on Used	No	\$ 1,000	\$ 1,000	100%	\$775	\$0
50	2009	Chevrolet	Traverse	11	Trade on Used	No	\$ 8,000	\$ 8,000	100%	\$2,805	\$1,037
51	2014	Ford	Fiesta	21	Trade on New	No	\$ 5,500	\$ 5,500	100%	\$1,426	\$888
52	2014	GMC	Sierra	59	Trade on New	No	\$ 23,500	\$ 23,500	100%	\$2,445	\$2,083
53	2017	Chevrolet	Equinox	3	Auction/Wholesale	Yes	\$ 17,000	\$ 17,000	100%	\$2,686	\$1,272

Scoreboard Totals

% Retailed of Non-New Franchise	33%
Total # Retail Units	52
Average Days to Sale	52.5
Average Advertised Price (Time of Sale)	\$ 15,484
Average Transaction Price	\$ 15,291
Average Market Price at 100%	\$ 16,179
Average Price to Market % (Time of Sale)	96%
Average Transaction to Market	95%
Average Transactional Discount	\$ 193
Average Front End Gross	\$ 1,547
Average Finance Gross	\$ 676
PUVR	\$ 2,223
Total Gross (Units & PUVR)	\$ 115,588
GROI	100%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	33%	#DIV/0!
Total # Retail Units	52	0
Average Days to Sale	52.5	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 15,484	#DIV/0!
Average Transaction Price	\$ 15,291	#DIV/0!
Average Market Price at 100%	\$ 16,179	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	95%	#DIV/0!
Average Transactional Discount	\$ 193	#DIV/0!
Average Front End Gross	\$ 1,547	#DIV/0!
Average Finance Gross	\$ 676	#DIV/0!
PUVR	\$ 2,223	#DIV/0!
Total Gross (Units & PUVR)	\$ 115,588	#DIV/0!
GROI	100%	#DIV/0!



Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	33%	#DIV/0!
Total # Retail Units	52	0
Average Days to Sale	52.5	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 15,484	#DIV/0!
Average Transaction Price	\$ 15,291	#DIV/0!
Average Market Price at 100%	\$ 16,179	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	95%	#DIV/0!
Average Transactional Discount	\$ 193	#DIV/0!
Average Front End Gross	\$ 1,547	#DIV/0!
Average Finance Gross	\$ 676	#DIV/0!
PUVR	\$ 2,223	#DIV/0!
Total Gross (Units & PUVR)	\$ 115,588	#DIV/0!
GROI	100%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	33%	#DIV/0!
Total # Retail Units	52	0
Average Days to Sale	52.5	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 15,484	#DIV/0!
Average Transaction Price	\$ 15,291	#DIV/0!
Average Market Price at 100%	\$ 16,179	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	95%	#DIV/0!
Average Transactional Discount	\$ 193	#DIV/0!
Average Front End Gross	\$ 1,547	#DIV/0!
Average Finance Gross	\$ 676	#DIV/0!
PUVR	\$ 2,223	#DIV/0!
Total Gross (Units & PUVR)	\$ 115,588	#DIV/0!
GROI	100%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	52	23
Average Days to Sale	52.5	78.8
Average Advertised Price (Time of Sale)	\$ 15,484	\$ 20,342
Average Transaction Price	\$ 15,291	\$ 20,201
Average Market Price at 100%	\$ 16,179	\$ 20,468
Average Price to Market % (Time of Sale)	96%	99%
Average Transaction to Market %	95%	99%
Average Transactional Discount	\$ 193	\$ 141
Average Front End Gross	\$ 1,547	\$ 1,093
Average Finance Gross	\$ 676	\$ 1,019
PUVR	\$ 2,223	\$ 2,112
Total Gross (Units & PUVR)	\$ 115,588	\$ 48,575
GROI	100%	48%

No	
	31
	32.9
\$	11,647
\$	11,647
\$	12,360
	94%
	94%
\$	232
\$	1,883
\$	422
\$	2,305
\$	71,459
	216%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	52	35
Average Days to Sale	52.5	63.5
Average Advertised Price (Time of Sale)	\$ 15,484	\$ 17,751
Average Transaction Price	\$ 15,291	\$ 17,563
Average Market Price at 100%	\$ 16,179	\$ 17,934
Average Price to Market % (Time of Sale)	96%	99%
Average Transaction to Market %	95%	98%
Average Transactional Discount	\$ 193	\$ 189
Average Front End Gross	\$ 1,547	\$ 1,403
Average Finance Gross	\$ 676	\$ 854
PUVR	\$ 2,223	\$ 2,256
Total Gross (Units & PUVR)	\$ 115,588	\$ 78,976
GROI	100%	73%

No	
	17
	35.0
\$	11,972
\$	11,972
\$	12,801
	94%
	94%
\$	312
\$	1,855
\$	390
\$	2,245
\$	38,167
	193%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	52	27
% of Retail Units	100%	52%
% Retailed of Off-Brand	33%	41%
Average Days to Sale	52.5	42.8
Average Transaction Price	\$ 15,291	\$ 17,504
Average Transaction to Market %	95%	97%
Average Transactional Discount	\$ 193	\$ 244
Average Front End Gross	\$ 1,547	\$ 1,971
Average Finance Gross	\$ 676	\$ 745
PUVR	\$ 2,223	\$ 2,716
Total Gross (Units & PUVR)	\$ 115,588	\$ 73,329
GROI	100%	130%



Trade on Used	Street/Curb buy	Auction/wholesale
13	0	14
25%	0%	27%
38%	#DIV/0!	7%
18.7	#DIV/0!	102.4
\$ 4,162	#DIV/0!	\$ 21,355
83%	#DIV/0!	99%
\$ 180	#DIV/0!	\$ 109
\$ 1,825	#DIV/0!	\$ 471
\$ 87	#DIV/0!	\$ 1,090
\$ 1,912	#DIV/0!	\$ 1,561
\$ 24,853	#DIV/0!	\$ 21,852
885%	#DIV/0!	26%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	52	24
% of Retail Units	100%	46%
% Retailed of Off-Brand	33%	42%
Average Days to Sale	52.5	11.5
Average Transaction Price	\$ 15,291	\$ 13,512
Average Transaction to Market %	95%	91%
Average Transactional Discount	\$ 193	\$ 176
Average Front End Gross	\$ 1,547	\$ 2,138
Average Finance Gross	\$ 676	\$ 502
PUVR	\$ 2,223	\$ 2,640
Total Gross (Units & PUVR)	\$ 115,588	\$ 63,350
GROI	100%	612%



31-45 days	46-60 days	61-90 days	90+ days
6	5	9	10
12%	10%	17%	19%
33%	40%	22%	10%
36.0	52.8	70.3	144.4
\$ 14,997	\$ 16,484	\$ 15,131	\$ 19,283
89%	97%	99%	99%
\$ 557	\$ 251	\$ 67	\$ 103
\$ 1,646	\$ 2,234	\$ 1,028	\$ 192
\$ 411	\$ 702	\$ 978	\$ 969
\$ 2,057	\$ 2,935	\$ 2,006	\$ 1,161
\$ 12,344	\$ 14,677	\$ 18,051	\$ 11,612
137%	121%	68%	15%