

Desk Manager(s)	Finance Manager(s)
Skipper Johnson	Carmelo Adorno
Jeff Summers	Claire Shepperd
Danny Easton	Justin Spicer
	Mike Inkster

Sales Consultant(s)	New Car Franchise(s)
Corey L. Fringer Hunter Saccati	Hyundai
Dylan Easton	
Jeff Thompson	
Martin Morales	
Kenzie Peterson	
Alex Machado	
Craig Lowrance	
Gary Guyette	
Cody Labove	
Hunter Williams	
Taylor Carter	
Zach Lowe	
Thomas O'Doherty	
Terrence Balantine	
Michael Hegwood	

#	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	2018	Hyundai	Elantra	15	Auction/Wholesale	Yes	\$ 17,600	\$ 17,600	95%	\$3,303	\$1,279
2	2017	Dodge	Journey	86	Auction/Wholesale	No	\$ 16,048	\$ 15,983	91%	(\$2,747)	\$1,524
3	2016	Ford	Escape	76	Trade on New	No	\$ 13,995	\$ 13,995	97%	(\$73)	\$1,111
4	2017	Toyota	Tundra	32	Auction/Wholesale	No	\$ 39,900	\$ 39,200	98%	\$450	\$2,824
5	2016	Nissan	Altima	3	Auction/Wholesale	No	\$ 14,995	\$ 13,650	92%	(\$164)	\$539
6	2013	Volkswagen	CC	2	Trade on New	No	\$ 10,850	\$ 10,000	95%	\$100	\$15
7	2012	Chevrolet	Cruze	1	Trade on New	No	\$ 5,250	\$ 4,800	92%	\$530	\$0
8	2016	BMW	535i	81	Auction/Wholesale	No	\$ 30,500	\$ 30,500	100%	(\$2,082)	\$5,031
9	2015	Hyundai	Genesis	33	Trade on New	Yes	\$ 23,900	\$ 23,900	97%	\$1,592	\$870
10	2017	Hyundai	Santa Fe	38	Trade on New	Yes	\$ 31,622	\$ 31,622	95%	\$826	\$2,340
11	2017	Hyundai	Santa Fe	1	Trade on New	Yes	\$ 18,890	\$ 18,500	94%	\$2,074	\$2,976
12	2014	Volkswagen	Jetta	68	Auction/Wholesale	No	\$ 12,700	\$ 12,700	96%	(\$2,225)	\$2,311
13	2017	Hyundai	Santa Fe	4	Auction/Wholesale	Yes	\$ 29,300	\$ 29,300	94%	\$1,127	\$2,135
14	2015	Chrysler	300	99	Auction/Wholesale	No	\$ 17,999	\$ 17,985	97%	(\$1,618)	\$2,924
15	2013	Hyundai	Elantra	21	Trade on New	No	\$ 8,995	\$ 8,010	91%	\$151	\$1,282
16	2018	Toyota	CHR	30	Trade on New	No	\$ 21,999	\$ 20,209	99%	\$1,504	\$981
17	2018	Hyundai	Elantra	8	Trade on New	No	\$ 15,996	\$ 15,996	98%	\$93	\$896
18	2013	Hyundai	Tucson	89	Trade on New	No	\$ 13,959	\$ 13,959	97%	\$506	\$2,310
19	2012	Toyota	Rav4	17	Trade on Used	No	\$ 9,770	\$ 9,770	89%	\$310	\$1,769
20	2015	Acura	TLX	81	Auction/Wholesale	No	\$ 19,995	\$ 19,995	100%	(\$2,483)	\$921
21	2013	Hyundai	Sonata	6	Trade on New	No	\$ 8,350	\$ 8,850	100%	\$412	\$617
22	2018	Chevrolet	Camaro	57	Auction/Wholesale	No	\$ 24,499	\$ 24,499	97%	\$167	\$2,401
23	2011	Mercedes-Benz	E350	9	Auction/Wholesale	No	\$ 15,805	\$ 15,805	93%	\$900	\$192
24	2014	Hyundai	Elantra	7	Trade on New	No	\$ 9,850	\$ 9,850	100%	(\$881)	\$1,070
25	2014	Mercedes-Benz	GLK350	96	Auction/Wholesale	No	\$ 23,589	\$ 23,589	100%	(\$3,031)	\$3,038
26	2015	Infiniti	Q50	31	Auction/Wholesale	No	\$ 19,995	\$ 19,995	94%	\$43	\$1,361
27	2017	Dodge	Ram	96	Auction/Wholesale	No	\$ 27,500	\$ 27,500	98%	(\$2,339)	\$3,339
28	2011	Ford	Expedition	26	Auction/Wholesale	No	\$ 17,995	\$ 17,995	94%	\$385	\$915
29	2014	Hyundai	Sonata	12	Trade on New	No	\$ 10,995	\$ 10,995	95%	\$557	\$1,289
30	2017	Hyundai	Elantra	38	Auction/Wholesale	No	\$ 14,985	\$ 14,985	98%	\$1,524	\$1,739
31	2015	Hyundai	Genesis	26	Auction/Wholesale	Yes	\$ 23,490	\$ 23,981	99%	\$1,963	\$1,703
32	2008	Dodge	Ram	95	Trade on Used	No	\$ 6,995	\$ 6,995	100%	(\$609)	\$89
33	2019	Jeep	Cherokee	106	Trade on New	No	\$ 19,900	\$ 19,900	100%	(\$4,339)	\$830
34	2015	Hyundai	Sonata	60	Trade on New	No	\$ 12,225	\$ 12,225	99%	\$649	\$1,085
35	2010	Chevrolet	Silverado	14	Trade On New	No	\$ 16,990	\$ 16,450	98%	\$232	\$89
36	2018	Hyundai	Santa Fe	28	Trade on New	No	\$ 20,940	\$ 20,940	97%	\$3,383	\$1,587
37	2014	Volkswagen	Jetta	15	Auction/Wholesale	No	\$ 11,895	\$ 11,895	96%	(\$1,219)	\$763
38	2017	Jeep	Wrangler	91	Auction/Wholesale	No	\$ 38,924	\$ 38,924	100%	\$3,245	\$5,001
39	2003	Ford	F150	63	Trade on New	No	\$ 6,990	\$ 7,654	100%	\$980	\$0
40	2016	Ford	Edge	98	Trade on New	No	\$ 18,995	\$ 18,995	93%	\$3,884	\$1,129
41	2016	Chrysler	300	9	Auction/Wholesale	No	\$ 25,990	\$ 25,990	98%	\$2,032	\$862

42	2019	Dodge	Ram	30	Auction/Wholesale	No	\$	34,990	\$	34,990	95%	(\$1,736)	\$2,093
43	2011	Ford	Expedition	79	Trade on Used	No	\$	11,995	\$	11,995	94%	(\$681)	\$1,873
44	2015	Nissan	Sentra	22	Auction/Wholesale	No	\$	15,085	\$	15,085	98%	\$268	\$2,836
45	2016	Dodge	Challenger	1	Auction/Wholesale	No	\$	20,475	\$	20,989	91%	(\$847)	\$2,460
46	2015	Nissan	Rogue	66	Trade on Used	No	\$	13,585	\$	13,585	97%	\$1,308	\$2,169
47	2018	Dodge	Charger	2	Auction/Wholesale	No	\$	22,705	\$	22,074	93%	(\$1,201)	\$628
48	2016	Hyundai	Genesis Coupe	19	Trade on Used	No	\$	23,875	\$	23,000	96%	(\$868)	\$89
49	2014	Hyundai	Veloster	67	Trade on New	No	\$	9,950	\$	10,490	91%	(\$839)	\$1,808
50	2018	Dodge	Ram	91	Auction/Wholesale	No	\$	24,990	\$	25,399	100%	(\$1,685)	\$2,802
51	2017	Nissan	Rogue	92	Auction/Wholesale	No	\$	17,500	\$	17,999	95%	\$185	\$24,707
52	2013	Chevrolet	Silverado	2	Auction/Wholesale	No	\$	19,349	\$	19,107	94%	\$1,017	\$1,597
53	2018	Chevrolet	Malibu	37	Auction/Wholesale	No	\$	16,745	\$	16,475	94%	(\$451)	\$289

Scoreboard Totals

% Retailed of Non-New Franchise	59%
Total # Retail Units	100
Average Days to Sale	42.0
Average Advertised Price (Time of Sale)	\$ 18,826
Average Transaction Price	\$ 18,871
Average Market Price at 100%	\$ 19,721
Average Price to Market % (Time of Sale)	95%
Average Transaction to Market	96%
Average Transactional Discount	\$ (46)
Average Front End Gross	\$ (43)
Average Finance Gross	\$ 1,732
PUVR	\$ 1,689
Total Gross (Units & PUVR)	\$ 168,865
GROI	77%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	59%	#DIV/0!
Total # Retail Units	100	0
Average Days to Sale	42.0	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 18,826	#DIV/0!
Average Transaction Price	\$ 18,871	#DIV/0!
Average Market Price at 100%	\$ 19,721	#DIV/0!
Average Price to Market % (Time of Sale)	95%	#DIV/0!
Average Transaction to Market %	96%	#DIV/0!
Average Transactional Discount	\$ (46)	#DIV/0!
Average Front End Gross	\$ (43)	#DIV/0!
Average Finance Gross	\$ 1,732	#DIV/0!
PUVR	\$ 1,689	#DIV/0!
Total Gross (Units & PUVR)	\$ 168,865	#DIV/0!
GROI	77%	#DIV/0!



Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	59%	#DIV/0!
Total # Retail Units	100	0
Average Days to Sale	42.0	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 18,826	#DIV/0!
Average Transaction Price	\$ 18,871	#DIV/0!
Average Market Price at 100%	\$ 19,721	#DIV/0!
Average Price to Market % (Time of Sale)	95%	#DIV/0!
Average Transaction to Market %	96%	#DIV/0!
Average Transactional Discount	\$ (46)	#DIV/0!
Average Front End Gross	\$ (43)	#DIV/0!
Average Finance Gross	\$ 1,732	#DIV/0!
PUVR	\$ 1,689	#DIV/0!
Total Gross (Units & PUVR)	\$ 168,865	#DIV/0!
GROI	77%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	59%	#DIV/0!
Total # Retail Units	100	0
Average Days to Sale	42.0	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 18,826	#DIV/0!
Average Transaction Price	\$ 18,871	#DIV/0!
Average Market Price at 100%	\$ 19,721	#DIV/0!
Average Price to Market % (Time of Sale)	95%	#DIV/0!
Average Transaction to Market %	96%	#DIV/0!
Average Transactional Discount	\$ (46)	#DIV/0!
Average Front End Gross	\$ (43)	#DIV/0!
Average Finance Gross	\$ 1,732	#DIV/0!
PUVR	\$ 1,689	#DIV/0!
Total Gross (Units & PUVR)	\$ 168,865	#DIV/0!
GROI	77%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	100	12
Average Days to Sale	42.0	24.4
Average Advertised Price (Time of Sale)	\$ 18,826	\$ 22,693
Average Transaction Price	\$ 18,871	\$ 22,743
Average Market Price at 100%	\$ 19,721	\$ 23,829
Average Price to Market % (Time of Sale)	95%	95%
Average Transaction to Market %	96%	95%
Average Transactional Discount	\$ (46)	\$ (50)
Average Front End Gross	\$ (43)	\$ 845
Average Finance Gross	\$ 1,732	\$ 1,732
PUVR	\$ 1,689	\$ 2,577
Total Gross (Units & PUVR)	\$ 168,865	\$ 30,926
GROI	77%	167%

No	
	88
	44.4
\$	18,344
\$	18,344
\$	19,167
	96%
	96%
\$	(45)
\$	(165)
\$	1,732
\$	1,567
\$	137,939
	69%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	100	41
Average Days to Sale	42.0	27.0
Average Advertised Price (Time of Sale)	\$ 18,826	\$ 16,742
Average Transaction Price	\$ 18,871	\$ 16,811
Average Market Price at 100%	\$ 19,721	\$ 17,528
Average Price to Market % (Time of Sale)	95%	96%
Average Transaction to Market %	96%	96%
Average Transactional Discount	\$ (46)	\$ (69)
Average Front End Gross	\$ (43)	\$ 298
Average Finance Gross	\$ 1,732	\$ 1,226
PUVR	\$ 1,689	\$ 1,525
Total Gross (Units & PUVR)	\$ 168,865	\$ 62,511
GROI	77%	121%

No	
	59
	52.4
\$	20,303
\$	20,303
\$	21,254
	96%
	96%
\$	(30)
\$	(281)
\$	2,084
\$	1,803
\$	106,354
	61%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	100	31
% of Retail Units	100%	31%
% Retailed of Off-Brand	59%	35%
Average Days to Sale	42.0	35.3
Average Transaction Price	\$ 18,871	\$ 15,550
Average Transaction to Market %	96%	96%
Average Transactional Discount	\$ (46)	\$ 31
Average Front End Gross	\$ (43)	\$ 600
Average Finance Gross	\$ 1,732	\$ 1,135
PUVR	\$ 1,689	\$ 1,736
Total Gross (Units & PUVR)	\$ 168,865	\$ 53,801
GROI	77%	114%



Trade on Used	Street/Curb buy	Auction/wholesale
11	0	58
11%	0%	58%
64%	#DIV/0!	71%
48.3	#DIV/0!	44.4
\$ 13,850	#DIV/0!	\$ 21,599
95%	#DIV/0!	96%
\$ (21)	#DIV/0!	\$ (92)
\$ (200)	#DIV/0!	\$ (358)
\$ 1,535	#DIV/0!	\$ 2,089
\$ 1,335	#DIV/0!	\$ 1,731
\$ 14,682	#DIV/0!	\$ 100,383
72%	#DIV/0!	65%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	100	51
% of Retail Units	100%	51%
% Retailed of Off-Brand	59%	47%
Average Days to Sale	42.0	15.5
Average Transaction Price	\$ 18,871	\$ 17,729
Average Transaction to Market %	96%	95%
Average Transactional Discount	\$ (46)	\$ 57
Average Front End Gross	\$ (43)	\$ 256
Average Finance Gross	\$ 1,732	\$ 1,262
PUVR	\$ 1,689	\$ 1,519
Total Gross (Units & PUVR)	\$ 168,865	\$ 77,444
GROI	77%	199%



31-45 days	46-60 days	61-90 days	90+ days
14	8	12	15
14%	8%	12%	15%
43%	75%	67%	100%
36.6	55.5	75.2	103.4
\$ 20,874	\$ 19,357	\$ 15,221	\$ 23,548
95%	97%	98%	98%
\$ (77)	\$ (223)	\$ (161)	\$ (181)
\$ 98	\$ 978	\$ (1,053)	\$ (932)
\$ 1,257	\$ 1,553	\$ 1,700	\$ 3,894
\$ 1,355	\$ 2,531	\$ 648	\$ 2,962
\$ 18,970	\$ 20,244	\$ 7,771	\$ 44,436
64%	85%	20%	44%