

Desk Manager(s)	Finance Manager(s)
GENE COLE	DAVID WEST
DON STEARNS	LARRY TERRY
	JOSH PURSER
	SAM ALBALOULI



Sales Consultant(s)	New Car Franchise(s)
MARKUS WILLIAMS	Chrysler
DAVE CARPENTER	Dodge
MIKE MCNAMARA	Jeep
JON CURFMAN	Ram
CAMERON HUCHENSON	Mazda
KURT STIENMAN	
DARIUS MOGODHAM	
JERROD WILTSHIRE	
KEITH BARBIN	
JEREMY WILLIAMS	
HUNTER LOCH	
JEFF BARBAREE	
MIKE HICKS	
CRAIG NELSON	





#	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	2016	MAZDA	6	91	Trade on Used	YES	\$ 14,899	\$ 14,899	88%	(\$556)	\$1,582
2	2017	JEEP	CHROKEE	13	Trade on New	Yes	\$ 16,910	\$ 16,910	94%	\$1,502	\$2,288
3	2017	RAM	1500	30	Auction/Wholesale	Yes	\$ 27,910	\$ 27,910	98%	\$1,620	\$3,062
4	2017	RAM	2500	11	Trade on Used	Yes	\$ 45,910	\$ 45,910	95%	\$2,204	\$4,355
5	2007	GMC	ACADIA	32	Trade on New	No	\$ 9,931	\$ 9,931	92%	\$712	\$1,341
6	2012	Chevrolet	MALIBU	72	Trade on Used	No	\$ 10,458	\$ 9,979	95%	\$1,662	\$1,399
7	2016	MAZDA	CX-5	20	Trade on New	Yes	\$ 20,710	\$ 20,100	92%	\$883	\$583
8	2016	MAZDA	3	17	Trade on New	Yes	\$ 14,510	\$ 13,910	94%	\$1,533	\$1,108
9	2016	MAZDA	3	12	Trade on New	Yes	\$ 13,910	\$ 13,910	90%	\$1,194	\$2,835
10	2015	MAZDA	3	9	Trade on New	Yes	\$ 11,910	\$ 11,910	97%	\$1,361	\$129
11	2018	JEEP	COMPASS	20	Auction/Wholesale	Yes	\$ 21,910	\$ 21,420	99%	\$1,317	\$917
12	2015	JEEP	CHEROKEE	20	Trade on New	No	\$ 14,720	\$ 14,439	91%	\$1,303	\$1,633
13	2013	KIA	OPTIMA	33	Trade on Used	No	\$ 11,931	\$ 11,931	92%	\$1,815	\$300
14	2012	FORD	EXPEDITION	67	Trade on New	No	\$ 18,979	\$ 18,979	90%	\$348	\$1,936
15	2007	FORD	F-150	63	Trade on New	No	\$ 9,979	\$ 9,303	99%	\$745	\$0
16	2014	CHRYSLER	300	78	Trade on New	No	\$ 11,979	\$ 11,979	85%	(\$244)	\$1,060
17	2015	JEEP	CHEROKEE	21	Trade on New	Yes	\$ 16,120	\$ 16,120	94%	\$1,818	\$1,197
18	2018	DODGE	GRAND CARAVAN	62	Loaner/Rental Fleet	Yes	\$ 18,979	\$ 189,979	90%	\$809	\$2,448
19	2012	FORD	F-350	6	Auction/Wholesale	No	\$ 36,910	\$ 35,500	91%	\$1,259	\$2,288
20	2018	JEEP	COMPASS	23	Auction/Wholesale	Yes	\$ 20,920	\$ 20,920	92%	\$2,687	\$0
21	2014	RAM	1500	41	Trade on New	No	\$ 28,631	\$ 27,433	95%	\$1,060	\$709
22	2008	Chevrolet	COLORADO	19	Trade on New	No	\$ 10,510	\$ 10,200	95%	\$3,171	\$0
23	2015	NISSAN	TITAN	82	Trade on Used	No	\$ 21,599	\$ 21,515	101%	\$89	\$1,200
24	2014	JEEP	CHEROKEE	71	Trade on Used	No	\$ 21,979	\$ 21,979	105%	\$1,137	\$846
25	2016	MAZDA	6	30	LBO Customer	Yes	\$ 15,510	\$ 15,175	102%	\$969	\$0
26	2017	FORD	ESCAPE	46	Trade on New	No	\$ 18,431	\$ 18,431	99%	\$1,030	\$1,629
27	2016	MAZDA	3	31	LBO Customer	Yes	\$ 14,930	\$ 14,930	104%	\$855	\$3,261
28	2014	RAM	1500	57	Trade on New	No	\$ 18,458	\$ 18,458	94%	\$1,264	\$2,313
29	2014	JEEP	WRANGLER	75	Trade on New	No	\$ 26,479	\$ 26,479	94%	\$934	\$0
30	2014	DODGE	CHALLENGER	21	Trade on Used	No	\$ 20,820	\$ 20,820	103%	\$2,713	\$3,530
31	2016	MAZDA	6	64	Trade on New	Yes	\$ 14,879	\$ 15,410	99%	\$740	\$2,834
32	2018	JEEP	COMPASS	24	Auction/Wholesale	Yes	\$ 20,910	\$ 20,910	104%	\$591	\$909
33	2015	Chevrolet	SILVERADO	70	Trade on New	No	\$ 33,779	\$ 33,779	100%	\$1,114	\$4,937
34	2018	GMC	SIERRA	2	Trade on New	No	\$ 35,410	\$ 35,000	101%	\$2,264	\$2,377
35	2013	NISSAN	SENTRA	4	Trade on New	No	\$ 7,910	\$ 7,910	110%	\$3,614	\$694
36	2016	RAM	1500	4	Trade on New	No	\$ 24,910	\$ 24,910	101%	\$2,432	\$2,093
37	2015	Chevrolet	SILVERADO	39	Auction/Wholesale	No	\$ 28,431	\$ 27,500	96%	\$3,319	\$0
38	2015	Chevrolet	SILVERADO	11	Auction/Wholesale	No	\$ 29,910	\$ 29,000	99%	\$2,714	\$0
39	2016	Chevrolet	SILVERADO	110	Trade on New	No	\$ 34,899	\$ 24,899	90%	(\$1,046)	\$1,436
40	2013	CHRYSLER	300C	72	Trade on Used	No	\$ 12,979	\$ 12,979	87%	\$1,405	\$3,171
41	2017	MAZDA	3	19	Trade on New	YES	\$ 14,510	\$ 14,510	95%	(\$611)	\$2,049

42	2017	FORD	FOCUS	65	Trade on Used	No	\$	12,979	\$	12,979	96%	\$889	\$0
43	2013	JEEP	WRANGLER	29	Trade on New	No	\$	24,820	\$	24,820	99%	\$2,602	\$0
44	2018	MAZDA	CX-9	6	Loaner/Rental Fleet	YES	\$	34,910	\$	34,910	107%	\$2,618	\$2,048
45	2014	LEXUS	RX350	40	Trade on Used	No	\$	18,531	\$	18,530	94%	\$1,612	\$0
46	2018	JEEP	GRAND CHEROKEE	13	Trade on New	YES	\$	27,810	\$	27,300	99%	\$1,292	\$682
47	2018	JEEP	GRAND CHEROKEE	21	Trade on New	YES	\$	25,710	\$	25,410	101%	\$2,510	\$3,618
48	2008	JEEP	COMMANDER	15	Trade on New	No	\$	8,910	\$	8,910	109%	\$3,002	\$0
49	2017	MAZDA	CX-5	8	Trade on New	YES	\$	25,810	\$	24,892	94%	\$1,258	\$1,358
50	2016	MAZDA	CX-5	56	Trade on New	No	\$	14,358	\$	14,064	98%	\$1,300	\$1,560
51	2016	LEXUS	ES350	100	Trade on Used	No	\$	22,899	\$	22,899	90%	(\$962)	\$3,102
52	2019	JEEP	CHEROKEE	14	Loaner/Rental Fleet	Yes	\$	19,510	\$	19,183	100%	\$908	\$207
53	2016	MAZDA	CX-5	37	Trade on New	Yes	\$	16,431	\$	16,431	97%	\$1,167	\$2,238

## Scoreboard Totals

% Retailed of Non-New Franchise	55%
Total # Retail Units	188
Average Days to Sale	37.1
Average Advertised Price (Time of Sale)	\$ 20,769
Average Transaction Price	\$ 21,502
Average Market Price at 100%	\$ 20,659
Average Price to Market % (Time of Sale)	101%
Average Transaction to Market	104%
Average Transactional Discount	\$ (733)
Average Front End Gross	\$ 1,781
Average Finance Gross	\$ 1,522
PUVR	\$ 3,303
Total Gross (Units & PUVR)	\$ 620,901
GROI	149%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	55%	#DIV/0!
Total # Retail Units	188	0
Average Days to Sale	37.1	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 20,769	#DIV/0!
Average Transaction Price	\$ 21,502	#DIV/0!
Average Market Price at 100%	\$ 20,659	#DIV/0!
Average Price to Market % (Time of Sale)	101%	#DIV/0!
Average Transaction to Market %	104%	#DIV/0!
Average Transactional Discount	\$ (733)	#DIV/0!
Average Front End Gross	\$ 1,781	#DIV/0!
Average Finance Gross	\$ 1,522	#DIV/0!
PUVR	\$ 3,303	#DIV/0!
Total Gross (Units & PUVR)	\$ 620,901	#DIV/0!
GROI	149%	#DIV/0!











Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	55%	#DIV/0!
Total # Retail Units	188	0
Average Days to Sale	37.1	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 20,769	#DIV/0!
Average Transaction Price	\$ 21,502	#DIV/0!
Average Market Price at 100%	\$ 20,659	#DIV/0!
Average Price to Market % (Time of Sale)	101%	#DIV/0!
Average Transaction to Market %	104%	#DIV/0!
Average Transactional Discount	\$ (733)	#DIV/0!
Average Front End Gross	\$ 1,781	#DIV/0!
Average Finance Gross	\$ 1,522	#DIV/0!
PUVR	\$ 3,303	#DIV/0!
Total Gross (Units & PUVR)	\$ 620,901	#DIV/0!
GROI	149%	#DIV/0!











































Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	55%	#DIV/0!
Total # Retail Units	188	0
Average Days to Sale	37.1	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 20,769	#DIV/0!
Average Transaction Price	\$ 21,502	#DIV/0!
Average Market Price at 100%	\$ 20,659	#DIV/0!
Average Price to Market % (Time of Sale)	101%	#DIV/0!
Average Transaction to Market %	104%	#DIV/0!
Average Transactional Discount	\$ (733)	#DIV/0!
Average Front End Gross	\$ 1,781	#DIV/0!
Average Finance Gross	\$ 1,522	#DIV/0!
PUVR	\$ 3,303	#DIV/0!
Total Gross (Units & PUVR)	\$ 620,901	#DIV/0!
GROI	149%	#DIV/0!









## Scoreboard

CPO	Totals	Yes
Total # Retail Units	188	58
Average Days to Sale	37.1	29.2
Average Advertised Price (Time of Sale)	\$ 20,769	\$ 23,592
Average Transaction Price	\$ 21,502	\$ 26,437
Average Market Price at 100%	\$ 20,659	\$ 23,418
Average Price to Market % (Time of Sale)	101%	101%
Average Transaction to Market %	104%	113%
Average Transactional Discount	\$ (733)	\$ (2,846)
Average Front End Gross	\$ 1,781	\$ 1,617
Average Finance Gross	\$ 1,522	\$ 1,857
PUVR	\$ 3,303	\$ 3,475
Total Gross (Units & PUVR)	\$ 620,901	\$ 201,531
GROI	149%	162%



No	
	130
	40.6
\$	19,300
\$	19,300
\$	19,614
	98%
	98%
\$	210
\$	1,854
\$	1,372
\$	3,226
\$	419,370
	148%

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	188	84
Average Days to Sale	37.1	35.6
Average Advertised Price (Time of Sale)	\$ 20,769	\$ 19,641
Average Transaction Price	\$ 21,502	\$ 21,569
Average Market Price at 100%	\$ 20,659	\$ 19,583
Average Price to Market % (Time of Sale)	101%	100%
Average Transaction to Market %	104%	110%
Average Transactional Discount	\$ (733)	\$ (1,928)
Average Front End Gross	\$ 1,781	\$ 1,603
Average Finance Gross	\$ 1,522	\$ 1,605
PUVR	\$ 3,303	\$ 3,208
Total Gross (Units & PUVR)	\$ 620,901	\$ 269,452
GROI	149%	150%

No	
	104
	38.2
\$	21,448
\$	21,448
\$	21,761
	99%
	99%
\$	232
\$	1,924
\$	1,455
\$	3,379
\$	351,449
	148%

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	188	112
% of Retail Units	100%	60%
% Retailed of Off-Brand	55%	54%
Average Days to Sale	37.1	36.4
Average Transaction Price	\$ 21,502	\$ 22,663
Average Transaction to Market %	104%	99%
Average Transactional Discount	\$ (733)	\$ 180
Average Front End Gross	\$ 1,781	\$ 1,815
Average Finance Gross	\$ 1,522	\$ 1,606
PUVR	\$ 3,303	\$ 3,421
Total Gross (Units & PUVR)	\$ 620,901	\$ 383,191
GROI	149%	149%



Trade on Used	Street/Curb buy	Auction/wholesale
49	0	15
26%	0%	8%
63%	#DIV/0!	60%
39.4	#DIV/0!	41.1
\$ 14,743	#DIV/0!	\$ 22,425
101%	#DIV/0!	97%
\$ 172	#DIV/0!	\$ 254
\$ 1,779	#DIV/0!	\$ 1,515
\$ 1,386	#DIV/0!	\$ 1,389
\$ 3,165	#DIV/0!	\$ 2,904
\$ 155,092	#DIV/0!	\$ 43,557
196%	#DIV/0!	113%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
10	2	0
5%	1%	0%
30%	0%	#DIV/0!
28.0	30.5	#DIV/0!
\$ 41,525	\$ 15,053	#DIV/0!
185%	102%	#DIV/0!
\$ (17,054)	\$ 168	#DIV/0!
\$ 1,976	\$ 912	#DIV/0!
\$ 1,422	\$ 1,631	#DIV/0!
\$ 3,398	\$ 2,543	#DIV/0!
\$ 33,976	\$ 5,085	#DIV/0!
105%	199%	#DIV/0!



## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	188	90
% of Retail Units	100%	48%
% Retailed of Off-Brand	55%	54%
Average Days to Sale	37.1	16.7
Average Transaction Price	\$ 21,502	\$ 22,237
Average Transaction to Market %	104%	103%
Average Transactional Discount	\$ (733)	\$ 130
Average Front End Gross	\$ 1,781	\$ 2,271
Average Finance Gross	\$ 1,522	\$ 1,559
PUVR	\$ 3,303	\$ 3,830
Total Gross (Units & PUVR)	\$ 620,901	\$ 344,698
GROI	149%	371%



31-45 days	46-60 days	61-90 days	90+ days
35	26	31	6
19%	14%	16%	3%
49%	54%	65%	67%
36.5	52.9	70.6	103.2
\$ 18,794	\$ 17,627	\$ 24,671	\$ 26,684
99%	97%	121%	89%
\$ 179	\$ 132	\$ (5,458)	\$ 1,667
\$ 1,838	\$ 1,639	\$ 946	\$ (976)
\$ 1,320	\$ 1,605	\$ 1,335	\$ 2,750
\$ 3,158	\$ 3,244	\$ 2,280	\$ 1,775
\$ 110,519	\$ 84,350	\$ 70,686	\$ 10,648
166%	125%	47%	23%