

Desk Manager(s)	Finance Manager(s)
DENNIS CRAWFORD	NICOLE SIMONS
	AMANDA FLESCHER

#	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	2014	RAM	2500	26	TRADE ON USED	NO	\$ 33,000	\$ 33,000	89%	\$2,515	\$1,018
2	2013	FORD	FUSION	25	TRADE ON NEW	NO	\$ 10,500	\$ 10,000	89%	\$2,350	\$767
3	2018	FORD	EDGE	19	AUCTION/WHOLESALE	NO	\$ 25,000	\$ 25,000	96%	\$1,848	CASH
4	2016	FORD	ESCAPE	77	TRADE ON NEW	YES	\$ 22,500	\$ 21,750	93%	\$1,369	\$1,846
5	2007	NISSAN	TITAN	5	TRADE ON NEW	NO	\$ 12,000	\$ 12,000	71%	\$1,000	\$132
6	2017	CHEVROLET	COLORADO	98	TRADE ON NEW	NO	\$ 29,000	\$ 29,000	97%	\$3,198	\$1,245
7	2015	TOYOTA	TACOMA	35	TRADE ON NEW	NO	\$ 27,000	\$ 27,000	99%	\$3,707	\$2,351
8	2018	FORD	ESCAPE	30	AUCTION/WHOLESALE	NO	\$ 21,000	\$ 21,000	98%	\$2,369	\$1,541
9	2014	JEEP	WRANGLER	10	TRADE ON NEW	NO	\$ 27,500	\$ 27,000	92%	\$1,540	CASH
10	2017	FORD	EXPLORER	6	TRADE ON NEW	NO	\$ 29,000	\$ 29,000	98%	\$3,640	\$1,233
11	2016	FORD	F150	68	AUCTION/WHOLESALE	NO	\$ 28,000	\$ 28,000	98%	\$3,802	\$1,145
12	2016	FORD	FUSION	47	AUCTION/WHOLESALE	No	\$ 14,700	\$ 14,200	99%	\$1,351	\$523
13	2016	SUBARU	LEGACY	15	AUCTION/WHOLESALE	NO	\$ 18,900	\$ 18,900	103%	\$1,856	\$556
14	2015	LINCOLN	MKX	92	TRADE ON NEW	NO	\$ 21,700	\$ 20,700	106%	\$3,382	\$1,127
15	2014	FORD	F150	23	TRADE ON NEW	NO	\$ 32,500	\$ 29,400	96%	\$3,256	\$1,772
16	2015	LINCOLN	MKX	18	TRADE ON USED	NO	\$ 22,500	\$ 22,000	99%	\$2,083	\$584
17	2016	HONDA	HRV	95	TRADE ON NEW	NO	\$ 19,700	\$ 18,800	95%	\$2,149	\$2,811
18	2008	FORD	F150	10	TRADE ON USED	NO	\$ 12,700	\$ 12,700	102%	\$3,450	\$121
19	2018	FORD	F150	7	TRADE ON NEW	NO	\$ 47,500	\$ 47,000	110%	\$2,000	\$300
20	2009	HYUNDAI	SONATO	5	TRADE ON NEW	NO	\$ 6,000	\$ 6,000	80%	\$2,500	\$0
21	2017	FORD	F250	5	TRADE ON USED	NO	\$ 55,800	\$ 55,800	100%	\$2,271	\$1,310
22	2018	JEEP	WRANGLER	8	TRADE ON NEW	NO	\$ 46,500	\$ 46,500	98%	\$3,561	\$2,701
23	2014	FORD	F350	27	TRADE ON NEW	NO	\$ 48,000	\$ 48,000	106%	\$1,807	\$1,545
24	2016	FORD	FUSION	28	AUCTION/WHOLESALE	NO	\$ 1,500	\$ 1,500	100%	\$2,343	\$966
25	2015	DODGE	DURANGO	15	TRADE ON NEW	NO	\$ 19,000	\$ 16,704	80%	\$3,366	\$0
26	2018	FORD	TAURUS	134	AUCTION/WHOLESALE	NO	\$ 26,725	\$ 23,850	105%	\$2,707	\$436
27	2016	FORD	FUSION	40	AUCTION/WHOLESALE	NO	\$ 14,000	\$ 14,000	96%	\$2,392	\$2,046
28	2014	FORD	EXPLORER	15	TRADE ON NEW	NO	\$ 18,000	\$ 18,000	101%	\$3,093	\$0
29	2016	FORD	F150	25	TRADE ON NEW	NO	\$ 30,000	\$ 30,000	99%	\$2,760	\$3,381
30	2018	JEEP	WRANGLER	30	TRADE ON USED	NO	\$ 46,500	\$ 46,500	100%	\$3,586	\$2,712
31	2012	JEEP	COMPASS	62	TRADE ON USED	NO	\$ 9,900	\$ 9,900	89%	\$1,586	\$267
32	2017	FORD	F250	31	TRADE ON NEW	NO	\$ 42,900	\$ 42,900	102%	\$4,886	\$1,956
33	2017	LINCOLN	MKC	15	TRADE ON USED	NO	\$ 24,000	\$ 23,000	99%	\$2,825	\$600
34	2015	FORD	F150	45	TRADE ON NEW	NO	\$ 29,500	\$ 29,500	101%	\$5,241	\$3,000
35	2018	FORD	EXPLORER	63	AUCTION/WHOLESALE	NO	\$ 32,900	\$ 32,900	100%	\$2,330	\$1,035
36	2018	FORD	F250	17	TRADE ON USED	NO	\$ 65,000	\$ 65,000	95%	\$2,283	\$1,654
37	2013	FORD	F150	31	TRADE ON USED	NO	\$ 19,500	\$ 19,500	101%	\$1,750	\$998
38	2013	SUBARU	LEGACY	29	TRADE ON USED	NO	\$ 10,500	\$ 10,500	102%	\$932	\$0
39	2014	SUBARU	FORESTER	35	TRADE ON USED	NO	\$ 13,500	\$ 13,500	99%	\$3,507	\$1,125
40	2016	LINCOLN	MKC	47	AUCTION/WHOLESALE	NO	\$ 24,500	\$ 24,500	99%	\$2,702	\$2,099
41	2016	FORD	F150	59	TRADE ON NEW	NO	\$ 32,500	\$ 32,500	104%	\$4,156	\$1,135
42	2017	FORD	F150	31	TRADE ON NEW	NO	\$ 27,600	\$ 26,900	98%	\$1,592	\$1,145
43	2016	CHRYSLER	200	14	TRADE ON NEW	NO	\$ 13,500	\$ 13,500	99%	\$1,439	\$319
44	2018	LINCOLN	MKX	132	AUCTION/WHOLESALE	NO	\$ 38,900	\$ 38,900	98%	\$1,604	\$823

45	2016	DODGE	RAM	100	TRADE ON NEW	NO	\$ 24,800	\$ 24,800	100%	\$1,066	\$1,724
46	2017	FORD	F250	11	TRADE ON NEW	NO	\$ 59,000	\$ 58,000	109%	\$4,223	\$1,550
47	2016	CHEVROLET	COLORADO	73	TRADE ON USED	NO	\$ 23,900	\$ 23,900	97%	\$3,248	\$1,575
48	2011	FORD	F150	9	TRADE ON NEW	NO	\$ 18,500	\$ 17,800	103%	\$2,081	\$1,285
49	2014	FORD	TAURUS	18	Trade on New	NO	\$ 14,000	\$ 14,000	97%	\$1,533	\$520
50	2018	FORD	EXPLORER	45	AUCTION/WHOLESALE	NO	\$ 31,300	\$ 31,300	100%	\$1,619	\$1,451
51	2012	FORD	F150	35	TRADE ON USED	NO	\$ 24,400	\$ 24,400	102%	\$2,667	\$1,269
52	2015	DODGE	RAM	42	TRADE ON NEW	NO	\$ 29,900	\$ 29,900	100%	\$3,591	\$420
53	2007	GMC	ENVOY	9	TRADE ON NEW	NO	\$ 8,900	\$ 8,200	110%	\$1,120	\$996

Scoreboard Totals

% Retailed of Non-New Franchise	45%
Total # Retail Units	53
Average Days to Sale	37.6
Average Advertised Price (Time of Sale)	\$ 26,153
Average Transaction Price	\$ 25,823
Average Market Price at 100%	\$ 22,735
Average Price to Market % (Time of Sale)	115%
Average Transaction to Market	114%
Average Transactional Discount	\$ 331
Average Front End Gross	\$ 2,552
Average Finance Gross	\$ 1,198
PUVR	\$ 3,705
Total Gross (Units & PUVR)	\$ 196,347
GROI	137%



MY

Scoreboard

Desk Manager	Totals	
% Retailed of Non-New Franchise	45%	#DIV/0!
Total # Retail Units	53	0
Average Days to Sale	37.6	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 26,153	#DIV/0!
Average Transaction Price	\$ 25,823	#DIV/0!
Average Market Price at 100%	\$ 22,735	#DIV/0!
Average Price to Market % (Time of Sale)	115%	#DIV/0!
Average Transaction to Market %	114%	#DIV/0!
Average Transactional Discount	\$ 331	#DIV/0!
Average Front End Gross	\$ 2,552	#DIV/0!
Average Finance Gross	\$ 1,198	#DIV/0!
PUVR	\$ 3,705	#DIV/0!
Total Gross (Units & PUVR)	\$ 196,347	#DIV/0!
GROI	137%	#DIV/0!



Scoreboard

Sales Consultant	Totals	
% Retailed of Non-New Franchise	45%	#DIV/0!
Total # Retail Units	53	0
Average Days to Sale	37.6	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 26,153	#DIV/0!
Average Transaction Price	\$ 25,823	#DIV/0!
Average Market Price at 100%	\$ 22,735	#DIV/0!
Average Price to Market % (Time of Sale)	115%	#DIV/0!
Average Transaction to Market %	114%	#DIV/0!
Average Transactional Discount	\$ 331	#DIV/0!
Average Front End Gross	\$ 2,552	#DIV/0!
Average Finance Gross	\$ 1,198	#DIV/0!
PUVR	\$ 3,705	#DIV/0!
Total Gross (Units & PUVR)	\$ 196,347	#DIV/0!
GROI	137%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	45%	#DIV/0!
Total # Retail Units	53	0
Average Days to Sale	37.6	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 26,153	#DIV/0!
Average Transaction Price	\$ 25,823	#DIV/0!
Average Market Price at 100%	\$ 22,735	#DIV/0!
Average Price to Market % (Time of Sale)	115%	#DIV/0!
Average Transaction to Market %	114%	#DIV/0!
Average Transactional Discount	\$ 331	#DIV/0!
Average Front End Gross	\$ 2,552	#DIV/0!
Average Finance Gross	\$ 1,198	#DIV/0!
PUVR	\$ 3,705	#DIV/0!
Total Gross (Units & PUVR)	\$ 196,347	#DIV/0!
GROI	137%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	53	1
Average Days to Sale	37.6	77.0
Average Advertised Price (Time of Sale)	\$ 26,153	\$ 22,500
Average Transaction Price	\$ 25,823	\$ 21,750
Average Market Price at 100%	\$ 22,735	\$ 24,194
Average Price to Market % (Time of Sale)	115%	93%
Average Transaction to Market %	114%	90%
Average Transactional Discount	\$ 331	\$ 750
Average Front End Gross	\$ 2,552	\$ 1,369
Average Finance Gross	\$ 1,198	\$ 1,846
PUVR	\$ 3,705	\$ 3,215
Total Gross (Units & PUVR)	\$ 196,347	\$ 3,215
GROI	137%	69%



No	
	52
	36.8
\$	25,901
\$	25,901
\$	26,281
	99%
	99%
\$	323
\$	2,574
\$	1,185
\$	3,714
\$	193,132
	140%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	53	29
Average Days to Sale	37.6	33.8
Average Advertised Price (Time of Sale)	\$ 26,153	\$ 28,777
Average Transaction Price	\$ 25,823	\$ 28,410
Average Market Price at 100%	\$ 22,735	\$ 28,612
Average Price to Market % (Time of Sale)	115%	101%
Average Transaction to Market %	114%	99%
Average Transactional Discount	\$ 331	\$ 366
Average Front End Gross	\$ 2,552	\$ 2,661
Average Finance Gross	\$ 1,198	\$ 1,283
PUVR	\$ 3,705	\$ 3,900
Total Gross (Units & PUVR)	\$ 196,347	\$ 113,099
GROI	137%	146%

No	
	24
	42.1
\$	22,696
\$	22,696
\$	23,377
	97%
	97%
\$	287
\$	2,419
\$	1,095
\$	3,469
\$	83,248
	131%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	53	28
% of Retail Units	100%	53%
% Retailed of Off-Brand	45%	46%
Average Days to Sale	37.6	33.5
Average Transaction Price	\$ 25,823	\$ 26,245
Average Transaction to Market %	114%	96%
Average Transactional Discount	\$ 331	\$ 452
Average Front End Gross	\$ 2,552	\$ 2,700
Average Finance Gross	\$ 1,198	\$ 1,306
PUVR	\$ 3,705	\$ 3,960
Total Gross (Units & PUVR)	\$ 196,347	\$ 110,867
GROI	137%	162%



Trade on Used	Street/Curb buy	Auction/wholesale
13	0	12
25%	0%	23%
62%	#DIV/0!	25%
29.7	#DIV/0!	55.7
\$ 27,669	#DIV/0!	\$ 22,838
167%	#DIV/0!	98%
\$ 115	#DIV/0!	\$ 281
\$ 2,516	#DIV/0!	\$ 2,244
\$ 1,018	#DIV/0!	\$ 1,147
\$ 3,534	#DIV/0!	\$ 3,295
\$ 45,936	#DIV/0!	\$ 39,544
155%	#DIV/0!	93%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	53	29
% of Retail Units	100%	55%
% Retailed of Off-Brand	45%	45%
Average Days to Sale	37.6	16.3
Average Transaction Price	\$ 25,823	\$ 26,414
Average Transaction to Market %	114%	96%
Average Transactional Discount	\$ 331	\$ 372
Average Front End Gross	\$ 2,552	\$ 2,401
Average Finance Gross	\$ 1,198	\$ 1,021
PUVR	\$ 3,705	\$ 3,422
Total Gross (Units & PUVR)	\$ 196,347	\$ 99,235
GROI	137%	285%



31-45 days	46-60 days	61-90 days	90+ days
10	3	5	6
19%	6%	9%	11%
30%	33%	40%	83%
37.0	51.0	68.6	108.5
\$ 25,890	\$ 23,733	\$ 23,290	\$ 26,008
189%	100%	95%	97%
\$ 70	\$ 167	\$ 150	\$ 796
\$ 3,095	\$ 2,736	\$ 2,467	\$ 2,351
\$ 1,576	\$ 1,252	\$ 1,174	\$ 1,361
\$ 4,671	\$ 3,989	\$ 3,641	\$ 3,712
\$ 46,713	\$ 11,966	\$ 18,203	\$ 22,272
176%	119%	82%	47%