

Desk Manager(s)	Finance Manager(s)
Richard Young	Kyle Durr
Jason Doherty	Al Costanza
Tyler Sowers	Amy Wright
Rick Eget	James Arnold
	Frank Diaz

Sales Consultant(s)	New Car Franchise(s)
Jorge Ferrera NADA ACADEMY	Chrysler
Randy Booker	Dodge
Robert Maltbie	Jeep
Romello Peat	Ram
Angel Diaz	
Leo Cintron	
Lacey Palmer	
Robert Mclaughlin	
Cristian Caldera	
Andrew Wyman	
Jonathan Stewart	
Victor Brewton	
Michael Peralta	
Amy Tanous	
Joel Dempsey	
Tyler Whitmoyer	
Pedro Orozco	
Valentin Revin	
Rey Morel	
Johnny Lampkin	
Hercules Frantzis	
William Lawrence	
Donald Turner	
Tyler Scalici	

#	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	Chrysler	Town & Country	31	Trade on Used	No	\$ 17,577	\$ 21,000	97%	\$3,242	\$2,481
2	2014	Hyundai	Tucson	44	Trade on Used	No	\$ 12,566	\$ 13,500	88%	\$700	\$1,722
3	2016	Nissan	Rogue	74	Trade on New	No	\$ 14,355	\$ 16,391	78%	(\$726)	\$1,524
4	2016	Jeep	Compass	20	Trade on Used	No	\$ 11,995	\$ 11,300	83%	\$111	\$1,234
5	2007	Chrysler	300	13	Trade on Used	No	\$ 3,800	\$ 3,327	NA	\$742	\$0
6	2016	Jeep	Wrangler	23	Trade on New	No	\$ 29,995	\$ 27,500	111%	\$898	\$2,576
7	2017	Hyundai	Accent		Auction/Wholesale	No		\$ 8,999		(\$1)	\$1,186
8	2017	Ram	3500	34	Trade on Used	No	\$ 33,778	\$ 34,973	95%	\$2,573	\$2,018
9	2017	Kia	Sorento	67	Trade on New	No	\$ 15,788	\$ 17,200	90%	(\$1,764)	\$874
10	2015	Kia	Sportage	65	Trade on New	No	\$ 15,677	\$ 17,879	88%	(\$645)	\$1,953
11	2015	Toyota	Camry	72	Trade on New	No	\$ 11,466	\$ 14,999	85%	\$800	\$2,764
12	2018	Jeep	Wrangler	16	Auction/Wholesale	No	\$ 29,664	\$ 31,470	90%	\$1,633	\$2,621
13	2015	Ford	F-150	17	Trade on Used	No	\$ 25,995	\$ 28,131	89%	\$55	\$3,032
14	2016	Jeep	Wrangler	80	Trade on New	No	\$ 26,998	\$ 34,295	91%	(\$1,368)	\$731
15	2016	Dodge	Caravan	70	Auction/Wholesale	No	\$ 11,998	\$ 11,737	87%	(\$261)	\$1,355
16	2015	Chevrolet	Malibu	30	Trade on New	No	\$ 9,997	\$ 9,300	81%	(\$715)	\$999
17	2016	Ram	2500	53	Trade on New	No	\$ 42,998	\$ 44,993	86%	\$1,187	\$2,894
18	2018	Chevrolet	Impala	33	Auction/Wholesale	No	\$ 16,144	\$ 18,441	90%	\$1,494	\$803
19	2018	Cadillac	XT5	26	Auction/Wholesale	No	\$ 31,099	\$ 31,099	90%	\$1,146	\$0
20	2013	Dodge	Journey	19	Trade on New	No	\$ 8,995	\$ 9,899	95%	\$1,455	\$1,524
21	2015	Dodge	Challenger	77	Trade on New	No	\$ 17,998	\$ 18,410	91%	(\$2,317)	\$0
22	2014	Jeep	Wrangler	44	Trade on Used	No	\$ 23,244	\$ 25,733	89%	\$3,420	\$1,030
23	2015	Hyundai	Elantra	61	Trade on Used	No	\$ 6,998	\$ 7,670	67%	(\$1,409)	\$167
24	2018	Infiniti	Q52		Auction/Wholesale	No		\$ 27,576		\$1,738	\$1,485
25	2018	Ram	1500	38	Auction/Wholesale	No	\$ 19,879	\$ 20,980	102%	\$200	\$284
26	2017	Ford	Mustang	60	Auction/Wholesale	No	\$ 17,949	\$ 19,144	87%	\$1,694	\$3,742
27	2018	Mercedes-Benz	CLA250	36	Trade on Used	No	\$ 25,889	\$ 27,084	84%	\$980	\$1,390
28	2018	Hyundai	Santa Fe	34	Auction/Wholesale	No	\$ 13,849	\$ 14,226	89%	(\$422)	\$219
29	2014	Chrysler	Town & Country	26	Trade on New	No	\$ 12,495	\$ 12,961	95%	\$2,341	\$0
30	2018	Toyota	Camry		Auction/Wholesale	No		\$ 17,814		(\$50)	\$2,545
31	2016	Nissan	370Z	30	Trade on New	No	\$ 22,495	\$ 23,690	N/A	\$3,541	\$283
32	2017	Ford	F-150	28	Trade on Used	No	\$ 25,889	\$ 26,338	89%	\$1,530	\$1,031
33	2018	Dodge	Journey	34	Auction/Wholesale	No	\$ 16,259	\$ 17,004	84%	(\$55)	\$241
34	2015	GMC	Yukon		Trade on New	No		\$ 34,995		\$183	\$1,664
35	2018	Toyota	Corolla	10	Auction/Wholesale	No	\$ 13,999	\$ 15,469	91%	\$1,869	\$1,591
36	2018	Chrysler	Pacifica	64	Auction/Wholesale	No	\$ 22,199	\$ 22,527	91%	\$224	\$537
37	2018	Jeep	Grand Cherokee	19	Auction/Wholesale	No	\$ 35,399	\$ 34,476	N/A	\$678	\$1,354
38	2015	Ram	2500	41	Trade on New	No	\$ 41,344	\$ 43,539	93%	\$1,638	\$2,549
39	2017	Dodge	Grand Caravan	9	Auction/Wholesale	No	\$ 13,654	\$ 13,989	90%	\$739	\$2,909
40	2017	Dodge	Challenger	13	Auction/Wholesale	No	\$ 40,499	\$ 40,499	98%	\$5,594	\$3,596
41	2018	Chrysler	300	22	Auction/Wholesale	No	\$ 22,722	\$ 24,517	95%	\$1,366	\$267

42	2011	Cadillac	SRX	22	Trade on Used	No	\$	15,995	\$	17,190	106%	\$3,918	\$533
43	2016	Jeep	Renegade	9	Auction/Wholesale	No	\$	15,250	\$	15,499	100%	\$1,049	\$1,008
44	2018	Nissan	Maxima	15	Auction/Wholesale	No	\$	20,959	\$	21,415	97%	\$456	\$1,906
45	2018	Jeep	Wrangler	20	Auction/Wholesale	No	\$	28,299	\$	34,594	97%	\$384	\$3,306
46	2014	Nissan	Altima	36	Trade on Used	No	\$	10,998	\$	9,995	99%	\$174	\$0
47	2016	Chevrolet	Traverse	55	Trade on Used	No	\$	16,998	\$	18,486	85%	(\$905)	\$1,446
48	2018	Chrysler	300	22	Auction/Wholesale	No	\$	22,954	\$	24,149	96%	\$814	\$721
49	2015	Hyundai	Sonata	78	Trade on Used	No	\$	10,233	\$	12,721	75%	(\$1,257)	\$2,253
50	2015	Chevrolet	Camaro	76	Trade on New	No	\$	12,677	\$	18,400	77%	(\$175)	\$866
51	2016	Jeep	Wrangler	39	Trade on New	No	\$	27,998	\$	31,035	88%	\$3,148	\$2,572
52	2008	Mercedes-Benz	GL550	27	Trade on New	No	\$	11,998	\$	15,326	79%	\$2,366	\$0
53	2017	Chevrolet	Malibu	59	Trade on New	No	\$	11,466	\$	15,000	86%	\$1,336	\$1,765

Scoreboard Totals

% Retailed of Non-New Franchise	42%
Total # Retail Units	200
Average Days to Sale	33.3
Average Advertised Price (Time of Sale)	\$ 21,972
Average Transaction Price	\$ 22,749
Average Market Price at 100%	\$ 23,488
Average Price to Market % (Time of Sale)	94%
Average Transaction to Market	97%
Average Transactional Discount	\$ (2,975)
Average Front End Gross	\$ 1,134
Average Finance Gross	\$ 1,532
PUVR	\$ 2,661
Total Gross (Units & PUVR)	\$ 532,121
GROI	126%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	42%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	33.3	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 21,972	#DIV/0!
Average Transaction Price	\$ 22,749	#DIV/0!
Average Market Price at 100%	\$ 23,488	#DIV/0!
Average Price to Market % (Time of Sale)	94%	#DIV/0!
Average Transaction to Market %	97%	#DIV/0!
Average Transactional Discount	\$ (2,975)	#DIV/0!
Average Front End Gross	\$ 1,134	#DIV/0!
Average Finance Gross	\$ 1,532	#DIV/0!
PUVR	\$ 2,661	#DIV/0!
Total Gross (Units & PUVR)	\$ 532,121	#DIV/0!
GROI	126%	#DIV/0!



Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	42%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	33.3	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 21,972	#DIV/0!
Average Transaction Price	\$ 22,749	#DIV/0!
Average Market Price at 100%	\$ 23,488	#DIV/0!
Average Price to Market % (Time of Sale)	94%	#DIV/0!
Average Transaction to Market %	97%	#DIV/0!
Average Transactional Discount	\$ (2,975)	#DIV/0!
Average Front End Gross	\$ 1,134	#DIV/0!
Average Finance Gross	\$ 1,532	#DIV/0!
PUVR	\$ 2,661	#DIV/0!
Total Gross (Units & PUVR)	\$ 532,121	#DIV/0!
GROI	126%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	42%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	33.3	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 21,972	#DIV/0!
Average Transaction Price	\$ 22,749	#DIV/0!
Average Market Price at 100%	\$ 23,488	#DIV/0!
Average Price to Market % (Time of Sale)	94%	#DIV/0!
Average Transaction to Market %	97%	#DIV/0!
Average Transactional Discount	\$ (2,975)	#DIV/0!
Average Front End Gross	\$ 1,134	#DIV/0!
Average Finance Gross	\$ 1,532	#DIV/0!
PUVR	\$ 2,661	#DIV/0!
Total Gross (Units & PUVR)	\$ 532,121	#DIV/0!
GROI	126%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	0
Average Days to Sale	33.3	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 21,972	#DIV/0!
Average Transaction Price	\$ 22,749	#DIV/0!
Average Market Price at 100%	\$ 23,488	#DIV/0!
Average Price to Market % (Time of Sale)	94%	#DIV/0!
Average Transaction to Market %	97%	#DIV/0!
Average Transactional Discount	\$ (2,975)	#DIV/0!
Average Front End Gross	\$ 1,134	#DIV/0!
Average Finance Gross	\$ 1,532	#DIV/0!
PUVR	\$ 2,661	#DIV/0!
Total Gross (Units & PUVR)	\$ 532,121	#DIV/0!
GROI	126%	#DIV/0!

No	
	200
	33.3
\$	22,749
\$	22,749
	#VALUE!
	#VALUE!
	#VALUE!
\$	(2,975)
\$	1,134
\$	1,532
\$	2,661
\$	532,121
	126%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	117
Average Days to Sale	33.3	31.6
Average Advertised Price (Time of Sale)	\$ 21,972	\$ 23,810
Average Transaction Price	\$ 22,749	\$ 24,507
Average Market Price at 100%	\$ 23,488	#VALUE!
Average Price to Market % (Time of Sale)	94%	#VALUE!
Average Transaction to Market %	97%	#VALUE!
Average Transactional Discount	\$ (2,975)	\$ (2,528)
Average Front End Gross	\$ 1,134	\$ 1,434
Average Finance Gross	\$ 1,532	\$ 1,659
PUVR	\$ 2,661	\$ 3,081
Total Gross (Units & PUVR)	\$ 532,121	\$ 360,490
GROI	126%	143%



No	
	83
	35.8
\$	20,272
\$	20,272
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	(3,605)
\$	716
\$	1,352
\$	2,068
\$	171,631
	103%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	58
% of Retail Units	100%	29%
% Retailed of Off-Brand	42%	47%
Average Days to Sale	33.3	35.1
Average Transaction Price	\$ 22,749	\$ 22,106
Average Transaction to Market %	97%	#VALUE!
Average Transactional Discount	\$ (2,975)	\$ (2,624)
Average Front End Gross	\$ 1,134	\$ 985
Average Finance Gross	\$ 1,532	\$ 1,450
PUVR	\$ 2,661	\$ 2,418
Total Gross (Units & PUVR)	\$ 532,121	\$ 140,266
GROI	126%	112%



Trade on Used	Street/Curb buy	Auction/wholesale
37	0	105
19%	0%	53%
59%	#DIV/0!	32%
31.8	#DIV/0!	32.9
\$ 19,667	#DIV/0!	\$ 24,191
#VALUE!	#DIV/0!	#DIV/0!
\$ (1,246)	#DIV/0!	\$ (3,778)
\$ 1,574	#DIV/0!	\$ 1,060
\$ 1,394	#DIV/0!	\$ 1,626
\$ 2,968	#DIV/0!	\$ 2,686
\$ 109,815	#DIV/0!	\$ 282,040
171%	#DIV/0!	122%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	106
% of Retail Units	100%	53%
% Retailed of Off-Brand	42%	36%
Average Days to Sale	33.3	19.4
Average Transaction Price	\$ 22,749	\$ 23,564
Average Transaction to Market %	97%	#VALUE!
Average Transactional Discount	\$ (2,975)	\$ (1,268)
Average Front End Gross	\$ 1,134	\$ 1,523
Average Finance Gross	\$ 1,532	\$ 1,669
PUVR	\$ 2,661	\$ 3,192
Total Gross (Units & PUVR)	\$ 532,121	\$ 338,303
GROI	126%	251%



31-45 days	46-60 days	61-90 days	90+ days
33	21	24	0
17%	11%	12%	0%
48%	48%	42%	#DIV/0!
37.7	53.8	70.9	#DIV/0!
\$ 23,090	\$ 24,139	\$ 20,732	#DIV/0!
#VALUE!	#DIV/0!	98%	#DIV/0!
\$ (1,484)	\$ (3,491)	\$ (2,194)	#DIV/0!
\$ 1,121	\$ 786	\$ (282)	#DIV/0!
\$ 1,273	\$ 1,552	\$ 1,348	#DIV/0!
\$ 2,395	\$ 2,338	\$ 1,066	#DIV/0!
\$ 79,020	\$ 49,104	\$ 25,578	#DIV/0!
99%	65%	26%	#DIV/0!