

Desk Manager(s)	Finance Manager(s)
Brian Zawarus	Sebastian Badillo
Bill Parks	Bob Lippie
Rick Zalewski	Ryan Hardtke
Mike T	
JP	





Sales Consultant(s)	New Car Franchise(s)
Rob Halderson	Ford
Scott Wagner	
Joe Ragusa	
Andy Ricci	
Cyndi Snow	
Dave Wishart	
Dave Zegar	
Garrick Mackiney	
Galo Macios	
Trajce Cvetkovski	
Dragon Markovski	
Danny Mijatovic	
Jim Skiniotes	





#	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	KIA	SEDONA	1	Street/Curb Buy	No	\$ 17,454	\$ 16,700	90%	(\$49)	\$479
2	2017	KIA	SOUL;	1	Street/Curb Buy	No	\$ 12,290	\$ 12,290	100%	\$0	\$0
3	2016	KIA	SPORTAGE	2	Street/Curb Buy	No	\$ 12,628	\$ 12,628	100%	\$0	\$0
4	2016	KIA	SPORTAGE	5	Street/Curb Buy	No	\$ 14,436	\$ 14,436	100%	\$0	\$0
5	2016	KIA	SPORTAGE	21	Auction/Wholesale	No	\$ 14,656	\$ 13,900	88%	(\$476)	\$1,254
6	2015	KIA	OPTIMA	23	Auction/Wholesale	No	\$ 13,952	\$ 13,952	100%	\$0	\$1,908
7	2018	DODGE	JOURNEY	25	Street/Curb Buy	No	\$ 19,988	\$ 19,495	90%	\$401	\$2,490
8	2015	KIA	OPTIMA	26	Auction/Wholesale	Yes	\$ 12,035	\$ 12,035	100%	\$500	\$2,099
9	2014	JEEP	CHEROKEE	27	Trade on New	No	\$ 8,500	\$ 8,500	100%	\$1,705	\$0
10	2018	FORD	EDGE	32	Street/Curb Buy	Yes	\$ 30,800	\$ 30,800	100%	\$1,291	\$1,702
11	2016	KIA	SOUL;	25	Trade on New	Yes	\$ 13,888	\$ 13,584	93%	\$1,355	\$158
12	2010	LEXUS	RX 350	31	Trade on New	No	\$ 8,988	\$ 8,400	95%	\$605	\$0
13	2016	FORD	F150	26	Trade on New	No	\$ 27,000	\$ 27,000	97%	(\$295)	\$0
14	2017	Chevrolet	CORVETTE	2	Trade on New	No	\$ 52,000	\$ 52,000	100%	\$1,705	\$2,585
15	2017	TESLA	MODEL X	6	Trade on New	No	\$ 71,988	\$ 71,988	100%	\$4,066	\$2,267
16	2013	FORD	FOCUS	4	Trade on New	No	\$ 9,988	\$ 9,500	96%	\$3,189	\$2,132
17	2014	CHRYSLER	TOWN AND CO	4	Trade on New	No	\$ 14,888	\$ 14,383	97%	\$2,088	\$0
18	1998	TOYOTA	SIENNA	4	Trade on New	No	\$ 2,800	\$ 2,800	100%	\$1,005	\$0
19	2016	KIA	sorrento	6	Auction/Wholesale	Yes	\$ 18,888	\$ 18,000	90%	(\$480)	\$692
20	2013	Infiniti	G37	4	Trade on New	No	\$ 15,383	\$ 15,383	98%	\$3,088	\$3,151
21	2015	TOYOTA	RAV 4	6	Trade on New	No	\$ 14,888	\$ 14,388	96%	\$3,000	\$0
22	2010	FORD	ESCAPE	6	Trade on New	No	\$ 8,388	\$ 8,388	82%	\$1,273	\$0
23	2015	KIA	sorrento	9	Auction/Wholesale	No	\$ 10,250	\$ 10,250	82%	\$3,212	\$0
24	2016	FORD	EDGE	7	Auction/Wholesale	Yes	\$ 23,888	\$ 23,588	97%	\$200	\$150
25	2015	KIA	SPORTAGE	8	Trade on New	No	\$ 13,888	\$ 13,700	94%	\$2,096	\$1,668
26	2014	TOYOTA	CORROLLA	8	Trade on New	No	\$ 10,988	\$ 10,000	82%	(\$174)	\$1,691
27	2014	FORD	ESCAPE	9	Trade on Used	No	\$ 11,288	\$ 10,142	90%	\$455	\$0
28	2001	Chrysler	PT CRUSIER	4	Trade on New	No	\$ 1,588	\$ 1,500	96%	(\$265)	\$0
29	2013	Chevrolet	CRUISE	8	Trade on New	No	\$ 8,788	\$ 8,000	92%	\$916	\$949
30	2017	CHRYSLER	PACIFICA	8	Trade on Used	No	\$ 27,888	\$ 26,900	103%	\$4,905	\$1,738
31	2017	Ford	EDGE	11	Street/Curb Buy	Yes	\$ 24,888	\$ 24,483	98%	\$2,127	\$2,469
32	2002	CHRYSLER	PT CRUSIER	11	Trade on New	No	\$ 3,388	\$ 3,388	94%	\$1,076	\$0
33	2016	KIA	SEDONA	12	Trade on New	Yes	\$ 19,988	\$ 19,900	96%	(\$1,278)	\$855
34	2013	FORD	EDGE	13	Trade on New	No	\$ 14,888	\$ 14,119	93%	\$910	\$892
35	2018	FORD	F150	14	Trade on Used	No	\$ 41,988	\$ 41,500	97%	\$797	\$0
36	2004	FORD	F150	14	Trade on Used	No	\$ 8,888	\$ 8,256	97%	\$2,049	\$0
37	2013	Mazda	CX9	15	Trade on New	No	\$ 13,788	\$ 13,788	80%	\$600	\$0
38	2011	FORD	FUSION	14	Trade on New	No	\$ 7,988	\$ 7,463	89%	\$1,797	\$932
39	2015	KIA	SEDONA	15	Trade on New	No	\$ 18,188	\$ 17,477	87%	\$3,372	\$0
40	2019	KIA	SOUL;	15	Trade on New	Yes	\$ 17,998	\$ 17,998	94%	\$2,933	\$3,420
41	2017	KIA	SORENTO	15	Trade on New	Yes	\$ 23,388	\$ 22,750	96%	(\$91)	\$2,862

42	2015	DODGE	CHALLENGER	16	Trade on New	No	\$ 48,088	\$ 48,088	98%	\$2,293	\$1,842
43	2009	FORD	F350	15	Trade on Used	No	\$ 5,988	\$ 5,500	89%	(\$462)	\$0
44	2017	FORD	EXPLORER	15	Trade on New	Yes	\$ 31,588	\$ 30,895	94%	\$1,035	\$2,349
45	2015	TOYOTA	SIENNA	16	Trade on New	No	\$ 18,988	\$ 18,187	92%	\$1,215	\$0
46	2017	FORD	EXPLORER	16	Trade on New	No	\$ 20,988	\$ 20,588	93%	(\$364)	\$0
47	2016	FORD	EDGE	16	Trade on New	Yes	\$ 22,888	\$ 22,000	98%	(\$136)	\$5,380
48	2015	KIA	SPORTAGE	17	Trade on New	Yes	\$ 13,388	\$ 12,382	99%	\$208	\$1,238
49	2016	FORD	EDGE	17	Trade on New	Yes	\$ 24,188	\$ 23,498	94%	\$2,741	\$1,042
50	2011	Jeep	WRANGLER	18	Trade on New	No	\$ 14,988	\$ 14,500	82%	\$1,038	\$1,447
51	2008	FORD	TAURUS	19	Trade on New	No	\$ 5,288	\$ 4,770	68%	\$1,115	\$0
52	2004	JEEP	LIBERTY	18	Trade on Used	No	\$ 2,988	\$ 2,235	74%	(\$660)	\$0
53	2018	FORD	EXPLORER	21	Auction/Wholesale	Yes	\$ 32,999	\$ 32,999	97%	\$324	\$1,405

## Scoreboard Totals

% Retailed of Non-New Franchise	49%
Total # Retail Units	200
Average Days to Sale	55.4
Average Advertised Price (Time of Sale)	\$ 20,228
Average Transaction Price	\$ 19,262
Average Market Price at 100%	\$ 21,495
Average Price to Market % (Time of Sale)	94%
Average Transaction to Market	90%
Average Transactional Discount	\$ 967
Average Front End Gross	\$ 229
Average Finance Gross	\$ 1,044
PUVR	\$ 1,273
Total Gross (Units & PUVR)	\$ 254,669
GROI	43%



MY

## Scoreboard

Desk Manager	Totals	JP
% Retailed of Non-New Franchise	49%	81%
Total # Retail Units	200	36
Average Days to Sale	55.4	50.8
Average Advertised Price (Time of Sale)	\$ 20,228	\$ 15,860
Average Transaction Price	\$ 19,262	\$ 15,012
Average Market Price at 100%	\$ 21,495	\$ 16,812
Average Price to Market % (Time of Sale)	94%	94%
Average Transaction to Market %	90%	89%
Average Transactional Discount	\$ 967	\$ 847
Average Front End Gross	\$ 229	\$ 460
Average Finance Gross	\$ 1,044	\$ 1,125
PUVR	\$ 1,273	\$ 1,584
Total Gross (Units & PUVR)	\$ 254,669	\$ 57,039
GROI	43%	75%



Mike T	Rick Zalewski	Bill Parks
92%	33%	20%
26	85	10
37.8	59.7	52.0
\$ 14,271	\$ 24,129	\$ 21,568
\$ 13,579	\$ 23,176	\$ 20,586
\$ 15,064	\$ 25,251	\$ 22,675
95%	96%	95%
90%	92%	91%
\$ 692	\$ 953	\$ 982
\$ 211	\$ 170	\$ 244
\$ 543	\$ 1,253	\$ 706
\$ 754	\$ 1,423	\$ 949
\$ 19,603	\$ 120,965	\$ 9,492
53%	37%	32%

Brian Zawarus		
33%	#DIV/0!	#DIV/0!
43	0	0
62.0	#DIV/0!	#DIV/0!
\$ 19,467	#DIV/0!	#DIV/0!
\$ 18,211	#DIV/0!	#DIV/0!
\$ 20,633	#DIV/0!	#DIV/0!
94%	#DIV/0!	#DIV/0!
88%	#DIV/0!	#DIV/0!
\$ 1,256	#DIV/0!	#DIV/0!
\$ 160	#DIV/0!	#DIV/0!
\$ 946	#DIV/0!	#DIV/0!
\$ 1,106	#DIV/0!	#DIV/0!
\$ 47,570	#DIV/0!	#DIV/0!
35%	#DIV/0!	#DIV/0!





## Scoreboard

Sales Consultant	Totals	Rob Halderson
% Retailed of Non-New Franchise	49%	21%
Total # Retail Units	200	14
Average Days to Sale	55.4	65.0
Average Advertised Price (Time of Sale)	\$ 20,228	\$ 31,675
Average Transaction Price	\$ 19,262	\$ 30,732
Average Market Price at 100%	\$ 21,495	\$ 33,092
Average Price to Market % (Time of Sale)	94%	96%
Average Transaction to Market %	90%	93%
Average Transactional Discount	\$ 967	\$ 943
Average Front End Gross	\$ 229	\$ (3)
Average Finance Gross	\$ 1,044	\$ 1,559
PUVR	\$ 1,273	\$ 1,555
Total Gross (Units & PUVR)	\$ 254,669	\$ 21,775
GROI	43%	28%



Scott Wagner	Joe Ragusa	Andy Ricci
28%	25%	27%
25	16	15
71.0	66.3	57.6
\$ 20,703	\$ 24,270	\$ 18,730
\$ 19,644	\$ 23,304	\$ 16,811
\$ 21,529	\$ 25,499	\$ 19,116
96%	95%	98%
91%	91%	88%
\$ 1,059	\$ 966	\$ 1,919
\$ (570)	\$ 239	\$ 177
\$ 1,161	\$ 2,022	\$ 1,182
\$ 591	\$ 2,261	\$ 1,359
\$ 14,773	\$ 36,172	\$ 20,383
15%	53%	51%

Cyndi Snow	Dave Wishart	Dave Zegar
44%	38%	41%
9	24	27
65.2	45.8	48.6
\$ 21,356	\$ 23,483	\$ 17,648
\$ 20,560	\$ 22,725	\$ 16,602
\$ 23,192	\$ 24,874	\$ 18,844
92%	94%	94%
89%	91%	88%
\$ 796	\$ 757	\$ 1,046
\$ (23)	\$ 681	\$ 440
\$ 551	\$ 675	\$ 663
\$ 528	\$ 1,356	\$ 1,103
\$ 4,755	\$ 32,543	\$ 29,774
14%	47%	49%

Garrick Mackiney	Galo Macios	Trajce Cvetkovski
14%	70%	90%
7	10	31
80.3	71.8	43.6
\$ 33,388	\$ 16,292	\$ 15,522
\$ 32,464	\$ 15,349	\$ 14,759
\$ 34,350	\$ 17,153	\$ 16,500
97%	95%	94%
95%	89%	89%
\$ 924	\$ 943	\$ 763
\$ 556	\$ 576	\$ 274
\$ 2,020	\$ 919	\$ 923
\$ 2,576	\$ 1,495	\$ 1,197
\$ 18,029	\$ 14,953	\$ 37,106
36%	49%	67%

Dragon Markovski	Danny Mijatovic	Jim Skiniotes
100%	80%	67%
9	10	3
29.3	51.5	18.3
\$ 12,562	\$ 14,315	\$ 16,355
\$ 11,861	\$ 13,502	\$ 15,738
\$ 13,598	\$ 14,941	\$ 17,068
92%	96%	96%
87%	90%	92%
\$ 702	\$ 813	\$ 617
\$ (193)	\$ 858	\$ 208
\$ 406	\$ 949	\$ 1,265
\$ 212	\$ 1,808	\$ 1,473
\$ 1,911	\$ 18,077	\$ 4,418
22%	94%	184%

































<b>Scoreboard</b>		
<b>Finance Manager</b>	<b>Totals</b>	<b>Sebastian Badillo</b>
% Retailed of Non-New Franchise	49%	33%
Total # Retail Units	200	81
Average Days to Sale	55.4	57.9
Average Advertised Price (Time of Sale)	\$ 20,228	\$ 22,754
Average Transaction Price	\$ 19,262	\$ 21,618
Average Market Price at 100%	\$ 21,495	\$ 23,813
Average Price to Market % (Time of Sale)	94%	96%
Average Transaction to Market %	90%	91%
Average Transactional Discount	\$ 967	\$ 1,136
Average Front End Gross	\$ 229	\$ 328
Average Finance Gross	\$ 1,044	\$ 1,267
PUVR	\$ 1,273	\$ 1,594
Total Gross (Units & PUVR)	\$ 254,669	\$ 129,148
GROI	43%	46%



Bob Lippie	Ryan Hardtke	
32%	85%	#DIV/0!
59	60	0
60.2	47.2	#DIV/0!
\$ 21,627	\$ 15,444	#DIV/0!
\$ 20,744	\$ 14,623	#DIV/0!
\$ 22,838	\$ 16,349	#DIV/0!
95%	94%	#DIV/0!
91%	89%	#DIV/0!
\$ 883	\$ 821	#DIV/0!
\$ (6)	\$ 327	#DIV/0!
\$ 885	\$ 901	#DIV/0!
\$ 879	\$ 1,228	#DIV/0!
\$ 51,864	\$ 73,657	#DIV/0!
25%	64%	#DIV/0!





## Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	72
Average Days to Sale	55.4	58.5
Average Advertised Price (Time of Sale)	\$ 20,228	\$ 23,475
Average Transaction Price	\$ 19,262	\$ 22,287
Average Market Price at 100%	\$ 21,495	\$ 24,341
Average Price to Market % (Time of Sale)	94%	96%
Average Transaction to Market %	90%	92%
Average Transactional Discount	\$ 967	\$ 1,188
Average Front End Gross	\$ 229	\$ 39
Average Finance Gross	\$ 1,044	\$ 1,567
PUVR	\$ 1,273	\$ 1,606
Total Gross (Units & PUVR)	\$ 254,669	\$ 115,605
GROI	43%	44%



No	
	128
	53.6
\$	17,560
\$	17,560
\$	19,567
	90%
	90%
\$	842
\$	336
\$	750
\$	1,086
\$	139,064
	42%

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	103
Average Days to Sale	55.4	59.3
Average Advertised Price (Time of Sale)	\$ 20,228	\$ 23,538
Average Transaction Price	\$ 19,262	\$ 22,424
Average Market Price at 100%	\$ 21,495	\$ 24,524
Average Price to Market % (Time of Sale)	94%	96%
Average Transaction to Market %	90%	91%
Average Transactional Discount	\$ 967	\$ 1,114
Average Front End Gross	\$ 229	\$ 141
Average Finance Gross	\$ 1,044	\$ 1,260
PUVR	\$ 1,273	\$ 1,402
Total Gross (Units & PUVR)	\$ 254,669	\$ 144,388
GROI	43%	38%



No	
	97
	51.2
\$	15,904
\$	15,904
\$	17,847
	89%
	89%
\$	810
\$	322
\$	815
\$	1,137
\$	110,281
	50%

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	97
% of Retail Units	100%	49%
% Retailed of Off-Brand	49%	65%
Average Days to Sale	55.4	49.1
Average Transaction Price	\$ 19,262	\$ 16,774
Average Transaction to Market %	90%	87%
Average Transactional Discount	\$ 967	\$ 968
Average Front End Gross	\$ 229	\$ 513
Average Finance Gross	\$ 1,044	\$ 1,014
PUVR	\$ 1,273	\$ 1,527
Total Gross (Units & PUVR)	\$ 254,669	\$ 148,136
GROI	43%	67%



Trade on Used	Street/Curb buy	Auction/wholesale
16	31	50
8%	16%	25%
50%	26%	34%
34.7	52.1	69.5
\$ 14,622	\$ 23,305	\$ 21,884
85%	92%	91%
\$ 830	\$ 867	\$ 1,019
\$ 794	\$ (26)	\$ (326)
\$ 831	\$ 1,054	\$ 1,212
\$ 1,624	\$ 1,028	\$ 886
\$ 25,988	\$ 31,853	\$ 44,281
115%	30%	21%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
6	0	0
3%	0%	0%
17%	#DIV/0!	#DIV/0!
111.8	#DIV/0!	#DIV/0!
\$ 29,114	#DIV/0!	#DIV/0!
90%	#DIV/0!	#DIV/0!
\$ 1,391	#DIV/0!	#DIV/0!
\$ 82	#DIV/0!	#DIV/0!
\$ 654	#DIV/0!	#DIV/0!
\$ 735	#DIV/0!	#DIV/0!
\$ 4,411	#DIV/0!	#DIV/0!
8%	#DIV/0!	#DIV/0!



## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	79
% of Retail Units	100%	40%
% Retailed of Off-Brand	49%	58%
Average Days to Sale	55.4	17.2
Average Transaction Price	\$ 19,262	\$ 18,605
Average Transaction to Market %	90%	90%
Average Transactional Discount	\$ 967	\$ 480
Average Front End Gross	\$ 229	\$ 864
Average Finance Gross	\$ 1,044	\$ 1,000
PUVR	\$ 1,273	\$ 1,864
Total Gross (Units & PUVR)	\$ 254,669	\$ 147,238
GROI	43%	209%



31-45 days	46-60 days	61-90 days	90+ days
26	18	31	46
13%	9%	16%	23%
38%	44%	26%	54%
38.7	51.9	76.5	117.4
\$ 19,835	\$ 20,456	\$ 20,018	\$ 19,089
86%	91%	88%	86%
\$ 1,378	\$ 786	\$ 1,099	\$ 1,551
\$ 956	\$ 181	\$ (141)	\$ (1,003)
\$ 1,338	\$ 955	\$ 716	\$ 1,210
\$ 2,294	\$ 1,136	\$ 575	\$ 206
\$ 59,656	\$ 20,442	\$ 17,835	\$ 9,498
108%	39%	14%	3%