

Desk Manager(s)	Finance Manager(s)
WALTER	ERIC
	GENE
	BUDDY
	ANIS

#	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	2019	Mercedes-Benz	GLC300W4	28	Loaner/Rental Fleet	NO	\$ 42,378	\$ 40,819	96%	\$3,000	\$1,065
2	2019	Mercedes-Benz	CLA250C4	42	Loaner/Rental Fleet	No	\$ 35,183	\$ 33,176	9400%	\$3,000	\$1,238
3	2016	Mercedes-Benz	C300W4	3	LBO OEM/Leasing Co.	Yes	\$ 31,284	\$ 31,284	100%	\$3,717	\$914
4	2018	Mercedes-Benz	C300W4	44	Loaner/Rental Fleet	NO	\$ 41,203	\$ 39,453	96%	(\$757)	\$1,525
5	2016	Mercedes-Benz	GLE400W4	115	LBO OEM/Leasing Co.	Yes	\$ 43,889	\$ 43,500	99%	(\$2,566)	\$3,102
6	2016	Mercedes-Benz	C300W4	102	LBO OEM/Leasing Co.	Yes	\$ 30,788	\$ 30,500	99%	\$1,464	\$888
7	2018	Mercedes-Benz	GLS450W4	46	Loaner/Rental Fleet	No	\$ 70,311	\$ 66,785	95%	\$2,122	\$1,572
8	2019	Mercedes-Benz	CLA250C4	28	Loaner/Rental Fleet	NO	\$ 33,509	\$ 33,257	99%	\$3,000	\$900
9	2017	Mercedes-Benz	CLA250C4	42	LBO OEM/Leasing Co.	Yes	\$ 25,990	\$ 25,500	98%	(\$1,684)	\$1,490
10	2018	Mercedes-Benz	GLE350W4	56	Loaner/Rental Fleet	No	\$ 54,271	\$ 50,835	94%	\$541	\$1,800
11	2016	Mercedes-Benz	GLE350W4	105	LBO OEM/Leasing Co.	YES	\$ 37,742	\$ 37,500	99%	\$3,656	\$282
12	2019	Mercedes-Benz	C43C4	14	Loaner/Rental Fleet	No	\$ 68,500	\$ 68,066	99%	\$2,276	\$1,472
13	2015	Mercedes-Benz	C300W4	95	Loaner/Rental Fleet	Yes	\$ 24,479	\$ 24,479	100%	(\$178)	\$0
14	2016	Mercedes-Benz	GL450W4	141	LBO OEM/Leasing Co.	YES	\$ 45,988	\$ 45,988	100%	\$5,479	\$0
15	2016	Mercedes-Benz	E350S4	98	LBO OEM/Leasing Co.	YES	\$ 45,994	\$ 45,280	98%	(\$238)	\$888
16	2016	Mercedes-Benz	GLE450C4	64	LBO OEM/Leasing Co.	YES	\$ 57,899	\$ 57,000	98%	\$9,428	\$2,529
17	2018	Mercedes-Benz	GLE350W4	59	LBO OEM/Leasing Co.	NO	\$ 55,893	\$ 54,892	98%	\$3,000	\$5,862
18	2015	Mercedes-Benz	S550V4	86	LBO OEM/Leasing Co.	Yes	\$ 60,664	\$ 60,000	99%	(\$3,580)	\$3,156
19	2016	Mercedes-Benz	S550V4	147	LBO OEM/Leasing Co.	Yes	\$ 64,888	\$ 64,000	99%	(\$6,524)	\$1,869
20	2018	Mercedes-Benz	GLE350W4	80	Loaner/Rental Fleet	No	\$ 54,271	\$ 52,599	97%	\$3,000	\$994
21	2016	Mercedes-Benz	GLE350W4	3	LBO OEM/Leasing Co.	Yes	\$ 41,700	\$ 43,000	103%	\$3,525	\$876
22	2015	Mercedes-Benz	C300W4	105	LBO OEM/Leasing Co.	Yes	\$ 24,688	\$ 25,100	102%	(\$2,501)	\$324
23	2019	Mercedes-Benz	GLA250W4	36	Loaner/Rental Fleet	No	\$ 38,005	\$ 35,906	94%	\$3,000	\$900
24	2017	Mercedes-Benz	S550V4	63	LBO OEM/Leasing Co.	Yes	\$ 80,500	\$ 79,500	99%	\$2,323	\$2,741
25	2016	Mercedes-Benz	GLE350W4	104	LBO OEM/Leasing Co.	Yes	\$ 38,378	\$ 38,378	100%	(\$6,994)	\$616
26	2016	Mercedes-Benz	GLE350W4	97	LBO OEM/Leasing Co.	Yes	\$ 38,993	\$ 37,978	97%	\$2,039	\$1,487
27	2018	Mercedes-Benz	GLS550W4	107	LBO OEM/Leasing Co.	Yes	\$ 83,994	\$ 83,000	99%	(\$732)	\$4,281
28	2015	Mercedes-Benz	SL400	134	LBO OEM/Leasing Co.	Yes	\$ 50,998	\$ 50,568	99%	(\$4,009)	\$1,949
29	2018	Mercedes-Benz	GLE350W4	66	Loaner/Rental Fleet	No	\$ 50,400	\$ 56,316	100%	\$3,000	\$1,000
30	2015	Mercedes-Benz	C400W4	147	LBO OEM/Leasing Co.	Yes	\$ 29,779	\$ 29,779	87%	(\$1,869)	\$1,883
31	2016	Mercedes-Benz	GLE350W4	30	LBO OEM/Leasing Co.	Yes	\$ 40,000	\$ 40,000	99%	\$1,496	\$828
32	2016	Mercedes-Benz	GLE450C4	77	LBO OEM/Leasing Co.	YES	\$ 59,628	\$ 58,480	97%	\$1,953	\$1,760
33	2015	Mercedes-Benz	CLA250C4	46	LBO OEM/Leasing Co.	Yes	\$ 22,499	\$ 22,000	98%	(\$717)	\$1,293
34	2018	Mercedes-Benz	E400W4	115	Loaner/Rental Fleet	No	\$ 60,279	\$ 56,835	94%	\$3,000	\$780
35	2018	Mercedes-Benz	GLE350W4	79	Loaner/Rental Fleet	No	\$ 54,143	\$ 51,696	95%	\$3,000	\$1,000
36	2016	Mercedes-Benz	S550V4	20	LBO OEM/Leasing Co.	Yes	\$ 65,900	\$ 64,700	98%	\$4,945	\$0
37	2016	Mercedes-Benz	C300W4	81	LBO OEM/Leasing Co.	Yes	\$ 30,000	\$ 27,860	93%	(\$2,128)	\$0
38	2018	Mercedes-Benz	C300W4	14	Loaner/Rental Fleet	No	\$ 41,203	\$ 40,255	98%	\$3,000	\$1,144
39	2018	Mercedes-Benz	C300W4	16	Loaner/Rental Fleet	No	\$ 44,464	\$ 41,214	92%	\$3,000	\$1,588
40	2016	Mercedes-Benz	C300W4	29	LBO OEM/Leasing Co.	Yes	\$ 29,900	\$ 29,400	98%	(\$2,663)	\$732
41	2015	JEEP	WRANGLER	21	Trade on New	No	\$ 22,500	\$ 22,500	100%	\$596	\$248
42	2015	Mercedes-Benz	ML350	133	LBO OEM/Leasing Co.	Yes	\$ 33,888	\$ 33,888	100%	\$79	\$2,159
43	2018	Mercedes-Benz	GLE350W4	74	Loaner/Rental Fleet	No	\$ 54,271	\$ 54,000	99%	\$2,065	\$4,478

44	2018	Mercedes-Benz	C300W4	17	Loaner/Rental Fleet	No	\$	40,629	\$	38,416	95%	\$3,000	\$1,181
45	2017	Jaguar	F-TYPE	56	Trade on New	No	\$	93,889	\$	90,000	96%	(\$1,431)	\$942
46	2016	Mercedes-Benz	GLE350W4	3	LBO OEM/Leasing Co.	Yes	\$	44,900	\$	41,567	93%	(\$1,165)	\$3,269
47	2016	Mercedes-Benz	CLS63C4S	79	LBO OEM/Leasing Co.	Yes	\$	72,889	\$	72,889	100%	\$3,692	\$5,990
48	2018	Mercedes-Benz	GLS450W4	74	Loaner/Rental Fleet	No	\$	70,960	\$	65,359	92%	\$3,000	\$1,929
49	2019	Mercedes-Benz	GLC300W4	50	Loaner/Rental Fleet	No	\$	46,508	\$	43,819	94%	\$3,000	\$686
50	2019	Mercedes-Benz	GLC300W4	50	Loaner/Rental Fleet	No	\$	41,540	\$	38,851	94%	\$3,000	\$1,144
51	2016	Mercedes-Benz	GLE350W4	171	LBO OEM/Leasing Co.	Yes	\$	36,988	\$	36,988	100%	(\$6,179)	\$1,155
52	2018	Mercedes-Benz	E300W4	129	Loaner/Rental Fleet	No	\$	62,095	\$	59,289	95%	\$3,000	\$1,328
53	2016	Mercedes-Benz	E350W4	61	LBO OEM/Leasing Co.	Yes	\$	35,889	\$	35,000	98%	\$773	\$553

Scoreboard Totals

% Retailed of Non-New Franchise	2%
Total # Retail Units	200
Average Days to Sale	54.1
Average Advertised Price (Time of Sale)	\$ 45,326
Average Transaction Price	\$ 44,103
Average Market Price at 100%	\$ 31,551
Average Price to Market % (Time of Sale)	144%
Average Transaction to Market	140%
Average Transactional Discount	\$ 1,223
Average Front End Gross	\$ 1,504
Average Finance Gross	\$ 1,236
PUVR	\$ 2,734
Total Gross (Units & PUVR)	\$ 546,837
GROI	41%



EMY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	2%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	54.1	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 45,326	#DIV/0!
Average Transaction Price	\$ 44,103	#DIV/0!
Average Market Price at 100%	\$ 31,551	#DIV/0!
Average Price to Market % (Time of Sale)	144%	#DIV/0!
Average Transaction to Market %	140%	#DIV/0!
Average Transactional Discount	\$ 1,223	#DIV/0!
Average Front End Gross	\$ 1,504	#DIV/0!
Average Finance Gross	\$ 1,236	#DIV/0!
PUVR	\$ 2,734	#DIV/0!
Total Gross (Units & PUVR)	\$ 546,837	#DIV/0!
GROI	41%	#DIV/0!



Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	2%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	54.1	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 45,326	#DIV/0!
Average Transaction Price	\$ 44,103	#DIV/0!
Average Market Price at 100%	\$ 31,551	#DIV/0!
Average Price to Market % (Time of Sale)	144%	#DIV/0!
Average Transaction to Market %	140%	#DIV/0!
Average Transactional Discount	\$ 1,223	#DIV/0!
Average Front End Gross	\$ 1,504	#DIV/0!
Average Finance Gross	\$ 1,236	#DIV/0!
PUVR	\$ 2,734	#DIV/0!
Total Gross (Units & PUVR)	\$ 546,837	#DIV/0!
GROI	41%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	2%	#DIV/0!
Total # Retail Units	200	0
Average Days to Sale	54.1	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 45,326	#DIV/0!
Average Transaction Price	\$ 44,103	#DIV/0!
Average Market Price at 100%	\$ 31,551	#DIV/0!
Average Price to Market % (Time of Sale)	144%	#DIV/0!
Average Transaction to Market %	140%	#DIV/0!
Average Transactional Discount	\$ 1,223	#DIV/0!
Average Front End Gross	\$ 1,504	#DIV/0!
Average Finance Gross	\$ 1,236	#DIV/0!
PUVR	\$ 2,734	#DIV/0!
Total Gross (Units & PUVR)	\$ 546,837	#DIV/0!
GROI	41%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	111
Average Days to Sale	54.1	63.4
Average Advertised Price (Time of Sale)	\$ 45,326	\$ 44,901
Average Transaction Price	\$ 44,103	\$ 44,421
Average Market Price at 100%	\$ 31,551	\$ 45,494
Average Price to Market % (Time of Sale)	144%	99%
Average Transaction to Market %	140%	98%
Average Transactional Discount	\$ 1,223	\$ 480
Average Front End Gross	\$ 1,504	\$ 518
Average Finance Gross	\$ 1,236	\$ 1,219
PUVR	\$ 2,734	\$ 1,726
Total Gross (Units & PUVR)	\$ 546,837	\$ 191,580
GROI	41%	22%

No	
	89
	42.6
\$	43,706
\$	43,706
\$	47,869
	91%
	91%
\$	2,151
\$	2,734
\$	1,258
\$	3,992
\$	355,257
	77%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	197
Average Days to Sale	54.1	54.4
Average Advertised Price (Time of Sale)	\$ 45,326	\$ 45,258
Average Transaction Price	\$ 44,103	\$ 44,041
Average Market Price at 100%	\$ 31,551	\$ 46,477
Average Price to Market % (Time of Sale)	144%	97%
Average Transaction to Market %	140%	95%
Average Transactional Discount	\$ 1,223	\$ 1,217
Average Front End Gross	\$ 1,504	\$ 1,516
Average Finance Gross	\$ 1,236	\$ 1,244
PUVR	\$ 2,734	\$ 2,753
Total Gross (Units & PUVR)	\$ 546,837	\$ 542,416
GROI	41%	41%

No	
	3
	35.3
\$	48,167
\$	48,167
\$	51,441
	94%
	94%
\$	1,630
\$	715
\$	759
\$	1,474
\$	4,421
	31%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	3
% of Retail Units	100%	2%
% Retailed of Off-Brand	2%	100%
Average Days to Sale	54.1	35.3
Average Transaction Price	\$ 44,103	\$ 48,167
Average Transaction to Market %	140%	95%
Average Transactional Discount	\$ 1,223	\$ 1,630
Average Front End Gross	\$ 1,504	\$ 715
Average Finance Gross	\$ 1,236	\$ 759
PUVR	\$ 2,734	\$ 1,474
Total Gross (Units & PUVR)	\$ 546,837	\$ 4,421
GROI	41%	31%



ACADEMY

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
86	0	111
43%	0%	56%
0%	#DIV/0!	0%
43.3	#DIV/0!	63.0
\$ 43,197	#DIV/0!	\$ 44,695
193%	#DIV/0!	98%
\$ 2,158	#DIV/0!	\$ 489
\$ 2,767	#DIV/0!	\$ 546
\$ 1,207	#DIV/0!	\$ 1,273
\$ 3,974	#DIV/0!	\$ 1,807
\$ 341,796	#DIV/0!	\$ 200,620
76%	#DIV/0!	23%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	84
% of Retail Units	100%	42%
% Retailed of Off-Brand	2%	2%
Average Days to Sale	54.1	14.8
Average Transaction Price	\$ 44,103	\$ 42,105
Average Transaction to Market %	140%	94%
Average Transactional Discount	\$ 1,223	\$ 1,288
Average Front End Gross	\$ 1,504	\$ 2,481
Average Finance Gross	\$ 1,236	\$ 1,130
PUVR	\$ 2,734	\$ 3,611
Total Gross (Units & PUVR)	\$ 546,837	\$ 303,353
GROI	41%	208%



ACADEMY

31-45 days	46-60 days	61-90 days	90+ days
29	19	28	40
15%	10%	14%	20%
0%	5%	0%	0%
37.3	53.2	77.2	133.2
\$ 39,438	\$ 44,399	\$ 50,064	\$ 47,368
394%	92%	95%	98%
\$ 1,773	\$ 1,877	\$ 1,168	\$ 416
\$ 2,137	\$ 2,058	\$ 1,898	\$ (1,547)
\$ 1,278	\$ 1,497	\$ 1,486	\$ 1,138
\$ 3,415	\$ 3,555	\$ 3,384	\$ (409)
\$ 99,027	\$ 67,550	\$ 94,745	\$ (16,352)
84%	54%	32%	-2%