

Desk Manager(s)	Finance Manager(s)
PHIL MORTON	PJ LEWIS
GENE SORRENTINO	JIM LAWSON
CLINT TURNBULL	

#	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	2011	Jeep	GR CHEROKEE	14	Trade on New	No	\$ 15,500	\$ 14,806	95%	\$2,197	\$2,128
2	2017	Ford	EXPEDITION	17	Trade on New	No	\$ 29,500	\$ 29,000	100%	\$2,209	\$373
3	2019	Dodge	DURANGO	12	Loaner/Rental Fleet	Yes	\$ 32,000	\$ 32,000	95%	\$1,876	\$2,083
4	2018	Jeep	RENEGADE	37	Loaner/Rental Fleet	Yes	\$ 16,500	\$ 16,500	86%	(\$1,458)	\$1,431
5	2017	Jeep	WRANGLER	12	Trade on New	Yes	\$ 28,000	\$ 28,000	98%	\$2,027	\$1,713
6	2017	Dodge	GR CARAVAN	12	Loaner/Rental Fleet	Yes	\$ 15,500	\$ 15,300	100%	\$311	\$1,028
7	2018	Dodge	DURANGO	36	Loaner/Rental Fleet	Yes	\$ 35,500	\$ 35,500	98%	(\$1,726)	\$2,403
8	2014	Ford	C MAX	4	Trade on Used	No	\$ 11,000	\$ 8,825	102%	\$695	\$905
9	2018	Jeep	RENEGADE	44	Loaner/Rental Fleet	Yes	\$ 16,500	\$ 16,500	84%	(\$807)	\$1
10	2017	Dodge	GR CARAVAN	66	Loaner/Rental Fleet	Yes	\$ 18,000	\$ 18,000	104%	\$2,364	\$1,908
11	2016	Dodge	RAM 1500	46	Trade on New	Yes	\$ 20,000	\$ 20,000	90%	(\$1,151)	\$1,022
12	2018	Dodge	RAM 1500	12	Trade on New	Yes	\$ 55,000	\$ 55,000	104%	\$2,121	\$588
13	2010	Toyota	COROLLA	21	Trade on New	No	\$ 6,500	\$ 6,500	99%	\$2,941	\$1
14	1998	Chevrolet	SILVERADO	3	Trade on New	No	\$ 6,000	\$ 5,224	117%	\$2,724	\$1
15	2018	Jeep	COMPASS	39	Loaner/Rental Fleet	Yes	\$ 18,500	\$ 18,500	87%	(\$1,281)	\$1,609
16	2018	Ford	TRANSIT	70	Loaner/Rental Fleet	No	\$ 22,608	\$ 20,612	91%	(\$2,281)	\$922
17	2017	Dodge	RAM 3500	7	Trade on New	No	\$ 47,000	\$ 47,000	94%	\$2,764	\$3,049
18	2018	Chevrolet	COLORADO	24	Trade on New	No	\$ 24,500	\$ 23,875	91%	\$971	\$1,579
19	2018	Jeep	COMPASS	12	Auction/Wholesale	Yes	\$ 21,000	\$ 21,000	98%	\$2,394	\$1,826
20	2018	Jeep	GR CHEROKEE	21	Loaner/Rental Fleet	Yes	\$ 29,500	\$ 29,000	97%	\$1,044	\$1,336
21	2008	Ford	TAURUS	32	Trade on Used	No	\$ 3,425	\$ 3,500	70%	\$1,708	\$1
22	2016	Dodge	RAM 1500	76	Street/Curb Buy	Yes	\$ 21,500	\$ 21,500	95%	(\$1,122)	\$1,454
23	2012	Dodge	CHARGER	17	Trade on New	No	\$ 9,000	\$ 8,431	96%	\$2,089	\$250
24	2018	Dodge	DURANGO	46	Loaner/Rental Fleet	Yes	\$ 35,000	\$ 35,000	92%	(\$993)	\$966
25	2016	Jeep	PATRIOT	2	Other	No	\$ 12,350	\$ 12,350	98%	\$246	\$300
26	2016	Chevrolet	SUBURBAN	24	Trade on New	No	\$ 45,000	\$ 45,000	96%	\$4,467	\$989
27	2011	Ford	F150	30	Trade on Used	No	\$ 15,500	\$ 15,500	99%	\$3,079	\$1,168
28	2015	Dodge	RAM 1500	28	Trade on New	Yes	\$ 36,500	\$ 36,500	94%	\$3,937	\$1,279
29	2004	Jeep	LIBERTY	22	Trade on New	No	\$ 3,500	\$ 3,382	92%	\$512	\$1
30	2017	Jeep	RENEGADE	11	Trade on New	Yes	\$ 15,700	\$ 15,700	99%	\$2,227	\$616
31	2016	Hyundai	TUCSON	23	Trade on New	No	\$ 15,000	\$ 15,000	99%	\$2,360	\$1,401
32	2005	Jeep	WRANGLER	13	Trade on New	No	\$ 8,500	\$ 7,785	95%	(\$526)	\$1
33	2013	Chrysler	200	18	Trade on Used	No	\$ 7,500	\$ 7,500	103%	\$2,279	\$635
34	2011	Chevrolet	SILVERADO	23	Trade on New	No	\$ 17,000	\$ 16,500	101%	\$500	\$1
35	2018	Jeep	COMPASS	46	Loaner/Rental Fleet	Yes	\$ 19,659	\$ 18,000	95%	(\$1,650)	\$1,849
36	2016	Dodge	GRAND CARAVAN	32	Trade on New	Yes	\$ 13,500	\$ 13,500	100%	\$2,134	\$423
37	2014	Jeep	GRAND CHEROKEE	61	Trade on New	No	\$ 16,000	\$ 16,000	100%	(\$277)	\$555
38	2017	Dodge	GRAND CAVAVAN	25	Loaner/Rental Fleet	Yes	\$ 15,000	\$ 14,969	95%	(\$547)	\$1
39	2018	Chrysler	PACIFICA	52	Loaner/Rental Fleet	Yes	\$ 23,000	\$ 23,000	99%	(\$693)	\$766
40	2014	Volkswagen	JETTA	12	Trade on New	No	\$ 8,000	\$ 7,275	102%	\$719	\$1
41	2017	Dodge	RAM 1500	1	Street/Curb Buy	No	\$ 18,000	\$ 17,031	103%	\$629	\$1

42	2015	Dodge	JOURNEY	27	Trade on New	Yes	\$	11,500	\$	11,500	100%	\$3,116	\$1,013
43	2018	Jeep	RENEGADE	58	Loaner/Rental Fleet	Yes	\$	19,500	\$	19,500	95%	\$1,295	\$1,831
44	2014	Jeep	CHEROKEE	13	Trade on Used	Yes	\$	32,000	\$	32,000	101%	\$2,930	\$2,872
45	2016	Ford	F150	38	Trade on New	Yes	\$	25,500	\$	25,500	99%	\$1,852	\$1,708
46	2015	Chrysler	300	45	Trade on Used	Yes	\$	19,000	\$	19,000	99%	\$1,269	\$1,506
47	2017	Dodge	GR CARAVAN	24	Loaner/Rental Fleet	Yes	\$	15,000	\$	14,877	95%	(\$347)	\$1
48	2013	KIA	SOUL	1	Loaner/Rental Fleet	No	\$	6,500	\$	6,178	101%	\$1,281	\$1
49	2014	Chevrolet	CONIC	6	Trade on New	No	\$	8,500	\$	8,329	98%	\$2,047	\$1
50	2006	Ford	RANGER	9	Trade on Used	No	\$	8,000	\$	7,306	90%	\$3,368	\$137
51	2008	Ford	ESCAPE	45	Trade on Used	No	\$	6,000	\$	5,778	85%	\$1,007	\$1
52	2016	Toyota	CAMARY	51	Trade on New	No	\$	13,500	\$	13,500	89%	\$1,182	\$720
53	2012	Dodge	GR CARAVAN	7	Trade on Used	No	\$	8,000	\$	8,000	101%	\$2,888	\$200

Scoreboard Totals

% Retailed of Non-New Franchise	92%
Total # Retail Units	113
Average Days to Sale	24.2
Average Advertised Price (Time of Sale)	\$ 18,085
Average Transaction Price	\$ 17,752
Average Market Price at 100%	\$ 18,833
Average Price to Market % (Time of Sale)	96%
Average Transaction to Market	94%
Average Transactional Discount	\$ 332
Average Front End Gross	\$ 1,308
Average Finance Gross	\$ 982
PUVR	\$ 2,290
Total Gross (Units & PUVR)	\$ 258,746
GROI	192%



MY

Scoreboard		
Desk Manager	Totals	
% Retailed of Non-New Franchise	92%	#DIV/0!
Total # Retail Units	113	0
Average Days to Sale	24.2	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 18,085	#DIV/0!
Average Transaction Price	\$ 17,752	#DIV/0!
Average Market Price at 100%	\$ 18,833	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	\$ 332	#DIV/0!
Average Front End Gross	\$ 1,308	#DIV/0!
Average Finance Gross	\$ 982	#DIV/0!
PUVR	\$ 2,290	#DIV/0!
Total Gross (Units & PUVR)	\$ 258,746	#DIV/0!
GROI	192%	#DIV/0!



Scoreboard		
Sales Consultant	Totals	
% Retailed of Non-New Franchise	92%	#DIV/0!
Total # Retail Units	113	0
Average Days to Sale	24.2	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 18,085	#DIV/0!
Average Transaction Price	\$ 17,752	#DIV/0!
Average Market Price at 100%	\$ 18,833	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	\$ 332	#DIV/0!
Average Front End Gross	\$ 1,308	#DIV/0!
Average Finance Gross	\$ 982	#DIV/0!
PUVR	\$ 2,290	#DIV/0!
Total Gross (Units & PUVR)	\$ 258,746	#DIV/0!
GROI	192%	#DIV/0!



Scoreboard		
Finance Manager	Totals	
% Retailed of Non-New Franchise	92%	#DIV/0!
Total # Retail Units	113	0
Average Days to Sale	24.2	#DIV/0!
Average Advertised Price (Time of Sale)	\$ 18,085	#DIV/0!
Average Transaction Price	\$ 17,752	#DIV/0!
Average Market Price at 100%	\$ 18,833	#DIV/0!
Average Price to Market % (Time of Sale)	96%	#DIV/0!
Average Transaction to Market %	94%	#DIV/0!
Average Transactional Discount	\$ 332	#DIV/0!
Average Front End Gross	\$ 1,308	#DIV/0!
Average Finance Gross	\$ 982	#DIV/0!
PUVR	\$ 2,290	#DIV/0!
Total Gross (Units & PUVR)	\$ 258,746	#DIV/0!
GROI	192%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	113	53
Average Days to Sale	24.2	27.4
Average Advertised Price (Time of Sale)	\$ 18,085	\$ 21,520
Average Transaction Price	\$ 17,752	\$ 21,159
Average Market Price at 100%	\$ 18,833	\$ 22,441
Average Price to Market % (Time of Sale)	96%	96%
Average Transaction to Market %	94%	94%
Average Transactional Discount	\$ 332	\$ 361
Average Front End Gross	\$ 1,308	\$ 878
Average Finance Gross	\$ 982	\$ 1,305
PUVR	\$ 2,290	\$ 2,184
Total Gross (Units & PUVR)	\$ 258,746	\$ 115,730
GROI	192%	136%



No	
	60
	21.4
\$	14,743
\$	14,743
\$	15,618
	94%
	94%
\$	307
\$	1,687
\$	696
\$	2,384
\$	143,016
	272%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	113	9
Average Days to Sale	24.2	30.3
Average Advertised Price (Time of Sale)	\$ 18,085	\$ 17,722
Average Transaction Price	\$ 17,752	\$ 17,692
Average Market Price at 100%	\$ 18,833	\$ 18,315
Average Price to Market % (Time of Sale)	96%	97%
Average Transaction to Market %	94%	97%
Average Transactional Discount	\$ 332	\$ 30
Average Front End Gross	\$ 1,308	\$ 1,141
Average Finance Gross	\$ 982	\$ 1,449
PUVR	\$ 2,290	\$ 2,590
Total Gross (Units & PUVR)	\$ 258,746	\$ 23,313
GROI	192%	174%

No	
	104
	23.6
\$	17,757
\$	17,757
\$	18,861
	94%
	94%
\$	359
\$	1,322
\$	941
\$	2,264
\$	235,433
	194%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	113	53
% of Retail Units	100%	47%
% Retailed of Off-Brand	92%	92%
Average Days to Sale	24.2	24.2
Average Transaction Price	\$ 17,752	\$ 18,852
Average Transaction to Market %	94%	95%
Average Transactional Discount	\$ 332	\$ 195
Average Front End Gross	\$ 1,308	\$ 1,754
Average Finance Gross	\$ 982	\$ 1,039
PUVR	\$ 2,290	\$ 2,792
Total Gross (Units & PUVR)	\$ 258,746	\$ 148,000
GROI	192%	221%



Trade on Used	Street/Curb buy	Auction/wholesale
22	5	2
19%	4%	2%
86%	100%	100%
21.6	16.8	6.5
\$ 12,509	\$ 20,046	\$ 16,897
94%	96%	97%
\$ 247	\$ 214	\$ 103
\$ 1,935	\$ 1,052	\$ 1,479
\$ 625	\$ 875	\$ 1,337
\$ 2,560	\$ 1,926	\$ 2,816
\$ 56,328	\$ 9,632	\$ 5,631
341%	206%	923%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
30	0	0
27%	0%	0%
93%	#DIV/0!	#DIV/0!
29.2	#DIV/0!	#DIV/0!
\$ 19,509	#DIV/0!	#DIV/0!
91%	#DIV/0!	#DIV/0!
\$ 684	#DIV/0!	#DIV/0!
\$ 127	#DIV/0!	#DIV/0!
\$ 1,160	#DIV/0!	#DIV/0!
\$ 1,287	#DIV/0!	#DIV/0!
\$ 38,609	#DIV/0!	#DIV/0!
81%	#DIV/0!	#DIV/0!

Other	
	1
	1%
	100%
	2.0
\$	12,350
	98%
\$	-
\$	246
\$	300
\$	546
\$	546
	796%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	113	77
% of Retail Units	100%	68%
% Retailed of Off-Brand	92%	95%
Average Days to Sale	24.2	14.5
Average Transaction Price	\$ 17,752	\$ 18,385
Average Transaction to Market %	94%	96%
Average Transactional Discount	\$ 332	\$ 222
Average Front End Gross	\$ 1,308	\$ 1,692
Average Finance Gross	\$ 982	\$ 957
PUVR	\$ 2,290	\$ 2,649
Total Gross (Units & PUVR)	\$ 258,746	\$ 203,986
GROI	192%	358%



31-45 days	46-60 days	61-90 days	90+ days
21	11	4	0
19%	10%	4%	0%
86%	82%	100%	#DIV/0!
38.0	49.5	68.3	#DIV/0!
\$ 14,654	\$ 18,771	\$ 19,028	#DIV/0!
87%	91%	95%	#DIV/0!
\$ 790	\$ 170	\$ 499	#DIV/0!
\$ 841	\$ 109	\$ (329)	#DIV/0!
\$ 1,041	\$ 958	\$ 1,210	#DIV/0!
\$ 1,881	\$ 1,067	\$ 881	#DIV/0!
\$ 39,505	\$ 11,732	\$ 3,523	#DIV/0!
122%	41%	24%	#DIV/0!