

Desk Manager(s)	Finance Manager(s)
Jeffery Coleman	Jeff Pelfrey
John Spatz	Cindy Borrelli
Corey Street	

#	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	Wrangler	26	Trade on New	No	\$ 20,688	\$ 20,688	110%	\$2,635	\$0
2	2017	Dodge	Grand Caravan	23	Auction/Wholesale	Yes	\$ 16,935	\$ 16,935	88%	\$568	\$1,605
3	2014	Ram	1500	21	Trade on New	Yes	\$ 19,856	\$ 19,000	106%	\$98	\$0
4	2018	Jeep	Compass	117	Loaner/Rental Fleet	Yes	\$ 17,498	\$ 17,000	98%	\$350	\$964
5	2013	Chevrolet	Cruze	23	Trade on New	No	\$ 9,464	\$ 9,464	110%	\$2,161	\$0
6	2013	Jeep	Wrangler	69	Trade on New	No	\$ 21,621	\$ 21,426	108%	\$1,426	\$0
7	2016	Dodge	Durango	4	Auction/Wholesale	No	\$ 35,111	\$ 35,111	99%	\$4,543	\$1,927
8	2014	Dodge	Charger	77	Auction/Wholesale	Yes	\$ 21,921	\$ 21,921	104%	\$346	\$2,043
9	2018	Dodge	Durango	30	Auction/Wholesale	Yes	\$ 29,970	\$ 29,970	105%	\$1,425	\$0
10	2005	Chrysler	T&C	102	Trade on Used	No	\$ 5,721	\$ 5,052	123%	\$472	\$225
11	2018	Dodge	Grand Caravan	99	Loaner/Rental Fleet	Yes	\$ 19,487	\$ 19,487	96%	\$453	\$2,073
12	2018	Nissan	Armada	63	Auction/Wholesale	No	\$ 36,961	\$ 36,961	98%	\$408	\$0
13	2013	Subaru	Crosstrek	64	Trade on Used	No	\$ 15,997	\$ 15,697	99%	\$43	\$740
14	2016	Mazda	3	23	Trade on Used	No	\$ 14,599	\$ 14,599	99%	\$870	\$100
15	2012	Nissan	Versa	9	Trade on New	No	\$ 6,939	\$ 6,939	106%	\$2,573	\$0
16	2013	Dodge	Grand Caravan	18	Trade on New	No	\$ 13,644	\$ 12,875	107%	\$3,223	\$1,361
17	2014	Dodge	Grand Caravan	93	Auction/Wholesale	Yes	\$ 11,725	\$ 11,478	101%	(\$1,196)	\$1,376
18	2018	Ram	1500	16	Trade on New	No	\$ 37,212	\$ 35,500	102%	\$3,598	\$1,000
19	2017	Chrysler	Pacifica	46	Trade on New	Yes	\$ 22,202	\$ 22,202	97%	\$2,150	\$0
20	2018	Audi	Q5	85	Trade on New	No	\$ 40,980	\$ 40,880	99%	\$1,278	\$704
21	2016	Dodge	Charger	17	Trade on New	Yes	\$ 23,997	\$ 23,997	112%	\$1,297	\$2,485
22	2015	Ford	Fiesta	80	Trade on New	No	\$ 8,921	\$ 8,921	98%	\$471	\$0
23	2016	Nissan	Frontier	89	Auction/Wholesale	No	\$ 17,921	\$ 17,921	98%	\$1,821	\$3,421
24	2016	Jeep	Cherokee	71	Trade on New	Yes	\$ 18,356	\$ 18,356	96%	\$889	\$397
25	2015	Kia	Optima	70	Trade on Used	No	\$ 14,900	\$ 14,900	96%	\$153	\$1,165
26	2018	Chevrolet	Impala	16	Trade on New	No	\$ 24,808	\$ 24,808	106%	\$3,233	\$0
27	2011	Nissan	Altima	4	Trade on Used	No	\$ 6,499	\$ 6,499	95%	\$1,659	\$254
28	2018	Dodge	Journey	8	Loaner/Rental Fleet	No	\$ 18,457	\$ 18,417	99%	\$1,051	\$1,220
29	2013	Honda	Civic	27	Trade on New	No	\$ 12,833	\$ 10,349	100%	\$697	\$0
30	2013	Ford	Taurus	26	Trade on New	No	\$ 13,482	\$ 10,750	114%	\$678	\$1,259
31	2016	Audi	A4	79	Trade on New	No	\$ 24,286	\$ 24,286	104%	\$1,359	\$1,979
32	2010	Dodge	Charger	9	Trade on New	No	\$ 10,823	\$ 10,323	104%	\$1,948	\$0
33	2018	Chevrolet	Malibu	68	Auction/Wholesale	No	\$ 16,955	\$ 16,955	99%	\$342	\$1,422
34	2014	Jeep	Grand Cherokee	66	Trade on New	No	\$ 36,332	\$ 33,828	105%	\$2,167	\$0
35	2007	Ram	1500	15	Trade on New	No	\$ 12,053	\$ 10,425	101%	\$2,452	\$554
36	2008	Jeep	Liberty	21	Trade on Used	No	\$ 9,278	\$ 6,942	120%	\$297	\$0
37	2018	Jeep	Compass	33	Auction/Wholesale	Yes	\$ 18,493	\$ 18,493	105%	\$184	\$0
38	2014	Jeep	Grand Cherokee	17	Auction/Wholesale	No	\$ 19,982	\$ 19,982	103%	\$2,304	\$1,840
39	2018	Chrysler	300	29	Auction/Wholesale	Yes	\$ 24,945	\$ 24,945	104%	\$1,795	\$2,514
40	2015	Honda	Accord	106	Trade on New	No	\$ 17,995	\$ 16,625	106%	\$763	\$667
41	2018	Dodge	Challenger	5	Auction/Wholesale	No	\$ 23,665	\$ 23,315	97%	\$1,434	\$3,660
42	2014	Honda	Civic	9	Trade on New	No	\$ 11,039	\$ 10,000	100%	\$2,073	\$0
43	2017	Jeep	Grand Cherokee	62	Auction/Wholesale	Yes	\$ 28,445	\$ 28,445	106%	\$2,000	\$1,000

44	2017	Dodge	Charger	74	Trade on Used	Yes	\$ 38,495	\$ 38,495	100%	\$881	\$1,234
45	2016	Ram	1500	32	Auction/Wholesale	Yes	\$ 29,450	\$ 27,500	105%	\$448	\$589
46	2012	Ford	Escape	41	Trade on Used	No	\$ 12,310	\$ 12,310	103%	\$2,660	\$0
47	2016	Jeep	Wrangler	101	Trade on New	No	\$ 24,998	\$ 24,998	98%	\$447	\$1,599
48	2005	Toyota	4Runner	29	Trade on New	No	\$ 11,142	\$ 10,500	106%	\$2,354	\$233
49	2018	Nissan	Murano	9	Auction/Wholesale	No	\$ 19,958	\$ 19,958	106%	\$1,463	\$1,000
50	2013	Dodge	Durango	3	Trade on New	No	\$ 19,958	\$ 19,958	98%	\$1,516	\$3,854
51	2013	Nissan	NV200	14	Trade on New	No	\$ 10,000	\$ 8,956	119%	\$2,104	\$0
52	2018	Chrysler	Pacifica	5	Loaner/Rental Fleet	No	\$ 22,421	\$ 21,500	98%	(\$857)	\$0
53	2016	Ram	1500	20	Trade on New	No	\$ 20,949	\$ 19,054	95%	\$1,079	\$1,694

Scoreboard Totals

% Retailed of Non-New Franchise	46%
Total # Retail Units	92
Average Days to Sale	40.5
Average Advertised Price (Time of Sale)	\$ 20,507
Average Transaction Price	\$ 19,814
Average Market Price at 100%	\$ 20,062
Average Price to Market % (Time of Sale)	102%
Average Transaction to Market	99%
Average Transactional Discount	\$ 692
Average Front End Gross	\$ 1,345
Average Finance Gross	\$ 853
PUVR	\$ 2,198
Total Gross (Units & PUVR)	\$ 202,215
GROI	99%



MY

Scoreboard		
Desk Manager	Totals	Jeffery Coleman
% Retailed of Non-New Franchise	46%	50%
Total # Retail Units	92	68
Average Days to Sale	40.5	37.9
Average Advertised Price (Time of Sale)	\$ 20,507	\$ 20,265
Average Transaction Price	\$ 19,814	\$ 19,516
Average Market Price at 100%	\$ 20,062	\$ 20,049
Average Price to Market % (Time of Sale)	102%	101%
Average Transaction to Market %	99%	97%
Average Transactional Discount	\$ 692	\$ 749
Average Front End Gross	\$ 1,345	\$ 1,408
Average Finance Gross	\$ 853	\$ 904
PUVR	\$ 2,198	\$ 2,312
Total Gross (Units & PUVR)	\$ 202,215	\$ 157,202
GROI	99%	113%



John Spatz	Corey Street	
43%	20%	#DIV/0!
14	10	0
37.4	62.7	#DIV/0!
\$ 21,816	\$ 20,319	#DIV/0!
\$ 21,063	\$ 20,097	#DIV/0!
\$ 21,756	\$ 19,630	#DIV/0!
100%	104%	#DIV/0!
97%	102%	#DIV/0!
\$ 753	\$ 222	#DIV/0!
\$ 1,299	\$ 977	#DIV/0!
\$ 839	\$ 531	#DIV/0!
\$ 2,138	\$ 1,508	#DIV/0!
\$ 29,934	\$ 15,079	#DIV/0!
98%	43%	#DIV/0!

Scoreboard

Sales Consultant	Totals	Jada Jenkins
% Retailed of Non-New Franchise	46%	59%
Total # Retail Units	92	22
Average Days to Sale	40.5	45.7
Average Advertised Price (Time of Sale)	\$ 20,507	\$ 19,187
Average Transaction Price	\$ 19,814	\$ 18,418
Average Market Price at 100%	\$ 20,062	\$ 18,924
Average Price to Market % (Time of Sale)	102%	101%
Average Transaction to Market %	99%	97%
Average Transactional Discount	\$ 692	\$ 769
Average Front End Gross	\$ 1,345	\$ 1,381
Average Finance Gross	\$ 853	\$ 642
PUVR	\$ 2,198	\$ 2,022
Total Gross (Units & PUVR)	\$ 202,215	\$ 44,489
GROI	99%	87%



Mark Greenauer	Martel Washington	Sterling Nettles
38%	29%	50%
13	17	10
49.2	32.6	38.8
\$ 21,747	\$ 18,060	\$ 23,745
\$ 21,402	\$ 16,973	\$ 22,962
\$ 21,770	\$ 17,460	\$ 23,284
100%	103%	102%
98%	97%	99%
\$ 345	\$ 1,088	\$ 784
\$ 1,512	\$ 1,035	\$ 1,375
\$ 1,257	\$ 558	\$ 842
\$ 2,769	\$ 1,592	\$ 2,216
\$ 35,998	\$ 27,071	\$ 22,163
95%	103%	90%

Tony Hollimon	Mike Wiseman	Kevin Steele
50%	0%	0%
16	1	1
38.6	49.0	32.0
\$ 20,742	\$ 39,998	\$ 29,450
\$ 20,403	\$ 39,998	\$ 27,500
\$ 20,666	\$ 37,734	\$ 28,048
100%	106%	105%
99%	106%	98%
\$ 340	\$ -	\$ 1,950
\$ 1,509	\$ 767	\$ 448
\$ 1,151	\$ 1,569	\$ 589
\$ 2,660	\$ 2,336	\$ 1,037
\$ 42,560	\$ 2,336	\$ 1,037
122%	43%	42%

Angelo Argyropoulos	Matt Johns	Gage Wright
50%	0%	100%
6	3	3
44.2	31.7	27.7
\$ 16,162	\$ 35,087	\$ 11,246
\$ 15,296	\$ 34,517	\$ 10,685
\$ 16,801	\$ 34,962	\$ 11,035
96%	100%	102%
91%	99%	97%
\$ 867	\$ 571	\$ 560
\$ 778	\$ 2,060	\$ 2,044
\$ 698	\$ 1,563	\$ 237
\$ 1,475	\$ 3,623	\$ 2,281
\$ 8,850	\$ 10,868	\$ 6,843
79%	119%	278%

Scoreboard		
Finance Manager	Totals	Jeff Pelfrey
% Retailed of Non-New Franchise	46%	46%
Total # Retail Units	92	80
Average Days to Sale	40.5	40.3
Average Advertised Price (Time of Sale)	\$ 20,507	\$ 20,076
Average Transaction Price	\$ 19,814	\$ 19,369
Average Market Price at 100%	\$ 20,062	\$ 19,822
Average Price to Market % (Time of Sale)	102%	101%
Average Transaction to Market %	99%	98%
Average Transactional Discount	\$ 692	\$ 708
Average Front End Gross	\$ 1,345	\$ 1,348
Average Finance Gross	\$ 853	\$ 838
PUVR	\$ 2,198	\$ 2,186
Total Gross (Units & PUVR)	\$ 202,215	\$ 174,845
GROI	99%	101%



Cindy Borrelli		
42%	#DIV/0!	#DIV/0!
12	0	0
42.2	#DIV/0!	#DIV/0!
\$ 23,373	#DIV/0!	#DIV/0!
\$ 22,783	#DIV/0!	#DIV/0!
\$ 23,203	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!
\$ 591	#DIV/0!	#DIV/0!
\$ 1,322	#DIV/0!	#DIV/0!
\$ 958	#DIV/0!	#DIV/0!
\$ 2,281	#DIV/0!	#DIV/0!
\$ 27,370	#DIV/0!	#DIV/0!
85%	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes
Total # Retail Units	92	22
Average Days to Sale	40.5	57.7
Average Advertised Price (Time of Sale)	\$ 20,507	\$ 25,099
Average Transaction Price	\$ 19,814	\$ 24,752
Average Market Price at 100%	\$ 20,062	\$ 24,542
Average Price to Market % (Time of Sale)	102%	102%
Average Transaction to Market %	99%	101%
Average Transactional Discount	\$ 692	\$ 348
Average Front End Gross	\$ 1,345	\$ 902
Average Finance Gross	\$ 853	\$ 1,257
PUVR	\$ 2,198	\$ 2,159
Total Gross (Units & PUVR)	\$ 202,215	\$ 47,493
GROI	99%	54%



No	
	70
	35.1
\$	18,262
\$	18,262
\$	18,918
	97%
	97%
\$	801
\$	1,484
\$	727
\$	2,210
\$	154,722
	124%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	92	50
Average Days to Sale	40.5	40.6
Average Advertised Price (Time of Sale)	\$ 20,507	\$ 22,443
Average Transaction Price	\$ 19,814	\$ 21,780
Average Market Price at 100%	\$ 20,062	\$ 21,997
Average Price to Market % (Time of Sale)	102%	102%
Average Transaction to Market %	99%	99%
Average Transactional Discount	\$ 692	\$ 663
Average Front End Gross	\$ 1,345	\$ 1,306
Average Finance Gross	\$ 853	\$ 1,166
PUVR	\$ 2,198	\$ 2,472
Total Gross (Units & PUVR)	\$ 202,215	\$ 123,615
GROI	99%	101%



No	
	42
	40.5
\$	17,474
\$	17,474
\$	18,199
	96%
	96%
\$	727
\$	1,390
\$	481
\$	1,871
\$	78,600
	95%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	92	48
% of Retail Units	100%	52%
% Retailed of Off-Brand	46%	54%
Average Days to Sale	40.5	36.9
Average Transaction Price	\$ 19,814	\$ 19,193
Average Transaction to Market %	99%	96%
Average Transactional Discount	\$ 692	\$ 933
Average Front End Gross	\$ 1,345	\$ 1,476
Average Finance Gross	\$ 853	\$ 693
PUVR	\$ 2,198	\$ 2,169
Total Gross (Units & PUVR)	\$ 202,215	\$ 104,113
GROI	99%	110%



Trade on Used	Street/Curb buy	Auction/wholesale
12	0	25
13%	0%	27%
58%	#DIV/0!	36%
49.6	#DIV/0!	39.0
\$ 14,349	#DIV/0!	\$ 23,656
99%	#DIV/0!	101%
\$ 581	#DIV/0!	\$ 323
\$ 1,141	#DIV/0!	\$ 1,402
\$ 462	#DIV/0!	\$ 1,311
\$ 1,603	#DIV/0!	\$ 2,713
\$ 19,240	#DIV/0!	\$ 67,833
81%	#DIV/0!	106%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
7	0	0
8%	0%	0%
0%	#DIV/0!	#DIV/0!
55.0	#DIV/0!	#DIV/0!
\$ 19,723	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!
\$ 556	#DIV/0!	#DIV/0!
\$ 588	#DIV/0!	#DIV/0!
\$ 987	#DIV/0!	#DIV/0!
\$ 1,576	#DIV/0!	#DIV/0!
\$ 11,029	#DIV/0!	#DIV/0!
52%	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	92	48
% of Retail Units	100%	52%
% Retailed of Off-Brand	46%	46%
Average Days to Sale	40.5	15.0
Average Transaction Price	\$ 19,814	\$ 16,657
Average Transaction to Market %	99%	98%
Average Transactional Discount	\$ 692	\$ 619
Average Front End Gross	\$ 1,345	\$ 1,670
Average Finance Gross	\$ 853	\$ 787
PUVR	\$ 2,198	\$ 2,457
Total Gross (Units & PUVR)	\$ 202,215	\$ 117,949
GROI	99%	354%



31-45 days	46-60 days	61-90 days	90+ days
11	7	16	10
12%	8%	17%	11%
55%	29%	50%	40%
38.3	52.1	72.4	106.2
\$ 20,548	\$ 25,004	\$ 26,460	\$ 19,896
95%	99%	100%	96%
\$ 1,487	\$ 1,052	\$ 194	\$ 714
\$ 1,111	\$ 1,709	\$ 1,026	\$ 295
\$ 619	\$ 885	\$ 1,210	\$ 835
\$ 1,730	\$ 2,595	\$ 2,236	\$ 1,130
\$ 19,028	\$ 18,162	\$ 35,780	\$ 11,296
79%	72%	42%	19%