

Sales Consultant(s)	New Car Franchise(s)
Paul  Ash	Chevrolet
Roger Chen	Honda
Tobin Price	
Austin Hatch	
Billy Cowden	
Joe Phegley	
Dustin Jackson	
Frank Surgis	
Quin Hostetler	
Derik Hymans	
Sean Farris	
Kurt Bushnell	
Bill Gunther	
Ben Heinemann	
Don Day	
Brad Burke	
Evan Dannenberger	
Wilkins	
Chris Rude	
James Radunzel	

#	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	GMC	Sierra 1500	19	Trade on New	No	\$ 26,499	\$ 26,998	102%	\$6,516	\$2,731
2	2017	Chevrolet	Equinox	68	Auction/Wholesale	No	\$ 18,194	\$ 17,994	105%	\$2,261	\$2,276
3	2012	Dodge	Journey	28	Trade on New	No	\$ 9,977	\$ 7,638	112%	\$1,067	\$641
4	2012	Chevrolet	Traverse	7	Trade on New	No	\$ 13,147	\$ 11,801	101%	\$2,859	\$1,132
5	2013	Chevrolet	Impala	2	Trade on New	No	\$ 10,171	\$ 8,171	100%	\$1,643	\$635
6	2016	Jeep	Wrangler	89	Trade on New	No	\$ 23,990	\$ 22,500	96%	(\$66)	\$213
7	2011	Chevrolet	Malibu	2	Trade on New	No	\$ 7,000	\$ 5,806	102%	\$2,296	\$2,947
8	2011	Ford	Edge	32	Trade on Used	No	\$ 7,966	\$ 7,343	93%	\$1,416	\$1,835
9	2002	Chevrolet	Express	1	Trade on New	No	\$ 13,000	\$ 11,115	101%	\$2,898	\$101
10	2016	Chevrolet	Equinox	3	Trade on New	No	\$ 14,990	\$ 14,990	102%	\$2,185	\$2,029
11	2011	Chevrolet	Silverado 1500	7	Trade on New	No	\$ 19,990	\$ 18,990	98%	\$2,438	\$3,187
12	2013	Chevrolet	Impala	4	Trade on Used	No	\$ 10,886	\$ 10,420	100%	\$2,926	\$2,985
13	2018	Chevrolet	Equinox	10	Auction/Wholesale	No	\$ 24,648	\$ 24,548	99%	\$3,325	\$3,998
14	2016	Chevrolet	Silverado 1500	84	Trade on New	No	\$ 33,990	\$ 32,214	100%	\$2,347	\$2,445
15	2011	Chevrolet	Silverado 1500	5	Trade on New	No	\$ 10,800	\$ 10,800	97%	\$3,452	\$0
16	2018	Chevrolet	Traverse	10	Auction/Wholesale	Yes	\$ 31,306	\$ 29,522	94%	(\$582)	\$3,506
17	2012	Ford	Escape	69	Trade on New	No	\$ 7,990	\$ 3,829	101%	(\$401)	\$175
18	2014	Jeep	Patriot	8	Trade on New	No	\$ 9,990	\$ 9,846	100%	\$1,414	\$252
19	2015	Chevrolet	Camaro	41	Trade on New	No	\$ 20,990	\$ 21,486	100%	\$2,858	\$2,558
20	2003	Ford	F250	41	Trade on New	No	\$ 12,990	\$ 11,700	99%	\$2,502	\$0
21	2013	Nissan	NV	292	Trade on New	No	\$ 11,990	\$ 11,990	103%	(\$3,427)	\$406
22	2012	Chrysler	Town & Country	29	Trade on New	No	\$ 8,600	\$ 7,900	95%	\$1,752	\$0
23	2007	Chevrolet	Silverado 2500	30	Trade on New	No	\$ 7,990	\$ 6,964	91%	\$3,301	\$0
24	2013	GMC	Sierra 1500	16	Trade on Used	No	\$ 16,991	\$ 15,200	95%	\$1,584	\$150
25	2012	Chevrolet	Equinox	78	Trade on New	No	\$ 8,950	\$ 7,605	101%	\$1,404	\$982
26	2015	Chevrolet	Equinox	105	Trade on New	No	\$ 13,548	\$ 13,548	96%	\$1,523	\$3,732
27	2015	Chevrolet	Malibu	3	Trade on New	No	\$ 11,998	\$ 10,398	99%	\$3,445	\$677
28	2016	Ford	F250	34	Trade on New	No	\$ 52,149	\$ 52,335	102%	\$819	\$0
29	2015	Nissan	Altima	157	Auction/Wholesale	No	\$ 15,231	\$ 13,800	93%	(\$243)	\$0
30	2016	Jeep	Wrangler Unlimited	65	Trade on Used	No	\$ 24,899	\$ 23,869	93%	\$787	\$4,343
31	2015	Chevrolet	Cruze	4	Trade on Used	No	\$ 11,291	\$ 9,564	98%	\$1,992	\$300
32	2018	Chevrolet	Equinox	15	Auction/Wholesale	No	\$ 24,810	\$ 24,810	98%	\$2,640	\$805
33	2017	Chevrolet	Silverado 2500	14	Trade on New	Yes	\$ 34,541	\$ 32,500	95%	\$284	\$446
34	2011	Ford	Expedition	68	Trade on New	No	\$ 13,617	\$ 11,328	85%	(\$1,298)	\$1,998
35	2015	Hyundai	Sonata	169	Trade on Used	No	\$ 15,724	\$ 14,500	100%	(\$54)	\$70
36	2013	Ford	F150	72	Trade on Used	No	\$ 24,284	\$ 22,392	96%	\$550	\$665
37	2014	Chevrolet	Cruze	2	Trade on New	No	\$ 5,246	\$ 5,246	93%	\$2,236	\$358
38	2014	Toyota	Corolla	9	Trade on New	No	\$ 9,471	\$ 9,001	96%	\$3,555	\$0
39	2013	Chevrolet	Malibu	13	Trade on New	No	\$ 10,408	\$ 8,253	97%	\$935	\$1,098
40	2017	Chevrolet	Silverado 1500	49	Trade on New	No	\$ 32,998	\$ 32,998	100%	\$170	\$238
41	2016	Chevrolet	Silverado 1500	17	Trade on Used	No	\$ 33,581	\$ 33,890	100%	\$2,923	\$4,006
42	2017	Chevrolet	Trax	151	Auction/Wholesale	Yes	\$ 14,427	\$ 13,994	98%	(\$250)	\$113
43	2016	Ford	F150	27	Trade on New	No	\$ 17,989	\$ 17,000	99%	\$2,014	\$135
44	2012	Chevrolet	Impala	7	Trade on Used	No	\$ 8,991	\$ 8,500	104%	\$3,633	\$2,043

45	2017	Dodge	Grand Caravan	166	Auction/Wholesale	No	\$ 17,989	\$ 17,759	96%	\$0	\$3,208
46	2016	Chevrolet	Cruze	12	Trade on New	Yes	\$ 12,759	\$ 12,013	102%	\$1,802	\$6,691
47	2004	Chevrolet	Silverado 2500	27	Trade on New	No	\$ 13,441	\$ 11,800	86%	\$1,924	\$0
48	2012	Nissan	Rogue	9	Trade on Used	No	\$ 10,941	\$ 7,544	101%	\$595	\$1,006
49	2017	Chevrolet	Equinox	30	Auction/Wholesale	No	\$ 19,529	\$ 19,529	98%	\$1,614	\$1,353
50	2017	Nissan	Altima	169	Auction/Wholesale	No	\$ 14,799	\$ 15,200	97%	(\$1,622)	\$4,089
51	2017	Nissan	Altima	169	Auction/Wholesale	No	\$ 14,799	\$ 14,799	98%	(\$653)	\$1,946
52	2015	Chevrolet	Sonic	78	Trade on New	No	\$ 8,970	\$ 8,769	119%	\$2,133	\$1,807
53	2012	Dodge	Grand Caravan	17	Trade on New	No	\$ 6,990	\$ 6,990	98%	\$4,396	\$90

Scoreboard Totals

% Retailed of Non-New Franchise	45%
Total # Retail Units	200
Average Days to Sale	38.2
Average Advertised Price (Time of Sale)	\$ 18,025
Average Transaction Price	\$ 17,045
Average Market Price at 100%	\$ 17,946
Average Price to Market % (Time of Sale)	100%
Average Transaction to Market	95%
Average Transactional Discount	\$ 980
Average Front End Gross	\$ 1,885
Average Finance Gross	\$ 1,335
PUVR	\$ 3,220
Total Gross (Units & PUVR)	\$ 643,987
GROI	178%



MY

Scoreboard		
Desk Manager	Totals	John Dotson
% Retailed of Non-New Franchise	45%	45%
Total # Retail Units	200	96
Average Days to Sale	38.2	41.1
Average Advertised Price (Time of Sale)	\$ 18,025	\$ 18,590
Average Transaction Price	\$ 17,045	\$ 17,837
Average Market Price at 100%	\$ 17,946	\$ 18,467
Average Price to Market % (Time of Sale)	100%	101%
Average Transaction to Market %	95%	97%
Average Transactional Discount	\$ 980	\$ 753
Average Front End Gross	\$ 1,885	\$ 1,786
Average Finance Gross	\$ 1,335	\$ 1,215
PUVR	\$ 3,220	\$ 3,001
Total Gross (Units & PUVR)	\$ 643,987	\$ 288,050
GROI	178%	147%



Todd Hott		
45%	#DIV/0!	#DIV/0!
104	0	0
35.5	#DIV/0!	#DIV/0!
\$ 17,503	#DIV/0!	#DIV/0!
\$ 16,313	#DIV/0!	#DIV/0!
\$ 18,653	#DIV/0!	#DIV/0!
94%	#DIV/0!	#DIV/0!
87%	#DIV/0!	#DIV/0!
\$ 1,190	#DIV/0!	#DIV/0!
\$ 1,977	#DIV/0!	#DIV/0!
\$ 1,446	#DIV/0!	#DIV/0!
\$ 3,422	#DIV/0!	#DIV/0!
\$ 355,937	#DIV/0!	#DIV/0!
213%	#DIV/0!	#DIV/0!

Scoreboard		
Sales Consultant	Totals	Paul Walsh
% Retailed of Non-New Franchise	45%	56%
Total # Retail Units	200	27
Average Days to Sale	38.2	49.1
Average Advertised Price (Time of Sale)	\$ 18,025	\$ 17,989
Average Transaction Price	\$ 17,045	\$ 16,957
Average Market Price at 100%	\$ 17,946	\$ 18,056
Average Price to Market % (Time of Sale)	100%	100%
Average Transaction to Market %	95%	94%
Average Transactional Discount	\$ 980	\$ 1,032
Average Front End Gross	\$ 1,885	\$ 1,560
Average Finance Gross	\$ 1,335	\$ 1,440
PUVR	\$ 3,220	\$ 3,000
Total Gross (Units & PUVR)	\$ 643,987	\$ 80,989
GROI	178%	130%



Roger Chen	Tobin Price	Austin Hatch
25%	42%	30%
12	19	10
82.8	41.2	38.0
\$ 20,969	\$ 16,652	\$ 16,115
\$ 20,012	\$ 15,563	\$ 14,822
\$ 21,155	\$ 16,625	\$ 16,167
99%	100%	100%
95%	94%	92%
\$ 957	\$ 1,090	\$ 1,293
\$ 828	\$ 1,934	\$ 1,708
\$ 1,189	\$ 1,376	\$ 1,205
\$ 2,018	\$ 3,309	\$ 2,913
\$ 24,211	\$ 62,876	\$ 29,130
44%	186%	186%

Billy Cowden	Joe Phegley	Dustin Jackson
27%	0%	29%
11	6	14
25.9	18.7	25.7
\$ 18,150	\$ 17,321	\$ 16,579
\$ 16,451	\$ 16,078	\$ 16,156
\$ 18,193	\$ 17,635	\$ 16,571
100%	98%	100%
90%	91%	97%
\$ 1,699	\$ 1,243	\$ 423
\$ 2,294	\$ 2,594	\$ 1,995
\$ 1,255	\$ 1,400	\$ 1,809
\$ 3,549	\$ 3,994	\$ 3,805
\$ 39,042	\$ 23,963	\$ 53,267
300%	479%	330%

Frank Surgis	Quin Hostetler	Derik Hymans
33%	58%	33%
6	12	9
50.2	48.6	48.6
\$ 18,308	\$ 17,850	\$ 20,326
\$ 17,337	\$ 16,574	\$ 20,896
\$ 18,431	\$ 18,139	\$ 20,148
99%	98%	101%
94%	91%	104%
\$ 970	\$ 1,276	\$ (570)
\$ 1,365	\$ 1,098	\$ 1,002
\$ 1,892	\$ 1,174	\$ 906
\$ 3,256	\$ 2,272	\$ 1,908
\$ 19,537	\$ 27,265	\$ 17,174
135%	102%	68%

Sean Farris	Kurt Bushnell	Bill Gunther
62%	71%	31%
21	7	16
25.4	52.6	25.4
\$ 17,922	\$ 20,292	\$ 19,664
\$ 16,771	\$ 19,952	\$ 18,738
\$ 17,706	\$ 20,181	\$ 19,622
101%	101%	100%
95%	99%	95%
\$ 1,151	\$ 339	\$ 926
\$ 2,359	\$ 2,128	\$ 2,848
\$ 1,209	\$ 1,316	\$ 1,368
\$ 3,569	\$ 3,444	\$ 4,216
\$ 74,942	\$ 24,107	\$ 67,456
301%	118%	318%

Ben Heinemann	Don Day	Brad Burke
64%	0%	40%
11	1	10
14.8	24.0	30.3
\$ 18,301	\$ 26,910	\$ 16,857
\$ 17,547	\$ 26,911	\$ 15,475
\$ 17,297	\$ 149,500	\$ 16,401
106%	18%	103%
101%	18%	94%
\$ 754	\$ (1)	\$ 1,382
\$ 2,239	\$ 5,493	\$ 1,641
\$ 1,316	\$ 3,194	\$ 796
\$ 3,554	\$ 8,687	\$ 2,436
\$ 39,098	\$ 8,687	\$ 24,364
492%	484%	187%

Wilkins	Chris Rude	James Radunzel
100%	100%	100%
6	1	1
36.7	2.0	54.0
\$ 15,055	\$ 14,464	\$ 12,836
\$ 13,215	\$ 14,115	\$ 12,680
\$ 14,764	\$ 14,911	\$ 11,996
102%	97%	107%
90%	95%	106%
\$ 1,840	\$ 349	\$ 156
\$ 1,605	\$ 2,644	\$ 3,210
\$ 1,609	\$ 621	\$ 2,119
\$ 3,214	\$ 3,265	\$ 5,329
\$ 19,285	\$ 3,265	\$ 5,329
239%	4164%	280%

Scoreboard		
Finance Manager	Totals	Andrew Dickerson
% Retailed of Non-New Franchise	45%	47%
Total # Retail Units	200	101
Average Days to Sale	38.2	33.9
Average Advertised Price (Time of Sale)	\$ 18,025	\$ 18,663
Average Transaction Price	\$ 17,045	\$ 17,878
Average Market Price at 100%	\$ 17,946	\$ 19,773
Average Price to Market % (Time of Sale)	100%	94%
Average Transaction to Market %	95%	90%
Average Transactional Discount	\$ 980	\$ 785
Average Front End Gross	\$ 1,885	\$ 2,030
Average Finance Gross	\$ 1,335	\$ 1,680
PUVR	\$ 3,220	\$ 3,710
Total Gross (Units & PUVR)	\$ 643,987	\$ 374,677
GROI	178%	220%



John McGlothlin		
44%	#DIV/0!	#DIV/0!
96	0	0
42.9	#DIV/0!	#DIV/0!
\$ 17,426	#DIV/0!	#DIV/0!
\$ 16,265	#DIV/0!	#DIV/0!
\$ 17,371	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!
94%	#DIV/0!	#DIV/0!
\$ 1,161	#DIV/0!	#DIV/0!
\$ 1,745	#DIV/0!	#DIV/0!
\$ 1,004	#DIV/0!	#DIV/0!
\$ 2,749	#DIV/0!	#DIV/0!
\$ 263,886	#DIV/0!	#DIV/0!
142%	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	13
Average Days to Sale	38.2	33.5
Average Advertised Price (Time of Sale)	\$ 18,025	\$ 26,695
Average Transaction Price	\$ 17,045	\$ 25,913
Average Market Price at 100%	\$ 17,946	\$ 26,570
Average Price to Market % (Time of Sale)	100%	100%
Average Transaction to Market %	95%	98%
Average Transactional Discount	\$ 980	\$ 782
Average Front End Gross	\$ 1,885	\$ 1,391
Average Finance Gross	\$ 1,335	\$ 1,941
PUVR	\$ 3,220	\$ 3,332
Total Gross (Units & PUVR)	\$ 643,987	\$ 43,315
GROI	178%	138%

No	
	187
	38.5
\$	16,428
\$	16,428
\$	18,007
	91%
	91%
\$	994
\$	1,919
\$	1,293
\$	3,212
\$	600,672
	183%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	110
Average Days to Sale	38.2	32.1
Average Advertised Price (Time of Sale)	\$ 18,025	\$ 18,910
Average Transaction Price	\$ 17,045	\$ 18,036
Average Market Price at 100%	\$ 17,946	\$ 19,994
Average Price to Market % (Time of Sale)	100%	95%
Average Transaction to Market %	95%	90%
Average Transactional Discount	\$ 980	\$ 873
Average Front End Gross	\$ 1,885	\$ 2,173
Average Finance Gross	\$ 1,335	\$ 1,333
PUVR	\$ 3,220	\$ 3,506
Total Gross (Units & PUVR)	\$ 643,987	\$ 385,687
GROI	178%	218%



No	
	90
	45.6
\$	15,833
\$	15,833
\$	16,816
	94%
	94%
\$	1,111
\$	1,533
\$	1,337
\$	2,870
\$	258,300
	143%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	109
% of Retail Units	100%	55%
% Retailed of Off-Brand	45%	38%
Average Days to Sale	38.2	30.4
Average Transaction Price	\$ 17,045	\$ 17,401
Average Transaction to Market %	95%	92%
Average Transactional Discount	\$ 980	\$ 1,129
Average Front End Gross	\$ 1,885	\$ 2,107
Average Finance Gross	\$ 1,335	\$ 1,226
PUVR	\$ 3,220	\$ 3,333
Total Gross (Units & PUVR)	\$ 643,987	\$ 363,336
GROI	178%	227%



Trade on Used	Street/Curb buy	Auction/wholesale
49	0	42
25%	0%	21%
59%	#DIV/0!	48%
35.3	#DIV/0!	61.7
\$ 14,057	#DIV/0!	\$ 19,606
85%	#DIV/0!	101%
\$ 1,459	#DIV/0!	\$ 35
\$ 2,133	#DIV/0!	\$ 1,020
\$ 1,214	#DIV/0!	\$ 1,758
\$ 3,346	#DIV/0!	\$ 2,778
\$ 163,975	#DIV/0!	\$ 116,676
242%	#DIV/0!	83%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	124
% of Retail Units	100%	62%
% Retailed of Off-Brand	45%	40%
Average Days to Sale	38.2	11.9
Average Transaction Price	\$ 17,045	\$ 16,139
Average Transaction to Market %	95%	91%
Average Transactional Discount	\$ 980	\$ 1,021
Average Front End Gross	\$ 1,885	\$ 2,504
Average Finance Gross	\$ 1,335	\$ 1,293
PUVR	\$ 3,220	\$ 3,797
Total Gross (Units & PUVR)	\$ 643,987	\$ 470,860
GROI	178%	714%



31-45 days	46-60 days	61-90 days	90+ days
23	15	18	20
12%	8%	9%	10%
52%	53%	44%	60%
37.6	51.9	74.2	159.2
\$ 17,866	\$ 16,820	\$ 17,646	\$ 21,345
95%	94%	89%	97%
\$ 905	\$ 776	\$ 1,393	\$ 597
\$ 1,633	\$ 1,320	\$ 763	\$ (230)
\$ 1,219	\$ 1,340	\$ 1,183	\$ 1,860
\$ 2,852	\$ 2,660	\$ 1,946	\$ 1,630
\$ 65,592	\$ 39,907	\$ 35,035	\$ 32,592
153%	110%	54%	17%