

Desk Manager(s)	Finance Manager(s)
Steve Rierson	Scott Mason
Braun Bivens	









#	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	2017	Toyota	Tacoma	211	Trade on New	Yes	\$ 30,667	\$ 29,800	95%	\$1,055	\$0
2	2012	Dodge	Journey	50	Trade on New	No	\$ 11,376	\$ 11,376	107%	\$2,245	\$925
3	2008	Ford	F-350	9	Trade on Used	No	\$ 26,800	\$ 26,800	117%	\$4,705	\$364
4	2013	Honda	Civic	43	Trade on New	No	\$ 15,823	\$ 15,823	97%	\$2,314	\$1,343
5	2010	Honda	Accord	27	Trade on New	No	\$ 7,900	\$ 7,694	99%	\$2,524	\$428
6	2013	Chrysler	300	226	Trade on Used	No	\$ 20,851	\$ 20,847	94%	\$1,507	\$546
7	2015	Toyota	Highlander	217	Trade on Used	Yes	\$ 30,000	\$ 29,888	97%	\$1,091	\$0
8	2011	Subaru	Forester	13	Trade on New	No	\$ 10,800	\$ 9,999	114%	\$4,842	\$0
9	2018	Hyundai	Santa Fe	115	Auction/Wholesale	No	\$ 18,603	\$ 17,500	96%	\$377	\$0
10	2018	Dodge	Grand Caravan	26	Auction/Wholesale	No	\$ 19,980	\$ 19,980	99%	\$2,128	\$0
11	2017	Toyota	Tacoma	25	Trade on Used	Yes	\$ 34,900	\$ 33,868	103%	\$3,477	\$2,127
12	2016	Toyota	Corolla	11	Trade on New	Yes	\$ 13,900	\$ 13,900	95%	\$3,363	\$1,229
13	2014	Subaru	Outback	36	Trade on Used	No	\$ 16,800	\$ 15,974	101%	\$1,586	\$0
14	2015	Toyota	Corolla	7	Auction/Wholesale	Yes	\$ 10,393	\$ 10,393	95%	\$0	\$757
15	2017	Mazda	CX-9	52	Trade on New	No	\$ 33,800	\$ 31,586	97%	\$2,532	\$1,909
16	2013	Toyota	4-Runner	224	Trade on New	No	\$ 26,987	\$ 26,987	97%	\$64	\$237
17	2018	Toyota	Corolla	16	Auction/Wholesale	Yes	\$ 14,900	\$ 14,525	109%	\$1,179	\$1,480
18	2016	Scion	IA	25	Trade on Used	Yes	\$ 11,900	\$ 11,385	108%	\$1,551	\$1,488
19	2016	Toyota	Tundra	30	Trade on New	No	\$ 36,800	\$ 36,800	101%	\$3,644	\$280
20	2009	Porsche	911	177	Trade on New	No	\$ 49,800	\$ 46,900	91%	\$275	\$0
21	2017	Toyota	Rav-4	70	Trade on New	Yes	\$ 28,000	\$ 27,850	96%	\$2,103	\$2,106
22	2017	Hyundai	Elantra	195	Auction/Wholesale	No	\$ 13,000	\$ 12,833	104%	\$1,447	\$1,374
23	2018	Toyota	Rav-4	11	Auction/Wholesale	Yes	\$ 23,500	\$ 23,500	107%	\$2,031	\$651
24	2014	Ford	F-150	153	Trade on New	No	\$ 21,165	\$ 20,369	102%	\$279	\$0
25	2015	Ford	F-150	171	Trade on New	No	\$ 29,000	\$ 28,004	83%	\$1,424	\$1,912
26	2016	Toyota	Camry	47	Trade on New	Yes	\$ 17,980	\$ 17,590	99%	\$2,270	\$0
27	2015	Ford	F-150	281	Trade on New	No	\$ 36,000	\$ 35,867	96%	(\$423)	\$2,078
28	2016	Toyota	4-Runner	164	Trade on New	Yes	\$ 31,000	\$ 29,999	97%	\$983	\$783
29	2013	Toyota	4-Runner	16	Trade on New	No	\$ 24,900	\$ 24,900	100%	\$1,930	\$2,102
30	2001	Toyota	4-Runner	5	Trade on New	No	\$ 6,995	\$ 6,209	103%	\$3,504	\$0
31	2004	Toyota	Camry	12	Trade on New	No	\$ 6,800	\$ 6,800	117%	\$3,067	\$0
32	2012	Chevrolet	Cruze	56	Trade on Used	No	\$ 7,900	\$ 7,900	114%	\$3,139	\$0
33	2007	Toyota	Tundra	19	Trade on Used	No	\$ 17,900	\$ 17,385	107%	\$2,698	\$1,194
34	2018	Dodge	Grand Caravan	14	Auction/Wholesale	No	\$ 18,980	\$ 18,980	106%	\$1,842	\$1,250
35	2018	Hyundai	Santa Fe	134	Auction/Wholesale	No	\$ 18,461	\$ 18,461	99%	\$1,376	\$0
36	2015	Toyota	Tacoma	11	Trade on Used	Yes	\$ 29,800	\$ 28,800	95%	\$2,561	\$2,378
37	2016	Toyota	Highlander	97	Trade on New	Yes	\$ 39,000	\$ 39,000	101%	\$2,186	\$924
38	2018	Jeep	Cherokee	267	Auction/Wholesale	No	\$ 24,000	\$ 24,000	96%	\$809	\$1,030
39	2013	Toyota	Prius V	48	Trade on Used	No	\$ 15,700	\$ 15,700	95%	\$3,272	\$855
40	2006	Toyota	Tacoma	4	Trade on New	No	\$ 12,800	\$ 12,800	128%	\$4,762	\$788
41	2010	Ford	F-150	58	Trade on New	No	\$ 18,900	\$ 18,400	101%	\$3,485	\$0

42	2018	Toyota	Rav-4	77	Auction/Wholesale	Yes	\$ 23,900	\$ 23,000	95%	\$1,068	\$225
43	2005	Toyota	Tundra	0	Other	No	\$ 4,715	\$ 4,715	80%	\$0	\$0
44	2006	Cadillac	DTS	0	Other	No	\$ 4,715	\$ 4,715	81%	\$0	\$0
45	2018	Toyota	Camry	28	Auction/Wholesale	Yes	\$ 19,500	\$ 18,964	107%	\$1,930	\$209
46	2015	Ford	Explorer	9	Trade on Used	No	\$ 29,950	\$ 29,950	102%	\$2,339	\$1,531
47	2015	Subaru	Outback	24	Trade on New	No	\$ 18,950	\$ 18,950	98%	\$2,156	\$0
48	2016	Toyota	4-Runner	59	Trade on New	Yes	\$ 34,980	\$ 32,985	104%	\$2,250	\$1,171
49	2017	Toyota	Rav-4	8	Trade on New	Yes	\$ 21,900	\$ 21,900	98%	\$2,088	\$815
50	1998	Ram	1500	52	Trade on Used	No	\$ 1,400	\$ 1,400	82%	\$900	\$0
51	2014	Nissan	Juke	21	Trade on New	No	\$ 13,980	\$ 13,980	105%	\$1,768	\$135
52	2007	Toyota	Prius	1	Trade on New	No	\$ 1,500	\$ 1,500	80%	\$450	\$0
53	2014	Toyota	Prius C	14	Trade on New	No	\$ 12,800	\$ 12,800	99%	\$2,998	\$1,142

## Scoreboard Totals

% Retailed of Non-New Franchise	47%
Total # Retail Units	100
Avg. Days to Sale	54.4
Avg. Advertised Price (Time of Sale)	\$ 19,281
Avg. Transaction Price	\$ 18,900
Avg. Market Price at 100%	\$ 19,253
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	98%
Avg. Transactional Discount	Err:504
Avg. Front-End Gross	\$ 2,121
Avg. Finance Gross	\$ 730
PUVR	Err:504
Total Gross (Units & PUVR)	Err:504
GROI	Err:504



MY

Scoreboard		<i>(Click on the blue head</i>	
Desk Manager	Totals	Steve Rierson	
% Retailed of Non-New Franchise	47%	47%	
Total # Retail Units	100	51	
Avg. Days to Sale	54.4	46.7	
Avg. Advertised Price (Time of Sale)	\$ 19,281	\$ 20,205	
Avg. Transaction Price	\$ 18,900	\$ 19,835	
Avg. Market Price at 100%	\$ 19,253	\$ 20,185	
Avg. Price to Market % (Time of Sale)	100%	100%	
Avg. Transaction to Market	98%	98%	
Avg. Transactional Discount	Err:504	\$ 370	
Avg. Front-End Gross	\$ 2,121	\$ 2,447	
Avg. Finance Gross	\$ 730	\$ 818	
PUVR	Err:504	\$ 3,264	
Total Gross (Units & PUVR)	Err:504	\$ 166,482	
GROI	Err:504	127%	



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Braun Bivens		
47%	#DIV/0!	#DIV/0!
49	0	0
62.3	#DIV/0!	#DIV/0!
\$ 18,320	#DIV/0!	#DIV/0!
\$ 17,927	#DIV/0!	#DIV/0!
\$ 18,519	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!
Err:504	#DIV/0!	#DIV/0!
\$ 1,782	#DIV/0!	#DIV/0!
\$ 639	#DIV/0!	#DIV/0!
Err:504	#DIV/0!	#DIV/0!
Err:504	#DIV/0!	#DIV/0!
Err:504	#DIV/0!	#DIV/0!







**Scoreboard***(Click on the blue head*

<b>Sales Consultant</b>	<b>Totals</b>	<b>Chad Klemann</b>
% Retailed of Non-New Franchise	47%	43%
Total # Retail Units	100	7
Avg. Days to Sale	54.4	21.0
Avg. Advertised Price (Time of Sale)	\$ 19,281	\$ 18,563
Avg. Transaction Price	\$ 18,900	\$ 17,877
Avg. Market Price at 100%	\$ 19,253	\$ 18,419
Avg. Price to Market % (Time of Sale)	100%	101%
Avg. Transaction to Market	98%	97%
Avg. Transactional Discount	Err:504	\$ 686
Avg. Front-End Gross	\$ 2,121	\$ 2,832
Avg. Finance Gross	\$ 730	\$ 284
PUVR	Err:504	\$ 3,117
Total Gross (Units & PUVR)	Err:504	\$ 21,816
GROI	Err:504	299%



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Arlen Askew	Jerry Kraft	Zach Clark
33%	57%	29%
9	7	7
80.3	61.4	41.3
\$ 26,579	\$ 22,746	\$ 21,911
\$ 26,216	\$ 22,101	\$ 21,506
\$ 26,614	\$ 22,396	\$ 21,206
100%	102%	103%
99%	99%	101%
\$ 363	Err:504	\$ 406
\$ 2,699	\$ 1,990	\$ 2,610
\$ 1,056	\$ 651	\$ 1,110
\$ 3,755	Err:504	\$ 3,720
\$ 33,792	Err:504	\$ 26,042
64%	Err:504	151%

**ember for each column.)**

Casey Olive	Miguel Lara	Guillermo Vargas
55%	56%	33%
11	9	6
59.5	50.2	50.2
\$ 17,164	\$ 20,119	\$ 21,172
\$ 16,769	\$ 19,985	\$ 20,966
\$ 18,095	\$ 20,263	\$ 20,897
95%	99%	101%
93%	99%	100%
\$ 395	\$ 134	\$ 206
\$ 2,312	\$ 2,228	\$ 2,024
\$ 661	\$ 557	\$ 783
\$ 2,973	\$ 2,785	\$ 2,807
\$ 32,700	\$ 25,064	\$ 16,839
107%	100%	96%

Ron Kerr	Isaiah Olsen	Barry Mercer
55%	75%	50%
11	8	10
55.9	66.8	82.7
\$ 20,919	\$ 17,471	\$ 19,307
\$ 20,278	\$ 17,257	\$ 19,180
\$ 20,574	\$ 17,266	\$ 18,966
102%	101%	102%
99%	100%	101%
\$ 641	\$ 214	\$ 127
\$ 2,389	\$ 2,582	\$ 2,270
\$ 1,163	\$ 426	\$ 1,270
\$ 3,551	\$ 3,007	\$ 3,540
\$ 39,064	\$ 24,058	\$ 35,401
113%	94%	80%

Dean Montoya	House Deal	
67%	25%	#DIV/0!
3	12	0
67.0	21.9	#DIV/0!
\$ 14,922	\$ 11,815	#DIV/0!
\$ 14,381	\$ 11,458	#DIV/0!
\$ 14,399	\$ 13,258	#DIV/0!
104%	89%	#DIV/0!
100%	86%	#DIV/0!
\$ 541	\$ 357	#DIV/0!
\$ 1,644	\$ 298	#DIV/0!
\$ -	\$ 276	#DIV/0!
\$ 1,644	\$ 574	#DIV/0!
\$ 4,932	\$ 6,889	#DIV/0!
61%	82%	#DIV/0!

































Scoreboard		<i>(Click on the blue head</i>	
Finance Manager	Totals	Scott Mason	
% Retailed of Non-New Franchise	47%	47%	
Total # Retail Units	100	100	
Avg. Days to Sale	54.4	54.4	
Avg. Advertised Price (Time of Sale)	\$ 19,281	\$ 19,281	
Avg. Transaction Price	\$ 18,900	\$ 18,900	
Avg. Market Price at 100%	\$ 19,253	\$ 19,369	
Avg. Price to Market % (Time of Sale)	100%	100%	
Avg. Transaction to Market	98%	98%	
Avg. Transactional Discount	Err:504	Err:504	
Avg. Front-End Gross	\$ 2,121	\$ 2,121	
Avg. Finance Gross	\$ 730	\$ 730	
PUVR	Err:504	Err:504	
Total Gross (Units & PUVR)	Err:504	Err:504	
GROI	Err:504	Err:504	









## Scoreboard

CPO	Totals	Yes
Total # Retail Units	100	36
Avg. Days to Sale	54.4	45.2
Avg. Advertised Price (Time of Sale)	\$ 19,281	\$ 22,335
Avg. Transaction Price	\$ 18,900	\$ 21,941
Avg. Market Price at 100%	\$ 19,253	\$ 22,677
Avg. Price to Market % (Time of Sale)	100%	98%
Avg. Transaction to Market	98%	97%
Avg. Transactional Discount	Err:504	\$ 394
Avg. Front-End Gross	\$ 2,121	\$ 1,954
Avg. Finance Gross	\$ 730	\$ 856
PUVR	Err:504	\$ 2,810
Total Gross (Units & PUVR)	Err:504	\$ 101,154
GROI	Err:504	102%

No	
	64
	59.5
\$	17,189
\$	17,189
\$	17,508
	98%
	98%
	Err:504
\$	2,215
\$	659
	Err:504
	Err:504
	Err:504

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	100	53
Avg. Days to Sale	54.4	38.9
Avg. Advertised Price (Time of Sale)	\$ 19,281	\$ 19,585
Avg. Transaction Price	\$ 18,900	\$ 19,282
Avg. Market Price at 100%	\$ 19,253	\$ 19,687
Avg. Price to Market % (Time of Sale)	100%	99%
Avg. Transaction to Market	98%	98%
Avg. Transactional Discount	Err:504	\$ 303
Avg. Front-End Gross	\$ 2,121	\$ 2,076
Avg. Finance Gross	\$ 730	\$ 735
PUVR	Err:504	\$ 2,811
Total Gross (Units & PUVR)	Err:504	\$ 148,963
GROI	Err:504	135%

No	
	47
	71.9
\$	18,470
\$	18,470
\$	19,010
	97%
	97%
	Err:504
\$	2,172
\$	725
	Err:504
	Err:504
	Err:504

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	100	51
% of Retail Units	100%	51%
% Retailed of Off-Brand	47%	45%
Avg. Days to Sale	54.4	57.6
Avg. Transaction Price	\$ 18,900	\$ 20,165
Avg. Transaction to Market %	98%	#REF!
Avg. Transactional Discount	Err:504	Err:504
Avg. Front End Gross	\$ 2,121	\$ 2,324
Avg. Finance Gross	\$ 730	\$ 741
PUVR	Err:504	Err:504
Total Gross (Units & PUVR)	Err:504	Err:504
GROI	Err:504	Err:504



Trade on Used	Street/Curb buy	Auction/wholesale
21	0	25
21%	0%	25%
57%	#DIV/0!	44%
48.7	#DIV/0!	58.9
\$ 16,956	#DIV/0!	\$ 18,544
100%	#DIV/0!	98%
\$ 394	#DIV/0!	\$ 197
\$ 2,463	#DIV/0!	\$ 1,581
\$ 783	#DIV/0!	\$ 696
\$ 3,247	#DIV/0!	\$ 2,277
\$ 68,178	#DIV/0!	\$ 56,921
141%	#DIV/0!	75%



Other	
	3
	3%
	33%
	0.7
\$	13,970
	87%
\$	167
\$	765
\$	457
\$	1,222
\$	3,667
	4725%

## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	100	50
% of Retail Units	100%	50%
% Retailed of Off-Brand	47%	32%
Avg. Days to Sale	54.4	15.8
Avg. Transaction Price	\$ 18,900	\$ 17,224
Avg. Transaction to Market %	98%	101%
Avg. Transactional Discount	Err:504	\$ 292
Avg. Front End Gross	\$ 2,121	\$ 2,487
Avg. Finance Gross	\$ 730	\$ 747
PUVR	Err:504	\$ 3,234
Total Gross (Units & PUVR)	Err:504	\$ 161,715
GROI	Err:504	428%



31-45 days	46-60 days	61-90 days	90+ days
9	12	7	17
9%	12%	7%	17%
67%	67%	71%	65%
37.2	51.6	72.3	187.5
\$ 20,060	\$ 15,444	\$ 23,356	\$ 26,472
#REF!	100%	94%	95%
Err:504	\$ 516	\$ 976	\$ 540
\$ 2,644	\$ 2,688	\$ 2,539	\$ 816
\$ 947	\$ 510	\$ 1,221	\$ 639
\$ 3,591	\$ 3,199	\$ 3,760	\$ 1,455
\$ 32,319	\$ 38,382	\$ 26,323	\$ 24,734
173%	145%	80%	11%