





Sales Consultant(s)	New Car Franchise(s)
Chad  Kaylen Pierce	Chrysler
Steven Dowdy	Dodge
Al Weigel	Jeep
Rivers Coffman	Ram
Tate Forkel	
Jaccob Rangel	
Jr Garcia	
Jesus Vallecillo	
Josh Carter	
Donnie Williams	
Shawn Ponds	
Joel Heath	
Norma Schissler	
Steven Yinger	
Hayden Young	
Patrick Hill	
Erik McCarroll	
Fernando Martinez	
Jimmy Haught	
Brad Frakes	
Jon McMillian	
PJ Mills	
Nate Rollins	





#	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	2014	Dodge	Durango	4	Trade on New	Yes	\$ 21,988	\$ 21,988	106%	(\$2,374)	\$339
2	2016	Ram	2500	4	Trade on New	Yes	\$ 36,988	\$ 36,988	98%	\$6,331	\$5,589
3	2014	Ram	1500	26	Trade on Used	No	\$ 22,874	\$ 22,352	97%	(\$432)	\$2,684
4	2013	Ram	1500	1	Trade on New	No	\$ 22,175	\$ 22,175	99%	\$1,210	\$2,168
5	2016	Nissan	Maxima	13	Trade on New	No	\$ 19,596	\$ 19,596	94%	\$275	\$2,341
6	2010	Cadillac	CTS	2	Trade on Used	No	\$ 12,587	\$ 12,587	100%	\$717	\$295
7	2014	BMW	335i	24	Trade on New	No	\$ 21,788	\$ 21,788	99%	\$1,938	\$1,763
8	2015	Volvo	XC60	29	Auction/Wholesale	No	\$ 18,988	\$ 18,587	86%	(\$720)	\$540
9	2019	Chrysler	Pacifica	44	Auction/Wholesale	Yes	\$ 32,491	\$ 32,491	95%	(\$1,541)	\$0
10	2017	Subaru	Impreza	12	Trade on Used	No	\$ 17,791	\$ 17,188	99%	(\$1,618)	\$9,472
11	2017	Hyundai	Elantra	51	Auction/Wholesale	No	\$ 10,988	\$ 10,988	91%	(\$2,000)	\$540
12	2016	Buick	Encore	19	Auction/Wholesale	No	\$ 15,988	\$ 15,988	96%	(\$1,192)	\$0
13	2006	Ford	Mustang	7	Trade on New	No	\$ 7,691	\$ 7,691	103%	\$2,232	\$0
14	2018	Chevrolet	Malibu	17	Auction/Wholesale	No	\$ 15,988	\$ 15,988	99%	(\$1,714)	\$730
15	2013	Ford	Escape	16	Trade on Used	No	\$ 10,746	\$ 10,176	103%	(\$2,187)	\$1,019
16	2016	Jeep	Cherokee	21	Trade on New	Yes	\$ 23,988	\$ 23,988	99%	\$44	\$1,248
17	2014	Toyota	Rav4	17	Trade on Used	No	\$ 13,988	\$ 12,591	97%	(\$1,608)	\$0
18	2018	Chevrolet	Equinox	56	Auction/Wholesale	No	\$ 18,988	\$ 18,988	92%	(\$2,193)	\$0
19	2018	Jeep	Grand Cherokee	21	Auction/Wholesale	Yes	\$ 27,988	\$ 27,988	99%	(\$800)	\$2,734
20	2015	Cadillac	ATS	42	Other	No	\$ 18,988	\$ 18,988	93%	\$309	\$302
21	2010	Ford	F150	60	Trade on New	No	\$ 14,988	\$ 14,988	86%	(\$741)	\$0
22	2017	Nissan	Armada	29	Trade on New	No	\$ 38,988	\$ 38,988	95%	(\$71)	\$60
23	2017	Ford	Expedition	22	Other	No	\$ 22,988	\$ 22,988	90%	(\$35)	\$189
24	2019	ram	2500	25	Loaner/Rental Fleet	Yes	\$ 43,988	\$ 43,591	89%	\$3,126	\$839
25	2018	Jeep	Grand Cherokee	13	Auction/Wholesale	Yes	\$ 28,988	\$ 28,988	99%	\$1,449	\$0
26	2015	Jeep	Wrangler	34	Trade on New	Yes	\$ 23,391	\$ 23,391	94%	\$701	\$798
27	2017	Ram	2500	1	Trade on New	Yes	\$ 38,988	\$ 38,988	99%	\$4,275	\$4,576
28	2015	Jeep	Cherokee	4	Trade on New	Yes	\$ 14,988	\$ 13,599	99%	\$1,385	\$0
29	2013	Chevrolet	1500	5	Trade on New	No	\$ 26,988	\$ 26,988	99%	\$48	\$1,562
30	2014	Ford	Focus	12	Trade on Used	No	\$ 14,218	\$ 14,091	102%	(\$117)	\$0
31	2013	Volvo	S60	24	Street/Curb Buy	No	\$ 15,988	\$ 15,988	95%	\$478	\$88
32	2014	Buick	Encore	6	Trade on New	No	\$ 12,491	\$ 11,600	102%	(\$715)	\$181
33	2017	Dodge	Journey	17	Auction/Wholesale	Yes	\$ 19,988	\$ 19,988	100%	(\$1,697)	\$2,123
34	2016	Cadillac	XTS	39	Other	No	\$ 18,988	\$ 18,491	87%	(\$760)	\$1,248
35	2016	Nissan	Maxima	48	Trade on New	No	\$ 19,988	\$ 19,988	87%	(\$2,300)	\$2,041
36	2014	Jeep	Patriot	4	Trade on Used	No	\$ 10,988	\$ 10,988	99%	\$1,302	\$467
37	2019	Jeep	Cherokee	18	Auction/Wholesale	Yes	\$ 19,791	\$ 18,988	97%	(\$190)	\$1,925
38	2018	Hyundai	Tuscon	14	Trade on New	No	\$ 20,988	\$ 20,991	98%	\$1,345	\$2,761
39	2014	Volkswagen	Passat	20	Trade on New	No	\$ 15,988	\$ 15,988	92%	\$2,081	\$2,685
40	2014	Honda	CRV	24	Trade on Used	No	\$ 16,988	\$ 15,508	99%	(\$693)	\$0
41	2016	Toyota	Tacoma	25	Street/Curb Buy	No	\$ 29,988	\$ 29,988	94%	\$1,289	\$1,307

42	2014	Jeep	Wrangler	26	Auction/Wholesale	Yes	\$	28,988	\$	28,988	93%	\$154	\$2,627
43	2013	Ram	2500	5	Trade on New	No	\$	33,988	\$	28,591	99%	(\$557)	\$739
44	2013	Ram	1500	2	Trade on New	No	\$	19,988	\$	18,901	99%	\$196	\$714
45	2018	Jeep	Wrangler	4	Trade on New	Yes	\$	27,491	\$	26,988	100%	\$851	\$4,064
46	2014	Jeep	Wrangler	22	Trade on New	Yes	\$	29,988	\$	29,984	101%	\$500	\$2,300
47	2016	Chevrolet	Traverse	17	Trade on New	No	\$	21,679	\$	21,091	101%	\$1,287	\$539
48	2017	Jeep	Wrangler	39	Trade on New	Yes	\$	32,591	\$	32,591	92%	(\$909)	\$2,494
49	2018	Nissan	Rouge	28	Auction/Wholesale	No	\$	16,491	\$	16,491	97%	(\$1,177)	\$455
50	2016	Jeep	Cherokee	19	Loaner/Rental Fleet	Yes	\$	18,988	\$	18,988	100%	\$1,112	\$100
51	2016	GMC	Sierra 1500	3	Trade on Used	No	\$	29,988	\$	29,000	97%	\$1,577	\$2,905
52	2016	Jeep	Wrangler	51	Other	Yes	\$	27,988	\$	27,988	90%	(\$1,487)	\$858
53	2015	Ford	Fusion	51	Trade on Used	No	\$	14,891	\$	14,587	95%	(\$1,863)	\$2,926

## Scoreboard Totals

% Retailed of Non-New Franchise	49%
Total # Retail Units	200
Avg. Days to Sale	26.7
Avg. Advertised Price (Time of Sale)	\$ 22,900
Avg. Transaction Price	\$ 22,312
Avg. Market Price at 100%	\$ 23,816
Avg. Price to Market % (Time of Sale)	96%
Avg. Transaction to Market	94%
Avg. Transactional Discount	\$ 588
Avg. Front-End Gross	\$ 499
Avg. Finance Gross	\$ 1,341
PUVR	\$ 1,840
Total Gross (Units & PUVR)	\$ 367,984
GROI	111%



MY

Scoreboard	<i>(Click on the blue head</i>	
Desk Manager	Totals	Tony Jones
% Retailed of Non-New Franchise	49%	50%
Total # Retail Units	200	101
Avg. Days to Sale	26.7	28.2
Avg. Advertised Price (Time of Sale)	\$ 22,900	\$ 22,517
Avg. Transaction Price	\$ 22,312	\$ 21,912
Avg. Market Price at 100%	\$ 23,816	\$ 23,405
Avg. Price to Market % (Time of Sale)	96%	96%
Avg. Transaction to Market	94%	94%
Avg. Transactional Discount	\$ 588	\$ 605
Avg. Front-End Gross	\$ 499	\$ 593
Avg. Finance Gross	\$ 1,341	\$ 1,434
PUVR	\$ 1,840	\$ 2,027
Total Gross (Units & PUVR)	\$ 367,984	\$ 204,756
GROI	111%	118%



**der to access the dropdown list, then scroll up to select the staff m**

Mike Kirk	Joseph Ulibarri	Mitch Wilbanks
31%	52%	0%
16	81	2
29.1	24.5	15.0
\$ 24,613	\$ 22,866	\$ 29,931
\$ 24,413	\$ 22,214	\$ 29,670
\$ 25,667	\$ 23,790	\$ 30,662
96%	96%	98%
95%	93%	97%
\$ 200	\$ 652	\$ 261
\$ (4)	\$ 421	\$ 2,950
\$ 1,110	\$ 1,201	\$ 4,137
\$ 1,106	\$ 1,622	\$ 7,086
\$ 17,695	\$ 131,361	\$ 14,172
56%	107%	573%







Scoreboard		<i>(Click on the blue head</i>	
Sales Consultant	Totals	Chaunce Lee	
% Retailed of Non-New Franchise	49%	50%	
Total # Retail Units	200	24	
Avg. Days to Sale	26.7	23.0	
Avg. Advertised Price (Time of Sale)	\$ 22,900	\$ 22,644	
Avg. Transaction Price	\$ 22,312	\$ 22,027	
Avg. Market Price at 100%	\$ 23,816	\$ 23,339	
Avg. Price to Market % (Time of Sale)	96%	97%	
Avg. Transaction to Market	94%	94%	
Avg. Transactional Discount	\$ 588	\$ 618	
Avg. Front-End Gross	\$ 499	\$ (180)	
Avg. Finance Gross	\$ 1,341	\$ 1,009	
PUVR	\$ 1,840	\$ 829	
Total Gross (Units & PUVR)	\$ 367,984	\$ 19,892	
GROI	111%	59%	



**der to access the dropdown list, then scroll up to select the staff m**

Kaylen Pierce	Steven Dowdy	Al Weigel
14%	25%	67%
7	4	3
24.4	22.0	24.3
\$ 20,060	\$ 35,314	\$ 25,988
\$ 19,529	\$ 35,214	\$ 25,988
\$ 20,645	\$ 35,405	\$ 27,612
97%	100%	94%
95%	99%	94%
\$ 531	\$ 100	\$ -
\$ 907	\$ 1,882	\$ 1,797
\$ 799	\$ 3,351	\$ 2,449
\$ 1,706	\$ 5,233	\$ 4,246
\$ 11,940	\$ 20,931	\$ 12,737
129%	243%	242%

**ember for each column.)**

Rivers Coffman	Tate Forkel	Jacob Rangel
56%	75%	43%
9	4	7
34.7	17.0	24.9
\$ 21,857	\$ 30,363	\$ 21,846
\$ 21,585	\$ 29,442	\$ 20,920
\$ 22,860	\$ 31,307	\$ 23,410
96%	97%	93%
94%	94%	89%
\$ 272	\$ 921	\$ 926
\$ 202	\$ 1,495	\$ 524
\$ 2,360	\$ 2,464	\$ 1,053
\$ 2,561	\$ 3,959	\$ 1,577
\$ 23,052	\$ 15,834	\$ 11,038
123%	285%	109%

Jr Garcia	Jesus Vallecillo	Josh Carter
38%	50%	56%
13	20	9
27.8	18.7	21.6
\$ 25,857	\$ 23,013	\$ 16,451
\$ 25,092	\$ 22,639	\$ 16,106
\$ 26,896	\$ 23,644	\$ 17,312
96%	97%	95%
93%	96%	93%
\$ 766	\$ 374	\$ 345
\$ 12	\$ 523	\$ (12)
\$ 1,862	\$ 952	\$ 521
\$ 1,874	\$ 1,475	\$ 509
\$ 24,364	\$ 29,508	\$ 4,578
97%	126%	53%

Donnie Williams	Shawn Ponds	Joel Heath
20%	17%	100%
5	6	1
35.8	27.5	32.0
\$ 27,652	\$ 25,045	\$ 9,591
\$ 27,290	\$ 24,721	\$ 8,589
\$ 29,996	\$ 25,792	\$ 8,964
92%	97%	107%
91%	96%	96%
\$ 362	\$ 325	\$ 1,002
\$ 2,094	\$ 156	\$ (16)
\$ 1,864	\$ 2,276	\$ -
\$ 3,958	\$ 2,433	\$ (16)
\$ 19,790	\$ 14,596	\$ (16)
146%	129%	-2%

Norma Schissler	Steven Yinger	Hayden Young
63%	63%	67%
8	8	15
65.9	32.9	18.3
\$ 27,053	\$ 17,313	\$ 23,776
\$ 26,713	\$ 16,902	\$ 23,184
\$ 27,520	\$ 18,426	\$ 23,845
98%	94%	100%
97%	92%	97%
\$ 340	\$ 411	\$ 591
\$ 155	\$ (1,025)	\$ 1,215
\$ 1,919	\$ 1,003	\$ 1,488
\$ 2,075	\$ (23)	\$ 2,703
\$ 16,596	\$ (180)	\$ 40,545
42%	-1%	229%

Patrick Hill	Erik McCarroll	Fernando Martinez
63%	29%	43%
8	14	7
37.3	28.5	20.0
\$ 26,600	\$ 21,053	\$ 23,316
\$ 26,416	\$ 20,581	\$ 22,652
\$ 28,785	\$ 22,561	\$ 24,359
92%	93%	96%
92%	91%	93%
\$ 184	\$ 472	\$ 664
\$ 836	\$ 386	\$ 2,037
\$ 1,653	\$ 951	\$ 1,296
\$ 2,489	\$ 1,337	\$ 3,333
\$ 19,911	\$ 18,714	\$ 23,330
91%	82%	265%

Jimmy Haught	Brad Frakes	Jon McMillian
33%	38%	82%
9	8	11
20.9	12.1	36.4
\$ 25,033	\$ 16,726	\$ 20,164
\$ 22,471	\$ 15,837	\$ 19,892
\$ 25,820	\$ 17,287	\$ 21,309
97%	97%	95%
87%	92%	93%
\$ 2,561	\$ 889	\$ 272
\$ 892	\$ 360	\$ 271
\$ 476	\$ 299	\$ 1,842
\$ 1,368	\$ 659	\$ 2,113
\$ 12,310	\$ 5,272	\$ 23,242
105%	124%	105%



























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

<b>Finance Manager</b>	<b>Totals</b>	<b>Marquis Pierce</b>
% Retailed of Non-New Franchise	49%	52%
Total # Retail Units	200	56
Avg. Days to Sale	26.7	22.4
Avg. Advertised Price (Time of Sale)	\$ 22,900	\$ 22,290
Avg. Transaction Price	\$ 22,312	\$ 21,699
Avg. Market Price at 100%	\$ 23,816	\$ 23,289
Avg. Price to Market % (Time of Sale)	96%	96%
Avg. Transaction to Market	94%	93%
Avg. Transactional Discount	\$ 588	\$ 591
Avg. Front-End Gross	\$ 499	\$ 48
Avg. Finance Gross	\$ 1,341	\$ 1,548
PUVR	\$ 1,840	\$ 1,596
Total Gross (Units & PUVR)	\$ 367,984	\$ 89,402
GROI	111%	118%



**der to access the dropdown list, then scroll up to select the staff m**

Kyle Wynans	Josh Lucero	Eric Grignon
48%	47%	33%
62	79	3
31.9	26.4	4.3
\$ 24,082	\$ 22,075	\$ 31,589
\$ 23,329	\$ 21,616	\$ 31,050
\$ 25,056	\$ 22,941	\$ 31,004
96%	96%	102%
93%	94%	100%
\$ 753	\$ 459	\$ 539
\$ 461	\$ 739	\$ 3,393
\$ 1,503	\$ 1,117	\$ -
\$ 1,964	\$ 1,856	\$ 3,393
\$ 121,749	\$ 146,654	\$ 10,179
95%	117%	908%





## Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	77
Avg. Days to Sale	26.7	26.2
Avg. Advertised Price (Time of Sale)	\$ 22,900	\$ 27,118
Avg. Transaction Price	\$ 22,312	\$ 26,448
Avg. Market Price at 100%	\$ 23,816	\$ 28,026
Avg. Price to Market % (Time of Sale)	96%	97%
Avg. Transaction to Market	94%	94%
Avg. Transactional Discount	\$ 588	\$ 670
Avg. Front-End Gross	\$ 499	\$ 893
Avg. Finance Gross	\$ 1,341	\$ 1,770
PUVR	\$ 1,840	\$ 2,663
Total Gross (Units & PUVR)	\$ 367,984	\$ 205,020
GROI	111%	138%



No	
	123
	27.0
\$	19,723
\$	19,723
\$	21,179
	93%
	93%
\$	537
\$	253
\$	1,072
\$	1,325
\$	162,964
	90%

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	103
Avg. Days to Sale	26.7	23.0
Avg. Advertised Price (Time of Sale)	\$ 22,900	\$ 25,183
Avg. Transaction Price	\$ 22,312	\$ 24,442
Avg. Market Price at 100%	\$ 23,816	\$ 25,960
Avg. Price to Market % (Time of Sale)	96%	97%
Avg. Transaction to Market	94%	94%
Avg. Transactional Discount	\$ 588	\$ 742
Avg. Front-End Gross	\$ 499	\$ 711
Avg. Finance Gross	\$ 1,341	\$ 1,604
PUVR	\$ 1,840	\$ 2,315
Total Gross (Units & PUVR)	\$ 367,984	\$ 238,492
GROI	111%	148%



No	
	97
	30.5
\$	20,050
\$	20,050
\$	21,537
	93%
	93%
\$	425
\$	274
\$	1,061
\$	1,335
\$	129,492
	79%

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	106
% of Retail Units	100%	53%
% Retailed of Off-Brand	49%	52%
Avg. Days to Sale	26.7	20.2
Avg. Transaction Price	\$ 22,312	\$ 23,961
Avg. Transaction to Market %	94%	94%
Avg. Transactional Discount	\$ 588	\$ 509
Avg. Front End Gross	\$ 499	\$ 1,237
Avg. Finance Gross	\$ 1,341	\$ 1,335
PUVR	\$ 1,840	\$ 2,572
Total Gross (Units & PUVR)	\$ 367,984	\$ 272,581
GROI	111%	191%



Trade on Used	Street/Curb buy	Auction/wholesale
28	8	44
14%	4%	22%
64%	63%	30%
19.1	21.9	36.3
\$ 16,333	\$ 23,014	\$ 19,696
92%	94%	90%
\$ 690	\$ 437	\$ 843
\$ (288)	\$ 1,658	\$ (1,054)
\$ 1,159	\$ 1,037	\$ 1,534
\$ 871	\$ 2,695	\$ 480
\$ 24,395	\$ 21,562	\$ 21,112
100%	193%	24%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
7	0	0
4%	0%	0%
0%	#DIV/0!	#DIV/0!
40.0	#DIV/0!	#DIV/0!
\$ 31,928	#DIV/0!	#DIV/0!
91%	#DIV/0!	#DIV/0!
\$ 317	#DIV/0!	#DIV/0!
\$ 1,922	#DIV/0!	#DIV/0!
\$ 1,782	#DIV/0!	#DIV/0!
\$ 3,704	#DIV/0!	#DIV/0!
\$ 25,931	#DIV/0!	#DIV/0!
104%	#DIV/0!	#DIV/0!

Other	
	7
	4%
	86%
	86.0
\$	27,277
	92%
\$	212
\$	(504)
\$	847
\$	343
\$	2,403
	5%

## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	135
% of Retail Units	100%	68%
% Retailed of Off-Brand	49%	47%
Avg. Days to Sale	26.7	13.1
Avg. Transaction Price	\$ 22,312	\$ 22,618
Avg. Transaction to Market %	94%	95%
Avg. Transactional Discount	\$ 588	\$ 706
Avg. Front End Gross	\$ 499	\$ 972
Avg. Finance Gross	\$ 1,341	\$ 1,375
PUVR	\$ 1,840	\$ 2,347
Total Gross (Units & PUVR)	\$ 367,984	\$ 316,841
GROI	111%	286%



31-45 days	46-60 days	61-90 days	90+ days
25	26	13	1
13%	13%	7%	1%
40%	58%	62%	100%
37.1	51.6	68.0	415.0
\$ 24,580	\$ 19,529	\$ 17,997	\$ 52,704
93%	89%	85%	96%
\$ 304	\$ 437	\$ 241	\$ 284
\$ 427	\$ (832)	\$ (1,400)	\$ (2,274)
\$ 1,483	\$ 1,115	\$ 1,092	\$ 2,341
\$ 1,910	\$ 282	\$ (309)	\$ 67
\$ 47,753	\$ 7,338	\$ (4,015)	\$ 67
75%	10%	-9%	0%