

Desk Manager(s)	Finance Manager(s)
Sean Cheek	Timothy McClure
Steve Fleihman	Luke Sweeney
Luke Sweeney	
Jay Wagstaff	

Sales Consultant(s)	New Car Franchise(s)
Joe 	Mazda
Steve Fishman	
Chris Hodges	
Mark Jackson	
Donte Lyles	
Andrew McGarr	
Julie Maggard	
Tyrome Nelson	
Mitchell Stein	

#	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	2018	Mazda	3	214	Loaner/Rental Fleet	yes	\$ 22,988	\$ 22,500	102%	\$3,875	\$1,368
2	2011	Chevrolet	Impala	28	Trade on Used	no	\$ 7,988	\$ 7,988	107%	\$1,385	\$638
3	2016	Mazda	Mazda3	55	Auction/Wholesale	yes	\$ 14,988	\$ 14,200	103%	(\$1,251)	\$2,391
4	2017	GMC	Terrain	19	Auction/Wholesale	no	\$ 18,988	\$ 18,988	103%	\$2,085	\$2,937
5	2012	Nissan	Altima	44	Auction/Wholesale	no	\$ 11,988	\$ 11,988	104%	\$1,359	\$3,365
6	2016	Mazda	Mazda3	56	Auction/Wholesale	yes	\$ 14,988	\$ 13,540	102%	(\$373)	\$1,370
7	2017	Chevrolet	Equinox	135	Auction/Wholesale	no	\$ 15,988	\$ 15,700	95%	\$1,537	\$2,110
8	2009	Kia	Rio	50	Trade on Used	no	\$ 7,488	\$ 7,000	101%	\$1,439	\$843
9	2015	FORD	FUSION	189	Auction/Wholesale	NO	\$ 13,988	\$ 13,988	96%	\$839	\$869
10	2018	MAZDA	CX-5	23	LBO OEM/Leasing Co.	YES	\$ 27,988	\$ 25,300	104%	(\$382)	\$983
11	2016	TOYOTA	CAMRY	34	Auction/Wholesale	NO	\$ 15,988	\$ 14,700	103%	(\$32)	\$560
12	2013	Mercedes-Benz	C300	87	Auction/Wholesale	NO	\$ 17,988	\$ 16,400	100%	\$1,776	\$560
13	2016	MAZDA	MAZDA3	14	Trade on New	yes	\$ 14,788	\$ 14,788	102%	\$1,740	\$1,287
14	2015	MAZDA	MAZDA3	21	LBO Customer	YES	\$ 15,288	\$ 14,400	101%	\$141	\$2,593
15	2016	HONDA	ACCORD	47	Auction/Wholesale	NO	\$ 16,988	\$ 16,247	99%	\$477	\$2,876
16	2016	KIA	SOUL	23	Trade on Used	NO	\$ 14,588	\$ 13,334	100%	(\$603)	\$2,969
17	2013	TOYOTA	CAMRY	135	Auction/Wholesale	NO	\$ 10,588	\$ 10,000	94%	\$579	\$727
18	2014	Kia	SORENTO	104	Auction/Wholesale	NO	\$ 16,988	\$ 16,450	96%	\$1,297	\$2,329
19	2015	TOYOTA	CAMRY	149	Auction/Wholesale	NO	\$ 14,988	\$ 14,524	97%	\$940	\$560
20	2016	MAZDA	MAZDA6	31	Trade on New	YES	\$ 15,988	\$ 15,400	103%	\$499	\$0
21	2015	HONDA	ACCORD	47	Auction/Wholesale	NO	\$ 18,988	\$ 16,800	104%	(\$712)	\$3,262
22	2016	MAZDA	MAZDA3	18	Trade on New	YES	\$ 14,788	\$ 14,788	103%	\$708	\$3,065
23	2013	HONDA	ACCORD	19	Auction/Wholesale	NO	\$ 15,388	\$ 15,388	102%	\$1,131	\$560
24	2015	MAZDA	MAZDA3	22	LBO OEM/Leasing Co.	YES	\$ 14,688	\$ 14,688	103%	\$1,481	\$560
25	2016	CHEVROLET	CRUZE	132	Auction/Wholesale	NO	\$ 13,988	\$ 11,100	90%	\$1	\$3,042
26	2018	MAZDA	MAZDA6	267	LBO Customer	Yes	\$ 21,988	\$ 20,988	95%	\$3,731	\$560
27	2015	Ford	FUSION	187	Auction/Wholesale	NO	\$ 15,988	\$ 13,100	90%	(\$1,182)	\$1,024
28	2013	BUICK	LACROSSE	11	Auction/Wholesale	NO	\$ 15,188	\$ 15,188	104%	\$2,641	\$560
29	2016	MAZDA	CX-5	64	Trade on New	YES	\$ 22,988	\$ 21,450	98%	\$632	\$976
30	2018	HONDA	CIVIC	31	Trade on New	NO	\$ 19,788	\$ 19,788	102%	\$2,443	\$3,082
31	2016	MAZDA	MAZDA6	14	Auction/Wholesale	YES	\$ 17,988	\$ 17,321	101%	\$1,202	\$2,839
32	2015	MAZDA	CX-5	103	LBO OEM/Leasing Co.	YES	\$ 16,788	\$ 15,100	95%	\$788	
33	2016	Mazda	CX-5	73	LBO OEM/Leasing Co.	YES	\$ 22,988	\$ 22,000	98%	\$1,059	\$1,086
34	2016	NISSAN	ALTIMA	14	Auction/Wholesale	NO	\$ 14,988	\$ 14,280	101%	\$549	\$1,776
35	2016	MAZDA	MAZDA3	10	Trade on New	YES	\$ 14,788	\$ 14,350	102%	\$174	\$810
36	2016	MAZDA	MAZDA3	76	Auction/Wholesale	YES	\$ 15,988	\$ 15,300	100%	(\$373)	\$633
37	2016	KIA	OPTIMA	138	Auction/Wholesale	NO	\$ 17,988	\$ 15,200	92%	\$694	\$2,790
38	2014	HYUNDAI	SANTA FE	10	Trade on Used	NO	\$ 17,988	\$ 17,988	101%	\$2,640	\$2,666
39	2009	TOYOTA	CAMRY	11	Trade on Used	NO	\$ 6,988	\$ 6,988	103%	\$2,216	\$789
40	2016	MAZDA	MAZDA3	43	LBO OEM/Leasing Co.	YES	\$ 15,988	\$ 15,988	101%	\$2,543	\$3,369
41	2018	MAZDA	MAZDA3	232	Loaner/Rental Fleet	YES	\$ 21,388	\$ 20,300	94%	\$984	\$1,769
42	2013	HYUNDAI	ELANTRA	27	Trade on New	NO	\$ 10,988	\$ 10,200	99%	\$2,095	\$2,083
43	2016	MAZDA	MAZDA6	48	LBO OEM/Leasing Co.	YES	\$ 17,988	\$ 17,288	101%	\$972	\$4,148

44	2009	TOYOTA	CAMRY	29	Trade on New	NO	\$ 5,988	\$ 4,900	107%	\$1,814	\$1,078
45	2016	TOYOTA	SIENNA	137	Auction/Wholesale	NO	\$ 26,988	\$ 23,100	92%	\$512	\$2,739
46	2016	MAZDA	MAZDA6	39	Auction/Wholesale	YES	\$ 18,688	\$ 17,600	97%	\$1,934	\$3,552
47	2015	TOYOTA	COROLLA	68	Auction/Wholesale	No	\$ 13,988	\$ 13,000	100%	\$785	\$3,368
48	2016	TOYOTA	CAMRY	31	Auction/Wholesale	NO	\$ 18,588	\$ 17,900	99%	\$560	\$2,622
49	2015	MAZDA	MAZDA3	55	Auction/Wholesale	NO	\$ 14,988	\$ 14,988	101%	\$1,104	\$560
50	2018	MAZDA	CX-9	178	Loaner/Rental Fleet	YES	\$ 32,988	\$ 30,500	99%	\$1,150	\$1,913
51	2017	NISSAN	ROGUE	105	Auction/Wholesale	NO	\$ 19,288	\$ 17,100	97%	\$1,336	\$2,005
52	2016	MAZDA	CX-5	89	Auction/Wholesale	YES	\$ 22,788	\$ 21,400	102%	\$472	\$3,321
53	2016	NISSAN	ROGUE	74	Auction/Wholesale	NO	\$ 19,988	\$ 19,300	100%	\$1,233	\$3,847

Scoreboard Totals

% Retailed of Non-New Franchise	64%
Total # Retail Units	83
Avg. Days to Sale	71.0
Avg. Advertised Price (Time of Sale)	\$ 17,184
Avg. Transaction Price	\$ 17,290
Avg. Market Price at 100%	\$ 17,305
Avg. Price to Market % (Time of Sale)	99%
Avg. Transaction to Market	100%
Avg. Transactional Discount	\$ (106)
Avg. Front-End Gross	\$ 1,292
Avg. Finance Gross	\$ 1,788
PUVR	\$ 2,994
Total Gross (Units & PUVR)	\$ 248,526
GROI	88%



MY

Scoreboard*(Click on the blue head*

Desk Manager	Totals	
% Retailed of Non-New Franchise	64%	#DIV/0!
Total # Retail Units	83	0
Avg. Days to Sale	71.0	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 17,184	#DIV/0!
Avg. Transaction Price	\$ 17,290	#DIV/0!
Avg. Market Price at 100%	\$ 17,305	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!
Avg. Transaction to Market	100%	#DIV/0!
Avg. Transactional Discount	\$ (106)	#DIV/0!
Avg. Front-End Gross	\$ 1,292	#DIV/0!
Avg. Finance Gross	\$ 1,788	#DIV/0!
PUVR	\$ 2,994	#DIV/0!
Total Gross (Units & PUVR)	\$ 248,526	#DIV/0!
GROI	88%	#DIV/0!



Scoreboard*(Click on the blue head*

Sales Consultant	Totals	
% Retailed of Non-New Franchise	64%	#DIV/0!
Total # Retail Units	83	0
Avg. Days to Sale	71.0	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 17,184	#DIV/0!
Avg. Transaction Price	\$ 17,290	#DIV/0!
Avg. Market Price at 100%	\$ 17,305	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!
Avg. Transaction to Market	100%	#DIV/0!
Avg. Transactional Discount	\$ (106)	#DIV/0!
Avg. Front-End Gross	\$ 1,292	#DIV/0!
Avg. Finance Gross	\$ 1,788	#DIV/0!
PUVR	\$ 2,994	#DIV/0!
Total Gross (Units & PUVR)	\$ 248,526	#DIV/0!
GROI	88%	#DIV/0!



Scoreboard		(Click on the blue head
Finance Manager	Totals	
% Retailed of Non-New Franchise	64%	#DIV/0!
Total # Retail Units	83	0
Avg. Days to Sale	71.0	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 17,184	#DIV/0!
Avg. Transaction Price	\$ 17,290	#DIV/0!
Avg. Market Price at 100%	\$ 17,305	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!
Avg. Transaction to Market	100%	#DIV/0!
Avg. Transactional Discount	\$ (106)	#DIV/0!
Avg. Front-End Gross	\$ 1,292	#DIV/0!
Avg. Finance Gross	\$ 1,788	#DIV/0!
PUVR	\$ 2,994	#DIV/0!
Total Gross (Units & PUVR)	\$ 248,526	#DIV/0!
GROI	88%	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	83	28
Avg. Days to Sale	71.0	74.0
Avg. Advertised Price (Time of Sale)	\$ 17,184	\$ 19,252
Avg. Transaction Price	\$ 17,290	\$ 18,395
Avg. Market Price at 100%	\$ 17,305	\$ 19,245
Avg. Price to Market % (Time of Sale)	99%	100%
Avg. Transaction to Market	100%	96%
Avg. Transactional Discount	\$ (106)	\$ 857
Avg. Front-End Gross	\$ 1,292	\$ 1,085
Avg. Finance Gross	\$ 1,788	\$ 1,716
PUVR	\$ 2,994	\$ 2,679
Total Gross (Units & PUVR)	\$ 248,526	\$ 75,002
GROI	88%	71%



No	
	55
	69.5
\$	16,728
\$	16,728
\$	16,449
	102%
	102%
\$	(596)
\$	1,398
\$	1,823
\$	3,155
\$	173,524
	98%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	83	30
Avg. Days to Sale	71.0	71.7
Avg. Advertised Price (Time of Sale)	\$ 17,184	\$ 19,101
Avg. Transaction Price	\$ 17,290	\$ 18,285
Avg. Market Price at 100%	\$ 17,305	\$ 19,083
Avg. Price to Market % (Time of Sale)	99%	100%
Avg. Transaction to Market	100%	96%
Avg. Transactional Discount	\$ (106)	\$ 816
Avg. Front-End Gross	\$ 1,292	\$ 1,153
Avg. Finance Gross	\$ 1,788	\$ 1,649
PUVR	\$ 2,994	\$ 2,692
Total Gross (Units & PUVR)	\$ 248,526	\$ 80,757
GROI	88%	74%

No	
	53
	70.6
\$	16,727
\$	16,727
\$	16,435
	102%
	102%
\$	(628)
\$	1,372
\$	1,864
\$	3,165
\$	167,769
	97%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	83	14
% of Retail Units	100%	17%
% Retailed of Off-Brand	64%	50%
Avg. Days to Sale	71.0	36.0
Avg. Transaction Price	\$ 17,290	\$ 17,053
Avg. Transaction to Market %	100%	97%
Avg. Transactional Discount	\$ (106)	\$ 649
Avg. Front End Gross	\$ 1,292	\$ 1,632
Avg. Finance Gross	\$ 1,788	\$ 1,640
PUVR	\$ 2,994	\$ 3,155
Total Gross (Units & PUVR)	\$ 248,526	\$ 44,167
GROI	88%	185%



Trade on Used	Street/Curb buy	Auction/wholesale
9	2	44
11%	2%	53%
100%	100%	80%
31.4	99.0	77.0
\$ 10,445	\$ 25,900	\$ 17,591
99%	85%	113%
\$ 332	\$ 2,838	\$ (939)
\$ 2,059	\$ 1,654	\$ 949
\$ 1,101	\$ 1,264	\$ 2,013
\$ 3,037	\$ 2,918	\$ 2,962
\$ 27,337	\$ 5,836	\$ 130,319
333%	41%	79%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
4	2	8
5%	2%	10%
0%	0%	0%
205.0	144.0	51.4
\$ 23,100	\$ 17,694	\$ 18,596
94%	93%	95%
\$ 1,238	\$ 944	\$ 993
\$ 1,939	\$ 1,936	\$ 1,151
\$ 1,584	\$ 1,577	\$ 1,758
\$ 3,523	\$ 3,513	\$ 2,469
\$ 14,092	\$ 7,025	\$ 19,750
27%	50%	93%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	83	22
% of Retail Units	100%	27%
% Retailed of Off-Brand	64%	55%
Avg. Days to Sale	71.0	18.6
Avg. Transaction Price	\$ 17,290	\$ 15,334
Avg. Transaction to Market %	100%	99%
Avg. Transactional Discount	\$ (106)	\$ 432
Avg. Front End Gross	\$ 1,292	\$ 1,456
Avg. Finance Gross	\$ 1,788	\$ 1,557
PUVR	\$ 2,994	\$ 3,013
Total Gross (Units & PUVR)	\$ 248,526	\$ 66,294
GROI	88%	380%



31-45 days	46-60 days	61-90 days	90+ days
13	12	12	24
16%	14%	14%	29%
62%	67%	58%	75%
36.6	50.9	76.1	145.0
\$ 21,767	\$ 14,056	\$ 19,096	\$ 17,373
168%	96%	91%	87%
\$ (6,463)	\$ 724	\$ 1,384	\$ 1,686
\$ 1,801	\$ 1,214	\$ 960	\$ 1,073
\$ 1,659	\$ 2,248	\$ 1,924	\$ 1,802
\$ 3,460	\$ 3,462	\$ 2,883	\$ 2,875
\$ 44,979	\$ 41,548	\$ 34,602	\$ 69,003
156%	174%	71%	41%