

Sales Consultant(s)	New Car Franchise(s)
MIKE MITCHELL	CADILLAC
TYLER BUCK	CHEVROLET
IRINA ZABOROVSKA	BUICK
SERGE MINER	GMC
NASSIM MASSIH	
DENNIS CALLAHAN	
BEN SPIRAK	
RICHARD GREER	
JOE KUEHL	



#	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	GMC	TERRAIN	17	TRADE ON NEW	NO	\$ 26,500	\$ 26,500	106%	\$3,791	\$3,187
2	2012	FORD	ESCAPE	16	TRADE ON USED	NO	\$ 10,800	\$ 10,500	98%	\$1,639	\$0
3	2016	Chevrolet	EQUINOX	13	TRADE ON NEW	YES	\$ 20,900	\$ 19,900	101%	\$1,589	\$0
4	2017	CHEVROLET	SILVERADO	12	TRADE ON NEW	NO	\$ 48,500	\$ 48,500	102%	\$1,200	\$2,717
5	2016	Chevrolet	SILVERADO	1	Other	NO	\$ 15,400	\$ 14,900		\$256	\$3,325
6	2017	BUICK	ENVISION	7	TRADE ON USED	NO	\$ 33,888	\$ 32,000	97%	\$1,701	\$0
7	2016	Chevrolet	CRUZE	32	TRADE ON NEW	NO	\$ 14,900	\$ 14,400	101%	\$1,135	\$908
8	2016	Chevrolet	SILVERADO	1	Other	NO	\$ 26,500	\$ 26,000	103%	\$1,571	\$996
9	2019	FORD	MUSTANG	71	Auction/Wholesale	NO	\$ 39,500	\$ 39,500	97%	\$396	\$4,471
10	2018	Chevrolet	CRUZE	1	Other	No	\$ 18,800	\$ 18,800	101%	\$771	\$0
11	2014	BUICK	REGAL	13	Trade on New	No	\$ 14,900	\$ 14,900	98%	\$1,200	\$3,612
12	2013	MERC	BCLASS	6	Trade on New	No	\$ 12,800	\$ 12,300	100%	\$1,921	\$951
13	2016	Chevrolet	SILVERADO	10	Trade on New	No	\$ 34,500	\$ 34,500	101%	\$1,323	\$0
14	2015	Chevrolet	CRUZE	5	Auction/Wholesale	No	\$ 14,000	\$ 13,500	106%	\$1,072	\$0
15	2015	CADILLAC	SRX	11	Trade on New	No	\$ 26,000	\$ 25,500	101%	\$1,691	\$2,500
16	2016	BUICK	VERANO	26	Trade on New	No	\$ 14,450	\$ 14,450	98%	\$1,566	\$1,000
17	2015	FORD	FIERA	7	Trade on New	No	\$ 8,900	\$ 8,900	101%	\$2,612	\$2,915
18	2016	GMC	SIERRA	9	Trade on New	No	\$ 45,900	\$ 44,900	100%	\$1,828	\$296
19	2007	Chevrolet	IMPALA	5	Trade on New	No	\$ 6,900	\$ 6,900	115%	\$2,051	\$0
20	2015	Chevrolet	IMPALA	37	Trade on Used	No	\$ 22,690	\$ 22,690	98%	\$1,500	\$2,491
21	2018	Chevrolet	CRUZE	9	Loaner/Rental Fleet	No	\$ 18,000	\$ 18,000	102%	\$1,500	\$296
22	2013	Chevrolet	EQUINOX	36	Trade on New	No	\$ 14,250	\$ 13,700	97%	\$400	\$296
23	2014	DODGE	CARAVAN	23	Trade on New	No	\$ 13,500	\$ 13,200	103%	\$1,200	\$296
24	2019	Chevrolet	CORVETTE	51	Street/Curb Buy	No	\$ 61,500	\$ 61,500	98%	\$4,734	\$296
25	2017	Chevrolet	CAMARO	5	Trade on New	No	\$ 42,000	\$ 43,500	102%	\$2,914	\$296
26	2010	Chevrolet	IMPALA	5	Trade on Used	No	\$ 7,998	\$ 7,500	115%	\$2,422	\$296
27	2017	Chevrolet	EQUINOX	4	Trade on New	No	\$ 21,800	\$ 21,200	112%	\$3,583	\$3,526
28	2012	BUICK	ENCLAVE	6	Trade on New	No	\$ 17,000	\$ 15,500	104%	\$1,758	\$296
29	2014	Chevrolet	TRAX	7	Trade on New	Yes	\$ 14,500	\$ 13,500	104%	\$1,722	\$296
30	2013	Chevrolet	EQUINOX	41	Trade on New	No	\$ 14,300	\$ 13,500	96%	\$1,500	\$296
31	2014	Chevrolet	SILVERADO	14	Trade on New	No	\$ 32,500	\$ 32,200	104%	\$3,144	\$296
32	2017	BUICK	ENCORE	4	Trade on New	No	\$ 20,000	\$ 20,000	101%	\$3,744	\$2,900
33	2019	Chevrolet	TAHOE	1	Loaner/Rental Fleet	No	\$ 47,000	\$ 47,000	100%	\$800	\$296
34	2015	CADILLAC	XTS	102	Trade on Used	No	\$ 22,900	\$ 22,000	92%	(\$2,100)	\$700
35	2014	Chevrolet	IMPALA	57	Trade on New	No	\$ 18,900	\$ 17,800	97%	\$684	\$2,100
36	2013	CADILLAC	ATS	31	Trade on New	No	\$ 16,299	\$ 16,299	94%	\$252	\$296
37	2017	CADILLAC	XT5	10	Trade on New	No	\$ 33,000	\$ 32,100	104%	\$2,129	\$296
38	2012	CHRYSLER	200	12	Trade on New	No	\$ 7,500	\$ 6,900	108%	(\$489)	\$296
39	2013	Chevrolet	trax	1	Trade on New	No	\$ 10,500	\$ 10,500	101%	\$1,619	\$296
40	2015	GMC	SIERRA	23	Trade on New	No	\$ 33,487	\$ 33,487	103%	\$2,889	\$296
41	2014	CHEVROLET	SILVERADO	17	Trade on New	No	\$ 29,700	\$ 28,500	100%	\$1,283	\$296
42	2017	CADILLAC	CT6	1	Trade on New	No	\$ 52,000	\$ 52,000	112%	\$2,026	\$296
43	2019	CHEVROLET	EXPRESS	16	Loaner/Rental Fleet	No	\$ 32,500	\$ 32,500	102%	\$750	\$1,200
44	2019	Chevrolet	EXPRESS	19	Loaner/Rental Fleet	No	\$ 32,500	\$ 32,500	102%	\$450	\$1,200

45	2017	Chevrolet	SONIC	10	Trade on New	No	\$	10,000	\$ 8,900	99%	\$2,246	\$296
46	2015	CHEVROLET	CRUZE	6	Trade on New	No	\$	13,000	\$ 12,500	104%	\$2,036	\$2,941
47	2018	FORD	EXPLORER	27	Trade on New	No	\$	47,800	\$ 45,800	101%	\$2,354	\$1,259
48	2013	HYUNDAI	SONATA	33	Trade on Used	No	\$	10,500	\$ 9,500	103%	\$2,010	\$296
49	2013	Chevrolet	AVALANCHE	1	Street/Curb Buy	No	\$	25,500	\$ 25,500	98%	\$1,895	\$296
50	2015	CADILLAC	SRX	18	Trade on New	No	\$	26,500	\$ 26,500	104%	\$1,395	\$3,295
51	2015	HYUNDAI	ELANTRA	13	Trade on Used	No	\$	12,500	\$ 12,500	100%	\$1,295	\$3,955
52	2016	NISSAN	MICRA	15	Trade on New	No	\$	12,000	\$ 12,000	103%	\$1,765	\$3,546
53	2015	Chevrolet	EQUINOX	10	Trade on New	No	\$	24,000	\$ 23,500	104%	\$300	\$296

Scoreboard Totals

% Retailed of Non-New Franchise	23%
Total # Retail Units	71
Avg. Days to Sale	16.3
Avg. Advertised Price (Time of Sale)	\$ 22,843
Avg. Transaction Price	\$ 22,378
Avg. Market Price at 100%	\$ 19,753
Avg. Price to Market % (Time of Sale)	116%
Avg. Transaction to Market	113%
Avg. Transactional Discount	\$ 464
Avg. Front-End Gross	\$ 1,647
Avg. Finance Gross	\$ 1,017
PUVR	\$ 2,664
Total Gross (Units & PUVR)	\$ 189,153
GROI	264%



MY

Scoreboard		<i>(Click on the blue head</i>	
Desk Manager	Totals		
% Retailed of Non-New Franchise	23%		#DIV/0!
Total # Retail Units	71		0
Avg. Days to Sale	16.3		#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 22,843		#DIV/0!
Avg. Transaction Price	\$ 22,378		#DIV/0!
Avg. Market Price at 100%	\$ 19,753		#DIV/0!
Avg. Price to Market % (Time of Sale)	116%		#DIV/0!
Avg. Transaction to Market	113%		#DIV/0!
Avg. Transactional Discount	\$ 464		#DIV/0!
Avg. Front-End Gross	\$ 1,647		#DIV/0!
Avg. Finance Gross	\$ 1,017		#DIV/0!
PUVR	\$ 2,664		#DIV/0!
Total Gross (Units & PUVR)	\$ 189,153		#DIV/0!
GROI	264%		#DIV/0!



Scoreboard*(Click on the blue head*

Sales Consultant	Totals	
% Retailed of Non-New Franchise	23%	#DIV/0!
Total # Retail Units	71	0
Avg. Days to Sale	16.3	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 22,843	#DIV/0!
Avg. Transaction Price	\$ 22,378	#DIV/0!
Avg. Market Price at 100%	\$ 19,753	#DIV/0!
Avg. Price to Market % (Time of Sale)	116%	#DIV/0!
Avg. Transaction to Market	113%	#DIV/0!
Avg. Transactional Discount	\$ 464	#DIV/0!
Avg. Front-End Gross	\$ 1,647	#DIV/0!
Avg. Finance Gross	\$ 1,017	#DIV/0!
PUVR	\$ 2,664	#DIV/0!
Total Gross (Units & PUVR)	\$ 189,153	#DIV/0!
GROI	264%	#DIV/0!



Scoreboard		<i>(Click on the blue head</i>	
Finance Manager	Totals		
% Retailed of Non-New Franchise	23%		#DIV/0!
Total # Retail Units	71		0
Avg. Days to Sale	16.3		#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 22,843		#DIV/0!
Avg. Transaction Price	\$ 22,378		#DIV/0!
Avg. Market Price at 100%	\$ 19,753		#DIV/0!
Avg. Price to Market % (Time of Sale)	116%		#DIV/0!
Avg. Transaction to Market	113%		#DIV/0!
Avg. Transactional Discount	\$ 464		#DIV/0!
Avg. Front-End Gross	\$ 1,647		#DIV/0!
Avg. Finance Gross	\$ 1,017		#DIV/0!
PUVR	\$ 2,664		#DIV/0!
Total Gross (Units & PUVR)	\$ 189,153		#DIV/0!
GROI	264%		#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	71	3
Avg. Days to Sale	16.3	7.0
Avg. Advertised Price (Time of Sale)	\$ 22,843	\$ 21,767
Avg. Transaction Price	\$ 22,378	\$ 21,100
Avg. Market Price at 100%	\$ 19,753	\$ 21,222
Avg. Price to Market % (Time of Sale)	116%	103%
Avg. Transaction to Market	113%	99%
Avg. Transactional Discount	\$ 464	\$ 667
Avg. Front-End Gross	\$ 1,647	\$ 1,782
Avg. Finance Gross	\$ 1,017	\$ 197
PUVR	\$ 2,664	\$ 1,980
Total Gross (Units & PUVR)	\$ 189,153	\$ 5,939
GROI	264%	483%



No	
	68
	16.7
\$	22,435
\$	22,435
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	455
\$	1,641
\$	1,053
\$	2,694
\$	183,214
	259%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	71	55
Avg. Days to Sale	16.3	15.2
Avg. Advertised Price (Time of Sale)	\$ 22,843	\$ 24,113
Avg. Transaction Price	\$ 22,378	\$ 23,681
Avg. Market Price at 100%	\$ 19,753	#DIV/0!
Avg. Price to Market % (Time of Sale)	116%	#DIV/0!
Avg. Transaction to Market	113%	#DIV/0!
Avg. Transactional Discount	\$ 464	\$ 432
Avg. Front-End Gross	\$ 1,647	\$ 1,659
Avg. Finance Gross	\$ 1,017	\$ 945
PUVR	\$ 2,664	\$ 2,604
Total Gross (Units & PUVR)	\$ 189,153	\$ 143,230
GROI	264%	261%



No	
	16
	19.9
\$	17,900
\$	17,900
\$	18,146
	99%
	99%
\$	575
\$	1,607
\$	1,263
\$	2,870
\$	45,923
	290%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	71	46
% of Retail Units	100%	65%
% Retailed of Off-Brand	23%	20%
Avg. Days to Sale	16.3	15.0
Avg. Transaction Price	\$ 22,378	\$ 22,212
Avg. Transaction to Market %	113%	99%
Avg. Transactional Discount	\$ 464	\$ 470
Avg. Front End Gross	\$ 1,647	\$ 1,838
Avg. Finance Gross	\$ 1,017	\$ 1,039
PUVR	\$ 2,664	\$ 2,877
Total Gross (Units & PUVR)	\$ 189,153	\$ 132,340
GROI	264%	310%



Trade on Used	Street/Curb buy	Auction/wholesale
11	3	3
15%	4%	4%
55%	0%	33%
23.9	24.3	25.7
\$ 14,363	\$ 32,467	\$ 28,167
183%	104%	99%
\$ 599	\$ 163	\$ 629
\$ 1,396	\$ 2,439	\$ 588
\$ 811	\$ 296	\$ 2,056
\$ 2,207	\$ 2,735	\$ 2,644
\$ 24,282	\$ 8,206	\$ 7,931
231%	125%	132%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
5	0	0
7%	0%	0%
0%	#DIV/0!	#DIV/0!
9.4	#DIV/0!	#DIV/0!
\$ 33,500	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!
\$ 278	#DIV/0!	#DIV/0!
\$ 1,077	#DIV/0!	#DIV/0!
\$ 818	#DIV/0!	#DIV/0!
\$ 1,895	#DIV/0!	#DIV/0!
\$ 9,475	#DIV/0!	#DIV/0!
217%	#DIV/0!	#DIV/0!

Other	
	3
	4%
	0%
	1.0
\$	19,900
	#DIV/0!
\$	333
\$	866
\$	1,440
\$	2,306
\$	6,919
	4172%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	71	60
% of Retail Units	100%	85%
% Retailed of Off-Brand	23%	22%
Avg. Days to Sale	16.3	10.3
Avg. Transaction Price	\$ 22,378	\$ 21,676
Avg. Transaction to Market %	113%	#DIV/0!
Avg. Transactional Discount	\$ 464	\$ 460
Avg. Front End Gross	\$ 1,647	\$ 1,741
Avg. Finance Gross	\$ 1,017	\$ 996
PUVR	\$ 2,664	\$ 2,737
Total Gross (Units & PUVR)	\$ 189,153	\$ 164,194
GROI	264%	440%



31-45 days	46-60 days	61-90 days	90+ days
7	2	1	1
10%	3%	1%	1%
29%	0%	100%	0%
36.1	54.0	71.0	102.0
\$ 21,070	\$ 39,650	\$ 39,500	\$ 22,000
95%	95%	97%	88%
\$ 479	\$ 550	\$ -	\$ 900
\$ 1,257	\$ 2,709	\$ 396	\$ (2,100)
\$ 697	\$ 1,198	\$ 4,471	\$ 700
\$ 1,954	\$ 3,907	\$ 4,867	\$ (1,400)
\$ 13,678	\$ 7,814	\$ 4,867	\$ (1,400)
92%	66%	62%	-22%