

Desk Manager(s)	Finance Manager(s)
Justin Thomas	Brandon Reed
Charlie Jordan	Adam Chappelle
Andy Mulligan	James Schubert
Jeremy Merriweather	Steve Earl
	Rick Nadolski
	Ed Lage

Sales Consultant(s)	New Car Franchise(s)
Brian Fudge NADA ACADEMY	Honda
Cody Madinski	
Daniel Schneider	
Doug Winston	
Doyle Harlos	
Gary Parish	
Ira Sheriden	
Jack Taylor	
John Davisson	
Joseph Bejin	
Joseph Hulsey	
Kevin Cooper	
Mario Martinez Ramos	
Mark Robinson	
Robert Burgher	
Scott Hiller	
Scott Vankirk	
Soo Young Park	
Stephen Jones	
Thomas Walker	
Thomas Flack	
Thomas Hackett	
Todd Vostry	

#	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	2016	Honda	Civic	66	Auction/Wholesale	No	\$ 14,495	\$ 14,495	96%	(\$925)	\$1,192
2	2010	Ford	Escape	9	Trade on New	No	\$ 8,891	\$ 8,183	107%	\$2,891	\$0
3	2013	Honda	Accord	59	Trade on New	No	\$ 11,995	\$ 11,995	96%	\$467	\$0
4	2012	Dodge	Ram	46	Trade on New	No	\$ 20,644	\$ 20,500	104%	\$1,895	\$0
5	2016	Honda	Civic	62	LBO OEM/Leasing Co.	Yes	\$ 15,695	\$ 15,885	104%	(\$1,402)	\$0
6	2016	Honda	Civic	26	Trade on New	Yes	\$ 19,442	\$ 18,900	100%	\$282	\$400
7	2016	Honda	Accord	1	LBO Customer	No	\$ 13,845	\$ 13,845	86%	\$225	\$549
8	2016	Honda	Pilot	25	Trade on New	Yes	\$ 34,131	\$ 34,131	100%	(\$525)	\$800
9	2008	Honda	CR-V	26	Trade on New	No	\$ 6,561	\$ 6,561	100%	\$1,409	\$0
10	2018	Honda	Civic	72	Trade on New	Yes	\$ 22,895	\$ 22,895	94%	(\$136)	\$800
11	2015	Hyundai	Sonota	62	Trade on New	No	\$ 11,295	\$ 11,198	92%	(\$362)	\$0
12	2014	Honda	Accord	70	Trade on New	No	\$ 9,695	\$ 9,473	96%	\$985	\$0
13	2007	Honda	CR-V	32	Trade on Used	No	\$ 9,791	\$ 9,791	100%	\$2,628	\$352
14	2014	Ford	Flex	49	Trade on Used	No	\$ 11,243	\$ 11,243	96%	\$261	\$1,050
15	1983	Honda	Civic	30	Street/Curb Buy	No	\$ 6,992	\$ 6,500	100%	\$2,511	\$0
16	2012	Chevrolet	Malibu	61	Trade on New	No	\$ 7,295	\$ 6,781	95%	\$977	\$0
17	2016	Honda	Accord	21	Trade on New	Yes	\$ 22,691	\$ 22,500	100%	\$1,462	\$750
18	2016	Chevrolet	Silverado	30	Trade on New	No	\$ 30,691	\$ 30,691	100%	\$2,358	\$1,001
19	2016	Honda	Odyssey	28	Auction/Wholesale	Yes	\$ 25,492	\$ 25,205	100%	\$958	\$1,169
20	2007	Honda	Odyssey	27	Trade on Used	No	\$ 6,851	\$ 6,851	104%	\$2,053	\$0
21	2016	Honda	Odyssey	21	Trade on New	Yes	\$ 22,221	\$ 22,221	100%	\$654	\$5,353
22	2015	BMW	435i	72	Trade on New	No	\$ 28,915	\$ 28,915	89%	(\$96)	\$0
23	2013	Honda	Accord	60	Trade on New	No	\$ 11,995	\$ 11,800	95%	\$178	\$859
24	2011	Hyundai	Sonata	32	Trade on Used	No	\$ 6,893	\$ 6,494	98%	\$399	\$0
25	2016	Honda	Civic	43	Auction/Wholesale	Yes	\$ 16,264	\$ 16,062	97%	(\$150)	\$891
26	2013	Chevrolet	Traverse	33	Trade on New	No	\$ 16,392	\$ 16,392	98%	\$2,276	\$1,802
27	2014	Honda	Accord	46	Trade on New	No	\$ 11,992	\$ 11,881	97%	(\$260)	\$597
28	2014	Chevrolet	Cruze	8	Trade on New	No	\$ 8,551	\$ 8,000	92%	(\$1,010)	\$1,851
29	2016	Honda	Odyssey	14	Trade on New	Yes	\$ 21,221	\$ 21,000	102%	\$1,187	\$0
30	2016	Honda	Civic	48	Trade on New	Yes	\$ 15,554	\$ 15,500	100%	(\$28)	\$1,569
31	2016	Honda	Civic	60	Auction/Wholesale	Yes	\$ 15,973	\$ 15,973	100%	\$184	\$1,188
32	2016	Honda	CR-V	14	Trade on New	Yes	\$ 22,791	\$ 22,791	100%	\$1,067	\$1,157
33	2016	Porsche	Macan	29	Auction/Wholesale	No	\$ 42,502	\$ 42,500	98%	\$2,490	\$4,394
34	2016	Honda	Civic	29	Auction/Wholesale	Yes	\$ 15,542	\$ 15,542	99%	\$498	\$0
35	2016	Honda	Accord	35	Auction/Wholesale	Yes	\$ 16,752	\$ 16,500	98%	(\$48)	\$0
36	2017	Honda	CR-V	18	Trade on New	Yes	\$ 26,341	\$ 26,341	100%	\$1,642	\$2,350
37	2017	Honda	CR-V	20	Trade on New	Yes	\$ 27,291	\$ 27,291	100%	\$2,098	\$0
38	2009	Honda	Fit	19	Trade on Used	No	\$ 7,501	\$ 7,300	99%	\$2,196	\$0
39	2016	Honda	Civic	46	Trade on New	Yes	\$ 14,394	\$ 14,994	95%	(\$1,657)	\$776
40	2015	Audi	A4	75	Auction/Wholesale	No	\$ 21,485	\$ 21,485	92%	(\$25)	\$392
41	2016	Honda	Odyssey	33	Trade on New	Yes	\$ 26,592	\$ 25,982	100%	(\$856)	\$2,318
42	2010	Buick	Lacrosse	73	Trade on Used	No	\$ 6,885	\$ 6,885	94%	(\$3,473)	\$173
43	2017	Honda	Accord	52	Trade on New	Yes	\$ 20,894	\$ 20,894	96%	\$783	\$1,125

44	2013	Toyota	Prius	73	Trade on New	No	\$ 12,995	\$ 12,995	92%	\$1,223	\$407
45	2007	Honda	Accord	61	Trade on Used	No	\$ 4,195	\$ 4,195	92%	(\$210)	\$0
46	2016	Honda	CR-V	1	LBO Customer	No	\$ 17,881	\$ 17,781	100%	\$300	\$2,360
47	2019	Honda	Pilot	13	Loaner/Rental Fleet	Yes	\$ 29,371	\$ 29,371	100%	\$1,069	\$850
48	2016	Honda	CR-V	16	Trade on New	Yes	\$ 24,841	\$ 24,841	100%	\$613	\$750
49	2009	Toyota	Camry	24	Trade on Used	No	\$ 7,991	\$ 7,991	100%	\$1,980	\$234
50	2012	Honda	Civic	20	Trade on Used	No	\$ 8,491	\$ 8,491	100%	\$615	\$1,128
51	2016	Honda	Accord	10	LBO OEM/Leasing Co.	No	\$ 14,991	\$ 14,804	99%	\$225	\$2,795
52	2003	Toyota	Highlander	49	Trade on Used	No	\$ 5,494	\$ 5,394	96%	\$1,552	\$0
53	2015	Chevrolet	Cruze	37	Trade on Used	No	\$ 11,792	\$ 11,792	96%	(\$398)	\$375

Scoreboard Totals

% Retailed of Non-New Franchise	30%
Total # Retail Units	200
Avg. Days to Sale	33.1
Avg. Advertised Price (Time of Sale)	\$ 16,258
Avg. Transaction Price	\$ 16,134
Avg. Market Price at 100%	\$ 16,593
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 124
Avg. Front-End Gross	\$ 812
Avg. Finance Gross	\$ 919
PUVR	\$ 1,731
Total Gross (Units & PUVR)	\$ 346,101
GROI	117%



MY

Scoreboard*(Click on the blue head*

Desk Manager	Totals	Justin Thomas
% Retailed of Non-New Franchise	30%	24%
Total # Retail Units	200	100
Avg. Days to Sale	33.1	31.8
Avg. Advertised Price (Time of Sale)	\$ 16,258	\$ 16,789
Avg. Transaction Price	\$ 16,134	\$ 16,651
Avg. Market Price at 100%	\$ 16,593	\$ 17,110
Avg. Price to Market % (Time of Sale)	98%	98%
Avg. Transaction to Market	97%	97%
Avg. Transactional Discount	\$ 124	\$ 138
Avg. Front-End Gross	\$ 812	\$ 771
Avg. Finance Gross	\$ 919	\$ 917
PUVR	\$ 1,731	\$ 1,689
Total Gross (Units & PUVR)	\$ 346,101	\$ 168,856
GROI	117%	115%



Click on the staff member name to access the dropdown list, then scroll up to select the staff member

Charlie Jordan	Andy Mulligan	Jeremy Merriweather
37%	29%	0%
91	7	2
36.7	10.7	8.0
\$ 15,790	\$ 15,237	\$ 14,568
\$ 15,679	\$ 15,110	\$ 14,568
\$ 16,144	\$ 15,251	\$ 15,695
98%	100%	93%
97%	99%	93%
\$ 112	\$ 127	\$ -
\$ 914	\$ 319	\$ (134)
\$ 881	\$ 1,355	\$ 1,191
\$ 1,796	\$ 1,674	\$ 1,057
\$ 163,410	\$ 11,721	\$ 2,114
112%	372%	327%

Scoreboard*(Click on the blue head*

Sales Consultant	Totals	Brian Burger
% Retailed of Non-New Franchise	30%	29%
Total # Retail Units	200	17
Avg. Days to Sale	33.1	40.4
Avg. Advertised Price (Time of Sale)	\$ 16,258	\$ 16,804
Avg. Transaction Price	\$ 16,134	\$ 16,712
Avg. Market Price at 100%	\$ 16,593	\$ 17,217
Avg. Price to Market % (Time of Sale)	98%	98%
Avg. Transaction to Market	97%	97%
Avg. Transactional Discount	\$ 124	\$ 91
Avg. Front-End Gross	\$ 812	\$ (42)
Avg. Finance Gross	\$ 919	\$ 800
PUVR	\$ 1,731	\$ 758
Total Gross (Units & PUVR)	\$ 346,101	\$ 12,881
GROI	117%	40%



Click on the staff member name to access the dropdown list, then scroll up to select the staff member

Daniel Schneider	Doug Winston	Doyle Harlos
38%	29%	25%
16	7	8
40.0	25.1	29.5
\$ 14,679	\$ 14,985	\$ 17,650
\$ 14,478	\$ 14,948	\$ 17,646
\$ 14,895	\$ 15,485	\$ 17,809
99%	97%	99%
97%	97%	99%
\$ 201	\$ 36	\$ 4
\$ 1,062	\$ 163	\$ 356
\$ 857	\$ 1,112	\$ 741
\$ 1,919	\$ 1,274	\$ 1,097
\$ 30,707	\$ 8,919	\$ 8,772
119%	122%	76%

ember for each column.)

Gary Parish	Ira Sheriden	Jack Taylor
33%	17%	0%
6	6	1
35.2	20.2	5.0
\$ 17,459	\$ 15,132	\$ 15,044
\$ 17,308	\$ 14,952	\$ 15,044
\$ 17,933	\$ 15,330	\$ 15,044
97%	99%	100%
97%	98%	100%
\$ 151	\$ 180	\$ -
\$ 822	\$ 625	\$ 225
\$ 1,475	\$ 2,075	\$ 1,868
\$ 2,298	\$ 2,700	\$ 2,093
\$ 13,786	\$ 16,200	\$ 2,093
136%	322%	1002%

John Davisson	Joseph Bejin	Joseph Hulsey
0%	32%	0%
2	19	1
9.5	31.5	5.0
\$ 18,931	\$ 14,286	\$ 13,863
\$ 18,860	\$ 14,206	\$ 13,863
\$ 18,931	\$ 14,593	\$ 13,863
100%	98%	100%
100%	97%	100%
\$ 72	\$ 81	\$ 1
\$ 573	\$ 909	\$ 225
\$ 939	\$ 586	\$ 420
\$ 1,512	\$ 1,495	\$ 645
\$ 3,023	\$ 28,410	\$ 645
304%	120%	335%

Kevin Cooper	Mario Martinez Ramo	Mark Robinson
14%	38%	18%
7	8	11
13.3	35.1	34.5
\$ 16,690	\$ 16,683	\$ 18,887
\$ 16,576	\$ 16,673	\$ 18,787
\$ 16,757	\$ 16,889	\$ 19,184
100%	99%	98%
99%	99%	98%
\$ 115	\$ 10	\$ 100
\$ 1,002	\$ 939	\$ 909
\$ 238	\$ 2,084	\$ 1,519
\$ 1,240	\$ 3,023	\$ 2,429
\$ 8,681	\$ 24,182	\$ 26,718
203%	186%	135%

Robert Burgher	Scott Hiller	Scott Vankirk
38%	44%	0%
16	27	5
41.7	35.3	11.4
\$ 15,114	\$ 17,144	\$ 16,279
\$ 15,023	\$ 16,903	\$ 16,201
\$ 15,530	\$ 17,535	\$ 16,294
97%	98%	100%
97%	96%	99%
\$ 91	\$ 242	\$ 78
\$ 867	\$ 1,350	\$ 893
\$ 629	\$ 460	\$ 1,096
\$ 1,495	\$ 1,810	\$ 1,989
\$ 23,926	\$ 48,876	\$ 9,943
86%	109%	388%

Soo Young Park	Cody Madinski	Stephen Jones
25%	#DIV/0!	0%
20	0	3
39.6	#DIV/0!	17.3
\$ 18,296	#DIV/0!	\$ 19,678
\$ 18,144	#DIV/0!	\$ 19,645
\$ 18,840	#DIV/0!	\$ 20,056
97%	#DIV/0!	98%
96%	#DIV/0!	98%
\$ 152	#DIV/0!	\$ 33
\$ 661	#DIV/0!	\$ 299
\$ 1,093	#DIV/0!	\$ 1,248
\$ 1,754	#DIV/0!	\$ 1,546
\$ 35,088	#DIV/0!	\$ 4,639
88%	#DIV/0!	163%

Thomas Walker	Thomas Flack	Thomas Hackett
0%	0%	36%
1	2	11
6.0	2.0	29.3
\$ 13,963	\$ 22,330	\$ 12,651
\$ 13,963	\$ 22,327	\$ 12,433
\$ 13,963	\$ 22,330	\$ 12,932
100%	100%	98%
100%	100%	96%
\$ -	\$ 3	\$ 218
\$ 300	\$ 896	\$ 1,502
\$ 2,144	\$ 1,627	\$ 616
\$ 2,444	\$ 2,523	\$ 2,118
\$ 2,444	\$ 5,045	\$ 23,299
1050%	2034%	210%

Todd Vostry		
50%	#DIV/0!	#DIV/0!
6	0	0
51.7	#DIV/0!	#DIV/0!
\$ 14,062	#DIV/0!	#DIV/0!
\$ 14,025	#DIV/0!	#DIV/0!
\$ 14,690	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!
\$ 37	#DIV/0!	#DIV/0!
\$ 409	#DIV/0!	#DIV/0!
\$ 896	#DIV/0!	#DIV/0!
\$ 1,304	#DIV/0!	#DIV/0!
\$ 7,825	#DIV/0!	#DIV/0!
65%	#DIV/0!	#DIV/0!

Scoreboard*(Click on the blue head*

Finance Manager	Totals	Brandon Reed
% Retailed of Non-New Franchise	30%	24%
Total # Retail Units	200	37
Avg. Days to Sale	33.1	31.8
Avg. Advertised Price (Time of Sale)	\$ 16,258	\$ 15,507
Avg. Transaction Price	\$ 16,134	\$ 15,346
Avg. Market Price at 100%	\$ 16,593	\$ 15,776
Avg. Price to Market % (Time of Sale)	98%	98%
Avg. Transaction to Market	97%	97%
Avg. Transactional Discount	\$ 124	\$ 161
Avg. Front-End Gross	\$ 812	\$ 1,069
Avg. Finance Gross	\$ 919	\$ 588
PUVR	\$ 1,731	\$ 1,658
Total Gross (Units & PUVR)	\$ 346,101	\$ 61,329
GROI	117%	122%



Click on the staff member name to access the dropdown list, then scroll up to select the staff member

Adam Chappelle	James Schubert	Steve Earl
27%	38%	31%
37	32	36
34.3	36.2	34.1
\$ 16,874	\$ 15,814	\$ 17,219
\$ 16,748	\$ 15,722	\$ 17,069
\$ 17,321	\$ 16,166	\$ 17,473
97%	98%	99%
97%	97%	98%
\$ 126	\$ 92	\$ 150
\$ 642	\$ 682	\$ 676
\$ 893	\$ 663	\$ 934
\$ 1,535	\$ 1,344	\$ 1,610
\$ 56,796	\$ 43,017	\$ 57,945
96%	85%	99%

ember for each column.)

Rick Nadolski	Ed Lage	
27%	34%	#DIV/0!
26	32	0
30.0	31.1	#DIV/0!
\$ 13,457	\$ 18,054	#DIV/0!
\$ 13,366	\$ 17,944	#DIV/0!
\$ 13,729	\$ 18,451	#DIV/0!
98%	98%	#DIV/0!
97%	97%	#DIV/0!
\$ 91	\$ 110	#DIV/0!
\$ 757	\$ 1,037	#DIV/0!
\$ 979	\$ 1,522	#DIV/0!
\$ 1,736	\$ 2,559	#DIV/0!
\$ 45,138	\$ 81,876	#DIV/0!
156%	165%	#DIV/0!

Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	71
Avg. Days to Sale	33.1	31.8
Avg. Advertised Price (Time of Sale)	\$ 16,258	\$ 21,253
Avg. Transaction Price	\$ 16,134	\$ 21,147
Avg. Market Price at 100%	\$ 16,593	\$ 21,555
Avg. Price to Market % (Time of Sale)	98%	99%
Avg. Transaction to Market	97%	98%
Avg. Transactional Discount	\$ 124	\$ 106
Avg. Front-End Gross	\$ 812	\$ 494
Avg. Finance Gross	\$ 919	\$ 1,276
PUVR	\$ 1,731	\$ 1,770
Total Gross (Units & PUVR)	\$ 346,101	\$ 125,643
GROI	117%	95%



No	
	129
	33.8
\$	13,375
\$	13,375
\$	13,859
	97%
	97%
\$	134
\$	987
\$	722
\$	1,709
\$	220,459
	136%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	140
Avg. Days to Sale	33.1	28.4
Avg. Advertised Price (Time of Sale)	\$ 16,258	\$ 17,169
Avg. Transaction Price	\$ 16,134	\$ 17,051
Avg. Market Price at 100%	\$ 16,593	\$ 17,392
Avg. Price to Market % (Time of Sale)	98%	99%
Avg. Transaction to Market	97%	98%
Avg. Transactional Discount	\$ 124	\$ 118
Avg. Front-End Gross	\$ 812	\$ 727
Avg. Finance Gross	\$ 919	\$ 1,028
PUVR	\$ 1,731	\$ 1,755
Total Gross (Units & PUVR)	\$ 346,101	\$ 245,724
GROI	117%	131%



No	
	60
	44.0
\$	13,993
\$	13,993
\$	14,724
	95%
	95%
\$	140
\$	1,008
\$	665
\$	1,673
\$	100,377
	98%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	80
% of Retail Units	100%	40%
% Retailed of Off-Brand	30%	29%
Avg. Days to Sale	33.1	38.3
Avg. Transaction Price	\$ 16,134	\$ 20,185
Avg. Transaction to Market %	97%	97%
Avg. Transactional Discount	\$ 124	\$ 134
Avg. Front End Gross	\$ 812	\$ 659
Avg. Finance Gross	\$ 919	\$ 1,237
PUVR	\$ 1,731	\$ 1,896
Total Gross (Units & PUVR)	\$ 346,101	\$ 151,647
GROI	117%	88%



Trade on Used	Street/Curb buy	Auction/wholesale
67	2	11
34%	1%	6%
51%	0%	27%
33.9	34.0	41.9
\$ 10,150	\$ 12,250	\$ 19,072
96%	95%	97%
\$ 119	\$ 393	\$ 95
\$ 1,296	\$ 1,588	\$ 386
\$ 438	\$ 375	\$ 1,002
\$ 1,734	\$ 1,963	\$ 1,388
\$ 116,196	\$ 3,926	\$ 15,271
181%	170%	63%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
2	14	24
1%	7%	12%
0%	0%	0%
26.5	3.1	27.0
\$ 25,236	\$ 15,544	\$ 17,899
97%	99%	98%
\$ 197	\$ 28	\$ 148
\$ 538	\$ 263	\$ 442
\$ 425	\$ 1,396	\$ 971
\$ 963	\$ 1,659	\$ 1,413
\$ 1,926	\$ 23,222	\$ 33,913
52%	1251%	105%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	114
% of Retail Units	100%	57%
% Retailed of Off-Brand	30%	21%
Avg. Days to Sale	33.1	17.3
Avg. Transaction Price	\$ 16,134	\$ 16,679
Avg. Transaction to Market %	97%	99%
Avg. Transactional Discount	\$ 124	\$ 125
Avg. Front End Gross	\$ 812	\$ 1,236
Avg. Finance Gross	\$ 919	\$ 1,134
PUVR	\$ 1,731	\$ 2,370
Total Gross (Units & PUVR)	\$ 346,101	\$ 270,160
GROI	117%	296%



31-45 days	46-60 days	61-90 days	90+ days
30	26	27	3
15%	13%	14%	2%
27%	38%	59%	67%
36.2	51.1	72.2	93.7
\$ 15,029	\$ 15,957	\$ 14,982	\$ 18,363
96%	95%	93%	91%
\$ 160	\$ 98	\$ 107	\$ 132
\$ 838	\$ 337	\$ (289)	\$ (1,568)
\$ 621	\$ 626	\$ 607	\$ 1,091
\$ 1,459	\$ 963	\$ 318	\$ (477)
\$ 43,759	\$ 25,032	\$ 8,581	\$ (1,430)
96%	43%	11%	-10%