

Desk Manager(s)	Finance Manager(s)
PRINCE ADDY	ART PLATANOV
MARCUS MARTIN	MEGAN TEYMORIAN
MATT DOCAMPO	

#	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	HIGHLANDER	34	Trade on New	No	\$ 32,000	\$ 32,000	95%	\$3,945	\$1,857
2	2011	BMW	5 SERIES	6	Trade on Used	No	\$ 10,000	\$ 10,000	85%	\$2,245	\$1,345
3	2013	Mercedes-Benz	ML350W4	48	Street/Curb Buy	No	\$ 19,600	\$ 19,600	100%	\$866	\$0
4	2017	Mercedes-Benz	C300W4	1	LBO Customer	No	\$ 34,500	\$ 34,500	151%	(\$30)	\$2,900
5	2016	Mercedes-Benz	C300W4	12	Auction/Wholesale	YES	\$ 29,000	\$ 29,000	99%	\$441	\$1,163
6	2019	Mercedes-Benz	C300W4	90	Loaner/Rental Fleet	No	\$ 40,000	\$ 39,179	94%	(\$3,447)	\$2,144
7	2017	ACURA	MDX	46	Trade on Used	No	\$ 31,000	\$ 30,084	92%	(\$1,236)	\$645
8	2013	Volkswagen	BEETLE	31	Trade on New	No	\$ 10,001	\$ 9,599	75%	\$649	\$163
9	2016	Mercedes-Benz	GLC300W4	59	Auction/Wholesale	YES	\$ 31,000	\$ 31,000	92%	(\$3,954)	\$4,538
10	2015	Mercedes-Benz	ML350W4	114	LBO OEM/Leasing Co.	YES	\$ 27,000	\$ 26,750	83%	(\$7,942)	\$420
11	2016	Mercedes-Benz	E300W4	42	Auction/Wholesale	YES	\$ 29,000	\$ 28,465	90%	(\$948)	\$3,154
12	2011	Land Rover	RANGE ROVER	13	Trade on New	No	\$ 22,000	\$ 22,000	94%	\$2,610	\$0
13	2011	BMW	335XI	35	Trade on New	No	\$ 9,000	\$ 9,000	86%	(\$315)	\$0
14	2007	Toyota	SEQUOIA	66	Trade on Used	No	\$ 9,000	\$ 7,376	82%	(\$2,613)	\$0
15	2016	Mercedes-Benz	CLS CLASS	39	Trade on New	YES	\$ 37,000	\$ 36,750	96%	\$980	\$5,114
16	2017	NISSAN	MURANO	42	Trade on Used	No	\$ 28,000	\$ 28,000	93%	(\$727)	\$627
17	2016	Mercedes-Benz	E300W4	33	Auction/Wholesale	YES	\$ 29,000	\$ 29,000	94%	(\$1,364)	\$0
18	2014	Mercedes-Benz	E300W4	56	Trade on Used	YES	\$ 21,000	\$ 20,750	89%	(\$2,699)	\$1,965
19	2012	Mercedes-Benz	E350W4	24	Trade on Used	No	\$ 15,000	\$ 14,750	103%	\$873	\$0
20	2015	Chevrolet	TAHOE	51	Trade on New	No	\$ 27,001	\$ 26,000	85%	(\$452)	\$1,988
21	2017	Mercedes-Benz	E300W4	10	Trade on New	YES	\$ 36,000	\$ 35,300	96%	\$1,392	\$760
22	2016	Mercedes-Benz	C300W4	60	Auction/Wholesale	YES	\$ 24,750	\$ 24,750	86%	(\$3,573)	\$640
23	2014	Mercedes-Benz	E350W4	96	Trade on New	No	\$ 19,500	\$ 19,500	85%	(\$2,837)	\$1,174
24	2017	BMW	X1	50	Trade on New	No	\$ 25,000	\$ 24,500	87%	(\$5,074)	\$1,004
25	2015	Mercedes-Benz	C300W4	20	Trade on New	YES	\$ 23,000	\$ 23,000	99%	(\$58)	\$1,644
26	2015	NISSAN	VERSA	10	Trade on New	No	\$ 10,000	\$ 10,000	101%	\$745	\$0
27	2014	FORD	F150	12	Trade on Used	No	\$ 23,000	\$ 22,700	95%	\$2,615	\$455
28	2007	Mercedes-Benz	CLK320	16	Trade on Used	No	\$ 6,000	\$ 6,000	66%	\$673	\$0
29	2016	Mercedes-Benz	E350W4	16	Auction/Wholesale	YES	\$ 29,000	\$ 29,000	95%	(\$1,040)	\$415
30	2014	Mercedes-Benz	ML350W4	17	Street/Curb Buy	No	\$ 15,000	\$ 15,000	87%	\$924	\$0
31	2018	Mercedes-Benz	GLE350W4	30	Auction/Wholesale	YES	\$ 46,000	\$ 45,712	99%	(\$5,713)	\$465
32	2016	Mercedes-Benz	GLE350W4	38	Auction/Wholesale	Yes	\$ 37,000	\$ 36,500	94%	(\$1,295)	\$2,165
33	2017	DODGE	CHARGER	39	Trade on New	No	\$ 35,000	\$ 35,000	95%	\$1,582	\$0
34	2017	ACURA	MDX	43	Trade on New	No	\$ 34,000	\$ 34,000	90%	\$1,363	\$0
35	2019	Mercedes-Benz	CLA250	51	Auction/Wholesale	No	\$ 35,000	\$ 34,750	96%	(\$1,211)	\$6,625
36	2016	Mercedes-Benz	E350W4	58	Auction/Wholesale	YES	\$ 26,789	\$ 26,548	90%	(\$2,035)	\$1,573
37	2017	Mercedes-Benz	C300W4	59	Auction/Wholesale	YES	\$ 28,000	\$ 27,500	90%	(\$3,960)	\$557
38	2016	Mercedes-Benz	GLC300W4	68	Auction/Wholesale	YES	\$ 32,000	\$ 31,750	92%	(\$4,012)	\$0
39	2019	Mercedes-Benz	CLA250	74	Loaner/Rental Fleet	No	\$ 32,500	\$ 32,000	93%	(\$2,313)	\$1,717
40	2019	Mercedes-Benz	GLA250W4	34	Auction/Wholesale	YES	\$ 31,000	\$ 30,000	98%	(\$2,756)	
41	2017	Mercedes-Benz	GLE350W4	46	Auction/Wholesale	YES	\$ 39,000	\$ 38,500	97%	(\$1,438)	\$1,590

42	2008	Lincoln	NAVIGATOR	20	Trade on New	No	\$ 7,000	\$ 5,500	72%	(\$960)	\$0
43	2019	Mercedes-Benz	E300W4	80	Loaner/Rental Fleet	No	\$ 51,000	\$ 49,613	93%	(\$7,325)	\$2,413
44	2019	Mercedes-Benz	CLA250	83	Loaner/Rental Fleet	No	\$ 33,000	\$ 33,165	93%	(\$1,139)	\$3,118
45	2010	Infiniti	G37	27	Trade on Used	No	\$ 10,000	\$ 10,000	90%	\$1,223	\$733
46	2011	Mercedes-Benz	ML350BTC	6	Trade on Used	No	\$ 12,000	\$ 11,750	95%	\$1,010	\$1,130
47	2016	DODGE	CHALLENGER	9	Trade on New	No	\$ 42,000	\$ 39,750	100%	\$750	\$0
48	2011	LEXUS	CT	9	Trade on Used	No	\$ 12,000	\$ 11,350	100%	\$2,416	\$0
49	2005	LEXUS	RX330	11	Trade on Used	No	\$ 8,000	\$ 7,200	97%	\$621	\$0
50	2018	Mercedes-Benz	GLA250W4	12	Trade on New	Yes	\$ 25,000	\$ 25,000	92%	(\$1,865)	\$1,050
51	2011	Chevrolet	CAMARO SS	12	Trade on New	No	\$ 14,000	\$ 13,800	90%	\$2,920	\$304
52	2011	Mercedes-Benz	ML350	14	Trade on Used	No	\$ 16,000	\$ 16,000	104%	\$296	\$1,776
53	2012	Mitsubishi	OUTLANDER	17	Trade on Used	No	\$ 7,000	\$ 7,000	94%	\$1,927	\$0

Scoreboard Totals

% Retailed of Non-New Franchise	34%
Total # Retail Units	93
Avg. Days to Sale	37.9
Avg. Advertised Price (Time of Sale)	\$ 25,243
Avg. Transaction Price	\$ 24,687
Avg. Market Price at 100%	\$ 27,249
Avg. Price to Market % (Time of Sale)	93%
Avg. Transaction to Market	91%
Avg. Transactional Discount	\$ 556
Avg. Front-End Gross	\$ (808)
Avg. Finance Gross	\$ 1,291
PUVR	\$ 470
Total Gross (Units & PUVR)	\$ 43,671
GROI	18%



MY

Scoreboard	(Click on the blue head	
Desk Manager	Totals	PRINCE ADDY
% Retailed of Non-New Franchise	34%	24%
Total # Retail Units	93	21
Avg. Days to Sale	37.9	39.8
Avg. Advertised Price (Time of Sale)	\$ 25,243	\$ 29,869
Avg. Transaction Price	\$ 24,687	\$ 29,512
Avg. Market Price at 100%	\$ 27,249	#DIV/0!
Avg. Price to Market % (Time of Sale)	93%	#DIV/0!
Avg. Transaction to Market	91%	#DIV/0!
Avg. Transactional Discount	\$ 556	\$ 357
Avg. Front-End Gross	\$ (808)	\$ (689)
Avg. Finance Gross	\$ 1,291	\$ 2,229
PUVR	\$ 470	\$ 1,434
Total Gross (Units & PUVR)	\$ 43,671	\$ 30,124
GROI	18%	44%



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MARCUS MARTIN	MATT DOCAMPO	
38%	37%	#DIV/0!
21	51	0
37.6	37.3	#DIV/0!
\$ 24,595	\$ 23,606	#DIV/0!
\$ 23,345	\$ 23,254	#DIV/0!
\$ 26,023	\$ 25,352	#DIV/0!
95%	93%	#DIV/0!
90%	92%	#DIV/0!
\$ 1,250	\$ 352	#DIV/0!
\$ (1,010)	\$ (774)	#DIV/0!
\$ 987	\$ 1,049	#DIV/0!
\$ (23)	\$ 275	#DIV/0!
\$ (482)	\$ 14,029	#DIV/0!
-1%	11%	#DIV/0!

Scoreboard*(Click on the blue head*

Sales Consultant	Totals	
% Retailed of Non-New Franchise	34%	#DIV/0!
Total # Retail Units	93	0
Avg. Days to Sale	37.9	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 25,243	#DIV/0!
Avg. Transaction Price	\$ 24,687	#DIV/0!
Avg. Market Price at 100%	\$ 27,249	#DIV/0!
Avg. Price to Market % (Time of Sale)	93%	#DIV/0!
Avg. Transaction to Market	91%	#DIV/0!
Avg. Transactional Discount	\$ 556	#DIV/0!
Avg. Front-End Gross	\$ (808)	#DIV/0!
Avg. Finance Gross	\$ 1,291	#DIV/0!
PUVR	\$ 470	#DIV/0!
Total Gross (Units & PUVR)	\$ 43,671	#DIV/0!
GROI	18%	#DIV/0!



Scoreboard		<i>(Click on the blue head</i>	
Finance Manager	Totals	ART PLATANOV	
% Retailed of Non-New Franchise	34%	33%	
Total # Retail Units	93	52	
Avg. Days to Sale	37.9	40.2	
Avg. Advertised Price (Time of Sale)	\$ 25,243	\$ 25,602	
Avg. Transaction Price	\$ 24,687	\$ 25,269	
Avg. Market Price at 100%	\$ 27,249	#DIV/0!	
Avg. Price to Market % (Time of Sale)	93%	#DIV/0!	
Avg. Transaction to Market	91%	#DIV/0!	
Avg. Transactional Discount	\$ 556	\$ 333	
Avg. Front-End Gross	\$ (808)	\$ (976)	
Avg. Finance Gross	\$ 1,291	\$ 1,358	
PUVR	\$ 470	\$ 382	
Total Gross (Units & PUVR)	\$ 43,671	\$ 19,844	
GROI	18%	14%	



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MEGAN TEYMORIAN		
38%	#DIV/0!	#DIV/0!
40	0	0
34.8	#DIV/0!	#DIV/0!
\$ 24,919	#DIV/0!	#DIV/0!
\$ 24,059	#DIV/0!	#DIV/0!
\$ 26,856	#DIV/0!	#DIV/0!
93%	#DIV/0!	#DIV/0!
90%	#DIV/0!	#DIV/0!
\$ 860	#DIV/0!	#DIV/0!
\$ (631)	#DIV/0!	#DIV/0!
\$ 1,236	#DIV/0!	#DIV/0!
\$ 574	#DIV/0!	#DIV/0!
\$ 22,961	#DIV/0!	#DIV/0!
25%	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes
Total # Retail Units	93	33
Avg. Days to Sale	37.9	39.0
Avg. Advertised Price (Time of Sale)	\$ 25,243	\$ 32,789
Avg. Transaction Price	\$ 24,687	\$ 32,428
Avg. Market Price at 100%	\$ 27,249	\$ 34,909
Avg. Price to Market % (Time of Sale)	93%	94%
Avg. Transaction to Market	91%	93%
Avg. Transactional Discount	\$ 556	\$ 361
Avg. Front-End Gross	\$ (808)	\$ (1,816)
Avg. Finance Gross	\$ 1,291	\$ 1,706
PUVR	\$ 470	\$ (161)
Total Gross (Units & PUVR)	\$ 43,671	\$ (5,328)
GROI	18%	-5%



No	
	60
	37.4
\$	20,430
\$	20,430
	#DIV/0!
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\$	663
\$	(254)
\$	1,070
\$	817
\$	48,999
	39%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	93	61
Avg. Days to Sale	37.9	43.0
Avg. Advertised Price (Time of Sale)	\$ 25,243	\$ 29,765
Avg. Transaction Price	\$ 24,687	\$ 29,153
Avg. Market Price at 100%	\$ 27,249	#DIV/0!
Avg. Price to Market % (Time of Sale)	93%	#DIV/0!
Avg. Transaction to Market	91%	#DIV/0!
Avg. Transactional Discount	\$ 556	\$ 612
Avg. Front-End Gross	\$ (808)	\$ (1,452)
Avg. Finance Gross	\$ 1,291	\$ 1,808
PUVR	\$ 470	\$ 326
Total Gross (Units & PUVR)	\$ 43,671	\$ 19,907
GROI	18%	9%

No	
	32
	28.2
\$	16,175
\$	16,175
\$	18,217
	89%
	89%
\$	450
\$	419
\$	323
\$	743
\$	23,764
	59%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	93	26
% of Retail Units	100%	28%
% Retailed of Off-Brand	34%	62%
Avg. Days to Sale	37.9	31.3
Avg. Transaction Price	\$ 24,687	\$ 21,464
Avg. Transaction to Market %	91%	88%
Avg. Transactional Discount	\$ 556	\$ 421
Avg. Front End Gross	\$ (808)	\$ 367
Avg. Finance Gross	\$ 1,291	\$ 687
PUVR	\$ 470	\$ 1,055
Total Gross (Units & PUVR)	\$ 43,671	\$ 27,428
GROI	18%	56%



Trade on Used	Street/Curb buy	Auction/wholesale
24	2	26
26%	2%	28%
67%	0%	0%
23.3	32.5	39.4
\$ 11,761	\$ 17,300	\$ 33,026
#DIV/0!	94%	93%
\$ 1,114	\$ -	\$ 283
\$ 320	\$ 895	\$ (1,902)
\$ 548	\$ -	\$ 1,929
\$ 868	\$ 895	\$ (47)
\$ 20,836	\$ 1,790	\$ (1,227)
114%	57%	-1%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
13	1	1
14%	1%	1%
0%	0%	0%
73.2	1.0	114.0
\$ 38,545	\$ 34,500	\$ 26,750
91%	151%	82%
\$ 494	\$ -	\$ 250
\$ (2,826)	\$ (30)	\$ (7,942)
\$ 2,787	\$ 2,900	\$ 420
\$ (39)	\$ 2,870	\$ (7,522)
\$ (504)	\$ 2,870	\$ (7,522)
0%	2995%	-89%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	93	41
% of Retail Units	100%	44%
% Retailed of Off-Brand	34%	44%
Avg. Days to Sale	37.9	15.5
Avg. Transaction Price	\$ 24,687	\$ 19,986
Avg. Transaction to Market %	91%	#DIV/0!
Avg. Transactional Discount	\$ 556	\$ 782
Avg. Front End Gross	\$ (808)	\$ 620
Avg. Finance Gross	\$ 1,291	\$ 678
PUVR	\$ 470	\$ 1,298
Total Gross (Units & PUVR)	\$ 43,671	\$ 53,232
GROI	18%	151%



31-45 days	46-60 days	61-90 days	90+ days
20	16	12	4
22%	17%	13%	4%
40%	19%	25%	0%
35.7	52.9	72.8	115.3
\$ 26,612	\$ 29,268	\$ 29,693	\$ 29,916
89%	91%	88%	86%
\$ 513	\$ 335	\$ 182	\$ 460
\$ (432)	\$ (2,333)	\$ (3,028)	\$ (4,568)
\$ 1,467	\$ 2,350	\$ 1,750	\$ 1,133
\$ 1,036	\$ 17	\$ (1,278)	\$ (3,435)
\$ 20,714	\$ 269	\$ (15,339)	\$ (13,738)
39%	0%	-21%	-36%