

Sales Consultant(s)	New Car Franchise(s)
Sarah Lawrence	Ford
Cath Meredith	Lincoln
Don Frett	
Randy McDaniel	
Allan Fukuda	
Dan Sake	
Brian Lucey	
Andrew Berry	
Barry Novinska	
Tom Mason	
House	

Unit #	Stock#	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.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	\$ 15,000	\$ 13,800	95%	\$1,500	\$1,000
1	3P15331	2012	Buick	Lacrosse	62	Trade on Used		\$ 10,990	\$ 10,990	90%	(\$670)	\$181
2	39F03712	2011	Chevrolet	TRAVERSE	27	TRADE ON USED		\$ 12,790	\$ 11,757	109%	\$1,291	\$173
3	39f02042	2010	Chrysler	T&C	20	Trade on Used		\$ 7,507	\$ 7,000	102%	\$371	\$111
4	3P1563	2017	Ford	F-350	28	Auction/Wholesale		\$ 57,900	\$ 56,700	99%	\$1,121	\$3,983
5	3P1658	2017	Ford	EXPEDITION	6	Street/Curb Buy		\$ 38,690	\$ 38,690	99%	\$4,427	\$500
6	49t04121	2012	FORD	F-350	45	Street/Curb Buy		\$ 21,990	\$ 21,000	84%	\$1,124	\$0
7	39F04321	2012	NISSAN	FRONTIER	31	Trade on New	No	\$ 15,990	\$ 15,990	98%	\$1,722	\$716
8	3P1611	2016	FORD	EXPLORER	31	Auction/Wholesale	No	\$ 25,421	\$ 24,900	99%	\$519	\$534
9	3P13353	2010	CHRYSLER	TOWN AND COUNTRY		Trade on Used	No	\$ 6,990	\$ 6,516	102%	\$1,022	\$1,298
10	3P15081	2014	FORD	FOCUS	7	Trade on Used	No	\$ 7,307	\$ 5,886	101%	\$1,886	\$712
11	3P1586	2016	Ford	FOCUS	44	Auction/Wholesale	No	\$ 11,790	\$ 11,650	90%	(\$12)	\$1,759
12	3P1405	2018	Ford	FUSION	42	Auction/Wholesale	No	\$ 19,794	\$ 19,794	97%	(\$371)	\$4,750
13	3P1601	2016	Ford	ESCAPE	18	Auction/Wholesale	No	\$ 21,820	\$ 21,420	100%	\$1,776	\$4,617
14	3P14981	2018	Ford	F-150	15	Trade on New	No	\$ 24,990	\$ 23,990	99%	\$509	\$2,483
15	39F02401	2006	JEEP	LIBERTY	14	Trade on New	No	\$ 7,188	\$ 6,884	107%	\$1,364	\$345
16	3p1645	2016	FORD	FUSION	19	Auction/Wholesale	No	\$ 16,731	\$ 16,400	102%	\$431	\$2,114
17	3P1516	2016	NISSAN	ROGUE	98	Auction/Wholesale	No	\$ 19,990	\$ 19,990	90%	(\$1,339)	\$3,216
18	39f00861	15	Jeep	RENEGADE	54	Trade on New	No	\$ 14,990	\$ 14,400	91%	\$134	\$2,456
19	3P15371	2009	HYUNDAI	SONATA	10	Trade on Used	No	\$ 6,890	\$ 6,200	115%	\$450	\$0
20	39F02161	2017	FORD	FUSION	23	Trade on New	No	\$ 13,690	\$ 13,690	99%	\$2,299	\$0
21	39F02141	2010	FORD	F-150	25	Trade on New	No	\$ 16,589	\$ 16,589	99%	\$3,000	\$0
22	3P1560	19	FORD	FLEX	74	Auction/Wholesale	Yes	\$ 25,590	\$ 25,590	91%	(\$457)	\$2,014
23	39F04911	2010	Ford	Explorer	3	Trade on New	No	\$ 10,990	\$ 10,990	106%	\$2,979	\$0
24	39F03601	2016	Ford	ESCAPE	52	Trade on New	No	\$ 10,790	\$ 10,790	97%	(\$402)	\$1,418
25	39F03691	2016	Chevrolet	Colorado	50	Trade on New	No	\$ 27,486	\$ 27,486	96%	\$1,765	\$4,186
26	3P1557	2018	Ford	FLEX	62	Auction/Wholesale	No	\$ 24,790	\$ 24,290	95%	(\$595)	\$0
27	6p05981	2008	BMW	X3	35	Trade on Used	No	\$ 8,990	\$ 8,990	115%	\$2,511	\$816
28	3p1596	2017	FORD	EDGE	35	Auction/Wholesale	No	\$ 23,990	\$ 23,990	97%	\$924	\$2,676
29	6P0645	2018	Ford	FLEX	36	Auction/Wholesale	No	\$ 22,082	\$ 22,082	100%	\$1,253	\$3,926
30	49T05111	2014	Honda	odyssey	12	Trade on Used	No	\$ 20,161	\$ 19,800	100%	\$1,966	\$304
31	39F02961	2014	NISSAN	TITAN	13	Trade on New	No	\$ 23,338	\$ 23,338	102%	\$2,338	\$2,361
32	39F02521	2014	Ford	Edge	40	Trade on New	No	\$ 21,528	\$ 21,200	90%	\$68	\$1,454
33	3P1651	2018	Ford	F250	14	Auction/Wholesale	No	\$ 47,464	\$ 46,698	98%	\$2,536	\$1,795
34	3P1511	2014	NISSAN	TITAN	79	Auction/Wholesale	No	\$ 24,990	\$ 24,990	83%	(\$1,596)	\$2,360
35	3P1639	2016	FORD	ESCAPE	26	Auction/Wholesale	No	\$ 18,990	\$ 18,150	100%	\$25	\$0
36	59C00864	2012	Chevrolet	TRAVERSE	26	Trade on Used	No	\$ 12,800	\$ 11,800	105%	\$2,990	\$1,601
37	39F04931	2008	FORD	RANGER	5	TRADE ON NEW	No	\$ 10,375	\$ 10,375	103%	\$2,000	\$0

38	6P0646	2017	Dodge	JOURNEY	35	Auction/Wholesale	No	\$	19,755	\$	19,755	100%	\$1,133	\$1,149
39	2P18341	2016	Chevrolet	EQUINOX	34	Trade on Used	No	\$	14,990	\$	14,990	100%	\$1,640	\$3,540
40	3P1572	2018	Dodge	CARAVAN	62	Auction/Wholesale	No	\$	20,990	\$	20,752	96%	(\$807)	\$0
41	3p16181	2011	HYUNDAI	ELANTRA	31	Trade on Used	No	\$	7,990	\$	7,500	113%	\$2,095	\$1,261
42	3p1673	2018	Dodge	caravan	6	Auction/Wholesale	No	\$	18,250	\$	18,250	96%	\$500	\$25
43	3p1646	2016	Chevrolet	Equinox	28	Auction/Wholesale	No	\$	17,316	\$	17,316	98%	\$1,128	\$0
44	39f02731	2015	ford	escape	58	Trade on New	No	\$	11,990	\$	11,990	88%	\$714	\$724
45	3P1647	2016	Ford	F-150	29	Auction/Wholesale	No	\$	34,990	\$	34,990	89%	\$2,277	\$1,775
46	39F04412	2012	Ford	F-150	34	Trade on Used	No	\$	18,980	\$	18,708	101%	\$1,331	\$320
47	3P1655	2012	FORD	ESCAPE	21	Street/Curb Buy	No	\$	9,980	\$	9,980	102%	\$3,041	\$1,529
48	39L00311	2008	HYUNDAI	VARACRUZ	21	Trade on New	No	\$	8,790	\$	8,100	120%	\$1,500	\$0
49	49T02561	2014	FORD	F-150	45	Trade on Used	No	\$	19,000	\$	19,000	92%	\$900	\$305
50	3P16011	2013	Ford	C-MAX	28	Trade on New	No	\$	10,990	\$	10,990	99%	\$2,115	\$1,619
51	39F01252	2013	Ford	F-150	39	Trade on New	No	\$	18,490	\$	18,490	99%	\$2,108	\$2,396
52	3P16511	2012	Ford	F-150	4	Trade on New	No	\$	21,990	\$	21,990	100%	\$2,747	\$0
53	39F01731	2007	JEEP	WRANGLER	44	Trade on Used	No	\$	14,991	\$	14,000	102%	\$638	\$2,486

Scoreboard Totals

% Retailed of Non-New Franchise	40%
Total # Retail Units	157
Avg. Days to Sale	31.9
Avg. Advertised Price (Time of Sale)	\$ 19,286
Avg. Transaction Price	\$ 19,018
Avg. Market Price at 100%	\$ 19,754
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	96%
Avg. Transactional Discount	\$ 268
Avg. Front-End Gross	\$ 1,103
Avg. Finance Gross	\$ 1,174
PUVR	\$ 2,240
Total Gross (Units & PUVR)	\$ 351,656
GROI	133%



MY

Scoreboard		<i>(Click on the blue head</i>	
Desk Manager	Totals	Jeremy Gullickson	
% Retailed of Non-New Franchise	40%	26%	
Total # Retail Units	157	43	
Avg. Days to Sale	31.9	32.0	
Avg. Advertised Price (Time of Sale)	\$ 19,286	\$ 21,395	
Avg. Transaction Price	\$ 19,018	\$ 21,195	
Avg. Market Price at 100%	\$ 19,754	\$ 22,135	
Avg. Price to Market % (Time of Sale)	98%	97%	
Avg. Transaction to Market	96%	96%	
Avg. Transactional Discount	\$ 268	\$ 200	
Avg. Front-End Gross	\$ 1,103	\$ 1,099	
Avg. Finance Gross	\$ 1,174	\$ 1,607	
PUVR	\$ 2,240	\$ 2,557	
Total Gross (Units & PUVR)	\$ 351,656	\$ 109,961	
GROI	133%	136%	



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Chad Hubert	Tony Bottcher	
47%	36%	#DIV/0!
103	11	0
31.8	33.8	#DIV/0!
\$ 18,257	\$ 20,680	#DIV/0!
\$ 17,948	\$ 20,529	#DIV/0!
\$ 18,963	\$ 21,313	#DIV/0!
96%	97%	#DIV/0!
95%	96%	#DIV/0!
\$ 309	\$ 152	#DIV/0!
\$ 1,125	\$ 912	#DIV/0!
\$ 1,015	\$ 1,118	#DIV/0!
\$ 2,130	\$ 2,030	#DIV/0!
\$ 219,368	\$ 22,327	#DIV/0!
134%	105%	#DIV/0!

Scoreboard*(Click on the blue head*

Sales Consultant	Totals	Shane Lawrence
% Retailed of Non-New Franchise	40%	26%
Total # Retail Units	157	19
Avg. Days to Sale	31.9	28.9
Avg. Advertised Price (Time of Sale)	\$ 19,286	\$ 22,798
Avg. Transaction Price	\$ 19,018	\$ 22,502
Avg. Market Price at 100%	\$ 19,754	\$ 23,490
Avg. Price to Market % (Time of Sale)	98%	97%
Avg. Transaction to Market	96%	96%
Avg. Transactional Discount	\$ 268	\$ 296
Avg. Front-End Gross	\$ 1,103	\$ 1,467
Avg. Finance Gross	\$ 1,174	\$ 1,110
PUVR	\$ 2,240	\$ 2,460
Total Gross (Units & PUVR)	\$ 351,656	\$ 46,737
GROI	133%	136%



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Zach Meredith	Don Frett	Randy McDaniel
43%	40%	23%
14	10	22
29.8	29.9	31.5
\$ 21,312	\$ 16,136	\$ 21,037
\$ 21,061	\$ 15,939	\$ 20,727
\$ 21,931	\$ 16,842	\$ 21,735
97%	96%	97%
96%	95%	95%
\$ 251	\$ 197	\$ 310
\$ 844	\$ 928	\$ 742
\$ 1,273	\$ 1,015	\$ 1,556
\$ 2,117	\$ 1,944	\$ 2,157
\$ 29,632	\$ 19,436	\$ 47,451
122%	147%	119%

ember for each column.)

Dan Sake	Brian Lucey	Andrew Berry
65%	36%	31%
20	22	26
31.2	35.0	31.2
\$ 14,998	\$ 20,782	\$ 17,767
\$ 14,738	\$ 20,488	\$ 17,591
\$ 15,450	\$ 21,740	\$ 18,475
97%	96%	96%
95%	94%	95%
\$ 260	\$ 294	\$ 175
\$ 1,238	\$ 1,277	\$ 1,206
\$ 1,103	\$ 1,252	\$ 861
\$ 2,341	\$ 2,529	\$ 2,034
\$ 46,827	\$ 55,636	\$ 52,891
184%	127%	133%

Tom Mason	Barry Novinska	
70%	54%	#DIV/0!
10	13	0
45.4	30.4	#DIV/0!
\$ 18,540	\$ 18,335	#DIV/0!
\$ 18,400	\$ 17,831	#DIV/0!
\$ 19,850	\$ 18,772	#DIV/0!
93%	98%	#DIV/0!
93%	95%	#DIV/0!
\$ 140	\$ 504	#DIV/0!
\$ 642	\$ 1,286	#DIV/0!
\$ 1,611	\$ 1,023	#DIV/0!
\$ 2,253	\$ 2,309	#DIV/0!
\$ 22,534	\$ 30,012	#DIV/0!
97%	153%	#DIV/0!

Scoreboard*(Click on the blue head*

Finance Manager	Totals	Laura Luethe
% Retailed of Non-New Franchise	40%	35%
Total # Retail Units	157	81
Avg. Days to Sale	31.9	30.9
Avg. Advertised Price (Time of Sale)	\$ 19,286	\$ 20,007
Avg. Transaction Price	\$ 19,018	\$ 19,774
Avg. Market Price at 100%	\$ 19,754	\$ 20,750
Avg. Price to Market % (Time of Sale)	98%	96%
Avg. Transaction to Market	96%	95%
Avg. Transactional Discount	\$ 268	\$ 233
Avg. Front-End Gross	\$ 1,103	\$ 1,170
Avg. Finance Gross	\$ 1,174	\$ 1,283
PUVR	\$ 2,240	\$ 2,421
Total Gross (Units & PUVR)	\$ 351,656	\$ 196,110
GROI	133%	143%



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Scott Campbell	Jeremy Gullickson	
48%	#DIV/0!	#DIV/0!
73	0	0
33.3	#DIV/0!	#DIV/0!
\$ 18,281	#DIV/0!	#DIV/0!
\$ 17,973	#DIV/0!	#DIV/0!
\$ 18,963	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!
\$ 308	#DIV/0!	#DIV/0!
\$ 1,036	#DIV/0!	#DIV/0!
\$ 1,057	#DIV/0!	#DIV/0!
\$ 2,092	#DIV/0!	#DIV/0!
\$ 152,741	#DIV/0!	#DIV/0!
126%	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes
Total # Retail Units	157	7
Avg. Days to Sale	31.9	44.4
Avg. Advertised Price (Time of Sale)	\$ 19,286	\$ 27,992
Avg. Transaction Price	\$ 19,018	\$ 27,779
Avg. Market Price at 100%	\$ 19,754	\$ 29,876
Avg. Price to Market % (Time of Sale)	98%	94%
Avg. Transaction to Market	96%	93%
Avg. Transactional Discount	\$ 268	\$ 213
Avg. Front-End Gross	\$ 1,103	\$ 759
Avg. Finance Gross	\$ 1,174	\$ 1,734
PUVR	\$ 2,240	\$ 2,245
Total Gross (Units & PUVR)	\$ 351,656	\$ 15,715
GROI	133%	65%



No	
	143
	31.4
\$	18,428
\$	18,428
\$	19,330
	95%
	95%
\$	258
\$	1,119
\$	1,174
\$	2,260
\$	323,179
	141%

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	157	94
Avg. Days to Sale	31.9	29.7
Avg. Advertised Price (Time of Sale)	\$ 19,286	\$ 21,412
Avg. Transaction Price	\$ 19,018	\$ 21,124
Avg. Market Price at 100%	\$ 19,754	\$ 22,135
Avg. Price to Market % (Time of Sale)	98%	97%
Avg. Transaction to Market	96%	95%
Avg. Transactional Discount	\$ 268	\$ 289
Avg. Front-End Gross	\$ 1,103	\$ 1,188
Avg. Finance Gross	\$ 1,174	\$ 1,272
PUVR	\$ 2,240	\$ 2,392
Total Gross (Units & PUVR)	\$ 351,656	\$ 224,882
GROI	133%	137%



No	
	63
	35.4
\$	15,876
\$	15,876
\$	16,806
	94%
	94%
\$	238
\$	976
\$	1,036
\$	2,012
\$	126,774
	129%

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	157	37
% of Retail Units	100%	24%
% Retailed of Off-Brand	40%	35%
Avg. Days to Sale	31.9	28.3
Avg. Transaction Price	\$ 19,018	\$ 19,027
Avg. Transaction to Market %	96%	97%
Avg. Transactional Discount	\$ 268	\$ 189
Avg. Front End Gross	\$ 1,103	\$ 1,750
Avg. Finance Gross	\$ 1,174	\$ 1,383
PUVR	\$ 2,240	\$ 3,095
Total Gross (Units & PUVR)	\$ 351,656	\$ 114,510
GROI	133%	207%



Trade on Used	Street/Curb buy	Auction/wholesale
49	7	55
31%	4%	35%
55%	14%	35%
25.2	25.1	41.4
\$ 12,811	\$ 22,646	\$ 23,631
98%	92%	93%
\$ 365	\$ 629	\$ 233
\$ 1,520	\$ 2,338	\$ 336
\$ 741	\$ 441	\$ 1,646
\$ 2,246	\$ 2,780	\$ 1,892
\$ 110,069	\$ 19,457	\$ 104,062
250%	176%	70%

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
0	1	0
0%	1%	0%
#DIV/0!	0%	#DIV/0!
#DIV/0!	1.0	#DIV/0!
#DIV/0!	\$ 29,390	#DIV/0!
#DIV/0!	100%	#DIV/0!
#DIV/0!	\$ -	#DIV/0!
#DIV/0!	\$ 500	#DIV/0!
#DIV/0!	\$ -	#DIV/0!
#DIV/0!	\$ 500	#DIV/0!
#DIV/0!	\$ 500	#DIV/0!
#DIV/0!	612%	#DIV/0!

Other	
	8
	5%
	38%
	36.0
\$	20,813
	97%
\$	-
\$	(175)
\$	557
\$	382
\$	3,058
	18%

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	157	85
% of Retail Units	100%	54%
% Retailed of Off-Brand	40%	35%
Avg. Days to Sale	31.9	16.5
Avg. Transaction Price	\$ 19,018	\$ 18,986
Avg. Transaction to Market %	96%	98%
Avg. Transactional Discount	\$ 268	\$ 366
Avg. Front End Gross	\$ 1,103	\$ 1,826
Avg. Finance Gross	\$ 1,174	\$ 788
PUVR	\$ 2,240	\$ 2,613
Total Gross (Units & PUVR)	\$ 351,656	\$ 222,120
GROI	133%	301%



31-45 days	46-60 days	61-90 days	90+ days
36	15	16	3
23%	10%	10%	2%
44%	27%	56%	100%
38.5	52.1	72.3	98.0
\$ 18,593	\$ 16,795	\$ 21,707	\$ 19,334
95%	93%	89%	89%
\$ 224	\$ 72	\$ 56	\$ -
\$ 889	\$ 229	\$ (1,072)	\$ (1,030)
\$ 1,711	\$ 1,574	\$ 1,442	\$ 1,072
\$ 2,600	\$ 1,803	\$ 370	\$ 42
\$ 93,601	\$ 27,040	\$ 5,917	\$ 127
131%	74%	8%	1%