











Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition 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	Other	No	\$ 15,000	\$ 13,800	95%	\$1,500	\$500
1	SJH752320P	2018	Land Rover	DISSP	32	Loaner/Rental Fleet	Yes	\$ 31,851	34546	108%	223.73	3729.91
2	SHA135939T	2017	Land Rover	RGRVS	19	Trade on New	Yes	\$ 69,851	67498.5	97%	825.49	0
3	SGA569476P	2016	Land Rover	RGRVS	69	Auction/Wholesale	Yes	\$ 42,854	42797.9	100%	-355.11	0
4	SGA662391P	2016	Land Rover	RGRVS	32	Loaner/Rental Fleet	Yes	\$ 48,852	49797	102%	4501.68	4217.86
5	SJH751352P	2018	Land Rover	DISSP	15	Loaner/Rental Fleet	Yes	\$ 31,851	31583.41	99%	352.73	1000
6	SGA291303P	2016	Land Rover	RANGL	20	LBO OEM/Leasing Co.	Yes	\$ 70,851	67003.5	95%	6646.77	0
7	SGA598256T	2016	Land Rover	RGRVS	52	Trade on New	Yes	\$ 43,853	44326.8	101%	2115.16	1429
8	SGA251701P	2016	Land Rover	RANGL	23	Street/Curb Buy	Yes	\$ 66,852	63316.76	95%	1788.76	0
9	SGH079068T	2016	Land Rover	RGREV	25	Trade on Used	Yes	\$ 29,852	30950	104%	313.98	1300.78
10	SHA044354L	2017	Land Rover	DISCL	9	Trade on New	Yes	\$ 44,851	44499	99%	1092.42	2338.04
11	SJH741874P	2018	Land Rover	DISSP	11	Loaner/Rental Fleet	Yes	\$ 31,581	30500	97%	2311.32	406.26
12	SGH156962P	2016	Land Rover	RGREV	29	LBO OEM/Leasing Co.	Yes	\$ 29,852	28851	97%	738.33	636.08
13	SJH748366P	2018	Land Rover	DISSP	85	Loaner/Rental Fleet	Yes	\$ 29,854	29554.9	99%	-1024.23	0
14	SGA567636T	2016	Land Rover	RGRVS	34	Loaner/Rental Fleet	Yes	\$ 47,852	49753.18	104%	1220.99	3508.71
15	SGH154940P	2016	Land Rover	RGREV	14	LBO OEM/Leasing Co.	Yes	\$ 27,851	26134.71	94%	-518.77	0
16	SGA251079T	2016	Land Rover	RANGL	28	Trade on Used	Yes	\$ 57,851	55049	95%	907.45	3254.5
17	SGA110544P	2016	Land Rover	RGRVS	58	LBO Customer	Yes	\$ 43,494	41799	96%	-336.59	0
18	SGA592486P	2016	Land Rover	RGRVS	31	LBO OEM/Leasing Co.	Yes	\$ 48,852	51374	105%	1434	4189.99
19	SGH618925P	2016	Land Rover	DISSP	36	LBO OEM/Leasing Co.	Yes	\$ 27,852	29050	104%	-601.97	1562.48
20	SGA639192P	2016	Land Rover	RGRVS	9	LBO Customer	Yes	\$ 48,991	49813.77	102%	4131.27	4393.84
21	SGA550932T	2016	Land Rover	RGRVS	32	Trade on New	Yes	\$ 47,852	47500	99%	2284.76	488.45
22	SJA381978T	2018	Land Rover	RANGL	39	Trade on New	Yes	\$ 107,852	106698	99%	2889.49	5715.56
23	SJR053035P	2018	Toyota	CHR	1	Auction/Wholesale	No	\$ 19,998	19761	99%	198.45	221
24	SGH625208P	2016	Land Rover	DISSP	71	LBO Customer	Yes	\$ 26,852	25000	93%	-1178.2	0
25	SGA286899P	2016	Land Rover	RANGL	51	LBO Customer	Yes	\$ 62,854	60090.97	96%	2094.13	1704.47
26	SGA102769P	2016	Land Rover	RGRVS	70	LBO OEM/Leasing Co.	Yes	\$ 50,854	53752.45	106%	4.39	2089.18
27	SKA792457P	2019	Land Rover	VELAR	26	Loaner/Rental Fleet	Yes	\$ 48,852	43970.66	90%	2802.76	1684.03
28	SHH246333L	2017	Land Rover	RGREV	17	Trade on Used	Yes	\$ 42,851	40000	93%	3974.13	783.33
29	SGA048432L	2016	Mercedes-Benz	GLE45	21	Trade on New	No	\$ 54,851	49799	91%	324.76	3232.67
30	SGH139293P	2016	Land Rover	RGREV	74	Trade on New	Yes	\$ 30,854	31852	103%	-324.22	2075.4
31	SGA110699P	2016	Land Rover	RGRVS	0	Other	Yes	\$ 51,207	51206.52	100%	8028.52	1250
32	SGA574911P	2016	Land Rover	RGRVS	46	Trade on New	Yes	\$ 50,853	52361	103%	2957.97	3718.2
33	SGA284146P	2016	Land Rover	RANGL	4	Auction/Wholesale	Yes	\$ 69,584	66398	95%	2273.2	2671.16
34	SEC645037T	2014	Land Rover	PATH	2	Trade on Used	No	\$ 8,316	8316	100%	321	339.58
35	SGA592827P	2016	Land Rover	RGRVS	94	Trade on New	Yes	\$ 74,500	74500	100%	-1596.24	2541.61
36	SGA598627P	2016	Land Rover	RGRVS	87	Trade on New	Yes	\$ 58,293	56293	97%	-3406.75	0

37	SFA235840T	2015 Land Rover	RANGL	83 Trade on New	Yes	\$	49,854	47054	94%	-5845.74	2168.64
38	SGH593439P	2016 Land Rover	DISSP	23 LBO OEM/Leasing Co.	Yes	\$	26,852	27123.75	101%	-2038.98	841.09
39	SKA557711P	2019 Land Rover	RANGL	0 Street/Curb Buy	Yes	\$	109,851	107399	98%	4952.84	2270.97
40	SGA237313R	2016 Land Rover	RANGL	5 LBO OEM/Leasing Co.	Yes	\$	57,851	56851	98%	6003	0
41	SGA553821P	2016 Land Rover	RGRVS	6 Loaner/Rental Fleet	Yes	\$	48,851	42900.73	88%	1327.73	1993.95
42	SJH756698P	2018 Land Rover	DISSP	75 Loaner/Rental Fleet	Yes	\$	29,854	31052	104%	-1336.66	2176.46
43	SJH748590P	2018 Land Rover	DISSP	45 Loaner/Rental Fleet	Yes	\$	30,853	28646.95	93%	-1734.04	2814.38
44	SGA258653P	2016 Land Rover	RANGL	42 LBO OEM/Leasing Co.	Yes	\$	71,851	69446.5	97%	3642.74	682
45	SJH748362P	2018 Land Rover	DISSP	0 LBO Customer	Yes	\$	30,851	29984	97%	-43.85	0
46	SFL678078T	2015 Jeep	WRANU	7 Auction/Wholesale	No	\$	40,851	40286	99%	5662.57	2869.41
47	SKA517634C	2019 Land Rover	RANGL	22 Auction/Wholesale	Yes	\$	95,851	98546	103%	165	7779.03
48	SKA779333P	2019 Land Rover	VELAR	33 Loaner/Rental Fleet	Yes	\$	51,851	50964.76	98%	3256.93	1592
49	SGA120983L	2016 Land Rover	RGRVS	93 Trade on New	Yes	\$	45,554	46353	102%	-1514.83	1260.36
50	SGA809432X	2016 Land Rover	LR4	0 LBO Customer	Yes	\$	32,601	32601.47	100%	24.47	498.8
51	SGA592748P	2016 Land Rover	RANGL	92 Trade on New	Yes	\$	42,854	44454	104%	-2784.91	0
52	SHH689439L	2017 Land Rover	DISSP	52 Trade on Used	Yes	\$	25,953	27599	106%	139.02	2930.24
53	SJX284236L	2018 Maserati	LEVAN	42 Trade on New	No	\$	51,853	49485.69	95%	2130.19	0

## Scoreboard Totals

% Retailed of Non-Franchise Make	10%
Total # Retail Units	62
Avg. Days to Sale	35.0
Avg. Advertised Price (Time of Sale)	\$ 47,085
Avg. Transaction Price	\$ 46,320
Avg. Market Price at 100%	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!
Avg. Transaction to Market	#DIV/0!
Avg. Transactional Discount	\$ 796
Avg. Front-End Gross	\$ 1,127
Avg. Finance Gross	\$ 1,695
PUVR	\$ 2,837
Total Gross (Units & PUVR)	\$ 175,887
GROI	63%
% with Trade	35%
Avg. Over/Under Allowance	#DIV/0!



MY

**Scoreboard***(Click on the blue head*

<b>Desk Manager</b>	<b>Totals</b>	
% Retailed of Non-New Franchise	10%	#DIV/0!
Total # Retail Units	62	0
Avg. Days to Sale	35.0	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 47,085	#DIV/0!
Avg. Transaction Price	\$ 46,320	#DIV/0!
Avg. Market Price at 100%	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 796	#DIV/0!
Avg. Front-End Gross	\$ 1,127	#DIV/0!
Avg. Finance Gross	\$ 1,695	#DIV/0!
PUVR	\$ 2,837	#DIV/0!
Total Gross (Units & PUVR)	\$ 175,887	#DIV/0!
GROI	63%	#DIV/0!
% with Trade	35%	#DIV/0!
Avg. Over/Under Allowance	#DIV/0!	#DIV/0!











**Scoreboard***(Click on the blue head*

<b>Sales Consultant</b>	<b>Totals</b>	
% Retailed of Non-New Franchise	10%	#DIV/0!
Total # Retail Units	62	0
Avg. Days to Sale	35.0	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 47,085	#DIV/0!
Avg. Transaction Price	\$ 46,320	#DIV/0!
Avg. Market Price at 100%	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 796	#DIV/0!
Avg. Front-End Gross	\$ 1,127	#DIV/0!
Avg. Finance Gross	\$ 1,695	#DIV/0!
PUVR	\$ 2,837	#DIV/0!
Total Gross (Units & PUVR)	\$ 175,887	#DIV/0!
GROI	63%	#DIV/0!
% with Trade	35%	#DIV/0!
Avg. Over/Under Allowance	#DIV/0!	#DIV/0!











































**Scoreboard***(Click on the blue head*

<b>Finance Manager</b>	<b>Totals</b>	
% Retailed of Non-New Franchise	10%	#DIV/0!
Total # Retail Units	62	0
Avg. Days to Sale	35.0	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 47,085	#DIV/0!
Avg. Transaction Price	\$ 46,320	#DIV/0!
Avg. Market Price at 100%	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 796	#DIV/0!
Avg. Front-End Gross	\$ 1,127	#DIV/0!
Avg. Finance Gross	\$ 1,695	#DIV/0!
PUVR	\$ 2,837	#DIV/0!
Total Gross (Units & PUVR)	\$ 175,887	#DIV/0!
GROI	63%	#DIV/0!
% with Trade	35%	#DIV/0!
Avg. Over/Under Allowance	#DIV/0!	#DIV/0!









## Scoreboard

CPO	Totals	Yes
Total # Retail Units	62	55
Avg. Days to Sale	35.0	37.1
Avg. Advertised Price (Time of Sale)	\$ 47,085	\$ 48,930
Avg. Transaction Price	\$ 46,320	\$ 48,260
Avg. Market Price at 100%	#DIV/0!	\$ 49,647
Avg. Price to Market % (Time of Sale)	#DIV/0!	99%
Avg. Transaction to Market	#DIV/0!	97%
Avg. Transactional Discount	\$ 796	\$ 703
Avg. Front-End Gross	\$ 1,127	\$ 1,064
Avg. Finance Gross	\$ 1,695	\$ 1,732
PUVR	\$ 2,837	\$ 2,812
Total Gross (Units & PUVR)	\$ 175,887	\$ 154,650
GROI	63%	56%
% with Trade	35%	59%
Avg. Over/Under Allowance	#DIV/0!	#DIV/0!

No	
	7
	18.4
\$	31,078
\$	31,078
\$	34,207
	91%
	91%
\$	1,504
\$	1,622
\$	1,405
\$	3,027
\$	21,187
	190%
	0%
	#DIV/0!

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	62	54
Avg. Days to Sale	35.0	36.9
Avg. Advertised Price (Time of Sale)	\$ 47,085	\$ 48,107
Avg. Transaction Price	\$ 46,320	\$ 47,418
Avg. Market Price at 100%	#DIV/0!	\$ 48,881
Avg. Price to Market % (Time of Sale)	#DIV/0!	98%
Avg. Transaction to Market	#DIV/0!	97%
Avg. Transactional Discount	\$ 796	\$ 690
Avg. Front-End Gross	\$ 1,127	\$ 1,071
Avg. Finance Gross	\$ 1,695	\$ 1,701
PUVR	\$ 2,837	\$ 2,772
Total Gross (Units & PUVR)	\$ 175,887	\$ 149,687
GROI	63%	57%
% with Trade	35%	41%
Avg. Over/Under Allowance	#DIV/0!	#DIV/0!

No	
	6
	21.2
\$	34,872
\$	34,872
\$	38,523
	91%
	91%
\$	1,754
\$	1,839
\$	1,582
\$	3,421
\$	20,527
	167%
	0%
	#DIV/0!

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	62	19
% of Retail Units	100%	31%
% Retailed of Non-New Franchise	10%	16%
Avg. Days to Sale	35.0	47.6
Avg. Transaction Price	\$ 46,320	\$ 53,332
Avg. Transaction to Market %	#DIV/0!	97%
Avg. Transactional Discount	\$ 796	\$ 903
Avg. Front End Gross	\$ 1,127	\$ 530
Avg. Finance Gross	\$ 1,695	\$ 1,793
PUVR	\$ 2,837	\$ 2,407
Total Gross (Units & PUVR)	\$ 175,887	\$ 45,734
GROI	63%	34%
% with Trade	35%	37%
Avg. Over/Under Allowance	#DIV/0!	#DIV/0!



Trade on Used	Street/Curb buy	Auction/wholesale
6	2	5
10%	3%	8%
17%	0%	40%
27.3	11.5	20.6
\$ 31,052	\$ 85,358	\$ 53,558
100%	93%	98%
\$ 477	\$ 2,994	\$ 270
\$ 1,034	\$ 3,371	\$ 1,589
\$ 1,692	\$ 1,135	\$ 2,708
\$ 2,725	\$ 4,506	\$ 4,297
\$ 16,351	\$ 9,013	\$ 21,485
116%	165%	140%
33%	50%	20%
#DIV/0!	#DIV/0!	#DIV/0!

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
13	6	10
21%	10%	16%
0%	0%	0%
38.2	31.5	29.2
\$ 38,687	\$ 39,882	\$ 44,027
95%	95%	101%
\$ 1,131	\$ 1,059	\$ 138
\$ 741	\$ 782	\$ 1,657
\$ 1,839	\$ 1,100	\$ 1,330
\$ 2,466	\$ 1,881	\$ 2,988
\$ 32,060	\$ 11,288	\$ 29,877
60%	54%	84%
31%	50%	40%
#DIV/0!	#DIV/0!	#DIV/0!

Other	
	1
	2%
	0%
	0.0
\$	51,207
	100%
\$	-
\$	8,029
\$	1,250
\$	9,279
\$	9,279
	#DIV/0!
	0%
	#DIV/0!

## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	62	27
% of Retail Units	100%	44%
% Retailed of Non-New Franchise	10%	15%
Avg. Days to Sale	35.0	15.0
Avg. Transaction Price	\$ 46,320	\$ 44,147
Avg. Transaction to Market %	#DIV/0!	94%
Avg. Transactional Discount	\$ 796	\$ 1,459
Avg. Front End Gross	\$ 1,127	\$ 1,964
Avg. Finance Gross	\$ 1,695	\$ 1,756
PUVR	\$ 2,837	\$ 3,720
Total Gross (Units & PUVR)	\$ 175,887	\$ 100,437
GROI	63%	202%
% with Trade	35%	37%
Avg. Over/Under Allowance	#DIV/0!	#DIV/0!



31-45 days	46-60 days	61-90 days	90+ days
13	6	9	3
21%	10%	15%	5%
15%	0%	0%	0%
37.0	53.0	76.4	93.0
\$ 49,424	\$ 42,498	\$ 43,984	\$ 55,102
99%	100%	99%	104%
\$ 313	\$ 312	\$ 363	\$ (800)
\$ 1,561	\$ 701	\$ (1,634)	\$ (1,965)
\$ 2,343	\$ 1,692	\$ 1,029	\$ 1,267
\$ 3,904	\$ 2,393	\$ (605)	\$ (698)
\$ 50,750	\$ 14,359	\$ (5,442)	\$ (2,094)
77%	38%	-6%	-5%
23%	33%	33%	67%
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!