





Sales Consultant(s)	New Car Franchise(s)
  Chris Kane	Kia
Brandon Alston	
Tatiana Torres	
Kelly Keiffer	
Michael Ricotta	
Blake Brown	
Thomas Hillery	
Dane Davidson	
Cory Fadeley	
Garfield Knott	
House	





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	Trade on New	No	\$ 15,000	\$ 13,800	95%	\$1,500	\$500
1	K2623P	2016	Kia	Optima	27	LBO OEM/Leasing Co.	Yes	\$ 16,000	\$ 15,666	100%	\$1,394	\$0
2	K2617P	2018	Kia	Sportage	31	LBO OEM/Leasing Co.	Yes	\$ 22,000	\$ 21,600	100%	\$220	\$766
3	K2632P	2019	Kia	Sportage	28	Auction/Wholesale	Yes	\$ 22,098	\$ 27,500	109%	\$3,763	\$4,073
4	K2592P	2018	Kia	Sorento	63	Auction/Wholesale	Yes	\$ 18,000	\$ 20,000	85%	(\$447)	\$0
5	K20057A	2018	Hyundai	Tucson	51	Trade on New	No	\$ 25,425	\$ 25,425	93%	\$397	\$1,936
6	K2665P	2016	Jeep	Renegade	48	Auction/Wholesale	No	\$ 17,244	\$ 17,244	95%	(\$255)	\$2,033
7	K20147A	2010	Kia	Sportage	10	Trade on New	No	\$ 8,950	\$ 8,750	109%	\$2,130	\$118
8	K19576A	2014	Buick	Encore	145	Trade on New	No	\$ 13,000	\$ 12,054	84%	(\$24)	\$0
9	K2655P	2017	Kia	Sportage	14	LBO OEM/Leasing Co.	Yes	\$ 17,256	\$ 17,856	99%	\$1,661	\$2,877
10	K20209A	2014	Volkswagen	Jetta	15	Trade on New	No	\$ 9,224	\$ 8,899	97%	\$462	\$0
11	K19331B	2014	Kia	Sportage	20	Trade on Used	No	\$ 12,812	\$ 12,999	107%	\$3,026	\$3,827
12	K2532P	2018	Kia	Sedona	112	Auction/Wholesale	Yes	\$ 22,384	\$ 22,153	118%	(\$2,493)	\$421
13	K20076A	2017	Kia	Sportage	53	Trade on New	Yes	\$ 20,282	\$ 26,024	97%	(\$1,156)	\$2,737
14	K2638PX	2018	Kia	Rio	32	Loaner/Rental Fleet	Yes	\$ 13,393	\$ 13,193	107%	(\$696)	\$914
15	K2624P	2017	Kia	Sportage	39	LBO OEM/Leasing Co.	Yes	\$ 21,500	\$ 21,728	97%	(\$324)	\$2,052
16	K2530PX	2018	Kia	Sedona	114	Loaner/Rental Fleet	Yes	\$ 23,250	\$ 22,545	97%	(\$1,629)	\$249
17	K20049B	2012	Cadillac	SRX	20	Trade on Used	No	\$ 12,665	\$ 12,665	102%	\$1,878	\$1,920
18	K2564P	2016	Honda	Civic	94	Auction/Wholesale	No	\$ 14,750	\$ 14,750	103%	(\$54)	\$721
19	K2622P	2016	Toyota	Corolla	42	Auction/Wholesale	No	\$ 14,512	\$ 14,250	103%	(\$1,388)	\$1,955
20	K2613P	2015	Audi	A6	48	Auction/Wholesale	No	\$ 24,988	\$ 24,000	100%	(\$677)	\$2,115
21	K2636P	2016	Kia	Optima	37	LBO OEM/Leasing Co.	Yes	\$ 14,999	\$ 14,997	86%	\$520	\$1,480
22	K19195A	2015	Kia	Forte	53	Trade on New	No	\$ 10,000	\$ 11,409	79%	\$86	\$1,562
23	K20216A	2016	Kia	Soul	17	Trade on New	Yes	\$ 12,789	\$ 12,562	83%	(\$84)	\$840
24	K19931C	2011	Jeep	Patriot	11	Trade on Used	No	\$ 11,222	\$ 11,222	114%	\$3,345	\$3,750
25	K2639P	2018	Kia	Sorento	40	Auction/Wholesale	Yes	\$ 28,750	\$ 28,250	103%	(\$184)	\$5,235
26	K2527P	2016	Kia	Sorento	124	Auction/Wholesale	Yes	\$ 17,595	\$ 17,595	114%	(\$1,078)	\$1,263
27	K20038A	2010	Mini	Cooper S	25	Trade on New	No	\$ 10,205	\$ 8,735	118%	\$1,200	\$150
28	K2649PX	2016	Jeep	Compass	29	Loaner/Rental Fleet	No	\$ 14,364	\$ 17,713	99%	(\$1,258)	\$1,794
29	K2666P	2016	Kia	Forte	15	LBO OEM/Leasing Co.	Yes	\$ 13,753	\$ 13,753	101%	\$1,352	\$450
30	K2640P	2018	Kia	Sorento	42	LBO OEM/Leasing Co.	Yes	\$ 24,499	\$ 22,062	101%	\$133	\$1,889
31	K20057B	2017	Kia	Sportage	17	Trade on Used	Yes	\$ 17,840	\$ 18,840	100%	(\$125)	\$2,143
32	K2520P	2016	Kia	Sedona	133	Loaner/Rental Fleet	Yes	\$ 19,848	\$ 19,848	95%	(\$2,601)	\$2,623
33	K195380-1A	2016	Kia	Sorento	38	Trade on New	Yes	\$ 15,472	\$ 15,000	99%	\$1,112	\$3,154
34	K2549P	2017	Nissan	Pathfinder	109	Auction/Wholesale	No	\$ 20,250	\$ 19,750	89%	(\$278)	\$2,055
35	K2651P	2014	Kia	Soul	33	Auction/Wholesale	No	\$ 13,397	\$ 13,517	105%	\$13	\$0
36	K2672P	2017	Kia	Sorento	13	LBO OEM/Leasing Co.	Yes	\$ 19,799	\$ 19,350	98%	\$147	\$874

37	K2658P	2016	Kia	Sorento	31	LBO OEM/Leasing Co.	Yes	\$	18,997	\$	21,247	97%	(\$177)	\$2,783
38	K2556P	2016	Volkswagen	Jetta	113	Auction/Wholesale	No	\$	14,500	\$	13,675	95%	(\$1,480)	\$1,841
39	K2634P	2017	Hyundai	Accent	55	Auction/Wholesale	No	\$	10,422	\$	10,422	93%	(\$415)	\$1,052
40	K2617Q	2013	Honda	Civic	29	Trade on Used	No	\$	11,144	\$	10,799	102%	\$54	\$150
41	K2653PX	2018	Kia	Rio	38	Loaner/Rental Fleet	Yes	\$	11,868	\$	11,868	97%	(\$577)	\$164
42	K2627P	2016	Kia	Soul	60	Auction/Wholesale	Yes	\$	12,900	\$	12,900	101%	(\$1,199)	\$3,666
43	K2661P	2017	Kia	Sportage	34	LBO OEM/Leasing Co.	Yes	\$	18,256	\$	18,750	108%	(\$198)	\$2,375
44	K20028A	2017	Kia	Soul	42	Trade on New	No	\$	13,394	\$	12,842	103%	\$596	\$833
45	K19989A	2015	Kia	Optima	26	Trade on New	No	\$	12,508	\$	12,508	96%	\$2,412	\$1,841
46	K191033A	2007	Toyota	Corolla	7	Trade on New	No	\$	6,718	\$	6,310	98%	\$1,689	\$0
47	K2679P	2017	Kia	Sportage	25	Auction/Wholesale	Yes	\$	17,500	\$	16,700	102%	\$50	\$0
48	K2656P	2016	Kia	Soul	47	LBO OEM/Leasing Co.	Yes	\$	13,431	\$	13,000	102%	(\$232)	\$1,233
49	K2602P	2016	Jeep	Cherokee	90	Auction/Wholesale	No	\$	17,921	\$	17,250	91%	(\$73)	\$1,763
50	K2694P	2015	Kia	Soul	12	LBO OEM/Leasing Co.	No	\$	14,308	\$	12,286	112%	\$418	\$0
51	K2568P	2015	Kia	Optima	114	LBO OEM/Leasing Co.	Yes	\$	11,976	\$	11,976	85%	(\$1,842)	\$2,973
52	K2578P	2016	Kia	Optima	107	Auction/Wholesale	Yes	\$	14,448	\$	14,212	98%	(\$1,266)	\$0
53	K2652PX	2018	Kia	Rio	51	Loaner/Rental Fleet	Yes	\$	12,000	\$	11,585	98%	\$16	\$0

## Scoreboard Totals

% Retailed of Non-Franchise Make	32%
Total # Retail Units	69
Avg. Days to Sale	51.1
Avg. Advertised Price (Time of Sale)	\$ 16,243
Avg. Transaction Price	\$ 16,460
Avg. Market Price at 100%	\$ 16,482
Avg. Price to Market % (Time of Sale)	99%
Avg. Transaction to Market	100%
Avg. Transactional Discount	\$ (234)
Avg. Front-End Gross	\$ (34)
Avg. Finance Gross	\$ 1,492
PUVR	\$ 1,466
Total Gross (Units & PUVR)	\$ 101,140
GROI	63%
% with Trade	43%
Avg. Over/Under Allowance	(\$707)



MY

Scoreboard	<i>(Click on the blue head</i>	
Desk Manager	Totals	Mike Tarnacki
% Retailed of Non-New Franchise	32%	36%
Total # Retail Units	69	45
Avg. Days to Sale	51.1	55.6
Avg. Advertised Price (Time of Sale)	\$ 16,243	\$ 16,428
Avg. Transaction Price	\$ 16,460	\$ 16,681
Avg. Market Price at 100%	\$ 16,482	\$ 16,833
Avg. Price to Market % (Time of Sale)	99%	98%
Avg. Transaction to Market	100%	99%
Avg. Transactional Discount	\$ (234)	\$ (253)
Avg. Front-End Gross	\$ (34)	\$ (137)
Avg. Finance Gross	\$ 1,492	\$ 1,549
PUVR	\$ 1,466	\$ 1,412
Total Gross (Units & PUVR)	\$ 101,140	\$ 63,555
GROI	63%	55%
% with Trade	43%	47%
Avg. Over/Under Allowance	-707	-1,015



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Sergio Martinez		
25%	#DIV/0!	#DIV/0!
24	0	0
42.6	#DIV/0!	#DIV/0!
\$ 15,896	#DIV/0!	#DIV/0!
\$ 16,044	#DIV/0!	#DIV/0!
\$ 15,769	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!
102%	#DIV/0!	#DIV/0!
\$ (194)	#DIV/0!	#DIV/0!
\$ 160	#DIV/0!	#DIV/0!
\$ 1,383	#DIV/0!	#DIV/0!
\$ 1,575	#DIV/0!	#DIV/0!
\$ 37,804	#DIV/0!	#DIV/0!
83%	#DIV/0!	#DIV/0!
38%	#DIV/0!	#DIV/0!
10	#DIV/0!	#DIV/0!







Scoreboard		<i>(Click on the blue head</i>	
Sales Consultant	Totals	Danielle Solecki	
% Retailed of Non-New Franchise	32%	0%	
Total # Retail Units	69	5	
Avg. Days to Sale	51.1	50.6	
Avg. Advertised Price (Time of Sale)	\$ 16,243	\$ 14,615	
Avg. Transaction Price	\$ 16,460	\$ 14,738	
Avg. Market Price at 100%	\$ 16,482	\$ 14,581	
Avg. Price to Market % (Time of Sale)	99%	100%	
Avg. Transaction to Market	100%	101%	
Avg. Transactional Discount	\$ (234)	\$ (123)	
Avg. Front-End Gross	\$ (34)	\$ (465)	
Avg. Finance Gross	\$ 1,492	\$ 1,487	
PUVR	\$ 1,466	\$ 1,022	
Total Gross (Units & PUVR)	\$ 101,140	\$ 5,111	
GROI	63%	49%	
% with Trade	43%	40%	
Avg. Over/Under Allowance	-707	0	



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Chris Kane	Brandon Alston	Tatiana Torres
38%	75%	67%
13	4	6
43.6	68.8	35.2
\$ 15,824	\$ 13,961	\$ 14,743
\$ 16,277	\$ 13,548	\$ 14,259
\$ 15,981	\$ 14,940	\$ 14,938
99%	93%	99%
102%	91%	95%
\$ (453)	\$ 413	\$ 484
\$ 762	\$ (468)	\$ 790
\$ 1,797	\$ 1,015	\$ 1,351
\$ 2,559	\$ 547	\$ 2,141
\$ 33,272	\$ 2,187	\$ 12,845
130%	21%	154%
31%	25%	50%
375	0	0

**number for each column.)**

Kelly Keiffer	Michael Ricotta	Blake Brown
30%	25%	0%
10	8	7
63.6	64.6	45.4
\$ 15,380	\$ 18,441	\$ 20,308
\$ 15,332	\$ 18,992	\$ 21,232
\$ 15,744	\$ 19,389	\$ 19,765
98%	95%	103%
97%	98%	107%
\$ 48	\$ (678)	\$ (924)
\$ (564)	\$ (208)	\$ (561)
\$ 1,642	\$ 1,336	\$ 1,893
\$ 1,078	\$ 1,090	\$ 1,331
\$ 10,784	\$ 8,719	\$ 9,319
40%	32%	50%
40%	75%	43%
-1,253	-1,057	-2,558

Thomas Hillery	Dane Davidson	Cory Fadeley
0%	50%	33%
2	2	3
21.5	34.0	64.3
\$ 18,394	\$ 20,052	\$ 16,612
\$ 18,031	\$ 20,094	\$ 17,380
\$ 19,949	\$ 19,753	\$ 17,634
92%	102%	94%
90%	102%	99%
\$ 363	\$ (42)	\$ (768)
\$ 39	\$ (161)	\$ (109)
\$ 966	\$ 745	\$ 1,642
\$ 1,005	\$ 584	\$ 1,533
\$ 2,009	\$ 1,168	\$ 4,600
93%	31%	49%
0%	0%	67%
#DIV/0!	#DIV/0!	0

Garfield Knott	House	
43%	0%	#DIV/0!
7	2	0
52.3	39.5	#DIV/0!
\$ 14,133	\$ 14,279	#DIV/0!
\$ 14,044	\$ 15,044	#DIV/0!
\$ 13,575	\$ 14,545	#DIV/0!
104%	98%	#DIV/0!
103%	103%	#DIV/0!
\$ 37	\$ (765)	#DIV/0!
\$ (173)	\$ 115	#DIV/0!
\$ 1,226	\$ 1,335	#DIV/0!
\$ 1,064	\$ 1,450	#DIV/0!
\$ 7,451	\$ 2,899	#DIV/0!
52%	88%	#DIV/0!
43%	100%	#DIV/0!
-470	-1,144	#DIV/0!

































Scoreboard		<i>(Click on the blue head</i>	
Finance Manager	Totals	Kyle Tolbert	
% Retailed of Non-New Franchise	32%	31%	
Total # Retail Units	69	54	
Avg. Days to Sale	51.1	50.7	
Avg. Advertised Price (Time of Sale)	\$ 16,243	\$ 16,403	
Avg. Transaction Price	\$ 16,460	\$ 16,538	
Avg. Market Price at 100%	\$ 16,482	\$ 16,670	
Avg. Price to Market % (Time of Sale)	99%	98%	
Avg. Transaction to Market	100%	99%	
Avg. Transactional Discount	\$ (234)	\$ (154)	
Avg. Front-End Gross	\$ (34)	\$ (140)	
Avg. Finance Gross	\$ 1,492	\$ 1,410	
PUVR	\$ 1,466	\$ 1,273	
Total Gross (Units & PUVR)	\$ 101,140	\$ 68,756	
GROI	63%	55%	
% with Trade	43%	0%	
Avg. Over/Under Allowance	-707	-627	



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Brandon Alston		
33%	#DIV/0!	#DIV/0!
15	0	0
52.4	#DIV/0!	#DIV/0!
\$ 15,668	#DIV/0!	#DIV/0!
\$ 16,178	#DIV/0!	#DIV/0!
\$ 15,838	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!
102%	#DIV/0!	#DIV/0!
\$ (509)	#DIV/0!	#DIV/0!
\$ 348	#DIV/0!	#DIV/0!
\$ 1,785	#DIV/0!	#DIV/0!
\$ 2,133	#DIV/0!	#DIV/0!
\$ 31,999	#DIV/0!	#DIV/0!
91%	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!
-1,029	#DIV/0!	#DIV/0!





## Scoreboard

CPO	Totals	Yes
Total # Retail Units	69	38
Avg. Days to Sale	51.1	48.7
Avg. Advertised Price (Time of Sale)	\$ 16,243	\$ 17,702
Avg. Transaction Price	\$ 16,460	\$ 18,206
Avg. Market Price at 100%	\$ 16,482	\$ 17,903
Avg. Price to Market % (Time of Sale)	99%	99%
Avg. Transaction to Market	100%	102%
Avg. Transactional Discount	\$ (234)	\$ (552)
Avg. Front-End Gross	\$ (34)	\$ (245)
Avg. Finance Gross	\$ 1,492	\$ 1,609
PUVR	\$ 1,466	\$ 1,374
Total Gross (Units & PUVR)	\$ 101,140	\$ 52,197
GROI	63%	56%
% with Trade	43%	41%
Avg. Over/Under Allowance	-707	-805

No	
	31
	54.0
\$	14,319
\$	14,319
\$	14,836
	97%
	97%
\$	136
\$	226
\$	1,347
\$	1,573
\$	48,758
	73%
	19%
	-512

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	69	45
Avg. Days to Sale	51.1	47.1
Avg. Advertised Price (Time of Sale)	\$ 16,243	\$ 16,605
Avg. Transaction Price	\$ 16,460	\$ 17,023
Avg. Market Price at 100%	\$ 16,482	\$ 16,804
Avg. Price to Market % (Time of Sale)	99%	99%
Avg. Transaction to Market	100%	101%
Avg. Transactional Discount	\$ (234)	\$ (418)
Avg. Front-End Gross	\$ (34)	\$ (77)
Avg. Finance Gross	\$ 1,492	\$ 1,564
PUVR	\$ 1,466	\$ 1,486
Total Gross (Units & PUVR)	\$ 101,140	\$ 66,891
GROI	63%	67%
% with Trade	43%	44%
Avg. Over/Under Allowance	-707	-696

No	
	22
	61.4
\$	15,109
\$	15,109
\$	15,829
	95%
	95%
\$	144
\$	(21)
\$	1,444
\$	1,424
\$	31,317
	55%
	45%
	-1,043

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	69	14
% of Retail Units	100%	20%
% Retailed of Non-New Franchise	32%	43%
Avg. Days to Sale	51.1	46.8
Avg. Transaction Price	\$ 16,460	\$ 13,882
Avg. Transaction to Market %	100%	96%
Avg. Transactional Discount	\$ (234)	\$ (242)
Avg. Front End Gross	\$ (34)	\$ 609
Avg. Finance Gross	\$ 1,492	\$ 1,083
PUVR	\$ 1,466	\$ 1,693
Total Gross (Units & PUVR)	\$ 101,140	\$ 23,696
GROI	63%	94%
% with Trade	43%	43%
Avg. Over/Under Allowance	-707	-1,514



Trade on Used	Street/Curb buy	Auction/wholesale
6	0	22
9%	0%	32%
67%	#DIV/0!	50%
22.7	#DIV/0!	74.0
\$ 14,454	#DIV/0!	\$ 17,241
105%	#DIV/0!	100%
\$ (39)	#DIV/0!	\$ (261)
\$ 1,391	#DIV/0!	\$ (582)
\$ 2,002	#DIV/0!	\$ 1,711
\$ 3,393	#DIV/0!	\$ 1,129
\$ 20,359	#DIV/0!	\$ 24,839
373%	#DIV/0!	32%
50%	#DIV/0!	32%
500	#DIV/0!	0

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
8	0	19
12%	0%	28%
13%	#DIV/0!	0%
59.5	#DIV/0!	33.3
\$ 16,751	#DIV/0!	\$ 17,965
101%	#DIV/0!	99%
\$ (322)	#DIV/0!	\$ (218)
\$ (1,111)	#DIV/0!	\$ 131
\$ 937	#DIV/0!	\$ 1,611
\$ (174)	#DIV/0!	\$ 1,806
\$ (1,392)	#DIV/0!	\$ 34,319
-6%	#DIV/0!	109%
63%	#DIV/0!	47%
-1,003	#DIV/0!	-959



## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	69	24
% of Retail Units	100%	35%
% Retailed of Non-New Franchise	32%	29%
Avg. Days to Sale	51.1	20.0
Avg. Transaction Price	\$ 16,460	\$ 15,063
Avg. Transaction to Market %	100%	102%
Avg. Transactional Discount	\$ (234)	\$ (194)
Avg. Front End Gross	\$ (34)	\$ 965
Avg. Finance Gross	\$ 1,492	\$ 1,235
PUVR	\$ 1,466	\$ 2,200
Total Gross (Units & PUVR)	\$ 101,140	\$ 52,800
GROI	63%	263%
% with Trade	43%	46%
Avg. Over/Under Allowance	-707	-338



31-45 days	46-60 days	61-90 days	90+ days
15	12	5	13
22%	17%	7%	19%
13%	33%	60%	46%
36.7	51.3	78.8	114.3
\$ 17,773	\$ 17,696	\$ 14,891	\$ 16,985
101%	102%	93%	94%
\$ (1)	\$ (1,059)	\$ (266)	\$ 220
\$ (21)	\$ (540)	\$ (481)	\$ (1,254)
\$ 1,684	\$ 2,124	\$ 1,350	\$ 1,215
\$ 1,663	\$ 1,584	\$ 869	\$ (39)
\$ 24,938	\$ 19,004	\$ 4,346	\$ (501)
92%	63%	27%	-1%
33%	58%	40%	38%
-457	-2,203	0	40