

Desk Manager(s)	Finance Manager(s)
REDMOND OROURKE	CARLOS SILVA
JOE BRUNO	MARK WHITNEY
FRANK DIGIOIA	CEDRIC MCGUIRE
	RICH WILHELM

Sales Consultant(s)	New Car Franchise(s)
NADA ACADEMY IRAKLISSLIN TONY LOPEZ	HONDA
JOHAN EMMANUEL	
MIKE DIAZ	
MIGUEL RODAS	
DJ KENT	
DAVE NOCK	
DIEGO BAEZ	

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	S190349A	2011	ACURA	RDX	32	Trade on New	No	\$ 12,000	\$ 12,000	94%	\$1,224	\$1,183
2	H190878A	2008	ACURA	TL	2	Trade on New	No	\$ 7,000	\$ 6,000	94%	\$345	\$100
3	P1208	2016	ACURA	TLX	6	Auction/Wholesale	No	\$ 21,000	\$ 19,300	92%	\$1,225	\$649
4	H191835A	2017	Acura	TLX	35	Trade on New	No	\$ 21,000	\$ 20,260	89%	\$2,026	
5	H192044A	2005	ACURA	TSX	24	Trade on New	No	\$ 7,000	\$ 6,155	86%	\$3,355	
6	P1153	2017	AUDI	A3	40	Auction/Wholesale	No	\$ 23,500	\$ 24,000	92%	\$4,045	\$1,326
7	HA31697P	2017	AUDI	Q7	3	Trade on New	No	\$ 38,000	\$ 38,200	93%	\$1,129	\$605
8	P1072	2016	BMW	428XI	70	Auction/Wholesale	No	\$ 22,000	\$ 21,500	89%	(\$1,020)	\$1,603
9	H191063A	2011	BMW	X3	22	Trade on New	No	\$ 12,400	\$ 12,495	79%	\$3,495	\$1,871
10	P1056	2015	BMW	X5	86	Auction/Wholesale	No	\$ 27,500	\$ 28,014	91%	(\$2,015)	\$2,529
11	H191676A	2014	Chevrolet	CRUZE	23	Trade on New	No	\$ 7,100	\$ 7,013	94%	\$3,613	\$346
12	P1091A	2015	Chevrolet	SILVERADO	15	Trade on Used	No	\$ 25,986	\$ 25,333	90%	\$2,833	\$2,747
13	P1204	2017	Chevrolet	TAHOE	22	Auction/Wholesale	No	\$ 31,000	\$ 30,995	95%	\$4,435	\$1,893
14	P1247	2017	Chrysler	PACIFICA	17	Auction/Wholesale	No	\$ 18,108	\$ 19,493	97%	\$1,038	\$1,934
15	P1145	2017	Chrysler	PACIFICA	16	Auction/Wholesale	No	\$ 21,000	\$ 20,995	93%	\$145	\$3,477
16	P1183	2017	Chrysler	PACIFICA	48	Auction/Wholesale	No	\$ 16,000	\$ 16,995	88%	\$990	\$1,608
17	P1164	2017	Chrysler	PACIFICA	10	Auction/Wholesale	No	\$ 20,800	\$ 21,795	93%	\$2,415	\$3,061
18	P1117A	2019	RAM	1500	6	Trade on Used	No	\$ 39,985	\$ 36,199	98%	\$1,199	\$959
19	H191660A	2012	FIAT	300C	16	Trade on New	No	\$ 6,800	\$ 6,732	79%	\$3,732	
20	P1233	2014	FORD	EXPLORER	13	Auction/Wholesale	No	\$ 14,000	\$ 14,995	80%	\$5,495	
21	P1135A	2012	FORD	FUSION	51	Trade on Used	No	\$ 7,000	\$ 7,599	84%	\$3,099	
22	H191269AA	2017	FORD	FUSION	67	Trade on Used	No	\$ 13,000	\$ 13,414	71%	\$1,714	
23	P1137	2016	FORD	FUSION	48	Auction/Wholesale	No	\$ 15,200	\$ 15,708	91%	\$428	\$2,362
24	P1142	2016	FORD	FUSION	38	Auction/Wholesale	No	\$ 15,500	\$ 15,976	89%	(\$28)	\$537
25	P1213	2013	FORD	FUSION	12	Auction/Wholesale	No	\$ 12,000	\$ 12,745	89%	\$1,915	\$624
26	P1127	2016	FORD	MUSTANG	54	Auction/Wholesale	No	\$ 22,500	\$ 23,495	90%	(\$454)	\$908
27	P1135	2010	FORD	TAURUS	20	Auction/Wholesale	No	\$ 11,000	\$ 11,995	88%	(\$822)	\$431
28	P1173	2017	GMC	SIERRA	45	Auction/Wholesale	No	\$ 38,500	\$ 38,715	96%	\$71	\$2,031
29	S190281AA	2016	GMC	TERRAIN	72	Trade on Used	No	\$ 15,500	\$ 15,506	84%	(\$183)	\$749
30	P1236	2017	HONDA	ACCORD	18	Auction/Wholesale	Yes	\$ 18,000	\$ 18,995	97%	(\$620)	\$1,412
31	V1001	2017	HONDA	ACCORD	11	Auction/Wholesale	Yes	\$ 17,000	\$ 17,236	93%	\$636	\$786
32	V1002	2017	HONDA	ACCORD	11	Auction/Wholesale	Yes	\$ 17,500	\$ 18,795	96%	\$1,236	\$990
33	P1166	2016	HONDA	ACCORD	12	Auction/Wholesale	Yes	\$ 18,584	\$ 18,759	96%	(\$249)	\$413
34	P1149	2016	HONDA	ACCORD	20	Auction/Wholesale	Yes	\$ 17,500	\$ 17,460	93%	(\$397)	\$1,867
35	P1130	2015	HONDA	ACCORD	80	Auction/Wholesale	Yes	\$ 15,700	\$ 16,695	87%	(\$1,472)	\$1,599
36	P1141	2011	HONDA	ACCORD	36	Auction/Wholesale	No	\$ 7,500	\$ 7,249	88%	\$2,578	\$302
37	P1078	2016	HONDA	ACCORD	75	Auction/Wholesale	Yes	\$ 15,500	\$ 16,495	87%	(\$1,648)	\$2,280

38	H191549A	2017	HONDA	ACCORD	7	Trade on New	Yes	\$	23,500	\$	22,987	96%	\$2,331	\$2,075
39	S190371A	2016	HONDA	ACCORD	16	Trade on New	Yes	\$	14,500	\$	15,495	94%	\$2,458	\$1,958
40	P1140	2017	HONDA	ACCORD	37	Auction/Wholesale	Yes	\$	17,250	\$	17,995	94%	\$563	\$3,910
41	P1058	2016	HONDA	ACCORD	91	Auction/Wholesale	Yes	\$	17,000	\$	17,995	92%	(\$1,689)	\$1,076
42	H181743	2018	HONDA	ACCORD	33	Loaner/Rental Fleet	Yes	\$	19,000	\$	19,895	89%	\$465	\$1,843
43	H191990A	2014	HONDA	ACCORD	11	Trade on New	No	\$	12,000	\$	12,995	92%	\$2,485	\$2,446
44	P1078A	2008	HONDA	ACCORD	11	Trade on Used	No	\$	7,500	\$	8,390	87%	\$1,345	\$73
45	P1208A	2017	HONDA	ACCORD	30	Trade on Used	Yes	\$	19,400	\$	20,120	95%	(\$229)	\$350
46	H191891A	2017	HONDA	ACCORD	40	Trade on New	Yes	\$	21,500	\$	20,867	91%	\$960	\$1,108
47	S190386A	2009	HONDA	ACCORD	9	Trade on New	No	\$	5,500	\$	5,419	90%	\$1,704	
48	H191082A	2016	HONDA	ACCORD	38	Trade on New	Yes	\$	18,500	\$	19,487	93%	\$2,921	\$3,293
49	V0987	2016	Honda	ACCORD	7	Auction/Wholesale	Yes	\$	14,860	\$	14,886	95%	\$220	\$836
50	V0964	2016	HONDA	ACCORD	2	Auction/Wholesale	Yes	\$	18,610	\$	18,000	97%	\$64	\$2,684
51	V0947	2016	HONDA	ACCORD	27	Auction/Wholesale	Yes	\$	17,500	\$	17,611	89%	\$206	
52	V0938	2016	HONDA	ACCORD	61	Auction/Wholesale	Yes	\$	15,500	\$	16,995	87%	\$311	\$1,332
53	P1221	2017	HONDA	ACCORD	24	Auction/Wholesale	Yes	\$	17,800	\$	18,361	94%	(\$500)	\$1,664

Scoreboard Totals

% Retailed of Non-Franchise Make	39%
Total # Retail Units	200
Avg. Days to Sale	26.2
Avg. Advertised Price (Time of Sale)	\$ 17,070
Avg. Transaction Price	\$ 17,292
Avg. Market Price at 100%	\$ 18,669
Avg. Price to Market % (Time of Sale)	91%
Avg. Transaction to Market	93%
Avg. Transactional Discount	\$ (229)
Avg. Front-End Gross	\$ 1,086
Avg. Finance Gross	\$ 1,444
PUVR	\$ 2,306
Total Gross (Units & PUVR)	\$ 461,129
GROI	183%
% with Trade	21%
Avg. Over/Under Allowance	\$785



MY

Scoreboard		<i>(Click on the blue head</i>	
Desk Manager	Totals	REDMOND OROURKE	
% Retailed of Non-New Franchise	39%	39%	
Total # Retail Units	200	200	
Avg. Days to Sale	26.2	26.2	
Avg. Advertised Price (Time of Sale)	\$ 17,070	\$ 17,070	
Avg. Transaction Price	\$ 17,292	\$ 17,292	
Avg. Market Price at 100%	\$ 18,669	\$ 18,657	
Avg. Price to Market % (Time of Sale)	91%	91%	
Avg. Transaction to Market	93%	93%	
Avg. Transactional Discount	\$ (229)	\$ (229)	
Avg. Front-End Gross	\$ 1,086	\$ 1,086	
Avg. Finance Gross	\$ 1,444	\$ 1,444	
PUVR	\$ 2,306	\$ 2,306	
Total Gross (Units & PUVR)	\$ 461,129	\$ 461,129	
GROI	183%	183%	
% with Trade	21%	21%	
Avg. Over/Under Allowance	785	785	



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JOE BRUNO	FRANK DIGIOIA	
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Scoreboard*(Click on the blue head*

Sales Consultant	Totals	FRANK HUSSLIN
% Retailed of Non-New Franchise	39%	33%
Total # Retail Units	200	27
Avg. Days to Sale	26.2	25.1
Avg. Advertised Price (Time of Sale)	\$ 17,070	\$ 17,249
Avg. Transaction Price	\$ 17,292	\$ 17,715
Avg. Market Price at 100%	\$ 18,669	\$ 18,585
Avg. Price to Market % (Time of Sale)	91%	93%
Avg. Transaction to Market	93%	95%
Avg. Transactional Discount	\$ (229)	\$ (466)
Avg. Front-End Gross	\$ 1,086	\$ 1,387
Avg. Finance Gross	\$ 1,444	\$ 1,488
PUVR	\$ 2,306	\$ 2,710
Total Gross (Units & PUVR)	\$ 461,129	\$ 73,174
GROI	183%	219%
% with Trade	21%	15%
Avg. Over/Under Allowance	785	1,800



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TONY LOPEZ	JOHAN EMMANUEL	MIKE DIAZ
54%	20%	41%
28	10	29
26.1	13.2	32.1
\$ 18,256	\$ 16,650	\$ 17,315
\$ 18,505	\$ 16,905	\$ 17,270
\$ 19,687	\$ 19,276	\$ 18,779
93%	86%	92%
94%	88%	92%
\$ (249)	\$ (394)	\$ 45
\$ 914	\$ 914	\$ 330
\$ 1,809	\$ 909	\$ 1,218
\$ 2,336	\$ 1,875	\$ 1,506
\$ 65,401	\$ 18,749	\$ 43,665
174%	302%	98%
21%	40%	21%
1,240	400	625

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MIGUEL RODAS	DJ KENT	DAVE NOCK
45%	50%	31%
29	36	16
26.9	25.0	33.1
\$ 17,699	\$ 16,080	\$ 15,727
\$ 18,043	\$ 16,454	\$ 16,027
\$ 19,330	\$ 18,011	\$ 17,141
92%	89%	92%
93%	91%	93%
\$ (343)	\$ (374)	\$ (300)
\$ 1,161	\$ 1,648	\$ 1,005
\$ 1,532	\$ 1,492	\$ 1,589
\$ 2,535	\$ 2,809	\$ 2,396
\$ 73,509	\$ 101,108	\$ 38,334
188%	246%	162%
24%	19%	25%
813	1,350	288

DIEGO BAEZ		
18%	#DIV/0!	#DIV/0!
22	0	0
25.1	#DIV/0!	#DIV/0!
\$ 16,467	#DIV/0!	#DIV/0!
\$ 16,255	#DIV/0!	#DIV/0!
\$ 17,970	#DIV/0!	#DIV/0!
92%	#DIV/0!	#DIV/0!
90%	#DIV/0!	#DIV/0!
\$ 223	#DIV/0!	#DIV/0!
\$ 1,051	#DIV/0!	#DIV/0!
\$ 1,360	#DIV/0!	#DIV/0!
\$ 2,023	#DIV/0!	#DIV/0!
\$ 44,501	#DIV/0!	#DIV/0!
178%	#DIV/0!	#DIV/0!
18%	#DIV/0!	#DIV/0!
433	#DIV/0!	#DIV/0!

Scoreboard		<i>(Click on the blue head</i>	
Finance Manager	Totals	CARLOS SILVA	
% Retailed of Non-New Franchise	39%	39%	
Total # Retail Units	200	199	
Avg. Days to Sale	26.2	26.2	
Avg. Advertised Price (Time of Sale)	\$ 17,070	\$ 17,121	
Avg. Transaction Price	\$ 17,292	\$ 17,348	
Avg. Market Price at 100%	\$ 18,669	\$ 18,711	
Avg. Price to Market % (Time of Sale)	91%	92%	
Avg. Transaction to Market	93%	93%	
Avg. Transactional Discount	\$ (229)	\$ (234)	
Avg. Front-End Gross	\$ 1,086	\$ 1,075	
Avg. Finance Gross	\$ 1,444	\$ 1,444	
PUVR	\$ 2,306	\$ 2,300	
Total Gross (Units & PUVR)	\$ 461,129	\$ 457,764	
GROI	183%	182%	
% with Trade	21%	0%	
Avg. Over/Under Allowance	785	785	



Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	95
Avg. Days to Sale	26.2	27.0
Avg. Advertised Price (Time of Sale)	\$ 17,070	\$ 17,455
Avg. Transaction Price	\$ 17,292	\$ 17,776
Avg. Market Price at 100%	\$ 18,669	\$ 18,744
Avg. Price to Market % (Time of Sale)	91%	93%
Avg. Transaction to Market	93%	95%
Avg. Transactional Discount	\$ (229)	\$ (322)
Avg. Front-End Gross	\$ 1,086	\$ 698
Avg. Finance Gross	\$ 1,444	\$ 1,443
PUVR	\$ 2,306	\$ 2,019
Total Gross (Units & PUVR)	\$ 461,129	\$ 191,837
GROI	183%	152%
% with Trade	21%	67%
Avg. Over/Under Allowance	785	1,385

No	
	105
	25.5
\$	16,853
\$	16,853
\$	18,577
	91%
	91%
\$	(143)
\$	1,448
\$	1,444
\$	2,570
\$	269,820
	215%
	94%
	357

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	120
Avg. Days to Sale	26.2	23.4
Avg. Advertised Price (Time of Sale)	\$ 17,070	\$ 16,313
Avg. Transaction Price	\$ 17,292	\$ 16,616
Avg. Market Price at 100%	\$ 18,669	\$ 17,536
Avg. Price to Market % (Time of Sale)	91%	93%
Avg. Transaction to Market	93%	95%
Avg. Transactional Discount	\$ (229)	\$ (303)
Avg. Front-End Gross	\$ 1,086	\$ 1,022
Avg. Finance Gross	\$ 1,444	\$ 1,426
PUVR	\$ 2,306	\$ 2,208
Total Gross (Units & PUVR)	\$ 461,129	\$ 264,988
GROI	183%	205%
% with Trade	21%	15%
Avg. Over/Under Allowance	785	1,371

No	
	78
	30.8
\$	18,543
\$	18,543
\$	20,383
	91%
	91%
\$	(114)
\$	1,190
\$	1,496
\$	2,456
\$	191,530
	155%
	31%
	191

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	61
% of Retail Units	100%	31%
% Retailed of Non-New Franchise	39%	43%
Avg. Days to Sale	26.2	20.0
Avg. Transaction Price	\$ 17,292	\$ 13,266
Avg. Transaction to Market %	93%	90%
Avg. Transactional Discount	\$ (229)	\$ (74)
Avg. Front End Gross	\$ 1,086	\$ 2,052
Avg. Finance Gross	\$ 1,444	\$ 1,396
PUVR	\$ 2,306	\$ 3,044
Total Gross (Units & PUVR)	\$ 461,129	\$ 185,671
GROI	183%	412%
% with Trade	21%	10%
Avg. Over/Under Allowance	785	588



Trade on Used	Street/Curb buy	Auction/wholesale
14	0	119
7%	0%	60%
64%	#DIV/0!	36%
25.4	#DIV/0!	30.0
\$ 17,377	#DIV/0!	\$ 19,043
89%	#DIV/0!	94%
\$ (48)	#DIV/0!	\$ (323)
\$ 2,042	#DIV/0!	\$ 500
\$ 1,145	#DIV/0!	\$ 1,519
\$ 2,942	#DIV/0!	\$ 1,930
\$ 41,187	#DIV/0!	\$ 229,653
240%	#DIV/0!	122%
29%	#DIV/0!	26%
700	#DIV/0!	806

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
2	4	0
1%	2%	0%
0%	0%	#DIV/0!
46.0	1.3	#DIV/0!
\$ 19,545	\$ 25,175	#DIV/0!
93%	100%	#DIV/0!
\$ (945)	\$ -	#DIV/0!
\$ 351	\$ -	#DIV/0!
\$ 1,299	\$ 699	#DIV/0!
\$ 1,650	\$ 699	#DIV/0!
\$ 3,299	\$ 2,796	#DIV/0!
66%	800%	#DIV/0!
50%	0%	#DIV/0!
1,500	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	137
% of Retail Units	100%	69%
% Retailed of Non-New Franchise	39%	35%
Avg. Days to Sale	26.2	14.3
Avg. Transaction Price	\$ 17,292	\$ 16,283
Avg. Transaction to Market %	93%	93%
Avg. Transactional Discount	\$ (229)	\$ (147)
Avg. Front End Gross	\$ 1,086	\$ 1,488
Avg. Finance Gross	\$ 1,444	\$ 1,348
PUVR	\$ 2,306	\$ 2,836
Total Gross (Units & PUVR)	\$ 461,129	\$ 388,526
GROI	183%	437%
% with Trade	21%	20%
Avg. Over/Under Allowance	785	412



31-45 days	46-60 days	61-90 days	90+ days
33	11	18	1
17%	6%	9%	1%
36%	64%	61%	0%
37.3	52.7	76.3	91.0
\$ 21,224	\$ 17,486	\$ 17,602	\$ 17,995
93%	92%	89%	97%
\$ (348)	\$ (722)	\$ (293)	\$ (995)
\$ 713	\$ 507	\$ (715)	\$ (1,689)
\$ 1,813	\$ 1,407	\$ 1,442	\$ 1,076
\$ 2,527	\$ 1,913	\$ 726	\$ (613)
\$ 83,379	\$ 21,044	\$ 13,074	\$ (613)
115%	75%	19%	-13%
18%	27%	28%	100%
1,090	1,650	1,188	#DIV/0!