

Sales Consultant(s)	New Car Franchise(s)
NADA ACADEMY Paul Fieldman	Chevrolet
Chuck Reardon	
Kevin McGowan	
Steve Dunn	
Cathy Goudy	
Aaron Markella	
Ed Ferragamo	
Jessica Mahoney	
Patrick Knee	
Logan Price	
Jake Mele	

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	14128RA	2012	Chevrolet	Equinox	30	Trade on Used	No	\$ 11,500	\$ 11,075	99%	\$2,989	\$1,622
2	92104A	2017	Chevrolet	Silverado	16	Trade on New	Yes	\$ 33,000	\$ 33,000	101%	\$2,540	\$2,923
3	14153L	2017	Chevrolet	Equinox	44	Auction/Wholesale	Yes	\$ 18,000	\$ 18,000	98%	\$2,682	\$1,547
4	14167L	2016	Chevrolet	Equinox	27	Auction/Wholesale	Yes	\$ 20,000	\$ 19,000	101%	\$1,776	\$2,100
5	14003L	2016	Chevrolet	Silverado	83	Auction/Wholesale	Yes	\$ 29,000	\$ 27,000	93%	\$1,767	\$2,232
6	14206L	2016	Chevrolet	Traverse	4	Auction/Wholesale	Yes	\$ 23,500	\$ 23,049	99%	\$2,084	\$2,300
7	14202L	2016	Chevrolet	Silverado	8	Auction/Wholesale	Yes	\$ 29,000	\$ 28,500	99%	\$1,692	\$3,678
8	91439Z	2019	Chevrolet	Tahoe	62	Loaner/Rental Fleet	Yes	\$ 54,000	\$ 52,000	104%	\$2,804	\$1,500
9	91993A	2016	Chevrolet	Impala	45	Trade on New	Yes	\$ 17,000	\$ 17,000	96%	\$3,987	\$0
10	14159R	2019	Buick	Enclave	32	Loaner/Rental Fleet	Yes	\$ 35,000	\$ 34,325	95%	\$3,137	\$6,500
11	91487A	2016	Chevrolet	Malibu	22	Trade on New	Yes	\$ 17,500	\$ 17,074	95%	\$5,011	\$3,245
12	14174L	2017	Chevrolet	Silverado	17	Auction/Wholesale	Yes	\$ 27,000	\$ 26,550	97%	\$3,709	\$2,273
13	14156L	2016	Buick	Encore	38	Auction/Wholesale	Yes	\$ 17,000	\$ 16,550	99%	\$2,698	\$417
14	62048LTB	2016	Chevrolet	Suburban	10	LBO Customer	No	\$ 41,081	\$ 41,081	100%	\$499	\$1,321
15	91974SA	2009	Toyota	Tacoma	28	Trade on New	No	\$ 18,000	\$ 17,650	101%	\$2,793	\$0
16	91975SA	2016	Chevrolet	Suburban	20	Trade on New	Yes	\$ 34,000	\$ 34,000	95%	\$4,139	\$2,585
17	14158L	2016	Chevrolet	Tahoe	32	Auction/Wholesale	Yes	\$ 23,000	\$ 22,500	98%	\$2,053	\$993
18	13991L	2016	Chevrolet	Colorado	96	Auction/Wholesale	Yes	\$ 27,000	\$ 27,000	101%	\$2,140	\$4,318
19	14179L	2016	Chevrolet	Traverse	17	Auction/Wholesale	Yes	\$ 23,000	\$ 22,575	98%	\$2,576	\$0
20	14172L	2016	Chevrolet	Trax	26	Auction/Wholesale	Yes	\$ 15,500	\$ 15,500	96%	\$1,783	\$4,318
21	14198P	2009	Chevrolet	Cobalt	5	Street/Curb Buy	No	\$ 6,000	\$ 6,000	88%	\$3,617	\$0
22	14188L	2015	Chevrolet	Cruze	8	Auction/Wholesale	Yes	\$ 12,000	\$ 11,560	105%	\$1,613	\$506
23	61710LTB	2016	Chevrolet	Silverado	1	LBO Customer	No	\$ 24,390	\$ 24,390	100%	\$500	\$3,015
24	14180LTB	2017	Chevrolet	Trax	1	LBO Customer	No	\$ 14,800	\$ 14,800	100%	\$1,150	\$835
25	91691A	2015	Chevrolet	Tahoe	48	Trade on New	No	\$ 44,000	\$ 43,000	98%	\$3,678	\$1,500
26	14195R	2018	Chevrolet	Suburban	12	Loaner/Rental Fleet	Yes	\$ 43,000	\$ 42,500	100%	\$2,094	\$4,400
27	92013A	2014	Chevrolet	Equinox	28	Trade on New	No	\$ 14,000	\$ 13,750	99%	\$1,735	\$1,743
28	14199L	2016	Chevrolet	Silverado	12	Auction/Wholesale	Yes	\$ 28,000	\$ 27,700	101%	\$683	\$400
29	14185P	2014	Chevrolet	Equinox	24	Street/Curb Buy	No	\$ 17,500	\$ 17,500	97%	\$3,317	\$3,314
30	91035ZA	2015	Chevrolet	Equinox	17	Trade on Used	No	\$ 15,000	\$ 14,900	100%	\$3,300	\$0
31	91958A	2016	GMC	Sierra	120	Trade on New	No	\$ 35,000	\$ 34,399	95%	\$4,219	\$4,317
32	61938LTB	2016	Chevrolet	Equinox	1	LBO Customer	No	\$ 19,656	\$ 19,656	100%	\$500	\$1,900
33	92001A	2015	Nissan	Rogue	45	Trade on New	No	\$ 15,000	\$ 14,310	95%	\$2,442	\$200
34	92146SA	2015	Chevrolet	Impala	10	Trade on New	No	\$ 17,500	\$ 17,500	102%	\$3,387	\$2,178
35	91989SA	2016	Chevrolet	Tahoe	30	Trade on New	Yes	\$ 41,000	\$ 40,850	98%	\$2,270	\$3,437
36	14184L	2016	Chevrolet	Malibu	26	Auction/Wholesale	Yes	\$ 17,000	\$ 16,550	99%	\$1,759	\$2,053
37	91991SB	2016	GMC	Sierra	32	Trade on Used	No	\$ 36,000	\$ 36,000	103%	\$4,952	\$0
38	14186R	2018	Chevrolet	Suburban	29	Loaner/Rental Fleet	Yes	\$ 43,400	\$ 42,400	100%	\$1,313	\$4,039
39	14006L	2016	Chevrolet	Silverado	88	Auction/Wholesale	Yes	\$ 29,000	\$ 28,474	103%	\$2,310	\$0
40	14112L	2016	Chevrolet	Equinox	89	Auction/Wholesale	Yes	\$ 18,000	\$ 17,550	98%	\$265	\$1,402

41	14139RA	2012	Infiniti	G37	51	Trade on Used	No	\$	11,000	\$	10,250	95%	\$2,401	\$512
42	14211L	2016	Chevrolet	Traverse	6	Loaner/Rental Fleet	Yes	\$	23,060	\$	23,060	100%	\$2,231	\$2,513
43	14154L	2016	Chevrolet	Silverado	53	Loaner/Rental Fleet	Yes	\$	25,500	\$	26,000	98%	\$667	\$2,858
44	62543LTB	2016	Chevrolet	Traverse	1	LBO Customer	No	\$	23,830	\$	23,830	100%	\$499	\$3,705
45	14156LA	2014	Chevrolet	Equinox	16	Trade on Used	No	\$	14,000	\$	13,825	102%	\$2,114	\$0
46	92141SA	2017	BMW	3 Series	15	Trade on New	No	\$	29,000	\$	28,060	97%	\$4,703	\$525
47	14204P	2015	Chevrolet	Silverado	14	Street/Curb Buy	No	\$	35,000	\$	34,500	101%	\$2,552	\$2,388
48	61930LTB	2016	Chevrolet	Tahoe	1	LBO Customer	No	\$	36,900	\$	36,900	100%	\$500	\$1,585
49	14205L	2016	Chevrolet	Cruze	1	Auction/Wholesale	Yes	\$	10,000	\$	10,000	101%	\$1,733	\$4,289
50	92021A	2016	Toyota	Highlander	33	Trade on New	No	\$	25,000	\$	23,830	93%	\$2,350	\$1,587
51	14187R	2018	Chevrolet	Impala	26	Loaner/Rental Fleet	Yes	\$	23,000	\$	22,700	103%	\$2,704	\$721
52	61054LTB	2016	Chevrolet	Malibu	1	LBO Customer	No	\$	14,035	\$	14,035	98%	\$495	\$1,154
53	92018A	2012	Toyota	Rav4	27	Trade on New	No	\$	14,000	\$	13,050	94%	\$2,039	\$3,325

Scoreboard Totals

% Retailed of Non-Franchise Make	19%
Total # Retail Units	75
Avg. Days to Sale	30.0
Avg. Advertised Price (Time of Sale)	\$ 24,522
Avg. Transaction Price	\$ 24,121
Avg. Market Price at 100%	\$ 24,867
Avg. Price to Market % (Time of Sale)	99%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 406
Avg. Front-End Gross	\$ 2,324
Avg. Finance Gross	\$ 1,800
PUVR	\$ 4,099
Total Gross (Units & PUVR)	\$ 307,436
GROI	204%
% with Trade	56%
Avg. Over/Under Allowance	(\$369)



MY

Scoreboard*(Click on the blue head*

Desk Manager	Totals	Dave Migrants
% Retailed of Non-New Franchise	19%	17%
Total # Retail Units	75	30
Avg. Days to Sale	30.0	34.4
Avg. Advertised Price (Time of Sale)	\$ 24,522	\$ 26,045
Avg. Transaction Price	\$ 24,121	\$ 25,487
Avg. Market Price at 100%	\$ 24,867	\$ 26,659
Avg. Price to Market % (Time of Sale)	99%	98%
Avg. Transaction to Market	97%	96%
Avg. Transactional Discount	\$ 406	\$ 563
Avg. Front-End Gross	\$ 2,324	\$ 2,270
Avg. Finance Gross	\$ 1,800	\$ 1,943
PUVR	\$ 4,099	\$ 4,200
Total Gross (Units & PUVR)	\$ 307,436	\$ 125,988
GROI	204%	173%
% with Trade	56%	63%
Avg. Over/Under Allowance	-369	-619



Click on the dropdown arrow to access the dropdown list, then scroll up to select your staff member

Richard Lucero	Erick Smith	Tim Mullin
13%	0%	25%
24	2	8
25.8	10.0	37.6
\$ 23,635	\$ 29,291	\$ 17,375
\$ 23,368	\$ 29,291	\$ 17,091
\$ 23,624	\$ 29,119	\$ 17,898
100%	101%	97%
99%	101%	95%
\$ 278	\$ -	\$ 285
\$ 2,249	\$ 1,943	\$ 2,137
\$ 1,625	\$ 1,750	\$ 1,584
\$ 3,805	\$ 3,693	\$ 3,721
\$ 91,310	\$ 7,385	\$ 29,765
228%	454%	208%
46%	50%	63%
-78	#DIV/0!	-650

number for each column.)

Al Stein		
36%	#DIV/0!	#DIV/0!
11	0	0
25.2	#DIV/0!	#DIV/0!
\$ 26,636	#DIV/0!	#DIV/0!
\$ 26,214	#DIV/0!	#DIV/0!
\$ 27,215	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!
\$ 423	#DIV/0!	#DIV/0!
\$ 2,841	#DIV/0!	#DIV/0!
\$ 1,959	#DIV/0!	#DIV/0!
\$ 4,800	#DIV/0!	#DIV/0!
\$ 52,795	#DIV/0!	#DIV/0!
262%	#DIV/0!	#DIV/0!
55%	#DIV/0!	#DIV/0!
0	#DIV/0!	#DIV/0!

Scoreboard*(Click on the blue head*

Sales Consultant	Totals	Alek Topali
% Retailed of Non-New Franchise	19%	25%
Total # Retail Units	75	8
Avg. Days to Sale	30.0	39.4
Avg. Advertised Price (Time of Sale)	\$ 24,522	\$ 20,938
Avg. Transaction Price	\$ 24,121	\$ 20,563
Avg. Market Price at 100%	\$ 24,867	\$ 21,493
Avg. Price to Market % (Time of Sale)	99%	97%
Avg. Transaction to Market	97%	96%
Avg. Transactional Discount	\$ 406	\$ 375
Avg. Front-End Gross	\$ 2,324	\$ 2,796
Avg. Finance Gross	\$ 1,800	\$ 1,094
PUVR	\$ 4,099	\$ 3,890
Total Gross (Units & PUVR)	\$ 307,436	\$ 31,119
GROI	204%	173%
% with Trade	56%	50%
Avg. Over/Under Allowance	-369	-500



Click on the staff name to access the dropdown list, then scroll up to select your staff member

David Fieldman	Chuck Reardon	Kevin Mcgowan
14%	0%	29%
7	10	7
22.0	18.5	23.7
\$ 27,771	\$ 22,306	\$ 23,365
\$ 27,235	\$ 22,284	\$ 22,914
\$ 27,845	\$ 21,333	\$ 23,323
100%	105%	100%
98%	104%	98%
\$ 536	\$ 25	\$ 451
\$ 2,235	\$ 2,638	\$ 2,053
\$ 2,167	\$ 1,791	\$ 1,223
\$ 4,402	\$ 4,314	\$ 3,276
\$ 30,811	\$ 43,144	\$ 22,931
264%	377%	217%
86%	60%	43%
-300	-500	250

member for each column.)

Steve Dunn	Cathy Goudy	Aaron Markella
0%	38%	11%
4	8	9
39.0	24.3	36.7
\$ 24,375	\$ 22,266	\$ 29,599
\$ 23,813	\$ 21,699	\$ 29,349
\$ 25,269	\$ 22,824	\$ 29,868
96%	98%	99%
94%	95%	98%
\$ 563	\$ 567	\$ 250
\$ 2,204	\$ 1,916	\$ 2,410
\$ 2,275	\$ 2,748	\$ 2,327
\$ 4,479	\$ 4,664	\$ 4,737
\$ 17,917	\$ 37,315	\$ 42,632
174%	319%	158%
50%	13%	67%
#DIV/0!	-250	-367

Ed Ferragamo	Jessica Mahoney	Patrick Knee
17%	0%	#DIV/0!
6	4	0
24.5	28.3	#DIV/0!
\$ 24,353	\$ 17,250	#DIV/0!
\$ 23,959	\$ 17,013	#DIV/0!
\$ 27,406	\$ 17,448	#DIV/0!
89%	99%	#DIV/0!
87%	98%	#DIV/0!
\$ 388	\$ 238	#DIV/0!
\$ 1,773	\$ 2,137	#DIV/0!
\$ 1,759	\$ 1,271	#DIV/0!
\$ 3,317	\$ 3,408	#DIV/0!
\$ 19,900	\$ 13,633	#DIV/0!
203%	255%	#DIV/0!
50%	50%	#DIV/0!
-46	#DIV/0!	#DIV/0!

Logan Price	Jake Mele	
11%	100%	#DIV/0!
9	3	0
36.2	53.7	#DIV/0!
\$ 28,444	\$ 25,833	#DIV/0!
\$ 27,625	\$ 25,767	#DIV/0!
\$ 28,381	\$ 26,798	#DIV/0!
100%	96%	#DIV/0!
97%	96%	#DIV/0!
\$ 819	\$ 67	#DIV/0!
\$ 2,267	\$ 3,374	#DIV/0!
\$ 1,786	\$ 288	#DIV/0!
\$ 4,053	\$ 3,662	#DIV/0!
\$ 36,481	\$ 10,986	#DIV/0!
146%	95%	#DIV/0!
78%	67%	#DIV/0!
-933	#DIV/0!	#DIV/0!

Scoreboard*(Click on the blue head*

Finance Manager	Totals	Hussan Ackrahm
% Retailed of Non-New Franchise	19%	11%
Total # Retail Units	75	18
Avg. Days to Sale	30.0	32.1
Avg. Advertised Price (Time of Sale)	\$ 24,522	\$ 23,417
Avg. Transaction Price	\$ 24,121	\$ 23,196
Avg. Market Price at 100%	\$ 24,867	\$ 23,258
Avg. Price to Market % (Time of Sale)	99%	101%
Avg. Transaction to Market	97%	100%
Avg. Transactional Discount	\$ 406	\$ 234
Avg. Front-End Gross	\$ 2,324	\$ 2,429
Avg. Finance Gross	\$ 1,800	\$ 2,356
PUVR	\$ 4,099	\$ 4,745
Total Gross (Units & PUVR)	\$ 307,436	\$ 85,413
GROI	204%	229%
% with Trade	56%	0%
Avg. Over/Under Allowance	-369	-130



Click on the staff member name to access the dropdown list, then scroll up to select your staff member

Pascal Lazier	Doug Murray	Erick Smith
13%	20%	75%
23	30	4
28.9	29.2	32.3
\$ 24,979	\$ 25,771	\$ 17,500
\$ 24,474	\$ 25,393	\$ 16,720
\$ 25,671	\$ 26,073	\$ 18,727
97%	99%	93%
95%	97%	89%
\$ 509	\$ 378	\$ 780
\$ 2,124	\$ 2,384	\$ 2,560
\$ 1,895	\$ 1,470	\$ 1,228
\$ 3,991	\$ 3,854	\$ 3,788
\$ 91,801	\$ 115,609	\$ 15,151
203%	187%	253%
0%	7%	0%
-413	-550	-100

Scoreboard

CPO	Totals	Yes
Total # Retail Units	75	44
Avg. Days to Sale	30.0	32.8
Avg. Advertised Price (Time of Sale)	\$ 24,522	\$ 25,988
Avg. Transaction Price	\$ 24,121	\$ 25,504
Avg. Market Price at 100%	\$ 24,867	\$ 26,077
Avg. Price to Market % (Time of Sale)	99%	100%
Avg. Transaction to Market	97%	98%
Avg. Transactional Discount	\$ 406	\$ 495
Avg. Front-End Gross	\$ 2,324	\$ 2,275
Avg. Finance Gross	\$ 1,800	\$ 2,001
PUVR	\$ 4,099	\$ 4,249
Total Gross (Units & PUVR)	\$ 307,436	\$ 186,949
GROI	204%	183%
% with Trade	56%	91%
Avg. Over/Under Allowance	-369	-361

No	
	31
	25.9
\$	22,158
\$	22,158
\$	23,198
	96%
	96%
\$	279
\$	2,394
\$	1,514
\$	3,885
\$	120,423
	244%
	46%
	-390

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	75	59
Avg. Days to Sale	30.0	26.1
Avg. Advertised Price (Time of Sale)	\$ 24,522	\$ 24,731
Avg. Transaction Price	\$ 24,121	\$ 24,369
Avg. Market Price at 100%	\$ 24,867	\$ 24,877
Avg. Price to Market % (Time of Sale)	99%	99%
Avg. Transaction to Market	97%	98%
Avg. Transactional Discount	\$ 406	\$ 363
Avg. Front-End Gross	\$ 2,324	\$ 2,176
Avg. Finance Gross	\$ 1,800	\$ 1,866
PUVR	\$ 4,099	\$ 4,042
Total Gross (Units & PUVR)	\$ 307,436	\$ 238,462
GROI	204%	229%
% with Trade	56%	51%
Avg. Over/Under Allowance	-369	-384

No	
	14
	47.4
\$	23,377
\$	23,377
\$	24,963
	94%
	94%
\$	588
\$	2,887
\$	1,454
\$	4,341
\$	60,776
	141%
	86%
	-330

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	75	20
% of Retail Units	100%	27%
% Retailed of Non-New Franchise	19%	30%
Avg. Days to Sale	30.0	33.6
Avg. Transaction Price	\$ 24,121	\$ 25,501
Avg. Transaction to Market %	97%	96%
Avg. Transactional Discount	\$ 406	\$ 446
Avg. Front End Gross	\$ 2,324	\$ 3,054
Avg. Finance Gross	\$ 1,800	\$ 1,702
PUVR	\$ 4,099	\$ 4,719
Total Gross (Units & PUVR)	\$ 307,436	\$ 94,377
GROI	204%	199%
% with Trade	56%	60%
Avg. Over/Under Allowance	-369	-421



Trade on Used	Street/Curb buy	Auction/wholesale
9	3	24
12%	4%	32%
44%	0%	8%
35.8	14.3	35.0
\$ 20,011	\$ 19,333	\$ 20,622
96%	95%	97%
\$ 184	\$ 167	\$ 440
\$ 2,910	\$ 3,162	\$ 1,968
\$ 616	\$ 1,901	\$ 1,853
\$ 3,391	\$ 5,063	\$ 3,821
\$ 30,521	\$ 15,188	\$ 91,697
171%	658%	191%
44%	33%	67%
#DIV/0!	-500	-138

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
12	7	0
16%	9%	0%
17%	0%	#DIV/0!
29.7	2.3	#DIV/0!
\$ 32,612	\$ 24,956	#DIV/0!
98%	100%	#DIV/0!
\$ 718	\$ -	#DIV/0!
\$ 2,182	\$ 592	#DIV/0!
\$ 2,643	\$ 1,931	#DIV/0!
\$ 4,826	\$ 2,523	#DIV/0!
\$ 57,907	\$ 17,658	#DIV/0!
180%	1592%	#DIV/0!
75%	0%	#DIV/0!
-500	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	75	48
% of Retail Units	100%	64%
% Retailed of Non-New Franchise	19%	6%
Avg. Days to Sale	30.0	14.4
Avg. Transaction Price	\$ 24,121	\$ 23,302
Avg. Transaction to Market %	97%	98%
Avg. Transactional Discount	\$ 406	\$ 320
Avg. Front End Gross	\$ 2,324	\$ 2,235
Avg. Finance Gross	\$ 1,800	\$ 1,903
PUVR	\$ 4,099	\$ 4,138
Total Gross (Units & PUVR)	\$ 307,436	\$ 198,620
GROI	204%	445%
% with Trade	56%	50%
Avg. Over/Under Allowance	-369	-266



31-45 days	46-60 days	61-90 days	90+ days
11	6	7	3
15%	8%	9%	4%
45%	50%	29%	33%
36.1	51.2	76.0	107.3
\$ 23,598	\$ 26,383	\$ 25,761	\$ 30,800
96%	95%	94%	95%
\$ 357	\$ 283	\$ 1,097	\$ 534
\$ 2,860	\$ 2,242	\$ 1,915	\$ 2,913
\$ 1,507	\$ 1,599	\$ 1,174	\$ 3,084
\$ 4,367	\$ 3,841	\$ 3,089	\$ 5,997
\$ 48,034	\$ 23,045	\$ 21,622	\$ 17,991
185%	102%	57%	65%
55%	67%	71%	100%
-250	-350	-750	-1,000