

Desk Manager(s)	Finance Manager(s)
BRYAN	

Sales Consultant(s)	New Car Franchise(s)
 NADA JEFFREY FIN ACADEMY	

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	RP7755	2017	FORD	150	62	Auction/Wholesale	Yes	\$ 37,475	\$ 37,475	111%	\$43	\$965
2	RP7742B	2013	FORD	EDGE	23	Trade on Used	No	\$ 16,236	\$ 16,236	99%	\$3,829	\$213
3	RP7789	2018	FORD	ECOSPORT	34	Auction/Wholesale	Yes	\$ 18,995	\$ 18,995	105%	\$906	\$376
4	RP7760	2017	FORD	MUSTANG	62	Auction/Wholesale	Yes	\$ 22,452	\$ 22,389	102%	\$570	
5	K4048A	2017	Chevrolet	EQUINOX	13	Trade on New	No	\$ 18,895	\$ 18,895	98%	\$2,479	\$2,357
6	RP7797	2017	LINCOLN	MKC	19	Auction/Wholesale	Yes	\$ 26,850	\$ 23,990	103%	(\$1,085)	\$3,430
7	RP7712	2018	FORD	F250	90	Auction/Wholesale	Yes	\$ 35,828	\$ 35,828	94%	(\$1,135)	\$1,323
8	RP7758	2016	FORD	FIESTA	63	Auction/Wholesale	Yes	\$ 10,995	\$ 10,495	107%	\$89	\$234
9	K4292A	2019	TOYOTA	RAV4	76	Trade on New	No	\$ 22,523	\$ 22,323	90%	\$169	\$3,897
10	RP7730	2016	FORD	ESCAPE	78	Auction/Wholesale	Yes	\$ 17,980	\$ 17,980	107%	(\$1,462)	
11	P7768	2018	TOYOTA	SIENNA	63	Auction/Wholesale	No	\$ 23,885	\$ 23,884	95%	\$490	
12	P7716	2017	FORD	EXPLORER	91	Auction/Wholesale	Yes	\$ 25,575	\$ 25,575	102%	(\$1,484)	\$290
13	J2155B	2016	FORD	F150	65	Trade on Used	Yes	\$ 26,840	\$ 24,690	94%	(\$788)	
14	LK0494A	2017	LINCOLN	MKZ	13	Trade on New	Yes	\$ 26,595	\$ 26,595	95%	\$4,836	\$2,584
15	K4962A	2013	FORD	EDGE	29	Trade on New	No	\$ 14,284	\$ 14,098	96%	(\$514)	\$616
16	K4305A	2017	KIA	FORTE	18	Trade on New	No	\$ 12,000	\$ 12,000	98%	\$2,414	\$650
17	P7805	2012	FORD	F150	12	Street/Curb Buy	No	\$ 21,425	\$ 20,000	94%	\$1,440	
18	K4951A	2017	JEEP	GRAND CHEROKEE	25	Trade on New	No	\$ 36,899	\$ 35,450	97%	\$2,452	\$566
19	K4125A	2016	FORD	FUSION	39	Trade on New	No	\$ 17,900	\$ 16,200	118%	\$1,475	
20	RP7755A	2013	FORD	F150	9	Trade on New	No	\$ 22,495	\$ 22,495	107%	\$6,541	\$1,642
21	K4573A	2014	FORD	FUSION	36	Trade on New	No	\$ 12,163	\$ 12,163	102%	\$2,840	\$2,083
22	K4688B	2016	FORD	F150	22	Trade on Used	No	\$ 38,895	\$ 38,769	109%	\$1,854	\$831
23	K4356A	2015	Mitsubishi	OUTLANDER	30	Trade on New	No	\$ 9,995	\$ 9,995	97%	\$4,085	\$1,385
24	P7746	2018	FORD	FOUCUS	80	Auction/Wholesale	Yes	\$ 15,581	\$ 15,581	105%	\$169	\$2,226
25	P7771	2015	FORD	F150	67	Auction/Wholesale	Yes	\$ 36,995	\$ 36,995	105%	\$1,611	\$1,444
26	K4123A	2016	FORD	TAURUS	74	Trade on New	No	\$ 15,988	\$ 15,988	94%	\$1,202	\$2,523
27	K4081A	2016	GMC	ACADIA	47	Trade on New	No	\$ 21,211	\$ 21,211	97%	\$4,006	\$2,119
28	K4878A	2017	FORD	F150	18	Trade on New	Yes	\$ 37,875	\$ 37,875	106%	\$5,499	\$1,367
29	K4108A	2017	FORD	ESCAPE	54	Trade on New	Yes	\$ 17,364	\$ 16,563	96%	\$1,385	\$1,011
30	K4199A	2016	FORD	F250	12	Trade on New	Yes	\$ 55,985	\$ 55,985	108%	\$9,579	\$2,132
31	RP7756	2016	FORD	EDGE	76	Auction/Wholesale	Yes	\$ 23,486	\$ 23,486	101%	\$345	
32	K4603B	2015	CHRYSLER	200	9	Trade on Used	No	\$ 9,894	\$ 9,894	94%	\$2,055	
33	RP7788	2018	FORD	EXPEDITION	49	Auction/Wholesale	No	\$ 48,995	\$ 48,732	104%	\$1,458	\$2,197
34	K4706A	2017	TOYOTA	CAMRY	81	Trade on New	No	\$ 18,981	\$ 18,981	94%	\$1,936	
35	RP7824	2016	LINCOLN	MKX	1	Auction/Wholesale	Yes	\$ 35,875	\$ 35,875	121%	\$2,344	\$755
36	K4330A	2018	FORD	F150	47	Trade on New	Yes	\$ 34,995	\$ 32,200	101%	(\$727)	\$1,804

37	LK0495A	2018	HONDA	ACCORD	47	Trade on New	No	\$ 25,490	\$ 25,490	101%	\$4,000	\$1,877
38	K5027A	2019	FORD	RANGER	10	Trade on New	Yes	\$ 36,590	\$ 34,500	100%	\$1,982	\$210
39	K4881A	2012	FORD	F150	33	Trade on New	No	\$ 16,581	\$ 15,920	96%	\$2,850	\$83
40	K4537A	2015	HYUNDAI	SONATA	62	Trade on New	No	\$ 11,995	\$ 11,495	94%	\$1,916	\$1,379
41	RP7800	2016	LINCOLN	MKZ	36	Auction/Wholesale	Yes	\$ 21,995	\$ 21,635	104%	\$597	\$212
42	K4726A	2017	FORD	ESCAPE	26	Trade on New	Yes	\$ 19,507	\$ 16,690	107%	\$343	
43	P7794	2017	FORD	EXPLORER	42	Auction/Wholesale	Yes	\$ 37,723	\$ 37,000	104%	\$5,010	\$2,371
44	K4677A	2018	Chevrolet	SILVERADO	13	Trade on New	No	\$ 45,199	\$ 42,873	104%	(\$1,126)	\$1,290
45	P7762	2018	FORD	FOCUS	81	Auction/Wholesale	Yes	\$ 16,588	\$ 15,185	110%	(\$1,470)	
46	K4994A	2013	FORD	F150	24	Trade on Used	No	\$ 19,985	\$ 19,985	99%	\$776	\$1,230
47	K4711A	2014	FORD	EDGE	3	Trade on New	Yes	\$ 19,000	\$ 19,000	95%	\$2,487	\$598
48	LK0518A	2015	LINCOLN	MKX	22	Trade on New	Yes	\$ 22,850	\$ 22,850	101%	\$974	\$710
49	K4740A	2016	FORD	F150	64	Trade on New	Yes	\$ 26,980	\$ 26,980	89%	\$2,917	\$84
50	K4276A	2018	FORD	F150	97	Trade on New	Yes	\$ 53,487	\$ 53,487	107%	\$1,583	\$1,440
51	K4122A	2015	HONDA	ACCORD	24	Trade on New	No	\$ 14,475	\$ 11,059	93%	(\$276)	
52	P7812	2014	FORD	F150	19	Street/Curb Buy	Yes	\$ 43,595	\$ 43,959	105%	\$2,213	\$2,429
53	K4642A	2016	FORD	F150	83	Trade on New	Yes	\$ 29,981	\$ 29,981	99%	(\$574)	\$2,362

Scoreboard Totals

% Retailed of Non-Franchise Make	99%
Total # Retail Units	153
Avg. Days to Sale	41.5
Avg. Advertised Price (Time of Sale)	\$ 24,939
Avg. Transaction Price	\$ 24,361
Avg. Market Price at 100%	\$ 24,789
Avg. Price to Market % (Time of Sale)	101%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ 586
Avg. Front-End Gross	\$ 1,580
Avg. Finance Gross	\$ 1,302
PUVR	\$ 2,602
Total Gross (Units & PUVR)	\$ 398,154
GROI	93%
% with Trade	37%
Avg. Over/Under Allowance	(\$876)



MY

Scoreboard*(Click on the blue head*

Desk Manager	Totals	
% Retailed of Non-New Franchise	99%	#DIV/0!
Total # Retail Units	153	0
Avg. Days to Sale	41.5	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 24,939	#DIV/0!
Avg. Transaction Price	\$ 24,361	#DIV/0!
Avg. Market Price at 100%	\$ 24,789	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 586	#DIV/0!
Avg. Front-End Gross	\$ 1,580	#DIV/0!
Avg. Finance Gross	\$ 1,302	#DIV/0!
PUVR	\$ 2,602	#DIV/0!
Total Gross (Units & PUVR)	\$ 398,154	#DIV/0!
GROI	93%	#DIV/0!
% with Trade	37%	#DIV/0!
Avg. Over/Under Allowance	-876	#DIV/0!



Scoreboard*(Click on the blue head*

Sales Consultant	Totals	
% Retailed of Non-New Franchise	99%	#DIV/0!
Total # Retail Units	153	0
Avg. Days to Sale	41.5	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 24,939	#DIV/0!
Avg. Transaction Price	\$ 24,361	#DIV/0!
Avg. Market Price at 100%	\$ 24,789	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 586	#DIV/0!
Avg. Front-End Gross	\$ 1,580	#DIV/0!
Avg. Finance Gross	\$ 1,302	#DIV/0!
PUVR	\$ 2,602	#DIV/0!
Total Gross (Units & PUVR)	\$ 398,154	#DIV/0!
GROI	93%	#DIV/0!
% with Trade	37%	#DIV/0!
Avg. Over/Under Allowance	-876	#DIV/0!



Scoreboard*(Click on the blue head*

Finance Manager	Totals	
% Retailed of Non-New Franchise	99%	#DIV/0!
Total # Retail Units	153	0
Avg. Days to Sale	41.5	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 24,939	#DIV/0!
Avg. Transaction Price	\$ 24,361	#DIV/0!
Avg. Market Price at 100%	\$ 24,789	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 586	#DIV/0!
Avg. Front-End Gross	\$ 1,580	#DIV/0!
Avg. Finance Gross	\$ 1,302	#DIV/0!
PUVR	\$ 2,602	#DIV/0!
Total Gross (Units & PUVR)	\$ 398,154	#DIV/0!
GROI	93%	#DIV/0!
% with Trade	37%	#DIV/0!
Avg. Over/Under Allowance	-876	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	153	70
Avg. Days to Sale	41.5	51.7
Avg. Advertised Price (Time of Sale)	\$ 24,939	\$ 27,285
Avg. Transaction Price	\$ 24,361	\$ 26,408
Avg. Market Price at 100%	\$ 24,789	\$ 26,496
Avg. Price to Market % (Time of Sale)	101%	103%
Avg. Transaction to Market	98%	100%
Avg. Transactional Discount	\$ 586	\$ 890
Avg. Front-End Gross	\$ 1,580	\$ 1,194
Avg. Finance Gross	\$ 1,302	\$ 1,285
PUVR	\$ 2,602	\$ 2,370
Total Gross (Units & PUVR)	\$ 398,154	\$ 165,888
GROI	93%	63%
% with Trade	37%	58%
Avg. Over/Under Allowance	-876	-726



No	
	83
	32.9
\$	22,634
\$	22,634
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	330
\$	1,906
\$	1,320
\$	2,798
\$	232,229
	135%
	82%
	-1,025

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	153	0
Avg. Days to Sale	41.5	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 24,939	#DIV/0!
Avg. Transaction Price	\$ 24,361	#DIV/0!
Avg. Market Price at 100%	\$ 24,789	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 586	#DIV/0!
Avg. Front-End Gross	\$ 1,580	#DIV/0!
Avg. Finance Gross	\$ 1,302	#DIV/0!
PUVR	\$ 2,602	#DIV/0!
Total Gross (Units & PUVR)	\$ 398,154	#DIV/0!
GROI	93%	#DIV/0!
% with Trade	37%	#DIV/0!
Avg. Over/Under Allowance	-876	#DIV/0!

No	
	151
	41.5
\$	24,328
\$	24,328
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	586
\$	1,576
\$	1,314
\$	2,602
\$	392,949
	93%
	18%
	-859

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	153	86
% of Retail Units	100%	56%
% Retailed of Non-New Franchise	99%	100%
Avg. Days to Sale	41.5	37.4
Avg. Transaction Price	\$ 24,361	\$ 25,532
Avg. Transaction to Market %	98%	97%
Avg. Transactional Discount	\$ 586	\$ 717
Avg. Front End Gross	\$ 1,580	\$ 1,881
Avg. Finance Gross	\$ 1,302	\$ 1,277
PUVR	\$ 2,602	\$ 2,876
Total Gross (Units & PUVR)	\$ 398,154	\$ 247,354
GROI	93%	109%
% with Trade	37%	38%
Avg. Over/Under Allowance	-876	-1,355



Trade on Used	Street/Curb buy	Auction/wholesale
22	4	40
14%	3%	26%
95%	100%	98%
36.9	15.3	56.5
\$ 21,098	\$ 23,664	\$ 23,571
136%	91%	98%
\$ (518)	\$ 265	\$ 938
\$ 2,175	\$ 2,192	\$ 585
\$ 1,035	\$ 1,414	\$ 1,458
\$ 2,776	\$ 3,252	\$ 1,883
\$ 61,068	\$ 13,009	\$ 75,301
128%	324%	51%
45%	50%	28%
-872	-1,250	490

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
0	1	0
0%	1%	0%
#DIV/0!	100%	#DIV/0!
#DIV/0!	1.0	#DIV/0!
#DIV/0!	\$ 29,800	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	\$ -	#DIV/0!
#DIV/0!	\$ 5	#DIV/0!
#DIV/0!	\$ 871	#DIV/0!
#DIV/0!	\$ 876	#DIV/0!
#DIV/0!	\$ 876	#DIV/0!
#DIV/0!	1058%	#DIV/0!
#DIV/0!	100%	#DIV/0!
#DIV/0!	7	#DIV/0!

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	153	73
% of Retail Units	100%	48%
% Retailed of Non-New Franchise	99%	99%
Avg. Days to Sale	41.5	16.3
Avg. Transaction Price	\$ 24,361	\$ 24,603
Avg. Transaction to Market %	98%	#DIV/0!
Avg. Transactional Discount	\$ 586	\$ 983
Avg. Front End Gross	\$ 1,580	\$ 2,273
Avg. Finance Gross	\$ 1,302	\$ 1,327
PUVR	\$ 2,602	\$ 3,599
Total Gross (Units & PUVR)	\$ 398,154	\$ 262,747
GROI	93%	324%
% with Trade	37%	40%
Avg. Over/Under Allowance	-876	-1,326



31-45 days	46-60 days	61-90 days	90+ days
23	12	32	13
15%	8%	21%	8%
100%	100%	97%	100%
37.3	51.9	73.8	101.5
\$ 22,058	\$ 26,265	\$ 24,235	\$ 25,627
102%	94%	124%	97%
\$ 410	\$ 1,319	\$ (458)	\$ 508
\$ 2,108	\$ 1,257	\$ 495	\$ (270)
\$ 1,217	\$ 1,936	\$ 1,171	\$ 1,072
\$ 3,325	\$ 3,192	\$ 1,666	\$ 803
\$ 76,464	\$ 38,307	\$ 53,303	\$ 10,436
146%	84%	34%	11%
52%	25%	28%	31%
-1,214	250	113	461