



Sales Consultant(s)	New Car Franchise(s)
CHRIS	MAZDA
MIKE	
WALLACE	
JERAD	
ALAN	
TUGS	
JOSH	
COLEMENN	
BEAR	
BILORI	
TODD	
GARRY	
DONNY	
DAN	
MARK	
REGAN	
JIM	
RICKEY	
HOUSE	
ADDISON	
HUNTER	
KEELER	
PAVEL	
EMMANUEL	
ATKINS	
KEVIN	
CHUCK	
ANTHONY	
EDDIE	
COOPER	
RILEY	



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	J19773	2016	MAZDA	CX5	23	Auction/Wholesale	YES	\$ 22,135	\$ 22,000	98%	(\$1,301)	\$402
2	R19660	2015	ACURA	MDX	56	Street/Curb Buy	NO	\$ 23,498	\$ 23,998		\$814	\$2,069
3	U19600A	2016	NISSAN	SENTRA	21	Trade on Used	NO	\$ 12,165	\$ 12,999		\$680	\$2,280
4	J19237	2018	GMC	SIERRA	189	Auction/Wholesale	NO	\$ 55,798	\$ 56,298		\$741	\$919
5	U19372	2018	GMC	SIERRA	154	Auction/Wholesale	NO	\$ 53,298	\$ 53,298		(\$399)	\$3,054
6	T19746	2015	MAZDA	CX-5	30	Street/Curb Buy	NO	\$ 20,498	\$ 20,498		(\$1,598)	\$1,025
7	J19456	2017	GMC	CANYON	133	Auction/Wholesale	NO	\$ 29,998	\$ 29,998		(\$1,763)	\$1,013
8	J19767	2016	MAZDA	6	23	Auction/Wholesale	NO	\$ 21,785	\$ 21,875	114%	\$3,900	\$3,457
9	J19151	2016	Chevrolet	SILVERADO	209	Auction/Wholesale	NO	\$ 51,498	\$ 47,499	99%	(\$675)	\$655
10	T19735A	2017	MAZDA	CX-3	12	Trade on Used	Yes	\$ 17,852	\$ 17,852	100%	\$660	\$2,871
11	U19777	2016	MAZDA	CX-3	18	LBO Customer	YES	\$ 18,698	\$ 18,313	105%	\$850	\$2,964
12	J19716	2017	RAM	1500	37	Auction/Wholesale	NO	\$ 42,998	\$ 42,998	123%	\$2,344	\$3,984
13	J19325	2016	GMC	SIERRA	169	Auction/Wholesale	NO	\$ 52,298	\$ 51,349	104%	(\$3,754)	\$2,095
14	U19725M	2001	TOYOTA	CELICA	8	Trade on Used	NO	\$ 4,999	\$ 4,999	116%	\$2,299	\$100
15	U19437	2018	RAM	3500	139	Auction/Wholesale	NO	\$ 54,998	\$ 54,998	92%	(\$326)	\$2,500
16	T19749	2017	JEEP	RENEGADE	24	Street/Curb Buy	NO	\$ 17,699	\$ 17,499	96%	(\$560)	\$1,245
17	J19696	2015	JEEP	WRANGLER	46	Auction/Wholesale	NO	\$ 29,999	\$ 29,999	100%	\$116	\$3,807
18	U19329	2016	JEEP	WRANGLER	169	Auction/Wholesale	NO	\$ 29,998	\$ 31,038	99%	\$1,590	\$4,243
19	R19731	2016	MAZDA	CX-5	30	Auction/Wholesale	YES	\$ 23,499	\$ 23,200	102%	(\$673)	\$0
20	M19472A	2015	JEEP	RENEGADE	120	Trade on New	NO	\$ 14,723	\$ 14,723	94%	(\$290)	\$343
21	R19563	2015	RAM	1500	81	Auction/Wholesale	NO	\$ 32,798	\$ 31,096	105%	(\$500)	\$393
22	J19406	2017	SUBARU	OUTBACK	141	Auction/Wholesale	NO	\$ 25,152	\$ 25,152	93%	(\$2,312)	\$0
23	T19727	2014	JEEP	GRAND CHEROKEE	32	Street/Curb Buy	NO	\$ 24,998	\$ 25,498	112%	\$1,266	\$487
24	J19402	2014	TOYOTA	TACOMA	146	Auction/Wholesale	NO	\$ 29,395	\$ 29,395	111%	\$980	\$0
25	T19744	2016	MAZDA	6	30	Street/Curb Buy	NO	\$ 16,998	\$ 16,998	101%	(\$1,320)	\$2,470
26	R19317A	2016	TOYOTA	RAV 4	55	Trade on Used	NO	\$ 22,998	\$ 22,998	94%	\$3,081	\$2,490
27	M19706A	2019	MAZDA	CX-5	46	TRADE ON NEW	YES	\$ 28,498	\$ 28,498	87%	\$240	\$1,476
28	U19740	2018	MAZDA	CX-5	28	Loaner/Rental Fleet	YES	\$ 27,999	\$ 27,999	102%	\$2,743	\$1,793
29	J19419	2018	DODGE	CHARGER	136	Auction/Wholesale	NO	\$ 23,498	\$ 23,498	87%	(\$1,834)	\$1,744
30	U19550	2015	MAZDA	5	94	Auction/Wholesale	NO	\$ 11,685	\$ 12,185	89%	\$1,790	\$0
31	T19776	2017	MAZDA	CX-5	22	Street/Curb Buy	YES	\$ 24,668	\$ 24,368	89%	(\$287)	\$381
32	M19508A	2017	RAM	1500	108	Trade on New	NO	\$ 17,756	\$ 17,756	66%	(\$1,090)	\$3,392
33	J19763	2019	MAZDA	CX5	16	Auction/Wholesale	NO	\$ 34,498	\$ 34,000	88%	\$1,454	\$0
34	J19512	2017	JEEP	WRANGLER	105	Auction/Wholesale	NO	\$ 32,999	\$ 32,999	102%	(\$1,184)	\$0
35	J19485	2014	JEEP	WRANGLER	112	Auction/Wholesale	NO	\$ 27,356	\$ 26,999	93%	(\$804)	\$518
36	J19533A	2016	NISSAN	SENTRA	56	TRADE ON USED	NO	\$ 11,356	\$ 11,106	83%	\$1,140	\$1,011

37	U19725M	2014	JEEP	GRAND CHEROKEE	24	Trade on Used	NO	\$	21,499	\$	21,499	100%	\$5,708	\$419
38	R199316B	2008	DODGE	RAM	42	Trade on Used	NO	\$	19,499	\$	19,499	86%	\$1,290	\$2,888
39	M19672A	2016	MAZDA	CX5	22	TRADE ON NEW	YES	\$	19,499	\$	20,996	92%	\$3,098	\$1,943
40	U19712	2011	MAZDA	3	32	Street/Curb Buy	NO	\$	11,298	\$	10,500	110%	\$1,380	\$0
41	J19778	2018	JEEP	WRANGLER	9	Auction/Wholesale	No	\$	46,999	\$	46,999	108%	\$4,491	\$1,466
42	J19586	2016	NISSAN	ROGUE	68	Auction/Wholesale	No	\$	17,185	\$	17,185	104%	\$789	\$3,161
43	R19565	2018	JEEP	GRAND CHEROKEE	74	Street/Curb Buy	NO	\$	36,298	\$	36,298	101%	\$1,317	\$5,476
44	J19346A	2007	HONDA	FIT	22	Trade on Used	NO	\$	7,499	\$	7,499	134%	\$2,702	\$0
45	J19693	2016	MAZDA	CX5	39	Auction/Wholesale	No	\$	23,499	\$	23,499	103%	\$370	\$554
46	U19436	2017	TOYOTA	TACOMA	125	Auction/Wholesale	No	\$	31,252	\$	29,999	89%	(\$1,555)	\$4,592
47	R19644A	2008	SUBARU	FORESTER	12	Trade on Used	NO	\$	8,253	\$	7,783	97%	\$1,900	\$144
48	J19529	2016	MAZDA	CX5	95	Auction/Wholesale	YES	\$	22,999	\$	22,949	101%	(\$1,000)	\$0
49	U19556B	2008	RAM	3500	33	Trade on Used	NO	\$	29,498	\$	29,498	120%	\$5,501	\$4,833
50	M19373A	2009	SUBARU	OUTBACK	23	Trade on New	NO	\$	9,499	\$	9,210	115%	\$1,163	\$736
51	R19259A	2016	SUBARU	STI	98	Trade on Used	NO	\$	27,498	\$	27,498	90%	\$3,188	\$3,532
52	R19745	2016	MAZDA	CX9	17	Street/Curb Buy	YES	\$	30,498	\$	31,222	108%	\$2,200	\$1,357
53	U19461A	2014	RAM	1500	93	Trade on Used	NO	\$	14,185	\$	14,185	129%	(\$202)	\$3,171

Scoreboard Totals

% Retailed of Non-Franchise Make	71%
Total # Retail Units	200
Avg. Days to Sale	52.4
Avg. Advertised Price (Time of Sale)	\$ 22,482
Avg. Transaction Price	\$ 22,172
Avg. Market Price at 100%	\$ 15,487
Avg. Price to Market % (Time of Sale)	145%
Avg. Transaction to Market	143%
Avg. Transactional Discount	\$ 318
Avg. Front-End Gross	\$ 1,468
Avg. Finance Gross	\$ 1,700
PUVR	\$ 3,184
Total Gross (Units & PUVR)	\$ 636,786
GROI	99%
% with Trade	36%
Avg. Over/Under Allowance	\$429



MY

Scoreboard	<i>(Click on the blue head</i>	
Desk Manager	Totals	ERNIE
% Retailed of Non-New Franchise	71%	35%
Total # Retail Units	200	23
Avg. Days to Sale	52.4	43.9
Avg. Advertised Price (Time of Sale)	\$ 22,482	\$ 21,248
Avg. Transaction Price	\$ 22,172	\$ 21,246
Avg. Market Price at 100%	\$ 15,487	#DIV/0!
Avg. Price to Market % (Time of Sale)	145%	#DIV/0!
Avg. Transaction to Market	143%	#DIV/0!
Avg. Transactional Discount	\$ 318	\$ 3
Avg. Front-End Gross	\$ 1,468	\$ 1,420
Avg. Finance Gross	\$ 1,700	\$ 1,797
PUVR	\$ 3,184	\$ 3,217
Total Gross (Units & PUVR)	\$ 636,786	\$ 73,988
GROI	99%	124%
% with Trade	36%	35%
Avg. Over/Under Allowance	429	931



Scoreboard*(Click on the blue head*

Sales Consultant	Totals	
% Retailed of Non-New Franchise	71%	#DIV/0!
Total # Retail Units	200	0
Avg. Days to Sale	52.4	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 22,482	#DIV/0!
Avg. Transaction Price	\$ 22,172	#DIV/0!
Avg. Market Price at 100%	\$ 15,487	#DIV/0!
Avg. Price to Market % (Time of Sale)	145%	#DIV/0!
Avg. Transaction to Market	143%	#DIV/0!
Avg. Transactional Discount	\$ 318	#DIV/0!
Avg. Front-End Gross	\$ 1,468	#DIV/0!
Avg. Finance Gross	\$ 1,700	#DIV/0!
PUVR	\$ 3,184	#DIV/0!
Total Gross (Units & PUVR)	\$ 636,786	#DIV/0!
GROI	99%	#DIV/0!
% with Trade	36%	#DIV/0!
Avg. Over/Under Allowance	429	#DIV/0!



Scoreboard*(Click on the blue head*

Finance Manager	Totals	
% Retailed of Non-New Franchise	71%	#DIV/0!
Total # Retail Units	200	0
Avg. Days to Sale	52.4	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 22,482	#DIV/0!
Avg. Transaction Price	\$ 22,172	#DIV/0!
Avg. Market Price at 100%	\$ 15,487	#DIV/0!
Avg. Price to Market % (Time of Sale)	145%	#DIV/0!
Avg. Transaction to Market	143%	#DIV/0!
Avg. Transactional Discount	\$ 318	#DIV/0!
Avg. Front-End Gross	\$ 1,468	#DIV/0!
Avg. Finance Gross	\$ 1,700	#DIV/0!
PUVR	\$ 3,184	#DIV/0!
Total Gross (Units & PUVR)	\$ 636,786	#DIV/0!
GROI	99%	#DIV/0!
% with Trade	36%	#DIV/0!
Avg. Over/Under Allowance	429	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	23
Avg. Days to Sale	52.4	41.3
Avg. Advertised Price (Time of Sale)	\$ 22,482	\$ 23,514
Avg. Transaction Price	\$ 22,172	\$ 23,329
Avg. Market Price at 100%	\$ 15,487	\$ 24,200
Avg. Price to Market % (Time of Sale)	145%	97%
Avg. Transaction to Market	143%	96%
Avg. Transactional Discount	\$ 318	\$ 188
Avg. Front-End Gross	\$ 1,468	\$ 990
Avg. Finance Gross	\$ 1,700	\$ 1,668
PUVR	\$ 3,184	\$ 2,820
Total Gross (Units & PUVR)	\$ 636,786	\$ 64,853
GROI	99%	105%
% with Trade	36%	17%
Avg. Over/Under Allowance	429	321



No	
	177
	53.9
\$	22,022
\$	22,022
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	335
\$	1,530
\$	1,704
\$	3,230
\$	571,707
	98%
	121%
	441

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	55
Avg. Days to Sale	52.4	43.7
Avg. Advertised Price (Time of Sale)	\$ 22,482	\$ 19,099
Avg. Transaction Price	\$ 22,172	\$ 18,573
Avg. Market Price at 100%	\$ 15,487	#DIV/0!
Avg. Price to Market % (Time of Sale)	145%	#DIV/0!
Avg. Transaction to Market	143%	#DIV/0!
Avg. Transactional Discount	\$ 318	\$ 526
Avg. Front-End Gross	\$ 1,468	\$ 1,436
Avg. Finance Gross	\$ 1,700	\$ 1,331
PUVR	\$ 3,184	\$ 2,766
Total Gross (Units & PUVR)	\$ 636,786	\$ 152,143
GROI	99%	123%
% with Trade	36%	13%
Avg. Over/Under Allowance	429	444



No	
	141
	55.8
\$	23,616
\$	23,616
	#DIV/0!
	#DIV/0!
	#DIV/0!
\$	237
\$	1,502
\$	1,845
\$	3,347
\$	471,907
	91%
	46%
	432

Scoreboard

Source	Totals	Trade on New
Total # Retail Units	200	37
% of Retail Units	100%	19%
% Retailed of Non-New Franchise	71%	62%
Avg. Days to Sale	52.4	32.1
Avg. Transaction Price	\$ 22,172	\$ 14,790
Avg. Transaction to Market %	143%	99%
Avg. Transactional Discount	\$ 318	\$ 785
Avg. Front End Gross	\$ 1,468	\$ 1,811
Avg. Finance Gross	\$ 1,700	\$ 1,312
PUVR	\$ 3,184	\$ 3,123
Total Gross (Units & PUVR)	\$ 636,786	\$ 115,538
GROI	99%	237%
% with Trade	36%	41%
Avg. Over/Under Allowance	429	350



Trade on Used	Street/Curb buy	Auction/wholesale
45	21	92
23%	11%	46%
84%	48%	76%
34.2	36.6	73.8
\$ 17,544	\$ 22,715	\$ 27,282
#DIV/0!	#DIV/0!	#DIV/0!
\$ 73	\$ 139	\$ 255
\$ 1,962	\$ 1,154	\$ 1,136
\$ 1,593	\$ 2,006	\$ 1,846
\$ 3,544	\$ 3,174	\$ 3,024
\$ 159,487	\$ 66,658	\$ 278,244
213%	137%	54%
31%	38%	37%
867	244	358

Loaner/rental fleet	LBO customer	LBO OEM/Leasing co.
1	4	0
1%	2%	0%
0%	0%	#DIV/0!
28.0	44.0	#DIV/0!
\$ 27,999	\$ 20,687	#DIV/0!
102%	97%	#DIV/0!
\$ -	\$ 1,061	#DIV/0!
\$ 2,743	\$ 1,718	#DIV/0!
\$ 1,793	\$ 1,501	#DIV/0!
\$ 4,536	\$ 3,218	#DIV/0!
\$ 4,536	\$ 12,873	#DIV/0!
208%	127%	#DIV/0!
0%	25%	#DIV/0!
#DIV/0!	-700	#DIV/0!

Scoreboard

Age	Totals	0-30 days
Total # Retail Units	200	83
% of Retail Units	100%	42%
% Retailed of Non-New Franchise	71%	63%
Avg. Days to Sale	52.4	15.0
Avg. Transaction Price	\$ 22,172	\$ 18,879
Avg. Transaction to Market %	143%	#DIV/0!
Avg. Transactional Discount	\$ 318	\$ 453
Avg. Front End Gross	\$ 1,468	\$ 2,121
Avg. Finance Gross	\$ 1,700	\$ 1,394
PUVR	\$ 3,184	\$ 3,515
Total Gross (Units & PUVR)	\$ 636,786	\$ 291,710
GROI	99%	446%
% with Trade	36%	35%
Avg. Over/Under Allowance	429	471



31-45 days	46-60 days	61-90 days	90+ days
27	23	22	45
14%	12%	11%	23%
70%	78%	82%	76%
36.6	51.3	74.2	120.9
\$ 22,197	\$ 24,439	\$ 24,676	\$ 25,848
104%	100%	95%	#DIV/0!
\$ 206	\$ 206	\$ 338	\$ 179
\$ 1,992	\$ 1,752	\$ 1,291	\$ (108)
\$ 1,756	\$ 1,997	\$ 2,012	\$ 1,926
\$ 3,748	\$ 3,748	\$ 3,303	\$ 1,818
\$ 101,209	\$ 86,214	\$ 72,667	\$ 81,825
166%	108%	65%	21%
37%	35%	23%	44%
465	181	600	408