

Desk Manager(s)	Finance Manager(s)
Dino Rucci	Doug Traher
Joe Morin	H.P.
Lavern Ford	
Alex Barone	
Doug Traher	







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	LT6305	2016	FORD	F-350	39	Trade on New	No	\$ 48,496	\$ 47,999	98%	\$1,244	\$4,575
2	T57044	2015	JEEP	JEEP	45	Trade on Used	No	\$ 17,655	\$ 17,655	96%	\$1,830	\$2,052
3	T06904	2017	ACURA	TLX	48	Trade on Used	No	\$ 20,995	\$ 20,439	96%	\$1,644	\$165
4	C26838	2016	FORD	FOCUS	58	Trade on Used	No	\$ 6,995	\$ 6,995	94%	\$1,814	\$0
5	PC9245	2016	FORD	FUSION	85	Auction/Wholesale	Yes	\$ 18,955	\$ 18,955	90%	\$0	\$2,354
6	PT7489	2016	FORD	ESCAPE	130	Auction/Wholesale	Yes	\$ 21,794	\$ 21,794	88%	\$954	\$365
7	LT4974	2013	TOYOTA	SEQUOIA	50	Trade on New	No	\$ 26,995	\$ 26,995	98%	\$4,186	\$2,173
8	C44075	2016	FORD	F-350	23	Trade on New	No	\$ 26,494	\$ 26,494	98%	\$1,318	\$2,521
9	T55521	2016	FORD	EDGE	28	Trade on New	No	\$ 27,494	\$ 26,678	99%	\$1,142	\$0
10	T38137	2008	HONDA	CIVIC	16	Trade on Used	No	\$ 7,894	\$ 7,457	102%	\$1,429	\$0
11	PC0812	2016	FORD	FOCUS	97	Auction/Wholesale	Yes	\$ 13,894	\$ 13,894	94%	\$0	\$165
12	T2425	2018	mitsubishi	LANCER GT	27	Trade on New	No	\$ 27,994	\$ 27,994	98%	\$5,717	\$2,111
13	T09607	2018	FORD	F-250	35	Trade on New	No	\$ 37,594	\$ 37,594	96%	\$2,738	\$165
14	LT4035	2009	FORD	EDGE	20	Trade on New	No	\$ 8,994	\$ 8,969	99%	\$2,178	\$165
15	T13494	2016	FORD	EXPLORER	85	Trade on New	No	\$ 25,494	\$ 25,494	90%	\$341	\$3,880
16	C20130	2015	HONDA	CIVIC	25	Trade on New	No	\$ 12,894	\$ 12,894	98%	\$1,026	\$1,288
17	LT5299	2016	FORD	FOCUS	38	Trade on New	No	\$ 7,994	\$ 7,635	96%	\$1,047	\$0
18	TL5679	2018	FORD	ESCAPE	35	Trade on New	No	\$ 23,994	\$ 23,740	98%	\$3,097	\$3,074
19	T41924	2014	FORD	FLEX	92	Trade on New	No	\$ 14,494	\$ 14,494	94%	\$285	\$737
20	T81009	2007	CHEVROLET	SILVERADO	26	Trade on New	No	\$ 10,994	\$ 10,015	95%	\$3,072	\$0
21	PC1850	2017	FORD	FUSION	90	Auction/Wholesale	Yes	\$ 16,694	\$ 16,694	90%	\$87	\$0
22	TL8921	2016	FORD	MUSTANG	37	Trade on New	No	\$ 28,494	\$ 27,994	98%	\$43	\$874
23	LC7832	2016	FORD	MUSTANG	69	Trade on New	No	\$ 19,494	\$ 19,494	94%	\$2,787	\$1,263
24	LT7488	2017	FORD	EDGE	49	Trade on New	No	\$ 21,294	\$ 21,294	96%	\$3,122	\$1,113
25	PC6612	2016	FORD	Taurus SHO	39	Trade on New	No	\$ 26,994	\$ 26,195	101%	\$0	\$165
26	LT5226	2013	FORD	ESCAPE	19	Trade on New	No	\$ 11,994	\$ 11,994	102%	\$653	\$1,630
27	C16716	2013	FORD	FUSION	21	Trade on New	No	\$ 11,994	\$ 11,994	99%	\$1,685	\$165
28	PC5024	2018	FORD	FOCUS	155	Auction/Wholesale	Yes	\$ 14,924	\$ 14,924	88%	\$0	\$0
29	T38268	2015	FORD	FOCUS	10	Trade on New	No	\$ 11,494	\$ 11,494	99%	\$3,608	\$528
30	PT4717	2016	FORD	F-150	41	Auction/Wholesale	No	\$ 37,994	\$ 37,994	96%	\$883	\$0
31	T86161	2017	FORD	ESCAPE	34	Trade on New	No	\$ 14,994	\$ 14,695	97%	\$2,341	\$165
32	T98591	2012	JEEP	CHEROKEE	62	Trade on Used	No	\$ 13,893	\$ 11,500	95%	\$0	\$0
33	T77383	2015	FORD	ESCAPE	28	Trade on New	No	\$ 14,494	\$ 14,494	96%	\$2,473	\$1,081
34	PC0656	2017	LINCOLN	MKZ	125	Auction/Wholesale	No	\$ 21,884	\$ 21,884	88%	\$0	\$2,255
35	PT3159	2016	FORD	ESCAPE	202	Auction/Wholesale	No	\$ 15,494	\$ 15,494	84%	\$0	\$1,432
36	T08883	2013	FORD	F-150	90	Trade on New	No	\$ 21,984	\$ 21,984	90%	\$0	\$0
37	PT5781	2018	FORD	ECO SPORT	133	Auction/Wholesale	No	\$ 16,884	\$ 16,884	87%	\$0	\$2,342
38	T42875	2013	FORD	EXPLORER	21	Trade on New	No	\$ 20,994	\$ 20,994	99%	\$3,116	\$2,307
39	PT0262	2017	FORD	F-150	109	Auction/Wholesale	Yes	\$ 32,974	\$ 32,974	88%	\$989	\$2,604
40	TL3816	2017	FORD	EXPLORER	58	Trade on New	No	\$ 27,993	\$ 27,370	94%	\$1,000	\$1,480

41	T40158	2016	FORD	F-150	52	Trade on New	No	\$	24,993	\$	24,993	94%	\$1,996	\$3,548
42	T200550	2014	Chevrolet	SILVERADO	80	Trade on New	No	\$	28,993	\$	28,000	92%	\$732	\$0
43	C18694	2015	FORD	FIESTA	66	Trade on New	No	\$	8,893	\$	8,893	92%	\$1,609	\$2,460
44	PT4344	2017	FORD	F-150	55	Auction/Wholesale	No	\$	32,993	\$	32,793	94%	\$1,591	\$0
45	C35801	2016	FORD	MUSTANG	23	Trade on Used	No	\$	24,993	\$	24,993	98%	\$2,267	\$1,065
46	C31226	2015	SUBARU	WRX	86	Trade on Used	No	\$	15,993	\$	15,100	88%	\$0	\$707
47	C27119	2004	Chevrolet	IMPALA	2	Trade on Used	No	\$	800	\$	800	85%	\$0	\$0
48	PT7819	2016	FORD	EXPLORER	118	Auction/Wholesale	Yes	\$	24,493	\$	24,493	86%	\$0	\$0
49	T76234	2011	FORD	F-150	34	Trade on New	No	\$	17,793	\$	17,793	97%	\$4,255	\$1,575
50	LT8996	2016	FORD	EDGE	28	Trade on New	No	\$	23,393	\$	23,393	98%	\$2,499	\$609
51	PT7989	2016	FORD	F-150	12	Auction/Wholesale	No	\$	38,393	\$	36,891	96%	\$2,061	\$609
52	T43768	2012	BUICK	ENCLAVE	116	Trade on New	No	\$	10,494	\$	10,494	86%	\$0	\$0
53	T81915	2013	HONDA	CRV	17	Trade on Used	No	\$	15,993	\$	15,993	96%	\$4,246	\$2,130

## Scoreboard Totals

% Retailed of Non-Franchise Make	96%
Total # Retail Units	55
Avg. Days to Sale	58.8
Avg. Advertised Price (Time of Sale)	\$ 20,329
Avg. Transaction Price	\$ 20,079
Avg. Market Price at 100%	\$ 21,559
Avg. Price to Market % (Time of Sale)	94%
Avg. Transaction to Market	93%
Avg. Transactional Discount	\$ 250
Avg. Front-End Gross	\$ 1,455
Avg. Finance Gross	\$ 1,098
PUVR	\$ 2,467
Total Gross (Units & PUVR)	\$ 135,669
GROI	75%
% with Trade	47%
Avg. Over/Under Allowance	#VALUE!



MY

Scoreboard		<i>(Click on the blue head</i>	
Desk Manager	Totals	Dino Rucci	
% Retailed of Non-New Franchise	96%	#DIV/0!	
Total # Retail Units	55	0	
Avg. Days to Sale	58.8	#DIV/0!	
Avg. Advertised Price (Time of Sale)	\$ 20,329	#DIV/0!	
Avg. Transaction Price	\$ 20,079	#DIV/0!	
Avg. Market Price at 100%	\$ 21,559	#DIV/0!	
Avg. Price to Market % (Time of Sale)	94%	#DIV/0!	
Avg. Transaction to Market	93%	#DIV/0!	
Avg. Transactional Discount	\$ 250	#DIV/0!	
Avg. Front-End Gross	\$ 1,455	#DIV/0!	
Avg. Finance Gross	\$ 1,098	#DIV/0!	
PUVR	\$ 2,467	#DIV/0!	
Total Gross (Units & PUVR)	\$ 135,669	#DIV/0!	
GROI	75%	#DIV/0!	
% with Trade	47%	#DIV/0!	
Avg. Over/Under Allowance	#VALUE!	#DIV/0!	



**der to access the dropdown list, then scroll up to select your staff r**

Joe Morin	Lavern Ford	Alex Barone
96%	100%	100%
48	2	5
60.9	15.5	56.2
\$ 20,113	\$ 25,194	\$ 20,455
\$ 19,883	\$ 24,443	\$ 20,216
\$ 20,777	\$ 25,876	\$ 21,912
97%	97%	93%
96%	94%	92%
\$ 229	\$ 751	\$ 239
\$ 1,515	\$ 1,357	\$ 921
\$ 1,123	\$ 1,120	\$ 857
\$ 2,541	\$ 2,477	\$ 1,778
\$ 121,976	\$ 4,953	\$ 8,889
76%	235%	56%
50%	50%	20%
#VALUE!	0	0

**number for each column.)**

Doug Traher		
#DIV/0!	#DIV/0!	#DIV/0!
0	0	0
#DIV/0!	#DIV/0!	#DIV/0!





**Scoreboard***(Click on the blue head*

<b>Sales Consultant</b>	<b>Totals</b>	<b>Coach</b>
% Retailed of Non-New Franchise	96%	100%
Total # Retail Units	55	9
Avg. Days to Sale	58.8	57.3
Avg. Advertised Price (Time of Sale)	\$ 20,329	\$ 25,700
Avg. Transaction Price	\$ 20,079	\$ 25,611
Avg. Market Price at 100%	\$ 21,559	\$ 27,072
Avg. Price to Market % (Time of Sale)	94%	95%
Avg. Transaction to Market	93%	95%
Avg. Transactional Discount	\$ 250	\$ 89
Avg. Front-End Gross	\$ 1,455	\$ 2,003
Avg. Finance Gross	\$ 1,098	\$ 1,016
PUVR	\$ 2,467	\$ 3,020
Total Gross (Units & PUVR)	\$ 135,669	\$ 27,176
GROI	75%	74%
% with Trade	47%	67%
Avg. Over/Under Allowance	#VALUE!	0



**der to access the dropdown list, then scroll up to select your staff r**

Rick	Matt	Gene
100%	83%	100%
7	6	9
46.3	52.3	71.6
\$ 19,408	\$ 17,337	\$ 18,163
\$ 19,054	\$ 17,086	\$ 18,107
\$ 20,303	\$ 18,494	\$ 19,356
96%	94%	94%
94%	92%	94%
\$ 355	\$ 301	\$ 56
\$ 1,588	\$ 1,224	\$ 1,602
\$ 306	\$ 1,834	\$ 1,331
\$ 1,894	\$ 2,892	\$ 2,933
\$ 13,258	\$ 17,352	\$ 26,393
77%	116%	81%
43%	17%	44%
0	0	0

**number for each column.)**

Brandon	Jeremy	Frank
100%	#DIV/0!	100%
3	0	2
17.3	#DIV/0!	37.0
\$ 21,893	#DIV/0!	\$ 22,494
\$ 20,715	#DIV/0!	\$ 22,394
\$ 22,507	#DIV/0!	\$ 23,429
97%	#DIV/0!	96%
92%	#DIV/0!	96%
\$ 1,178	#DIV/0!	\$ 100
\$ 1,473	#DIV/0!	\$ 1,122
\$ 729	#DIV/0!	\$ 815
\$ 2,202	#DIV/0!	\$ 1,937
\$ 6,605	#DIV/0!	\$ 3,874
221%	#DIV/0!	84%
33%	#DIV/0!	0%
0	#DIV/0!	0

Dave	Essi	Sage
100%	75%	100%
7	4	3
95.4	68.5	38.3
\$ 18,050	\$ 25,495	\$ 16,127
\$ 17,908	\$ 25,370	\$ 15,855
\$ 20,011	\$ 19,030	\$ 16,518
90%	134%	98%
89%	133%	96%
\$ 142	\$ -	\$ 272
\$ 911	\$ 1,543	\$ 1,479
\$ 555	\$ 2,264	\$ 875
\$ 1,465	\$ 3,136	\$ 2,354
\$ 10,257	\$ 12,543	\$ 7,061
31%	65%	139%
57%	75%	67%
#VALUE!	0	0



































Scoreboard		<i>(Click on the blue head</i>	
Finance Manager	Totals	Doug Traher	
% Retailed of Non-New Franchise	96%	96%	
Total # Retail Units	55	23	
Avg. Days to Sale	58.8	55.9	
Avg. Advertised Price (Time of Sale)	\$ 20,329	\$ 18,439	
Avg. Transaction Price	\$ 20,079	\$ 18,252	
Avg. Market Price at 100%	\$ 21,559	\$ 19,650	
Avg. Price to Market % (Time of Sale)	94%	94%	
Avg. Transaction to Market	93%	93%	
Avg. Transactional Discount	\$ 250	\$ 195	
Avg. Front-End Gross	\$ 1,455	\$ 1,558	
Avg. Finance Gross	\$ 1,098	\$ 1,435	
PUVR	\$ 2,467	\$ 2,952	
Total Gross (Units & PUVR)	\$ 135,669	\$ 67,904	
GROI	75%	104%	
% with Trade	47%	0%	
Avg. Over/Under Allowance	#VALUE!	#VALUE!	



**der to access the dropdown list, then scroll up to select your staff r**

H.P.		
97%	#DIV/0!	#DIV/0!
32	0	0
60.9	#DIV/0!	#DIV/0!
\$ 21,687	#DIV/0!	#DIV/0!
\$ 21,392	#DIV/0!	#DIV/0!
\$ 22,089	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!
\$ 288	#DIV/0!	#DIV/0!
\$ 1,381	#DIV/0!	#DIV/0!
\$ 856	#DIV/0!	#DIV/0!
\$ 2,122	#DIV/0!	#DIV/0!
\$ 67,906	#DIV/0!	#DIV/0!
59%	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!
0	#DIV/0!	#DIV/0!





## Scoreboard

CPO	Totals	Yes
Total # Retail Units	55	7
Avg. Days to Sale	58.8	112.0
Avg. Advertised Price (Time of Sale)	\$ 20,329	\$ 20,533
Avg. Transaction Price	\$ 20,079	\$ 20,533
Avg. Market Price at 100%	\$ 21,559	\$ 23,152
Avg. Price to Market % (Time of Sale)	94%	89%
Avg. Transaction to Market	93%	89%
Avg. Transactional Discount	\$ 250	\$ -
Avg. Front-End Gross	\$ 1,455	\$ 290
Avg. Finance Gross	\$ 1,098	\$ 784
PUVR	\$ 2,467	\$ 1,074
Total Gross (Units & PUVR)	\$ 135,669	\$ 7,518
GROI	75%	17%
% with Trade	47%	4%
Avg. Over/Under Allowance	#VALUE!	0

No	
	48
	51.0
\$	20,013
\$	20,013
\$	20,760
	96%
	96%
\$	287
\$	1,625
\$	1,144
\$	2,679
\$	128,575
	94%
	41%
	#VALUE!

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	55	0
Avg. Days to Sale	58.8	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 20,329	#DIV/0!
Avg. Transaction Price	\$ 20,079	#DIV/0!
Avg. Market Price at 100%	\$ 21,559	#DIV/0!
Avg. Price to Market % (Time of Sale)	94%	#DIV/0!
Avg. Transaction to Market	93%	#DIV/0!
Avg. Transactional Discount	\$ 250	#DIV/0!
Avg. Front-End Gross	\$ 1,455	#DIV/0!
Avg. Finance Gross	\$ 1,098	#DIV/0!
PUVR	\$ 2,467	#DIV/0!
Total Gross (Units & PUVR)	\$ 135,669	#DIV/0!
GROI	75%	#DIV/0!
% with Trade	47%	#DIV/0!
Avg. Over/Under Allowance	#VALUE!	#DIV/0!



No	
	53
	59.4
\$	19,598
\$	19,598
\$	21,076
	93%
	93%
\$	250
\$	1,452
\$	1,015
\$	2,467
\$	130,736
	76%
	40%
	#VALUE!

## Scoreboard

Source	Totals	Trade on New
Total # Retail Units	55	33
% of Retail Units	100%	60%
% Retailed of Non-New Franchise	96%	97%
Avg. Days to Sale	58.8	46.2
Avg. Transaction Price	\$ 20,079	\$ 20,538
Avg. Transaction to Market %	93%	95%
Avg. Transactional Discount	\$ 250	\$ 226
Avg. Front End Gross	\$ 1,455	\$ 1,825
Avg. Finance Gross	\$ 1,098	\$ 1,278
PUVR	\$ 2,467	\$ 3,018
Total Gross (Units & PUVR)	\$ 135,669	\$ 99,596
GROI	75%	114%
% with Trade	47%	48%
Avg. Over/Under Allowance	#VALUE!	#VALUE!



Trade on Used	Street/Curb buy	Auction/wholesale
9	0	13
16%	0%	24%
89%	#DIV/0!	100%
39.7	#DIV/0!	104.0
\$ 13,437	#DIV/0!	\$ 23,513
91%	#DIV/0!	90%
\$ 535	#DIV/0!	\$ 131
\$ 1,470	#DIV/0!	\$ 505
\$ 680	#DIV/0!	\$ 933
\$ 1,933	#DIV/0!	\$ 1,438
\$ 17,400	#DIV/0!	\$ 18,691
131%	#DIV/0!	21%
22%	#DIV/0!	62%
0	#DIV/0!	0





## Scoreboard

Age	Totals	0-30 days
Total # Retail Units	55	18
% of Retail Units	100%	33%
% Retailed of Non-New Franchise	96%	100%
Avg. Days to Sale	58.8	20.6
Avg. Transaction Price	\$ 20,079	\$ 17,297
Avg. Transaction to Market %	93%	96%
Avg. Transactional Discount	\$ 250	\$ 298
Avg. Front End Gross	\$ 1,455	\$ 2,190
Avg. Finance Gross	\$ 1,098	\$ 988
PUVR	\$ 2,467	\$ 3,178
Total Gross (Units & PUVR)	\$ 135,669	\$ 57,205
GROI	75%	322%
% with Trade	47%	56%
Avg. Over/Under Allowance	#VALUE!	0



31-45 days	46-60 days	61-90 days	90+ days
10	7	9	11
18%	13%	16%	20%
80%	100%	100%	100%
37.7	52.9	79.2	127.6
\$ 25,929	\$ 22,983	\$ 18,457	\$ 18,793
96%	94%	89%	88%
\$ 276	\$ 197	\$ 475	\$ -
\$ 1,748	\$ 2,193	\$ 617	\$ 203
\$ 1,265	\$ 1,211	\$ 1,185	\$ 984
\$ 3,012	\$ 3,405	\$ 1,802	\$ 1,187
\$ 30,123	\$ 23,832	\$ 16,220	\$ 13,057
111%	101%	44%	18%
20%	57%	33%	64%
0	0	0	#VALUE!