

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CP O	Advertised Price (Time of Sale)	Transaction Price	Advertised Price to Market % (Time of Sale)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	35	Trade on New	No	\$ 15,000	\$ 13,800	95%	\$750	\$1,100
1	201799A	2016	Jeep	Wrangler	52	Trade on New	Yes	\$ 27,991	\$ 27,991	100%	\$2,231	\$2,210
2	201854A	2015	Jeep	Wrangler	19	Trade on New	Yes	\$ 23,991	\$ 23,991	100%	\$5,597	\$1,722
3	P1250A	2017	Ford	Explorer	210	Trade on Used	No	\$ 21,999	\$ 21,999	100%	(\$597)	\$204
4	P1333R	2017	Jeep	Grand Cherokee	186	Loaner/Rental Fleet	Yes	\$ 20,999	\$ 20,999	100%	\$49	\$861
5	191728AA	2016	Dodge	Challenger	53	Trade on New	Yes	\$ 28,991	\$ 28,991	100%	\$2,380	\$2,450
6	P1424R	2019	Jeep	Grand Cherokee	41	Loaner/Rental Fleet	Yes	\$ 30,991	\$ 30,991	100%	\$5,443	\$3,164
7	P1344R	2019	Jeep	Cherokee	147	Loaner/Rental Fleet	Yes	\$ 17,999	\$ 17,999	100%	(\$787)	\$731
8	191726A	2014	Ford	F150 4W	117	Trade on New	No	\$ 26,993	\$ 26,993	100%	(\$225)	\$2,195
9	201449A	2016	Dodge	Grand Caravan	72	Trade on New	Yes	\$ 12,991	\$ 15,991	123%	\$3,290	\$1,075
10	201263B	2010	Chevrolet	Malibu	7	Trade on New	No	\$ 2,650	\$ 2,650	100%	\$550	\$0
11	P1443R	2020	Jeep	Wrangler	14	Loaner/Rental Fleet	Yes	\$ 35,991	\$ 34,500	95%	\$2,336	\$292
12	191588B	2016	Ford	Fusion	152	Trade on New	No	\$ 12,599	\$ 12,599	100%	\$265	
13	P1420R	2019	Ram	3500 4WD	44	Loaner/Rental Fleet	Yes	\$ 46,991	\$ 46,991	100%	\$2,435	\$0
14	P1465	2017	Ram	1500 4WD	0	Auction/Wholesale	Yes	\$ 21,764	\$ 21,764	100%	\$1,000	\$1,711
15	201200A	2013	Acura	ILX	40	Trade on New	No	\$ 11,991	\$ 10,490	87%	\$1,770	\$0
16	201771A	2017	Jeep	Renegade	58	Trade on New	Yes	\$ 16,991	\$ 16,991	100%	\$2,480	\$2,547
17	201402B	2012	Jeep	Grand Cherokee	53	Trade on New	No	\$ 15,491	\$ 14,802	95%	\$700	\$0
18	201859A	2017	Jeep	Grand Cherokee	23	Trade on New	Yes	\$ 24,991	\$ 24,991	100%	\$367,020	\$231,432
19	201853A	2019	Jeep	Cherokee	16	Trade on New	Yes	\$ 24,991	\$ 24,991	100%	\$4,055	\$3,664
20	P1435R	2019	Jeep	Wrangler	45	Loaner/Rental Fleet	Yes	\$ 30,491	\$ 30,491	100%	\$2,019	\$637
21	P1396R	2019	Dodge	Grand Caravan	107	Loaner/Rental Fleet	Yes	\$ 19,993	\$ 19,993	100%	(\$373)	\$795
22	201373A	2015	Chevrolet	Cruze	83	Trade on New	No	\$ 8,791	\$ 8,791	100%	\$3,173	\$0
23	201865A	2016	Chrysler	200	25	Trade on New	Yes	\$ 10,991	\$ 10,991	100%	\$1,849	\$175
24	P1453	2017	Ram	1500 4WD	10	Auction/Wholesale	Yes	\$ 24,991	\$ 24,991	100%	\$2,848	\$2,242
25	P1403	2017	Ford	Flex	110	Auction/Wholesale	No	\$ 2,693	\$ 26,993	100%	(\$716)	\$0
26	201226A	2015	Jeep	Grand Cherokee	106	Trade on New	Yes	\$ 17,993	\$ 17,993	100%	\$762	\$618
27	P1383R	2019	Jeep	Compass	111	Loaner/Rental Fleet	Yes	\$ 21,993	\$ 21,400	100%	(\$352)	\$0

28	201256A	2017	Jeep	Cherokee	121	Trade on New	Yes	\$	15,493	\$	15,493	100%	\$783	\$0
29	P1402R	2019	Ram	ProMaster Cargo	111	Loaner/Rental Fleet	Yes	\$	26,991	\$	26,991	100%	\$334	\$2,407
30	P1446R	2020	Jeep	Wrangler	16	Loaner/Rental Fleet	Yes	\$	42,991	\$	42,991	100%	\$2,995	\$500
31	201064A	2017	Chevrolet	Cruze	208	Trade on New	No	\$	12,499	\$	12,499	100%	\$1,419	\$2,999
32	P1425R	2019	Jeep	Grand Cherokee	51	Loaner/Rental Fleet	Yes	\$	31,491	\$	31,491	100%	\$282	\$700
33	201311A	2017	Jeep	Cherokee	105	Trade on New	Yes	\$	16,993	\$	16,993	100%	(\$390)	\$0
34	201301A	2015	Ford	Escape	117	Trade on New	No	\$	12,393	\$	12,393	100%	\$78	\$1,819
35	201837A	2017	Jeep	Grand Cherokee	24	Trade on New	Yes	\$	27,991	\$	27,991	100%	\$3,130	\$2,719
36	201668A	2017	Ram	1500 4WD	94	Trade on New	Yes	\$	34,891	\$	33,853	100%	\$2,464	\$931
37	201623A	2017	Jeep	Renegade	26	Trade on New	Yes	\$	15,591	\$	13,991	89%	(\$1,196)	\$2,021
38	191612A	2013	Jeep	Compass	259	Trade on New	No	\$	11,500	\$	9,834	85%	\$1,109	\$1,506
39	201710A	2012	Dodge	Charger	49	Trade on New	No	\$	13,591	\$	13,591	100%	\$2,050	\$450
40	201954A	2016	Jeep	Wrangler	3	Trade on New	Yes	\$	28,991	\$	26,152	90%	\$3,549	\$2,543
41	P1468R	2015	Chrysler	Town & Country	0	Loaner/Rental Fleet	Yes	\$	12,500	\$	12,500	100%	\$2,531	\$388
42	P1449R	2020	Jeep	Wrangler	14	Loaner/Rental Fleet	Yes	\$	35,991	\$	34,612	96%	\$2,203	\$1,000
43	201952A	2016	Toyota	Sienna	10	Trade on New	No	\$	24,991	\$	24,991	100%	\$3,762	\$1,340
44	P1362A	2016	Ram	2500 4WD	117	Trade on Used	Yes	\$	36,993	\$	34,378	92%	\$278	\$0
45	P1295R	2018	Dodge	Journey	251	Loaner/Rental Fleet	Yes	\$	15,999	\$	15,999	100%	\$99	\$1,827
46	201198A	2015	Jeep	Grand Cherokee	77	Loaner/Rental Fleet	Yes	\$	20,991	\$	19,850	94%	(\$243)	\$2,413
47	201763A	2017	Chrysler	Pacifica	104	Trade on New	Yes	\$	16,993	\$	16,993	100%	\$2,104	\$508
48	P1299R	2018	Dodge	Journey	252	Loaner/Rental Fleet	Yes	\$	15,999	\$	15,999	100%	\$99	\$1,920
49	P1409R	2019	Ford	Mustang	111	Loaner/Rental Fleet	No	\$	24,993	\$	24,993	100%	\$1,075	\$2,074
50	191566B	2018	Ram	2500 4WD	83	Trade on New	Yes	\$	35,791	\$	35,791	100%	\$5,872	\$2,868
51	P1376R	2019	Ram	ProMaster 2500	128	Loaner/Rental Fleet	Yes	\$	25,991	\$	25,825	99%	\$752	\$2,514
52	201263BB	2014	Dodge	Grand Caravan	20	Trade on New	No	\$	11,591	\$	11,591	100%	\$823	\$385
53	P1386R	2019	Chrysler	Pacifica	119	Loaner/Rental Fleet	Yes	\$	23,993	\$	23,136	96%	(\$391)	\$0

Scoreboard Totals

% Retailed of Non-Franchise Make	30%
Total # Retail Units	161
Avg. Days to Sale	65.5
Avg. Advertised Price (Time of Sale)	\$ 22,342
Avg. Transaction Price	\$ 22,136
Avg. Market Price at 100%	\$ 22,809
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 206
Avg. Front-End Gross	\$ 4,338
Avg. Finance Gross	\$ 2,816
PUVR	\$ 7,109
Total Gross (Units & PUVR)	\$ 1,144,588
GROI	177%
% with Trade	42%
Avg. Over/Under Allowance	\$292



Scoreboard

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Desk Manager	Totals	Cris Resek
% Retailed of Non-New Franchise	30%	24%
Total # Retail Units	161	78
Avg. Days to Sale	65.5	65.0
Avg. Advertised Price (Time of Sale)	\$ 22,342	\$ 23,809
Avg. Transaction Price	\$ 22,136	\$ 23,322
Avg. Market Price at 100%	\$ 22,809	\$ 24,392
Avg. Price to Market % (Time of Sale)	98%	98%
Avg. Transaction to Market	97%	96%
Avg. Transactional Discount	\$ 206	\$ 487
Avg. Front-End Gross	\$ 4,338	\$ 2,233
Avg. Finance Gross	\$ 2,816	\$ 1,433
PUVR	\$ 7,109	\$ 3,648
Total Gross (Units & PUVR)	\$ 1,144,588	\$ 284,508
GROI	177%	87%
% with Trade	42%	49%
Avg. Over/Under Allowance	292	318



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Sam Pickering	Jim Bucher		
36%	18%	#DIV/0!	#DIV/0!
70	11	0	0
65.4	79.6	#DIV/0!	#DIV/0!
\$ 20,711	\$ 23,483	#DIV/0!	#DIV/0!
\$ 20,840	\$ 23,095	#DIV/0!	#DIV/0!
\$ 20,986	\$ 23,929	#DIV/0!	#DIV/0!
99%	98%	#DIV/0!	#DIV/0!
99%	97%	#DIV/0!	#DIV/0!
\$ (129)	\$ 389	#DIV/0!	#DIV/0!
\$ 7,220	\$ 1,629	#DIV/0!	#DIV/0!
\$ 4,531	\$ 2,094	#DIV/0!	#DIV/0!
\$ 11,648	\$ 3,723	#DIV/0!	#DIV/0!
\$ 815,342	\$ 40,952	#DIV/0!	#DIV/0!
308%	73%	#DIV/0!	#DIV/0!
37%	27%	#DIV/0!	#DIV/0!
268	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Mike Chermonitz
% Retailed of Non-New Franchise	30%	23%
Total # Retail Units	161	26
Avg. Days to Sale	65.5	73.1
Avg. Advertised Price (Time of Sale)	\$ 22,342	\$ 21,819
Avg. Transaction Price	\$ 22,136	\$ 21,176
Avg. Market Price at 100%	\$ 22,809	\$ 22,541
Avg. Price to Market % (Time of Sale)	98%	97%
Avg. Transaction to Market	97%	94%
Avg. Transactional Discount	\$ 206	\$ 643
Avg. Front-End Gross	\$ 4,338	\$ 16,127
Avg. Finance Gross	\$ 2,816	\$ 10,054
PUVR	\$ 7,109	\$ 25,560
Total Gross (Units & PUVR)	\$ 1,144,588	\$ 664,571
GROI	177%	595%
% with Trade	42%	54%
Avg. Over/Under Allowance	292	393



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Greg Blough	Alicia Zagorski	Ross Staffeld	Joe Shrader
#DIV/0!	31%	29%	25%
0	16	21	20
#DIV/0!	65.3	51.0	69.1
#DIV/0!	\$ 22,562	\$ 22,863	\$ 20,291
#DIV/0!	\$ 22,253	\$ 22,511	\$ 20,067
#DIV/0!	\$ 22,956	\$ 23,310	\$ 20,593
#DIV/0!	98%	98%	99%
#DIV/0!	97%	97%	97%
#DIV/0!	\$ 309	\$ 352	\$ 224
#DIV/0!	\$ 2,264	\$ 2,840	\$ 2,656
#DIV/0!	\$ 1,946	\$ 1,522	\$ 1,378
#DIV/0!	\$ 4,211	\$ 4,362	\$ 4,033
#DIV/0!	\$ 67,368	\$ 91,597	\$ 80,669
#DIV/0!	104%	137%	105%
#DIV/0!	38%	43%	50%
#DIV/0!	#DIV/0!	-250	500

Kris Keopp	Lenny Oehlke	Eugene Mccoy	
39%	20%	33%	#DIV/0!
18	20	36	0
52.6	71.5	72.2	#DIV/0!
\$ 27,168	\$ 20,938	\$ 22,467	#DIV/0!
\$ 26,976	\$ 20,558	\$ 22,782	#DIV/0!
\$ 27,423	\$ 21,379	\$ 22,906	#DIV/0!
99%	98%	98%	#DIV/0!
98%	96%	99%	#DIV/0!
\$ 192	\$ 380	\$ (315)	#DIV/0!
\$ 2,086	\$ 1,992	\$ 1,652	#DIV/0!
\$ 1,555	\$ 1,152	\$ 1,270	#DIV/0!
\$ 3,641	\$ 3,144	\$ 2,922	#DIV/0!
\$ 65,529	\$ 62,885	\$ 105,206	#DIV/0!
92%	77%	64%	#DIV/0!
28%	40%	39%	#DIV/0!
#DIV/0!	-1	660	#DIV/0!

Scoreboard

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Finance Manager	Totals	Ryan Robinson
% Retailed of Non-New Franchise	30%	29%
Total # Retail Units	161	90
Avg. Days to Sale	65.5	60.5
Avg. Advertised Price (Time of Sale)	\$ 22,342	\$ 20,833
Avg. Transaction Price	\$ 22,136	\$ 20,762
Avg. Market Price at 100%	\$ 22,809	\$ 21,247
Avg. Price to Market % (Time of Sale)	98%	98%
Avg. Transaction to Market	97%	98%
Avg. Transactional Discount	\$ 206	\$ 71
Avg. Front-End Gross	\$ 4,338	\$ 5,841
Avg. Finance Gross	\$ 2,816	\$ 3,972
PUVR	\$ 7,109	\$ 9,813
Total Gross (Units & PUVR)	\$ 1,144,588	\$ 883,215
GROI	177%	281%
% with Trade	42%	0%
Avg. Over/Under Allowance	292	609



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Vicky Carubba			
33%	#DIV/0!	#DIV/0!	#DIV/0!
48	0	0	0
62.7	#DIV/0!	#DIV/0!	#DIV/0!
\$ 24,476	#DIV/0!	#DIV/0!	#DIV/0!
\$ 24,136	#DIV/0!	#DIV/0!	#DIV/0!
\$ 24,908	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 340	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,341	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,326	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,618	#DIV/0!	#DIV/0!	#DIV/0!
\$ 173,682	#DIV/0!	#DIV/0!	#DIV/0!
86%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
-130	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes
Total # Retail Units	161	95
Avg. Days to Sale	65.5	66.1
Avg. Advertised Price (Time of Sale)	\$ 22,342	\$ 25,592
Avg. Transaction Price	\$ 22,136	\$ 25,312
Avg. Market Price at 100%	\$ 22,809	\$ 25,929
Avg. Price to Market % (Time of Sale)	98%	99%
Avg. Transaction to Market	97%	98%
Avg. Transactional Discount	\$ 206	\$ 280
Avg. Front-End Gross	\$ 4,338	\$ 6,106
Avg. Finance Gross	\$ 2,816	\$ 4,139
PUVR	\$ 7,109	\$ 10,245
Total Gross (Units & PUVR)	\$ 1,144,588	\$ 973,256
GROI	177%	220%
% with Trade	42%	70%
Avg. Over/Under Allowance	292	327



No	
	66
	64.6
\$	17,565
\$	17,565
\$	18,237
	96%
	96%
\$	100
\$	1,754
\$	882
\$	2,596
\$	171,332
	82%
	34%
	235

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	161	113
Avg. Days to Sale	65.5	65.0
Avg. Advertised Price (Time of Sale)	\$ 22,342	\$ 24,021
Avg. Transaction Price	\$ 22,136	\$ 23,701
Avg. Market Price at 100%	\$ 22,809	\$ 24,408
Avg. Price to Market % (Time of Sale)	98%	98%
Avg. Transaction to Market	97%	97%
Avg. Transactional Discount	\$ 206	\$ 320
Avg. Front-End Gross	\$ 4,338	\$ 5,421
Avg. Finance Gross	\$ 2,816	\$ 3,641
PUVR	\$ 7,109	\$ 9,061
Total Gross (Units & PUVR)	\$ 1,144,588	\$ 1,023,941
GROI	177%	212%
% with Trade	42%	41%
Avg. Over/Under Allowance	292	229



No	
	48
	66.6
\$	18,453
\$	18,453
\$	18,934
	97%
	97%
\$	(63)
\$	1,735
\$	832
\$	2,513
\$	120,647
	74%
	46%
	567

Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	161	91	13
% of Retail Units	100%	57%	8%
% Retailed of Non-New Franchise	30%	37%	62%
Avg. Days to Sale	65.5	57.8	70.2
Avg. Transaction Price	\$ 22,136	\$ 20,870	\$ 16,408
Avg. Transaction to Market %	97%	95%	92%
Avg. Transactional Discount	\$ 206	\$ 426	\$ 750
Avg. Front End Gross	\$ 4,338	\$ 6,287	\$ 2,654
Avg. Finance Gross	\$ 2,816	\$ 3,887	\$ 137
PUVR	\$ 7,109	\$ 10,131	\$ 2,791
Total Gross (Units & PUVR)	\$ 1,144,588	\$ 921,965	\$ 36,287
GROI	177%	303%	87%
% with Trade	42%	38%	31%
Avg. Over/Under Allowance	292	755	500



Street/Curb buy	Auction/wholesale	Loaner/rental fleet	LBO customer
0	11	46	0
0%	7%	29%	0%
#DIV/0!	27%	7%	#DIV/0!
#DIV/0!	20.3	90.3	#DIV/0!
#DIV/0!	\$ 21,679	\$ 26,369	#DIV/0!
#DIV/0!	182%	99%	#DIV/0!
#DIV/0!	\$ (2,182)	\$ 188	#DIV/0!
#DIV/0!	\$ 2,847	\$ 1,247	#DIV/0!
#DIV/0!	\$ 1,749	\$ 1,732	#DIV/0!
#DIV/0!	\$ 4,596	\$ 2,952	#DIV/0!
#DIV/0!	\$ 50,559	\$ 135,777	#DIV/0!
#DIV/0!	377%	45%	#DIV/0!
#DIV/0!	18%	59%	#DIV/0!
#DIV/0!	200	-344	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	161	58	19
% of Retail Units	100%	36%	12%
% Retailed of Non-New Franchise	30%	29%	21%
Avg. Days to Sale	65.5	16.4	38.6
Avg. Transaction Price	\$ 22,136	\$ 23,086	\$ 25,668
Avg. Transaction to Market %	97%	94%	97%
Avg. Transactional Discount	\$ 206	\$ 573	\$ 296
Avg. Front End Gross	\$ 4,338	\$ 9,560	\$ 2,404
Avg. Finance Gross	\$ 2,816	\$ 5,417	\$ 1,367
PUVR	\$ 7,109	\$ 14,977	\$ 3,771
Total Gross (Units & PUVR)	\$ 1,144,588	\$ 868,687	\$ 71,657
GROI	177%	1426%	137%
% with Trade	42%	34%	32%
Avg. Over/Under Allowance	292	919	500



46-60 days	61-90 days	90+ days
17	15	48
11%	9%	30%
35%	40%	31%
50.9	74.1	143.4
\$ 19,094	\$ 23,554	\$ 20,812
96%	100%	116%
\$ 244	\$ 224	\$ (275)
\$ 1,796	\$ 3,162	\$ 264
\$ 1,037	\$ 1,127	\$ 1,472
\$ 2,833	\$ 4,289	\$ 1,737
\$ 48,163	\$ 64,330	\$ 83,359
105%	89%	21%
53%	60%	48%
1,080	-24	-816