



Comparison of current inventory and vehicles sold from  
7/1/2017 to 8/31/2017 broken down by Days in Inventory

Days in Inv.		Current Inventory	Sold Inventory
0-30	Investment	\$516,785	\$844,022
	% of Total Investment	24.5%	28.6%
	Units	29	49
	% of Total Units	36.7%	45.4%
	Avg Adj % Mkt	100%	102%
	Avg MDS	95	70
	Avg Markup	\$6,067	\$12,203
31-45	Investment	\$269,216	\$566,109
	% of Total Investment	12.8%	19.2%
	Units	9	16
	% of Total Units	11.4%	14.8%
	Avg Adj % Mkt	98%	100%
	Avg MDS	81	69
	Avg Markup	\$5,681	\$6,182
46-60	Investment	\$314,371	\$391,109
	% of Total Investment	14.9%	13.3%
	Units	8	11
	% of Total Units	10.1%	10.2%
	Avg Adj % Mkt	96%	104%
	Avg MDS	85	71
	Avg Markup	\$7,339	\$5,510
61-90	Investment	\$387,695	\$452,418
	% of Total Investment	18.4%	15.3%
	Units	13	11
	% of Total Units	16.5%	10.2%
	Avg Adj % Mkt	98%	106%
	Avg MDS	72	86
	Avg Markup	\$4,816	\$4,402
91+	Investment	\$622,648	\$696,939
	% of Total Investment	29.5%	23.6%
	Units	20	21
	% of Total Units	25.3%	19.4%
	Avg Adj % Mkt	97%	99%
	Avg MDS	76	72
	Avg Markup	\$2,279	\$2,865
Total	Investment	\$2,110,715	\$2,950,597
	Units	79	108
	Avg Adj % Mkt	98%	102%
	Avg MDS	84	72
	Avg Markup	\$4,979	\$7,544



## **% Cost To Market**

Average unit cost as a % of average retail market price. An indication of how right the vehicles are owned in each category.

## **% of Market**

The dealership's average internet asking price (for all vehicles in the stated age category) compared to those of similarly configured competing vehicles in the market. In calculating % of Market, all asking prices are adjusted with an odometer add or deduct to account for mileage variances.

## **Market Days Supply**

Also referred to as Days to Sell like mine. The desirability of a particular vehicle in your market. Measures the current available supply of similarly configured vehicles and the rate at which such vehicles have been sold over the last 45 days. Vehicles with lower days supply values are in higher demand and, therefore, represent greater turn and gross profit potential than those with higher days supply values.

## **Prices Off Target**

The number of vehicles whose price is outside the defined Pricing Target.

## **Pricing Target**

A defined pricing strategy based on the number of days a vehicle has been in the Dealer's inventory. The minimum and maximum percentages set a range for the dealer vehicle's price when compared to the average market price for that vehicle. Pricing targets for the Dealership are set on the Settings - Dealership - Pricing Targets Menu.

## **Vehicles without a Price**

The percentage of vehicles without a price in inventory. (Note: Some of these vehicles may include wholesale and do not need a price).

## **Number of Price Changes**

The number of price changes made during the reporting period.

## **Completed Appraisals**

The number of appraisals finalized during the reporting period. For a true look-to-book measurement, a dealership should finalize all appraisals whether or not the appraisal resulted in a trade taken in.

## **Look to Book**

The number of trade-ins taken in to the total number of appraisals completed over the reporting period.

## **Number of Logins**

The number of vAuto user logins during the reporting period.

## **Number of Vehicles**

Number of vehicles in stock.

## **Red Car Count**

Number of vehicles not appraised or booked out through vAuto.

## **Total Investment**

Total dollar investment in the inventory.

## **Avg Investment**

Average dollar investment per unit.

## **Avg Days in Inventory**

Average age of the units in inventory.

## **Water %**

Water is the negative equity in the inventory (Wholesale value minus investment). Water % is the percentage of investment that is negative equity.

## **Avg Whsl Score**

Comparing investment to the wholesale value, this number represents the likelihood that this vehicle will attain the dealership's gross profit objectives.