

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Dan Poli	Zach Nugen	Wes Echols
Kenny Quinn	Ryan Austin	Brad Martinkovich
	Chuck Peterson	Steve Mac
	Pam Santavicca	Robert Redman
		Mike Perkins
		Mikel Berry
		Adam Gentry







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	CU17924B	2014	Cadillac	ATS	23	Trade on Used	No	\$ 13,995	\$ 13,995	90%	\$2,514	\$0
2	CU17906	2017	Cadillac	CT6	69	Auction/Wholesale	No	\$ 30,800	\$ 30,800	95%	(\$3,201)	\$684
3	CU17854B	2013	Toyota	4 RUNNER	62	Trade on Used	No	\$ 19,995	\$ 19,995	89%	\$354	\$1,313
4	CU17962	16	Cadillac	CT6	36	Auction/Wholesale	No	\$ 32,500	\$ 32,328	98%	\$2,205	\$1,349
5	CU17938	2016	Cadillac	SRX	52	Auction/Wholesale	No	\$ 18,995	\$ 18,995	96%	\$348	\$0
6	CU17902A	2015	Buick	Enclave	34	Trade on Used	No	\$ 12,495	\$ 12,000	88%	\$2,030	\$0
7	CU17925	2019	Chevrolet	SUBURBAN	62	Auction/Wholesale	No	\$ 42,500	\$ 42,500	94%	\$382	\$3,069
8	CU18028	2018	Cadillac	XT5	1	LBO Customer	No	\$ 27,611	\$ 27,611	88%	\$500	\$0
9	CU17887A	2007	Cadillac	DTS	43	Trade on Used	No	\$ 6,995	\$ 6,495	95%	\$935	\$0
10	CU18018	2018	Cadillac	XT5	6	Auction/Wholesale	Yes	\$ 35,995	\$ 34,705	103%	\$915	\$2,305
11	CU19742	2017	Cadillac	XT5	54	Auction/Wholesale	No	\$ 24,495	\$ 24,186	100%	\$43	\$1,298
12	CU17996	2018	Cadillac	ESV	17	Auction/Wholesale	Yes	\$ 53,995	\$ 53,495	98%	\$753	\$1,100
13	CU17905A	2019	Honda	Accord	45	Trade on Used	No	\$ 23,745	\$ 23,745	96%	\$457	
14	CU18002	2015	Chevrolet	Silverado	22	Auction/Wholesale	No	\$ 39,995	\$ 39,995	100%	\$2,045	\$1,968
15	CU7948	2016	Porsche	Panamera	57	Street/Curb Buy	No	\$ 51,995	\$ 51,995	90%	\$1,232	\$0
16	CU18001	2015	Infiniti	QX80	24	Street/Curb Buy	No	\$ 32,495	\$ 32,495	102%	\$2,626	\$4,035
17	CU17925AA	2016	Ford	Escape	9	Trade on Used	No	\$ 12,995	\$ 12,995	97%	\$831	\$0
18	CU17934	2019	Cadillac	ESV	66	Auction/Wholesale	Yes	\$ 60,995	\$ 60,680	102%	(\$1,548)	\$100
19	CU17999	2017	Cadillac	xt5	23	Auction/Wholesale	Yes	\$ 32,995	\$ 32,495	99%	\$999	\$692
20	CU18008	2015	Honda	Civic	23	Auction/Wholesale	No	\$ 9,495	\$ 9,295	96%	\$434	\$0
21	CU18012	2016	Ford	Fusion	22	Street/Curb Buy	No	\$ 14,995	\$ 14,995	104%	\$1,168	\$1,265
22	CU18020	2017	Acura	Mdx	19	Street/Curb Buy	No	\$ 23,995	\$ 23,995	91%	\$1,894	\$479
23	CU17937	2020	Cadillac	Escalade	70	Loaner/Rental Fleet	No	\$ 83,995	\$ 83,995	114%	\$3,815	\$3,336
24	CN229000A	2014	Cadillac	Xts	21	Trade on New	No	\$ 22,995	\$ 22,995	104%	\$1,730	\$2,081
25	CU17965	2017	Honda	Odyssey	51	Auction/Wholesale	No	\$ 21,495	\$ 21,495	105%	\$354	\$804
26	CU17943	2017	Maserati	Ghibli	63	Auction/Wholesale	No	\$ 39,995	\$ 39,253	91%	(\$2,930)	\$1,800
27	CU17945	2017	Cadillac	XT5	69	Auction/Wholesale	No	\$ 23,995	\$ 23,995	89%	(\$543)	\$1,329



## Scoreboard Totals

% Retailed of Non-Franchise Make	53%
Total # Retail Units	38
Avg. Days to Sale	35.6
Avg. Advertised Price (Time of Sale)	\$ 30,184
Avg. Transaction Price	\$ 29,942
Avg. Market Price at 100%	\$ 31,364
Avg. Price to Market % (Time of Sale)	96%
Avg. Transaction to Market	95%
Avg. Transactional Discount	\$ 242
Avg. Front-End Gross	\$ 1,075
Avg. Finance Gross	\$ 1,183
PUVR	\$ 2,227
Total Gross (Units & PUVR)	\$ 84,628
GROI	75%
% with Trade	32%
Avg. Over/Under Allowance	\$86



## Scoreboard

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Desk Manager	Totals	
% Retailed of Non-New Franchise	53%	#DIV/0!
Total # Retail Units	38	0
Avg. Days to Sale	35.6	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,184	#DIV/0!
Avg. Transaction Price	\$ 29,942	#DIV/0!
Avg. Market Price at 100%	\$ 31,364	#DIV/0!
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!
Avg. Transactional Discount	\$ 242	#DIV/0!
Avg. Front-End Gross	\$ 1,075	#DIV/0!
Avg. Finance Gross	\$ 1,183	#DIV/0!
PUVR	\$ 2,227	#DIV/0!
Total Gross (Units & PUVR)	\$ 84,628	#DIV/0!
GROI	75%	#DIV/0!
% with Trade	32%	#DIV/0!
Avg. Over/Under Allowance	86	#DIV/0!









## Scoreboard

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Sales Consultant	Totals	
% Retailed of Non-New Franchise	53%	#DIV/0!
Total # Retail Units	38	0
Avg. Days to Sale	35.6	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,184	#DIV/0!
Avg. Transaction Price	\$ 29,942	#DIV/0!
Avg. Market Price at 100%	\$ 31,364	#DIV/0!
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!
Avg. Transactional Discount	\$ 242	#DIV/0!
Avg. Front-End Gross	\$ 1,075	#DIV/0!
Avg. Finance Gross	\$ 1,183	#DIV/0!
PUVR	\$ 2,227	#DIV/0!
Total Gross (Units & PUVR)	\$ 84,628	#DIV/0!
GROI	75%	#DIV/0!
% with Trade	32%	#DIV/0!
Avg. Over/Under Allowance	86	#DIV/0!

































## Scoreboard

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Finance Manager	Totals	
% Retailed of Non-New Franchise	53%	#DIV/0!
Total # Retail Units	38	0
Avg. Days to Sale	35.6	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,184	#DIV/0!
Avg. Transaction Price	\$ 29,942	#DIV/0!
Avg. Market Price at 100%	\$ 31,364	#DIV/0!
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!
Avg. Transactional Discount	\$ 242	#DIV/0!
Avg. Front-End Gross	\$ 1,075	#DIV/0!
Avg. Finance Gross	\$ 1,183	#DIV/0!
PUVR	\$ 2,227	#DIV/0!
Total Gross (Units & PUVR)	\$ 84,628	#DIV/0!
GROI	75%	#DIV/0!
% with Trade	32%	#DIV/0!
Avg. Over/Under Allowance	86	#DIV/0!









## Scoreboard

CPO	Totals	Yes
Total # Retail Units	38	6
Avg. Days to Sale	35.6	27.3
Avg. Advertised Price (Time of Sale)	\$ 30,184	\$ 46,162
Avg. Transaction Price	\$ 29,942	\$ 45,612
Avg. Market Price at 100%	\$ 31,364	\$ 46,738
Avg. Price to Market % (Time of Sale)	96%	99%
Avg. Transaction to Market	95%	98%
Avg. Transactional Discount	\$ 242	\$ 550
Avg. Front-End Gross	\$ 1,075	\$ 656
Avg. Finance Gross	\$ 1,183	\$ 700
PUVR	\$ 2,227	\$ 1,355
Total Gross (Units & PUVR)	\$ 84,628	\$ 8,132
GROI	75%	39%
% with Trade	32%	11%
Avg. Over/Under Allowance	86	83



No	
	32
	37.2
\$	27,004
\$	27,004
\$	28,123
	96%
	96%
\$	184
\$	1,154
\$	1,276
\$	2,390
\$	76,496
	86%
	24%
	86

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	38	18
Avg. Days to Sale	35.6	35.2
Avg. Advertised Price (Time of Sale)	\$ 30,184	\$ 36,547
Avg. Transaction Price	\$ 29,942	\$ 36,130
Avg. Market Price at 100%	\$ 31,364	\$ 36,815
Avg. Price to Market % (Time of Sale)	96%	99%
Avg. Transaction to Market	95%	98%
Avg. Transactional Discount	\$ 242	\$ 417
Avg. Front-End Gross	\$ 1,075	\$ 904
Avg. Finance Gross	\$ 1,183	\$ 976
PUVR	\$ 2,227	\$ 1,880
Total Gross (Units & PUVR)	\$ 84,628	\$ 33,842
GROI	75%	53%
% with Trade	32%	17%
Avg. Over/Under Allowance	86	97

No
20
36.1
\$ 24,374
\$ 24,374
\$ 25,884
94%
94%
\$ 84
\$ 1,230
\$ 1,379
\$ 2,539
\$ 50,785
104%
45%
75

## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	38	5	6
% of Retail Units	100%	13%	16%
% Retailed of Non-New Franchise	53%	40%	67%
Avg. Days to Sale	35.6	30.6	36.0
Avg. Transaction Price	\$ 29,942	\$ 24,055	\$ 14,871
Avg. Transaction to Market %	95%	95%	91%
Avg. Transactional Discount	\$ 242	\$ 91	\$ 166
Avg. Front End Gross	\$ 1,075	\$ 1,659	\$ 1,187
Avg. Finance Gross	\$ 1,183	\$ 1,045	\$ 263
PUVR	\$ 2,227	\$ 2,704	\$ 1,406
Total Gross (Units & PUVR)	\$ 84,628	\$ 13,519	\$ 8,434
GROI	75%	132%	95%
% with Trade	32%	40%	17%
Avg. Over/Under Allowance	86	0	-42



Street/Curb buy	Auction/wholesale	Loaner/rental fleet	LBO customer
9	15	2	1
24%	39%	5%	3%
100%	33%	0%	0%
28.9	42.5	43.5	1.0
\$ 26,551	\$ 35,181	\$ 67,013	\$ 27,611
96%	97%	104%	88%
\$ 27	\$ 302	\$ 1,482	\$ -
\$ 1,952	\$ 130	\$ 2,715	\$ 500
\$ 1,899	\$ 1,100	\$ 1,818	\$ -
\$ 3,851	\$ 1,230	\$ 4,533	\$ 500
\$ 34,655	\$ 18,454	\$ 9,065	\$ 500
181%	30%	56%	652%
0%	47%	100%	0%
0	233	0	0



## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	38	19	7
% of Retail Units	100%	50%	18%
% Retailed of Non-New Franchise	53%	47%	71%
Avg. Days to Sale	35.6	17.9	41.7
Avg. Transaction Price	\$ 29,942	\$ 29,691	\$ 19,330
Avg. Transaction to Market %	95%	97%	91%
Avg. Transactional Discount	\$ 242	\$ 337	\$ 202
Avg. Front End Gross	\$ 1,075	\$ 1,669	\$ 1,245
Avg. Finance Gross	\$ 1,183	\$ 1,159	\$ 1,336
PUVR	\$ 2,227	\$ 2,827	\$ 2,581
Total Gross (Units & PUVR)	\$ 84,628	\$ 53,722	\$ 18,070
GROI	75%	191%	115%
% with Trade	32%	32%	14%
Avg. Over/Under Allowance	86	13	0



46-60 days	61-90 days	90+ days
5	7	0
13%	18%	0%
60%	43%	#DIV/0!
52.0	65.9	#DIV/0!
\$ 27,433	\$ 43,031	#DIV/0!
96%	96%	#DIV/0!
\$ 62	\$ 151	#DIV/0!
\$ 822	\$ (524)	#DIV/0!
\$ 420	\$ 1,662	#DIV/0!
\$ 1,242	\$ 1,137	#DIV/0!
\$ 6,212	\$ 7,960	#DIV/0!
31%	14%	#DIV/0!
40%	43%	#DIV/0!
0	429	#DIV/0!