

S.M.A.R.T. Goals

At my last two 20 Group meetings our front counter retail % is sub-par by industry and company metrics (I have only recently been involved in the 20 Group meetings and privy to company info and agendas)

Currently our front counter retail is 26.4% - Needs to be 40%

Specific - Raise front counter retail GP% to company and industry benchmarks

Measurable - Raise from 26.4 % to 40% <

Attainable - Given that we are in Nov the YTD goal is 32%

Relevant - Company and dealer objective, healthier department

Time Bound - 32% by YTD, first quarter 2021 40%