







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	RD13045	2019	JEEP	GRAND CHEROKEE	4	Loaner/Rental Fleet	Yes	\$ 36,998	\$ 35,562	96%	\$ 2,094	\$20,000
2	2022037A	2017	LEXUS	IS200T	8	Trade on New	No	\$ 27,998	\$ 27,998	100%	\$ 1,565	\$20,000
3	RD13006	2019	DODGE	CHALLENGER R/T	25	Loaner/Rental Fleet	Yes	\$ 30,998	\$ 28,698	93%	\$ 789	\$20,000
4	PD10298	2017	CHRY	PACIFICA	45	Trade on New	Yes	\$ 24,998	\$ 24,777	99%	\$ 1,698	\$20,000
5	2054078A	2015	RAMD	1500	15	Trade on New	Yes	\$ 24,998	\$ 23,333	93%	\$ 3,068	\$20,000
6	RD13031	2019	JEEP	CHEROKEE	4	Loaner/Rental Fleet	Yes	\$ 23,998	\$ 23,998	100%	\$ 1,453	\$20,000
7	RD12995	2020	RAMD	1500 LARAMIE QU	42	Loaner/Rental Fleet	Yes	\$ 37,998	\$ 37,912	100%	\$ 4,745	\$20,000
8	1954184A	2015	CHRY	200	131	Trade on New	Yes	\$ 9,998	\$ 9,998	100%	\$ (247)	\$20,000
9	1954312A	2017	RAMD	2500	6	Trade on New	No	\$ 54,998	\$ 54,998	100%	\$ 7,307	\$20,000
10	2063012A	2018	KIA	SOUL	111	Trade on New	No	\$ 12,998	\$ 12,785	98%	\$ (1,836)	\$20,000
11	2061111A	2018	SUBA	WRX	15	Trade on New	No	\$ 25,798	\$ 25,798	100%	\$ 3,041	\$20,000
12	RD13014	2019	DODGE	GRAND CARAVAN	33	Loaner/Rental Fleet	Yes	\$ 18,998	\$ 18,998	100%	\$ 349	\$20,000
13	RD12992	2019	RAMD	1500 CLASSIC CR	18	Loaner/Rental Fleet	Yes	\$ 34,998	\$ 34,998	100%	\$ 4,272	\$20,000
14	RD12978	2019	CHRY	300	55	Loaner/Rental Fleet	Yes	\$ 23,998	\$ 23,998	100%	\$ 1,033	\$20,000
15	RD13046	2019	JEEP	GRAND CHEROKEE	2	Loaner/Rental Fleet	Yes	\$ 34,798	\$ 33,777	97%	\$ 3,067	\$20,000
16	RD13041	2019	DODGE	DURANGO	5	Loaner/Rental Fleet	Yes	\$ 37,998	\$ 37,998	100%	\$ 2,882	\$20,000
17	A20136	2017	TOYOTA	CAMRY	40	Trade on New	No	\$ 16,995	\$ 16,995	100%	\$ 325	\$20,000
18	2032029A	2015	DODGE	DART	59	Trade on New	No	\$ 9,998	\$ 9,998	100%	\$ 360	\$20,000
19	2066035A	2018	MAZDA	CX5	109	Trade on New	No	\$ 22,798	\$ 22,798	100%	\$ 13	\$20,000
20	2054136A	2017	RAMD	1500	1	Trade on New	Yes	\$ 33,998	\$ 33,100	97%	\$ 5,767	\$20,000
21	RD12994	2020	RAMD	1500 LARAMIE QU	43	Loaner/Rental Fleet	Yes	\$ 37,998	\$ 37,998	100%	\$ 4,461	\$20,000
22	2063035B	2017	HYUN	ELANTRA	18	Trade on Used	No	\$ 14,998	\$ 14,998	100%	\$ 1,781	\$20,000
23	PD10294	2017	CHRY	PACIFICA	30	Trade on New	Yes	\$ 22,398	\$ 22,384	100%	\$ 3,926	\$20,000
24	RD13011	2019	DODGE	GRAND CARAVAN	50	Loaner/Rental Fleet	Yes	\$ 20,798	\$ 20,798	100%	\$ 1,080	\$20,000
25	PD10262	2015	NISS	VERSA	155	Trade on New	No	\$ 6,998	\$ 6,998	100%	\$ (446)	\$20,000
26	RD13057	2018	DODGE	CHALLENGER R/T	1	Loaner/Rental Fleet	Yes	\$ 28,398	\$ 28,398	100%	\$ 3,012	\$20,000
27	RD13047	2019	JEEP	GRAND CHEROKEE	11	Loaner/Rental Fleet	Yes	\$ 34,798	\$ 34,777	100%	\$ 2,516	\$20,000

28	RD13033	2019	JEEP	CHEROKEE	13	Loaner/Rental Fleet	Yes	\$	23,998	\$	23,349	97%	\$	(28)	\$20,000
29	2066151A	2010	JEEP	GRAND CHEROKEE	2	Trade on New	Yes	\$	14,998	\$	13,998	93%	\$	1,616	\$20,000
30	2066050B	2017	JEEP	CHEROKEE	123	Trade on Used	Yes	\$	18,998	\$	18,998	100%	\$	(1,262)	\$20,000
31	DR20010	2019	JEEP	COMPASS	81	Trade on New	Yes	\$	25,998	\$	25,922	100%	\$	2,801	\$20,000
32	RD12962	2019	DODGE	CHARGER	77	Loaner/Rental Fleet	Yes	\$	27,998	\$	26,998	96%	\$	2,784	\$20,000
33	PD10266A	2017	MAZDA	MAZDA 6	35	Trade on New	No	\$	17,998	\$	17,998	100%	\$	1,486	\$20,000
34	2034002A	2014	CHRY	300	5	Trade on New	Yes	\$	12,998	\$	12,998	100%	\$	1,953	\$20,000
35	2022040A	2011	DODG	CHARGER	10	Trade on New	Yes	\$	15,998	\$	15,070	94%	\$	414	\$20,000
36	2066130A	2018	TOYO	RAV4	18	Trade on New	No	\$	23,998	\$	22,899	95%	\$	244	\$20,000
37	2032024A	2018	JEEP	RENEGADE	23	Trade on New	Yes	\$	17,998	\$	17,998	100%	\$	982	\$20,000
38	RD13034	2019	CHEV	TAHOE	21	Loaner/Rental Fleet	No	\$	43,998	\$	41,998	95%	\$	308	\$20,000
39	1954172A	2012	RAMD	1500	20	Trade on New	Yes	\$	14,998	\$	14,998	100%	\$	3,198	\$20,000
40	1946019A	2018	RAMD	PROMASTER	1	Trade on New	Yes	\$	26,998	\$	26,998	100%	\$	4,063	\$20,000
41	DR20015	2019	RAMD	1500	2	Trade on New	No	\$	37,998	\$	37,598	99%	\$	6,703	\$20,000
42	PD10305	2017	JEEP	COMPASS	12	Trade on New	Yes	\$	21,998	\$	22,593	103%	\$	1,765	\$20,000
43	2022019A	2018	CHEV	EQUINOX	101	Trade on New	No	\$	14,998	\$	14,998	100%	\$	(234)	\$20,000
44	RD12985A	2010	DODG	CHALLENGER	31	Loaner/Rental Fleet	Yes	\$	12,798	\$	12,500	98%	\$	1,855	\$20,000
45	2022055A	2019	CHEV	CORVETTE	6	Trade on New	No	\$	67,998	\$	67,599	99%	\$	6,512	\$20,000
46	2022013A	2018	DODG	CHARGER	25	Trade on New	No	\$	44,998	\$	44,200	98%	\$	2,963	\$20,000
47	RD13055	2019	JEEP	GRAND CHEROKEE	5	Loaner/Rental Fleet	Yes	\$	32,998	\$	32,998	100%	\$	1,875	\$20,000
48	RD13013	2019	DODGE	DURANGO	69	Loaner/Rental Fleet	Yes	\$	29,998	\$	29,990	100%	\$	295	\$20,000
49	RD13043	2019	DODGE	DURANGO	27	Loaner/Rental Fleet	Yes	\$	32,998	\$	32,412	98%	\$	1,571	\$20,000
50	2061007B	2014	NISS	VERSA	29	Trade on Used	No	\$	5,998	\$	5,856	98%	\$	1,074	\$20,000
51	PD10308	2018	JEEP	COMPASS	17	Trade on New	Yes	\$	23,998	\$	23,998	100%	\$	1,314	\$20,000
52	RD13048	2019	DODGE	CHARGER	19	Loaner/Rental Fleet	Yes	\$	31,998	\$	31,500	98%	\$	2,640	\$20,000
53	2054136B	2016	RAMD	1500	8	Trade on Used	Yes	\$	27,998	\$	26,417	94%	\$	2,190	\$20,000

## Scoreboard Totals

% Retailed of Non-Franchise Make	50%
Total # Retail Units	200
Avg. Days to Sale	35.6
Avg. Advertised Price (Time of Sale)	\$ 27,001
Avg. Transaction Price	\$ 26,616
Avg. Market Price at 100%	\$ 27,376
Avg. Price to Market % (Time of Sale)	99%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 385
Avg. Front-End Gross	\$ 1,552
Avg. Finance Gross	\$ 20,000
PUVR	\$ 21,552
Total Gross (Units & PUVR)	\$ 4,310,442
GROI	819%
% with Trade	34%
Avg. Over/Under Allowance	\$168



## Scoreboard

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Desk Manager	Totals	
% Retailed of Non-New Franchise	50%	#DIV/0!
Total # Retail Units	200	0
Avg. Days to Sale	35.6	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 27,001	#DIV/0!
Avg. Transaction Price	\$ 26,616	#DIV/0!
Avg. Market Price at 100%	\$ 27,376	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!
Avg. Transactional Discount	\$ 385	#DIV/0!
Avg. Front-End Gross	\$ 1,552	#DIV/0!
Avg. Finance Gross	\$ 20,000	#DIV/0!
PUVR	\$ 21,552	#DIV/0!
Total Gross (Units & PUVR)	\$ 4,310,442	#DIV/0!
GROI	819%	#DIV/0!
% with Trade	34%	#DIV/0!
Avg. Over/Under Allowance	168	#DIV/0!









## Scoreboard

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Sales Consultant	Totals	
% Retailed of Non-New Franchise	50%	#DIV/0!
Total # Retail Units	200	0
Avg. Days to Sale	35.6	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 27,001	#DIV/0!
Avg. Transaction Price	\$ 26,616	#DIV/0!
Avg. Market Price at 100%	\$ 27,376	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!
Avg. Transactional Discount	\$ 385	#DIV/0!
Avg. Front-End Gross	\$ 1,552	#DIV/0!
Avg. Finance Gross	\$ 20,000	#DIV/0!
PUVR	\$ 21,552	#DIV/0!
Total Gross (Units & PUVR)	\$ 4,310,442	#DIV/0!
GROI	819%	#DIV/0!
% with Trade	34%	#DIV/0!
Avg. Over/Under Allowance	168	#DIV/0!

































## Scoreboard

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Finance Manager	Totals	
% Retailed of Non-New Franchise	50%	#DIV/0!
Total # Retail Units	200	0
Avg. Days to Sale	35.6	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 27,001	#DIV/0!
Avg. Transaction Price	\$ 26,616	#DIV/0!
Avg. Market Price at 100%	\$ 27,376	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!
Avg. Transactional Discount	\$ 385	#DIV/0!
Avg. Front-End Gross	\$ 1,552	#DIV/0!
Avg. Finance Gross	\$ 20,000	#DIV/0!
PUVR	\$ 21,552	#DIV/0!
Total Gross (Units & PUVR)	\$ 4,310,442	#DIV/0!
GROI	819%	#DIV/0!
% with Trade	34%	#DIV/0!
Avg. Over/Under Allowance	168	#DIV/0!









## Scoreboard

CPO	Totals	Yes
Total # Retail Units	200	116
Avg. Days to Sale	35.6	32.5
Avg. Advertised Price (Time of Sale)	\$ 27,001	\$ 26,352
Avg. Transaction Price	\$ 26,616	\$ 26,048
Avg. Market Price at 100%	\$ 27,376	\$ 26,672
Avg. Price to Market % (Time of Sale)	99%	99%
Avg. Transaction to Market	97%	98%
Avg. Transactional Discount	\$ 385	\$ 304
Avg. Front-End Gross	\$ 1,552	\$ 1,688
Avg. Finance Gross	\$ 20,000	\$ 20,000
PUVR	\$ 21,552	\$ 21,688
Total Gross (Units & PUVR)	\$ 4,310,442	\$ 2,515,775
GROI	819%	923%
% with Trade	34%	129%
Avg. Over/Under Allowance	168	183



No	
	84
	39.9
\$	27,401
\$	27,401
\$	28,423
	96%
	96%
\$	497
\$	1,365
\$	20,000
\$	21,365
\$	1,794,667
	704%
	65%
	148

## Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	200	101
Avg. Days to Sale	35.6	32.5
Avg. Advertised Price (Time of Sale)	\$ 27,001	\$ 27,524
Avg. Transaction Price	\$ 26,616	\$ 27,180
Avg. Market Price at 100%	\$ 27,376	\$ 27,884
Avg. Price to Market % (Time of Sale)	99%	99%
Avg. Transaction to Market	97%	97%
Avg. Transactional Discount	\$ 385	\$ 343
Avg. Front-End Gross	\$ 1,552	\$ 1,527
Avg. Finance Gross	\$ 20,000	\$ 20,000
PUVR	\$ 21,552	\$ 21,527
Total Gross (Units & PUVR)	\$ 4,310,442	\$ 2,174,240
GROI	819%	876%
% with Trade	34%	42%
Avg. Over/Under Allowance	168	167



No	
	99
	38.7
\$	26,041
\$	26,041
\$	26,920
	97%
	97%
\$	427
\$	1,578
\$	20,000
\$	21,578
\$	2,136,201
	771%
	26%
	169

## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	200	130	6
% of Retail Units	100%	65%	3%
% Retailed of Non-New Franchise	50%	58%	83%
Avg. Days to Sale	35.6	33.9	49.5
Avg. Transaction Price	\$ 26,616	\$ 25,686	\$ 16,678
Avg. Transaction to Market %	97%	97%	97%
Avg. Transactional Discount	\$ 385	\$ 424	\$ 321
Avg. Front End Gross	\$ 1,552	\$ 1,647	\$ 790
Avg. Finance Gross	\$ 20,000	\$ 20,000	\$ 20,000
PUVR	\$ 21,552	\$ 21,647	\$ 20,790
Total Gross (Units & PUVR)	\$ 4,310,442	\$ 2,814,159	\$ 124,740
GROI	819%	895%	907%
% with Trade	34%	32%	17%
Avg. Over/Under Allowance	168	131	0



Street/Curb buy	Auction/wholesale	Loaner/rental fleet	LBO customer
0	0	64	0
0%	0%	32%	0%
#DIV/0!	#DIV/0!	30%	#DIV/0!
#DIV/0!	#DIV/0!	37.7	#DIV/0!
#DIV/0!	#DIV/0!	\$ 29,438	#DIV/0!
#DIV/0!	#DIV/0!	98%	#DIV/0!
#DIV/0!	#DIV/0!	\$ 311	#DIV/0!
#DIV/0!	#DIV/0!	\$ 1,430	#DIV/0!
#DIV/0!	#DIV/0!	\$ 20,000	#DIV/0!
#DIV/0!	#DIV/0!	\$ 21,430	#DIV/0!
#DIV/0!	#DIV/0!	\$ 1,371,542	#DIV/0!
#DIV/0!	#DIV/0!	695%	#DIV/0!
#DIV/0!	#DIV/0!	39%	#DIV/0!
#DIV/0!	#DIV/0!	260	#DIV/0!



## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	200	111	23
% of Retail Units	100%	56%	12%
% Retailed of Non-New Franchise	50%	49%	52%
Avg. Days to Sale	35.6	13.4	37.9
Avg. Transaction Price	\$ 26,616	\$ 28,076	\$ 28,094
Avg. Transaction to Market %	97%	96%	98%
Avg. Transactional Discount	\$ 385	\$ 556	\$ 270
Avg. Front End Gross	\$ 1,552	\$ 2,144	\$ 1,936
Avg. Finance Gross	\$ 20,000	\$ 20,000	\$ 20,000
PUVR	\$ 21,552	\$ 22,144	\$ 21,936
Total Gross (Units & PUVR)	\$ 4,310,442	\$ 2,457,946	\$ 504,522
GROI	819%	2125%	742%
% with Trade	34%	36%	48%
Avg. Over/Under Allowance	168	213	147



46-60 days	61-90 days	90+ days
21	29	13
11%	15%	7%
29%	62%	69%
54.4	73.2	115.2
\$ 26,587	\$ 23,965	\$ 17,351
99%	99%	99%
\$ 140	\$ 171	\$ 94
\$ 947	\$ 100	\$ (349)
\$ 20,000	\$ 20,000	\$ 20,000
\$ 20,947	\$ 20,100	\$ 19,651
\$ 439,893	\$ 582,898	\$ 255,457
522%	412%	354%
24%	24%	23%
38	97	115