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New Car Franchise(s)

Ford

	Honda
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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	F0752C	2018	HONDA	ACCORD	41	Trade on New	YES	\$ 24,480	\$ 24,480	100%	\$2,355	\$3,381
2	F0690	2017	RAM	1500	1	Auction/Wholesale	No	\$ 39,191	\$ 37,500		\$1,017	\$616
3	F0600	2014	HONDA	ACCORD	109	Trade on New	No	\$ 15,495	\$ 14,485		(\$2,063)	\$272
4	F0756C	2018	Honda	ACCORD	71	Trade on New	YES	\$ 23,890	\$ 23,890		(\$160)	\$0
5	F0588	2017	FORD	EDGE	112	Auction/Wholesale	No	\$ 22,648	\$ 20,700		(\$5,171)	\$1,119
6	F0634	2017	Toyota	COROLLA	89	Trade on Used	No	\$ 12,980	\$ 12,980		(\$562)	\$1,126
7	F0661	2014	FORD	EXPLORER	84	Trade on New	No	\$ 17,585	\$ 17,585	98%	(\$2,454)	\$891
8	F0747	2017	LEXUS	200T	54	Auction/Wholesale	No	\$ 26,440	\$ 26,440	96%	\$1,030	\$3,314
9	F0798C	2017	HONDA	CIVIC	24	Trade on New	YES	\$ 16,000	\$ 15,800	100%	\$1,279	\$201
10	F0549	2020	CADILLAC	XT4	128	Trade on New	No	\$ 39,645	\$ 39,645	89%	(\$2,679)	\$0
11	F0742	2010	HONDA	CIVIC	49	Trade on New	No	\$ 8,870	\$ 8,870	93%	\$1,709	\$0
12	F0811C	2018	HONDA	CIVIC	21	Trade on New	YES	\$ 20,485	\$ 20,485	98%	\$352	\$191
13	F0817	2013	NISSAN	ROGUE	13	Trade on Used	No	\$ 7,985	\$ 7,985	98%	\$747	\$178
14	F0717	2016	FORD	F250	69	Auction/Wholesale	No	\$ 42,890	\$ 42,890	105%	(\$678)	\$3,340
15	F0670	2013	DODGE	JOURNEY	77	Trade on Used	No	\$ 10,195	\$ 10,195	101%	\$12	\$2,243
16	F0804C	2018	HONDA	CRV	25	Trade on New	No	\$ 20,985	\$ 20,985	100%	\$755	\$2,905
17	F0734	2017	NISSAN	ROGUE	58	Auction/Wholesale	No	\$ 18,595	\$ 14,650	106%	\$1,642	\$1,691
18	F0777C	2018	HONDA	HRV	36	Trade on New	YES	\$ 15,790	\$ 15,790	99%	(\$2,932)	\$986
19	F0753C	2017	HONDA	CIVIC	49	Trade on New	YES	\$ 14,790	\$ 14,790	89%	(\$301)	\$684
20	F0654C	2017	HONDA	CIVIC	91	Auction/Wholesale	YES	\$ 15,725	\$ 16,605	100%	(\$2,566)	\$4,473
21	F0645	2018	FORD	EDGE	96	Trade on New	No	\$ 28,585	\$ 28,585	97%	(\$1,763)	\$3,337
22	F0729C	2017	HONDA	CIVIC	37	Trade on New	No	\$ 18,985	\$ 18,564	100%	\$1,765	\$3,069
23	F0407C	2017	FORD	EXPLORER	194	Auction/Wholesale	YES	\$ 33,809	\$ 33,980	103%	(\$2,397)	\$4,046
24	G0277	2016	Toyota	COROLLA	1	Trade on Used	No	\$ 14,805	\$ 14,805	93%	\$2,014	\$596
25	F0805C	2019	HONDA	CIVIC	28	Trade on New	YES	\$ 21,985	\$ 21,985	104%	\$2,082	\$3,288
26	F0858	2017	Toyota	COROLLA	1	Auction/Wholesale	No	\$ 11,985	\$ 11,457	97%	\$1,990	\$0
27	F0764	2014	FORD	EDGE	42	Trade on New	No	\$ 13,420	\$ 13,420	100%	\$1,962	\$0

28	F0784C	2017	FORD	F250	43	Auction/Wholesale	YES	\$	64,880	\$	64,880	102%	\$4,797	\$5,455
29	F0665	2015	FORD	FOCUS	87	Trade on Used	No	\$	8,580	\$	8,580	98%	(\$360)	\$0
30	F0763C	2018	HONDA	CRV	43	Trade on New	YES	\$	20,267	\$	20,267	103%	\$996	\$0
31	F0785C	2018	FORD	F150	34	Auction/Wholesale	YES	\$	42,681	\$	37,640	100%	\$706	\$3,928
32	F0871	2018	FORD	FUSION	1	Auction/Wholesale	No	\$	12,268	\$	12,268	100%	\$500	\$0
33	F0796C	2017	HONDA	CIVIC	33	Trade on New	YES	\$	15,985	\$	15,985	99%	\$2,159	\$878
34	F0819C	2019	HONDA	CIVIC	27	Trade on New	YES	\$	17,900	\$	16,985	97%	\$1,223	\$1,416
35	F0762C	2018	HONDA	CIVIC	46	Trade on New	YES	\$	19,480	\$	19,480	95%	\$543	\$891
36	F0731C	2018	FORD	EDGE	74	Auction/Wholesale	YES	\$	31,505	\$	30,999	103%	(\$485)	\$3,005
37	F0815C	2015	HONDA	CIVIC	49	Trade on New	No	\$	12,809	\$	12,809	113%	(\$392)	\$0
38	F0786	2015	FORD	F150	28	Street/Curb Buy	NO	\$	29,985	\$	29,655	107%	\$1,755	\$929
39	F0752C	2018	HONDA	ACCORD	41	Trade on New	YES	\$	24,480	\$	24,480	100%	\$2,355	\$3,381
40	F0567C	2015	HONDA	ACCORD	117	Trade on Used	YES	\$	14,885	\$	14,885	95%	(\$3,605)	\$766
41	F0810C	2019	HONDA	ACCORD	37	Trade on New	NO	\$	29,245	\$	29,245	107%	\$1,353	\$504
42	F0710	2017	DODGE	CHARGER	85	Auction/Wholesale	NO	\$	37,985	\$	37,985	94%	\$535	\$2,306
43	F0862C	2017	FORD	FUSION	4	Trade on New	YES	\$	13,985	\$	13,985	97%	\$836	\$1,900
44	F0841	2013	Toyota	HIGHLANDER	18	Trade on New	NO	\$	17,500	\$	17,500	98%	\$2,221	\$1,012
45	F0797C	2019	HONDA	CRV	58	Trade on New	YES	\$	22,890	\$	22,890	101%	\$602	\$3,191
46	F0831C	2018	HONDA	ACCORD	27	Trade on New	YES	\$	21,985	\$	21,985	97%	\$2,017	\$0
47	F0846C	2017	HONDA	CIVIC	20	Loaner/Rental Fleet	YES	\$	14,705	\$	14,705	97%	\$1,501	\$325
48	G0333	2013	VOLKSWAGEN	GOLF	74	Trade on Used	NO	\$	9,998	\$	9,998	94%	\$3,884	\$1,080
49	F0735	2017	TOYOTA	CAMRY	71	Auction/Wholesale	NO	\$	16,545	\$	14,625	98%	\$877	\$1,647
50	F0809C	2018	HONDA	ACCORD	67	Trade on New	YES	\$	21,985	\$	21,985	103%	(\$848)	\$2,802
51	F0733	2017	Toyota	TACOMA	83	Auction/Wholesale	NO	\$	37,985	\$	33,005	104%	(\$4)	\$236
52	F0551	2018	HONDA	ACCORD	141	Trade on New	NO	\$	23,985	\$	23,985	90%	(\$2,829)	\$0
53	F0775	2016	CHEVROLET	SILVERADO	51	Trade on Used	NO	\$	31,994	\$	32,470	102%	\$3,083	\$1,550

Scoreboard Totals

% Retailed of Non-Franchise Make	31%
Total # Retail Units	101
Avg. Days to Sale	53.3
Avg. Advertised Price (Time of Sale)	\$ 23,271
Avg. Transaction Price	\$ 22,932
Avg. Market Price at 100%	\$ 23,319
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ 338
Avg. Front-End Gross	\$ 652
Avg. Finance Gross	\$ 1,783
PUVR	\$ 2,436
Total Gross (Units & PUVR)	\$ 246,013
GROI	72%
% with Trade	21%
Avg. Over/Under Allowance	\$116



Scoreboard

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Desk Manager	Totals	
% Retailed of Non-New Franchise	31%	#DIV/0!
Total # Retail Units	101	0
Avg. Days to Sale	53.3	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 23,271	#DIV/0!
Avg. Transaction Price	\$ 22,932	#DIV/0!
Avg. Market Price at 100%	\$ 23,319	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 338	#DIV/0!
Avg. Front-End Gross	\$ 652	#DIV/0!
Avg. Finance Gross	\$ 1,783	#DIV/0!
PUVR	\$ 2,436	#DIV/0!
Total Gross (Units & PUVR)	\$ 246,013	#DIV/0!
GROI	72%	#DIV/0!
% with Trade	21%	#DIV/0!
Avg. Over/Under Allowance	116	#DIV/0!



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Scoreboard

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Sales Consultant	Totals	
% Retailed of Non-New Franchise	31%	#DIV/0!
Total # Retail Units	101	0
Avg. Days to Sale	53.3	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 23,271	#DIV/0!
Avg. Transaction Price	\$ 22,932	#DIV/0!
Avg. Market Price at 100%	\$ 23,319	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 338	#DIV/0!
Avg. Front-End Gross	\$ 652	#DIV/0!
Avg. Finance Gross	\$ 1,783	#DIV/0!
PUVR	\$ 2,436	#DIV/0!
Total Gross (Units & PUVR)	\$ 246,013	#DIV/0!
GROI	72%	#DIV/0!
% with Trade	21%	#DIV/0!
Avg. Over/Under Allowance	116	#DIV/0!



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Scoreboard

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Finance Manager	Totals	
% Retailed of Non-New Franchise	31%	#DIV/0!
Total # Retail Units	101	0
Avg. Days to Sale	53.3	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 23,271	#DIV/0!
Avg. Transaction Price	\$ 22,932	#DIV/0!
Avg. Market Price at 100%	\$ 23,319	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 338	#DIV/0!
Avg. Front-End Gross	\$ 652	#DIV/0!
Avg. Finance Gross	\$ 1,783	#DIV/0!
PUVR	\$ 2,436	#DIV/0!
Total Gross (Units & PUVR)	\$ 246,013	#DIV/0!
GROI	72%	#DIV/0!
% with Trade	21%	#DIV/0!
Avg. Over/Under Allowance	116	#DIV/0!



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Scoreboard

CPO	Totals	Yes
Total # Retail Units	101	45
Avg. Days to Sale	53.3	48.3
Avg. Advertised Price (Time of Sale)	\$ 23,271	\$ 23,929
Avg. Transaction Price	\$ 22,932	\$ 23,647
Avg. Market Price at 100%	\$ 23,319	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 338	\$ 282
Avg. Front-End Gross	\$ 652	\$ 391
Avg. Finance Gross	\$ 1,783	\$ 2,313
PUVR	\$ 2,436	\$ 2,703
Total Gross (Units & PUVR)	\$ 246,013	\$ 121,654
GROI	72%	85%
% with Trade	21%	19%
Avg. Over/Under Allowance	116	136

No
56
57.2
\$ 22,358
\$ 22,358
#DIV/0!
#DIV/0!
#DIV/0!
\$ 384
\$ 863
\$ 1,358
\$ 2,221
\$ 124,359
62%
21%
100

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	101	70
Avg. Days to Sale	53.3	54.7
Avg. Advertised Price (Time of Sale)	\$ 23,271	\$ 23,262
Avg. Transaction Price	\$ 22,932	\$ 22,976
Avg. Market Price at 100%	\$ 23,319	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 338	\$ 286
Avg. Front-End Gross	\$ 652	\$ 302
Avg. Finance Gross	\$ 1,783	\$ 1,928
PUVR	\$ 2,436	\$ 2,230
Total Gross (Units & PUVR)	\$ 246,013	\$ 156,089
GROI	72%	64%
% with Trade	21%	13%
Avg. Over/Under Allowance	116	124

No
31
50.0
\$ 22,833
\$ 22,833
#DIV/0!
#DIV/0!
#DIV/0!
\$ 457
\$ 1,444
\$ 1,457
\$ 2,901
\$ 89,924
92%
39%
98

Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	101	54	15
% of Retail Units	100%	53%	15%
% Retailed of Non-New Franchise	31%	13%	80%
Avg. Days to Sale	53.3	49.5	61.0
Avg. Transaction Price	\$ 22,932	\$ 22,015	\$ 16,827
Avg. Transaction to Market %	98%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 338	\$ 103	\$ (31)
Avg. Front End Gross	\$ 652	\$ 771	\$ 867
Avg. Finance Gross	\$ 1,783	\$ 1,549	\$ 1,005
PUVR	\$ 2,436	\$ 2,320	\$ 1,871
Total Gross (Units & PUVR)	\$ 246,013	\$ 125,297	\$ 28,067
GROI	72%	77%	66%
% with Trade	21%	22%	13%
Avg. Over/Under Allowance	116	119	165



Street/Curb buy	Auction/wholesale	Loaner/rental fleet	LBO customer
2	29	1	0
2%	29%	1%	0%
50%	38%	0%	#DIV/0!
30.5	59.0	20.0	#DIV/0!
\$ 34,327	\$ 27,296	\$ 14,705	#DIV/0!
104%	#DIV/0!	97%	#DIV/0!
\$ 94	\$ 997	\$ -	#DIV/0!
\$ 2,628	\$ 155	\$ 1,501	#DIV/0!
\$ 1,774	\$ 2,674	\$ 325	#DIV/0!
\$ 4,402	\$ 2,828	\$ 1,826	#DIV/0!
\$ 8,804	\$ 82,019	\$ 1,826	#DIV/0!
151%	63%	224%	#DIV/0!
50%	21%	0%	#DIV/0!
0	97	0	#DIV/0!

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Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	101	23	25
% of Retail Units	100%	23%	25%
% Retailed of Non-New Franchise	31%	39%	20%
Avg. Days to Sale	53.3	18.0	37.6
Avg. Transaction Price	\$ 22,932	\$ 20,629	\$ 27,268
Avg. Transaction to Market %	98%	#DIV/0!	99%
Avg. Transactional Discount	\$ 338	\$ 218	\$ 489
Avg. Front End Gross	\$ 652	\$ 1,554	\$ 1,697
Avg. Finance Gross	\$ 1,783	\$ 1,432	\$ 2,408
PUVR	\$ 2,436	\$ 2,986	\$ 4,105
Total Gross (Units & PUVR)	\$ 246,013	\$ 68,688	\$ 102,622
GROI	72%	290%	144%
% with Trade	21%	17%	32%
Avg. Over/Under Allowance	116	43	246



46-60 days	61-90 days	90+ days
20	23	10
20%	23%	10%
30%	43%	10%
53.3	75.3	122.9
\$ 20,470	\$ 22,480	\$ 23,355
99%	#DIV/0!	#DIV/0!
\$ 218	\$ 464	\$ 191
\$ 981	\$ (195)	\$ (2,744)
\$ 1,421	\$ 1,734	\$ 1,871
\$ 2,402	\$ 1,539	\$ (873)
\$ 48,040	\$ 35,392	\$ (8,729)
79%	33%	-11%
10%	17%	30%
75	133	0