

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	T488539	2018	GMC	Sierra 1500	109	Trade on New	No	\$ 47,422	\$ 44,990	98%	(\$961)	\$859
2	T203697	2017	GMC	Yukon	79	Trade on Used	No	\$ 39,296	\$ 36,500	103%	(\$1,089)	\$1,012
3	T131340	2017	Chevrolet	Silverado 3500	86	Trade on Used	No	\$ 56,951	\$ 55,951	111%	\$376	\$4,983
4	TA52958	2019	Ford	Raptor	87	Trade on New	No	\$ 59,999	\$ 53,101	96%	(\$5,407)	\$2,266
5	G716149	2019	Toyota	Camry	129	Other	No	\$ 19,736	\$ 19,665	99%	\$1,636	\$2,716
6	T356051	2019	GMC	Yukon	45	Trade on Used	No	\$ 53,499	\$ 52,000	100%	\$1,404	\$2,680
7	T173951	2018	Ram	1500	43	Trade on Used	No	\$ 22,879	\$ 22,875	100%	\$3,977	\$0
8	T327670	2014	Chevrolet	Silverado 1500	16	Trade on Used	No	\$ 16,999	\$ 16,990	94%	\$3,088	\$1,608
9	T288843	2020	GMC	Sierra 1500	69	Trade on New	No	\$ 49,999	\$ 50,739	99%	\$212	\$4,557
10	G776698	2019	Buick	Encore	85	Other	No	\$ 19,795	\$ 18,500	105%	\$1,365	\$0
11	T197755	2014	GMC	Yukon	9	Trade on New	No	\$ 26,990	\$ 26,990	103%	\$3,344	\$2,746
12	A379755	2019	GMC	Sierra 1500	59	Auction/Wholesale	No	\$ 53,943	\$ 52,943	101%	\$1,717	\$2,501
13	TC23226	2019	Ford	F-250	15	Trade on New	No	\$ 58,587	\$ 58,000	98%	\$3,229	\$2,073
14	T400589	2017	Chevrolet	Suburban	25	Trade on New	No	\$ 43,990	\$ 43,990	100%	\$3,408	\$2,799
15	T242727	2018	GMC	Sierra 1500	37	Trade on Used	No	\$ 34,940	\$ 34,940	100%	\$3,700	\$1,916
16	A326140	2017	Cadillac	XT5	26	Auction/Wholesale	Yes	\$ 34,374	\$ 34,374	102%	\$224	\$2,918
17	T192593	2011	Toyota	Tundra	10	Trade on Used	No	\$ 17,900	\$ 17,900	84%	\$3,231	\$392
18	T190960	2016	GMC	Sierra 1500	126	Trade on New	No	\$ 35,000	\$ 35,000	95%	\$3,573	\$4,234
19	T237274	2018	Jeep	Wrangler	43	Trade on New	No	\$ 33,982	\$ 34,992	102%	\$2,121	\$2,781
20	T164738	2018	Chevrolet	Silverado 2500	30	Trade on New	No	\$ 42,140	\$ 40,401	100%	\$3,413	\$436
21	A136737	2016	Cadillac	ATS-V	32	LBO OEM/Leasing Co.	Yes	\$ 35,440	\$ 35,440	103%	\$2,631	\$373
22	A165719	2018	Cadillac	XT5	27	LBO OEM/Leasing Co.	Yes	\$ 31,920	\$ 31,500	108%	\$1,343	\$275
23	T585194	2019	Ram	1500	60	Trade on New	No	\$ 43,934	\$ 43,934	96%	\$3,110	\$450
24	TC00552	2017	Ford	F-250	15	Trade on New	No	\$ 46,990	\$ 46,990	100%	\$2,134	\$1,000
25	T161065	2017	GMC	Sierra 2500	3	Trade on New	No	\$ 49,000	\$ 49,000	105%	\$4,184	\$2,330
26	TA49041	2015	Ford	Escape	17	Trade on New	No	\$ 11,894	\$ 11,894	87%	\$3,230	\$120
27	T282455	2016	Jeep	Cherokee	115	Trade on New	No	\$ 12,999	\$ 12,999	97%	(\$763)	\$1,959
28	T150076	2018	Chevrolet	Silverado 1500	64	Trade on New	No	\$ 33,969	\$ 32,250	104%	(\$1,861)	\$2,081
29	T131446	2010	Chevrolet	Camaro	17	Trade on Used	No	\$ 16,216	\$ 14,708	95%	\$1,417	\$673

30	T201071	2019	GMC	Sierra 1500	127	Trade on New	No	\$ 53,988	\$ 54,988	115%	(\$779)	\$4,685
31	T136022	2018	Chevrolet	Cruze	125	Trade on New	No	\$ 11,999	\$ 11,999	91%	(\$145)	\$2,650
32	T230490	2017	Chevrolet	Cruze	65	Trade on Used	No	\$ 12,858	\$ 12,988	93%	\$1,677	\$1,027
33	T271957	2018	Chevrolet	Malibu	10	Trade on New	No	\$ 16,365	\$ 16,365	97%	\$3,568	\$1,506
34	T534019	2017	Chrysler	Pacifica	28	Trade on Used	No	\$ 16,630	\$ 16,630	97%	\$1,648	\$0
35	T110706	2014	Ford	Fusion	105	Trade on New	No	\$ 13,646	\$ 11,928	109%	\$717	\$0
36	TA14768	2020	Ford	F-150	44	Trade on New	No	\$ 53,887	\$ 53,887	98%	\$3,962	\$4,936
37	T105320	2020	Cadillac	XT6	17	Trade on Used	Yes	\$ 47,270	\$ 47,140	106%	\$1,068	\$1,208
38	T172644	2019	Ford	Mustang	12	Trade on Used	No	\$ 30,993	\$ 30,993	100%	\$4,446	\$3,882
39	P222599	2021	Hyundai	Palisade	6	Street/Curb Buy	No	\$ 47,590	\$ 47,500	98%	\$4,759	\$1,201
40	T009245	2018	Volkswagen	Tiguan	55	Trade on Used	No	\$ 19,952	\$ 19,952	97%	\$242	\$3,009
41	T284558	2016	Buick	Enclave	115	Trade on Used	No	\$ 17,763	\$ 17,673	95%	\$16	\$2,759
42	P722862	2018	Honda	HR-V	53	Trade on Used	No	\$ 16,940	\$ 16,488	98%	\$966	\$2,642
43	T639458	2015	Chevrolet	Tahoe	16	Trade on New	No	\$ 32,287	\$ 31,600	96%	\$1,996	\$3,170
44	T281942	2018	GMC	Sierra 1500	62	Trade on New	No	\$ 46,961	\$ 45,961	103%	(\$383)	\$2,086
45	T237143	2017	GMC	Yukon	53	Trade on Used	No	\$ 32,961	\$ 32,961	100%	\$2,858	\$2,959
46	T114741	2019	Chevrolet	Silverado 1500	31	Trade on New	No	\$ 45,590	\$ 47,853	99%	\$1,705	\$2,938
47	P121074	2018	GMC	Sierra 1500	1	Street/Curb Buy	No	\$ 21,000	\$ 21,000	87%	\$5,320	\$0
48	T177154	2005	GMC	Sierra 1500	6	Trade on Used	No	\$ 7,300	\$ 7,300	54%	\$2,085	\$0
49	T256915	2020	GMC	Sierra 2500	33	Trade on Used	No	\$ 76,790	\$ 76,790	114%	\$5,032	\$4,666
50	G702733	2019	Chevrolet	Blazer	101	Other	No	\$ 35,995	\$ 35,495	96%	(\$2,877)	\$2,298
51	TL15046	2019	Lincoln	Navigator	15	Trade on New	No	\$ 67,492	\$ 65,000	98%	\$2,090	\$2,713
52	T442685	2016	Chevrolet	Tahoe	147	Trade on Used	No	\$ 39,998	\$ 39,000	103%	(\$1,103)	\$0
53	T356292	2015	GMC	Sierra 1500	7	Trade on New	No	\$ 19,500	\$ 19,500	92%	\$3,047	\$1,760

Scoreboard Totals

% Retailed of Non-Franchise Make	60%
Total # Retail Units	100
Avg. Days to Sale	48.4
Avg. Advertised Price (Time of Sale)	\$ 35,417
Avg. Transaction Price	\$ 34,946
Avg. Market Price at 100%	\$ 36,081
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 471
Avg. Front-End Gross	\$ 1,857
Avg. Finance Gross	\$ 1,968
PUVR	\$ 3,825
Total Gross (Units & PUVR)	\$ 382,480
GROI	81%
% with Trade	45%
Avg. Over/Under Allowance	\$184



Scoreboard

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Desk Manager	Totals	John Ray
% Retailed of Non-New Franchise	60%	50%
Total # Retail Units	100	4
Avg. Days to Sale	48.4	58.8
Avg. Advertised Price (Time of Sale)	\$ 35,417	\$ 25,831
Avg. Transaction Price	\$ 34,946	\$ 25,488
Avg. Market Price at 100%	\$ 36,081	\$ 26,768
Avg. Price to Market % (Time of Sale)	98%	96%
Avg. Transaction to Market	97%	95%
Avg. Transactional Discount	\$ 471	\$ 342
Avg. Front-End Gross	\$ 1,857	\$ 730
Avg. Finance Gross	\$ 1,968	\$ 2,257
PUVR	\$ 3,825	\$ 2,988
Total Gross (Units & PUVR)	\$ 382,480	\$ 11,950
GROI	81%	72%
% with Trade	45%	25%
Avg. Over/Under Allowance	184	0



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Justin Lawrence	Jake Pool	Chuck Lostetter	
61%	0%	100%	#DIV/0!
93	2	1	0
47.6	85.5	12.0	#DIV/0!
\$ 35,552	\$ 47,192	\$ 37,640	#DIV/0!
\$ 35,097	\$ 45,476	\$ 37,640	#DIV/0!
\$ 35,864	\$ 46,991	\$ 37,267	#DIV/0!
99%	100%	101%	#DIV/0!
98%	97%	101%	#DIV/0!
\$ 454	\$ 1,716	\$ -	#DIV/0!
\$ 1,970	\$ (672)	\$ 869	#DIV/0!
\$ 1,947	\$ 1,473	\$ 3,735	#DIV/0!
\$ 3,917	\$ 800	\$ 4,604	#DIV/0!
\$ 364,325	\$ 1,601	\$ 4,604	#DIV/0!
84%	7%	367%	#DIV/0!
45%	100%	0%	#DIV/0!
199	-25	#DIV/0!	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Casey Abbott
% Retailed of Non-New Franchise	60%	59%
Total # Retail Units	100	17
Avg. Days to Sale	48.4	53.0
Avg. Advertised Price (Time of Sale)	\$ 35,417	\$ 40,438
Avg. Transaction Price	\$ 34,946	\$ 39,945
Avg. Market Price at 100%	\$ 36,081	\$ 40,182
Avg. Price to Market % (Time of Sale)	98%	101%
Avg. Transaction to Market	97%	99%
Avg. Transactional Discount	\$ 471	\$ 493
Avg. Front-End Gross	\$ 1,857	\$ 1,891
Avg. Finance Gross	\$ 1,968	\$ 1,539
PUVR	\$ 3,825	\$ 3,430
Total Gross (Units & PUVR)	\$ 382,480	\$ 58,312
GROI	81%	58%
% with Trade	45%	53%
Avg. Over/Under Allowance	184	266



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Randall Peck	Kaylee Rowe	Rick Cassels	Jimmy Isonhood
68%	75%	57%	42%
19	12	7	12
47.3	61.2	70.3	40.4
\$ 35,133	\$ 27,630	\$ 31,339	\$ 34,400
\$ 34,819	\$ 27,618	\$ 31,193	\$ 33,436
\$ 35,081	\$ 28,445	\$ 31,901	\$ 35,096
100%	97%	98%	98%
99%	97%	98%	95%
\$ 314	\$ 12	\$ 146	\$ 964
\$ 1,516	\$ 1,442	\$ 2,227	\$ 1,109
\$ 2,105	\$ 1,398	\$ 2,021	\$ 1,812
\$ 3,620	\$ 2,839	\$ 4,247	\$ 2,921
\$ 68,781	\$ 34,072	\$ 29,732	\$ 35,052
79%	61%	70%	78%
47%	25%	57%	58%
389	-333	625	-693

Victor Contreras	Colby Cagle	Shane Bailey	Eric Hopkins
38%	83%	40%	75%
8	6	5	4
57.5	22.8	53.2	27.8
\$ 42,018	\$ 33,945	\$ 40,723	\$ 34,616
\$ 40,372	\$ 33,352	\$ 40,259	\$ 34,738
\$ 42,714	\$ 34,375	\$ 41,804	\$ 33,928
98%	99%	97%	102%
95%	97%	96%	102%
\$ 1,646	\$ 593	\$ 464	\$ (122)
\$ 1,475	\$ 3,074	\$ 1,536	\$ 2,822
\$ 2,789	\$ 2,453	\$ 2,685	\$ 2,884
\$ 4,264	\$ 5,526	\$ 4,221	\$ 5,706
\$ 34,113	\$ 33,158	\$ 21,105	\$ 22,825
66%	261%	71%	213%
25%	17%	60%	25%
1,250	0	333	1,000

Mike V	Kris Perritt	House	Outside Sales
50%	100%	100%	#DIV/0!
8	1	1	0
31.0	65.0	43.0	#DIV/0!
\$ 36,779	\$ 12,858	\$ 33,982	#DIV/0!
\$ 36,459	\$ 12,988	\$ 34,992	#DIV/0!
\$ 37,296	\$ 13,826	\$ 33,316	#DIV/0!
99%	93%	102%	#DIV/0!
98%	94%	105%	#DIV/0!
\$ 320	\$ (130)	\$ (1,010)	#DIV/0!
\$ 3,190	\$ 1,677	\$ 2,121	#DIV/0!
\$ 1,525	\$ 1,027	\$ 2,781	#DIV/0!
\$ 4,715	\$ 2,704	\$ 4,902	#DIV/0!
\$ 37,723	\$ 2,704	\$ 4,902	#DIV/0!
150%	115%	117%	#DIV/0!
63%	100%	0%	#DIV/0!
250	0	#DIV/0!	#DIV/0!

Scoreboard

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Finance Manager	Totals	Chuck Lostetter
% Retailed of Non-New Franchise	60%	60%
Total # Retail Units	100	52
Avg. Days to Sale	48.4	44.9
Avg. Advertised Price (Time of Sale)	\$ 35,417	\$ 36,446
Avg. Transaction Price	\$ 34,946	\$ 35,989
Avg. Market Price at 100%	\$ 36,081	\$ 36,959
Avg. Price to Market % (Time of Sale)	98%	99%
Avg. Transaction to Market	97%	97%
Avg. Transactional Discount	\$ 471	\$ 457
Avg. Front-End Gross	\$ 1,857	\$ 2,349
Avg. Finance Gross	\$ 1,968	\$ 2,088
PUVR	\$ 3,825	\$ 4,436
Total Gross (Units & PUVR)	\$ 382,480	\$ 230,694
GROI	81%	99%
% with Trade	45%	0%
Avg. Over/Under Allowance	184	332



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Mike Scott			
60%	#DIV/0!	#DIV/0!	#DIV/0!
48	0	0	0
52.2	#DIV/0!	#DIV/0!	#DIV/0!
\$ 34,302	#DIV/0!	#DIV/0!	#DIV/0!
\$ 33,817	#DIV/0!	#DIV/0!	#DIV/0!
\$ 34,413	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 485	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,324	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,838	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,162	#DIV/0!	#DIV/0!	#DIV/0!
\$ 151,786	#DIV/0!	#DIV/0!	#DIV/0!
65%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
95	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes
Total # Retail Units	100	8
Avg. Days to Sale	48.4	17.6
Avg. Advertised Price (Time of Sale)	\$ 35,417	\$ 40,915
Avg. Transaction Price	\$ 34,946	\$ 41,124
Avg. Market Price at 100%	\$ 36,081	\$ 41,172
Avg. Price to Market % (Time of Sale)	98%	99%
Avg. Transaction to Market	97%	100%
Avg. Transactional Discount	\$ 471	\$ (208)
Avg. Front-End Gross	\$ 1,857	\$ 1,710
Avg. Finance Gross	\$ 1,968	\$ 1,394
PUVR	\$ 3,825	\$ 3,104
Total Gross (Units & PUVR)	\$ 382,480	\$ 24,831
GROI	81%	154%
% with Trade	45%	17%
Avg. Over/Under Allowance	184	-333



No	
	92
	51.1
\$	34,409
\$	34,409
\$	35,264
	98%
	98%
\$	530
\$	1,870
\$	2,018
\$	3,887
\$	357,649
	80%
	82%
	221

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	100	40
Avg. Days to Sale	48.4	41.3
Avg. Advertised Price (Time of Sale)	\$ 35,417	\$ 40,693
Avg. Transaction Price	\$ 34,946	\$ 40,353
Avg. Market Price at 100%	\$ 36,081	\$ 40,483
Avg. Price to Market % (Time of Sale)	98%	101%
Avg. Transaction to Market	97%	100%
Avg. Transactional Discount	\$ 471	\$ 340
Avg. Front-End Gross	\$ 1,857	\$ 2,137
Avg. Finance Gross	\$ 1,968	\$ 2,341
PUVR	\$ 3,825	\$ 4,478
Total Gross (Units & PUVR)	\$ 382,480	\$ 179,114
GROI	81%	97%
% with Trade	45%	8%
Avg. Over/Under Allowance	184	150

No	
	60
	53.2
\$	31,341
\$	31,341
\$	32,572
	96%
	96%
\$	558
\$	1,670
\$	1,719
\$	3,389
\$	203,366
	73%
	70%
	207

Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	100	52	30
% of Retail Units	100%	52%	30%
% Retailed of Non-New Franchise	60%	63%	67%
Avg. Days to Sale	48.4	51.1	47.0
Avg. Transaction Price	\$ 34,946	\$ 38,187	\$ 30,292
Avg. Transaction to Market %	97%	96%	97%
Avg. Transactional Discount	\$ 471	\$ 507	\$ 464
Avg. Front End Gross	\$ 1,857	\$ 1,980	\$ 1,826
Avg. Finance Gross	\$ 1,968	\$ 2,240	\$ 1,809
PUVR	\$ 3,825	\$ 4,220	\$ 3,635
Total Gross (Units & PUVR)	\$ 382,480	\$ 219,436	\$ 109,042
GROI	81%	78%	92%
% with Trade	45%	52%	30%
Avg. Over/Under Allowance	184	67	222



Street/Curb buy	Auction/wholesale	Loaner/rental fleet	LBO customer
6	2	0	1
6%	2%	0%	1%
33%	0%	#DIV/0!	0%
26.2	42.5	#DIV/0!	0.0
\$ 34,824	\$ 43,659	#DIV/0!	\$ 24,966
96%	101%	#DIV/0!	94%
\$ 598	\$ 500	#DIV/0!	\$ -
\$ 4,494	\$ 971	#DIV/0!	\$ (15)
\$ 1,334	\$ 2,710	#DIV/0!	\$ 2,671
\$ 5,829	\$ 3,680	#DIV/0!	\$ 2,656
\$ 34,972	\$ 7,361	#DIV/0!	\$ 2,656
230%	71%	#DIV/0!	#DIV/0!
50%	50%	#DIV/0!	0%
500	1,000	#DIV/0!	#DIV/0!

BO OEM/Leasing co	Other
2	7
2%	7%
0%	71%
29.5	67.6
\$ 33,470	\$ 30,283
105%	98%
\$ 210	\$ 251
\$ 1,987	\$ (704)
\$ 324	\$ 1,331
\$ 2,311	\$ 627
\$ 4,622	\$ 4,392
84%	11%
0%	71%
#DIV/0!	400

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	100	45	16
% of Retail Units	100%	45%	16%
% Retailed of Non-New Franchise	60%	60%	50%
Avg. Days to Sale	48.4	13.9	37.9
Avg. Transaction Price	\$ 34,946	\$ 34,455	\$ 38,551
Avg. Transaction to Market %	97%	96%	100%
Avg. Transactional Discount	\$ 471	\$ 355	\$ (85)
Avg. Front End Gross	\$ 1,857	\$ 2,885	\$ 2,962
Avg. Finance Gross	\$ 1,968	\$ 1,810	\$ 2,363
PUVR	\$ 3,825	\$ 4,695	\$ 5,325
Total Gross (Units & PUVR)	\$ 382,480	\$ 211,255	\$ 85,195
GROI	81%	353%	131%
% with Trade	45%	40%	44%
Avg. Over/Under Allowance	184	69	243



46-60 days	61-90 days	90+ days
6	14	18
6%	14%	18%
67%	57%	72%
56.5	74.1	124.1
\$ 39,086	\$ 39,766	\$ 28,396
97%	98%	96%
\$ 868	\$ 1,129	\$ 635
\$ 846	\$ 730	\$ (379)
\$ 2,171	\$ 1,965	\$ 1,908
\$ 3,017	\$ 2,696	\$ 1,529
\$ 18,101	\$ 37,742	\$ 27,530
49%	33%	16%
67%	50%	50%
-250	771	106