









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	30	Trade on New	No	\$ 15,000	\$ 13,800	95%	\$1,500	\$500
1	350221	2016	TOYOTA	4RUNNER	39	Trade on New	NO	\$ 29,995	\$ 28,133	102%	\$3,111	\$2,031
2	375262	2018	Chevrolet	COLORADO	4	TRADE ON USED	YES	\$ 33,899	\$ 33,899	104%	\$1,797	\$2,091
3	348751	2015	JEEP	WRANGLER	28	TRADE ON NEW	No	\$ 33,655	\$ 31,448	96%	\$4,744	\$1,459
4	455361	2014	NISSAN	MURANO	29	TRADE ON NEW	No	\$ 16,455	\$ 16,227	114%	\$2,944	\$0
5	13991	2018	Chevrolet	EQUINOX	53	Auction/Wholesale	Yes	\$ 19,623	\$ 19,623	105%	\$1,914	\$451
6	443181	2018	BUICK	ENCLAVE	2	TRADE ON NEW	YES	\$ 37,455	\$ 37,455	102%	\$4,266	\$4,521
7	10976	2017	RAM	1500	76	Auction/Wholesale	No	\$ 13,875	\$ 13,875	89%	\$2,845	\$1,244
8	307161	2012	GMC	ACADIA	13	TRADE ON NEW	No	\$ 15,655	\$ 15,516	107%	\$2,839	\$1,568
9	19139	2017	BUICK	LACROSSE	9	Auction/Wholesale	YES	\$ 23,655	\$ 23,655	102%	\$1,912	\$3,118
10	18643	2017	BUICK	ENCORE	46	Auction/Wholesale	YES	\$ 16,955	\$ 16,955	105%	\$1,711	\$3,665
11	16143A	2019	RAM	1500	27	Auction/Wholesale	No	\$ 25,955	\$ 24,322	90%	\$1,712	\$18
12	10017	2017	BUICK	ENCLAVE	77	Auction/Wholesale	YES	\$ 27,997	\$ 26,953	108%	\$1,327	\$0
13	139223	2012	GMC	SIERRA	5	TRADE ON USED	No	\$ 15,555	\$ 15,555	93%	\$7,167	\$4,018
14	10948A	2020	Chevrolet	Equinox	43	Auction/Wholesale	YES	\$ 23,655	\$ 23,655	99%	\$2,624	\$300
15	449442	2016	Chevrolet	COLORADO	23	TRADE ON USED	YES	\$ 27,655	\$ 27,655	98%	\$3,525	\$2,054
16	694262	2010	MAZDA	3	6	TRADE ON USED	No	\$ 9,995	\$ 8,755	101%	\$2,870	\$665
17	11646A	2017	Chevrolet	CRUZE	80	Auction/Wholesale	YES	\$ 13,995	\$ 13,995	99%	(\$467)	\$2,334
18	39094A1	2014	Chevrolet	IMPALA	20	Trade on New	No	\$ 14,955	\$ 14,955	104%	\$3,064	\$307
19	19839A	2021	GMC	YUKON XL	9	Auction/Wholesale	YES	\$ 83,999	\$ 83,500	101%	\$2,481	\$4,344
20	458631	2018	Chevrolet	Equinox	13	Trade on New	YES	\$ 15,973	\$ 15,474	98%	\$1,950	\$2,829
21	18438	2019	Chevrolet	COLORADO	17	Auction/Wholesale	YES	\$ 34,997	\$ 34,997	103%	\$2,943	\$2,214
22	13922	2019	GMC	CANYON	34	Auction/Wholesale	YES	\$ 37,855	\$ 36,955	105%	\$3,159	\$2,182
23	17513B	2018	RAM	1500	122	Auction/Wholesale	No	\$ 18,997	\$ 18,955	97%	\$2,666	\$150
24	15966A1	2014	GMC	ACADIA	12	TRADE ON USED	No	\$ 18,955	\$ 17,600	102%	\$2,305	\$350
25	312462	2017	FORD	F150	13	TRADE ON USED	No	\$ 39,855	\$ 39,250	104%	\$3,124	\$2,200
26	18967A	2019	Chevrolet	Equinox	26	Auction/Wholesale	YES	\$ 20,455	\$ 19,573	105%	\$1,315	\$0
27	31720A2	2011	DODGE	GRAND CARAVAN	31	TRADE ON USED	No	\$ 7,995	\$ 7,995	110%	\$3,160	\$0

28	52359A1	2016	CADILLAC	ESCALADE	52	TRADE ON NEW	No	\$	39,899	\$	39,899	90%	\$3,225	\$3,629
29	12556	2017	GMC	TERRAIN	61	Auction/Wholesale	YES	\$	19,250	\$	18,000	105%	\$20	\$568
30	458481	2014	Chevrolet	IMPALA	8	TRADE ON NEW	No	\$	14,955	\$	14,450	99%	\$5,355	\$2,540
31	15715	2012	MAZDA	MIATA	18	Auction/Wholesale	No	\$	15,899	\$	14,953	99%	\$7,082	\$0
32	58740A2	2014	JEEP	GRAND CHEROKE	49	TRADE ON USED	No	\$	20,655	\$	20,655	100%	\$4,165	\$2,821
33	14586	2019	GMC	CANYON	18	Auction/Wholesale	YES	\$	37,595	\$	37,595	103%	\$1,094	\$0
34	16312	2019	MAZDA	CX5	112	Auction/Wholesale	No	\$	18,995	\$	18,995	99%	(\$1,800)	\$915
35	449441	2018	BUICK	ENCORE	16	TRADE ON NEW	YES	\$	17,488	\$	17,488	98%	\$2,968	\$0
36	12335	2020	CADILLAC	ESCALADE	39	Auction/Wholesale	YES	\$	67,955	\$	67,650	100%	\$3,113	\$0
37	13840	2018	RAM	1500	7	Auction/Wholesale	No	\$	27,455	\$	27,455	96%	\$5,550	\$0
38	458482	2016	Chevrolet	SILVERADO	19	TRADE ON USED	No	\$	39,955	\$	38,955	100%	\$5,701	\$0
39	317611	2018	Chevrolet	SUBURBAN	32	TRADE ON NEW	YES	\$	46,655	\$	46,500	103%	\$1,780	\$524
40	15824	2017	RAM	1500	7	Auction/Wholesale	No	\$	25,997	\$	25,900	97%	\$5,618	\$0
41	10682	2020	CADILLAC	XT5	13	Auction/Wholesale	YES	\$	45,955	\$	40,677	109%	\$2,975	\$650
42	16937	2019	NISSAN	ROGUE	39	Auction/Wholesale	No	\$	16,582	\$	16,582	100%	\$1,384	\$595
43	14412	2017	RAM	1500	113	Auction/Wholesale	No	\$	16,681	\$	16,681	89%	\$2,572	\$4,598
44	17100	2020	Chevrolet	MALIBU	102	Auction/Wholesale	YES	\$	17,899	\$	17,577	96%	(\$1,229)	\$626
45	186431	2013	CHRYSLER	TOWN AND COUN	35	TRADE ON USED	No	\$	10,955	\$	10,572	96%	\$3,318	\$2,055
46	527731	2017	Chevrolet	SILVERADO	22	TRADE ON NEW	No	\$	44,955	\$	43,306	104%	\$3,684	\$0
47	461641	2019	BUICK	ENCORE	10	TRADE ON NEW	YES	\$	16,955	\$	16,400	98%	\$1,786	\$2,002
48	337701	2013	CHRYSLER	TOWN AND COUN	30	TRADE ON NEW	No	\$	11,855	\$	11,397	90%	\$1,144	\$1,934
49	31737B1	2018	Chevrolet	SILVERADO	27	TRADE ON NEW	YES	\$	42,655	\$	37,974	100%	\$624	\$250
50	125731	2019	Chevrolet	SILVERADO	35	TRADE ON USED	YES	\$	37,955	\$	37,955	103%	\$3,809	\$2,861
51	567821	2013	HONDA	CIVIC	7	TRADE ON NEW	NO	\$	13,455	\$	13,455	106%	\$3,276	\$0
52	13444A	2019	KIA	SOUL	86	Auction/Wholesale	No	\$	13,999	\$	13,999	93%	\$89	\$389
53	305831	2019	TOYOTA	RAV4	21	TRADE ON NEW	No	\$	34,955	\$	34,455	98%	\$3,104	\$0

## Scoreboard Totals

% Retailed of Non-Franchise Make	63%
Total # Retail Units	139
Avg. Days to Sale	32.9
Avg. Advertised Price (Time of Sale)	\$ 27,265
Avg. Transaction Price	\$ 26,791
Avg. Market Price at 100%	\$ 27,261
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ 474
Avg. Front-End Gross	\$ 2,694
Avg. Finance Gross	\$ 1,172
PUVR	\$ 3,866
Total Gross (Units & PUVR)	\$ 537,442
GROI	158%
% with Trade	45%
Avg. Over/Under Allowance	\$34



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	STEVE CAIN	ANTHONY BARNES
% Retailed of Non-New Franchise	63%	65%	62%
Total # Retail Units	139	52	87
Avg. Days to Sale	32.9	26.3	36.8
Avg. Advertised Price (Time of Sale)	\$ 27,265	\$ 29,478	\$ 25,942
Avg. Transaction Price	\$ 26,791	\$ 28,845	\$ 25,564
Avg. Market Price at 100%	\$ 27,261	\$ 29,666	\$ 25,883
Avg. Price to Market % (Time of Sale)	100%	99%	100%
Avg. Transaction to Market	98%	97%	99%
Avg. Transactional Discount	\$ 474	\$ 634	\$ 378
Avg. Front-End Gross	\$ 2,694	\$ 2,864	\$ 2,593
Avg. Finance Gross	\$ 1,172	\$ 1,084	\$ 1,225
PUVR	\$ 3,866	\$ 3,948	\$ 3,818
Total Gross (Units & PUVR)	\$ 537,442	\$ 205,294	\$ 332,148
GROI	158%	187%	146%
% with Trade	45%	48%	44%
Avg. Over/Under Allowance	34	130	-27









## Scoreboard

(Click on the blue header to access the dropdown list, then scroll up to see)

Sales Consultant	Totals	ALEN KRAMER	ANTHONY THOMPSON	CHASE BRANSON
% Retailed of Non-New Franchise	63%	58%	78%	63%
Total # Retail Units	139	12	27	16
Avg. Days to Sale	32.9	40.0	38.5	29.1
Avg. Advertised Price (Time of Sale)	\$ 27,265	\$ 21,900	\$ 26,619	\$ 25,145
Avg. Transaction Price	\$ 26,791	\$ 22,040	\$ 26,001	\$ 24,830
Avg. Market Price at 100%	\$ 27,261	\$ 22,132	\$ 26,561	\$ 25,109
Avg. Price to Market % (Time of Sale)	100%	99%	100%	100%
Avg. Transaction to Market	98%	100%	98%	99%
Avg. Transactional Discount	\$ 474	\$ (140)	\$ 618	\$ 316
Avg. Front-End Gross	\$ 2,694	\$ 2,769	\$ 2,786	\$ 2,673
Avg. Finance Gross	\$ 1,172	\$ 1,025	\$ 1,050	\$ 2,075
PUVR	\$ 3,866	\$ 3,794	\$ 3,836	\$ 4,748
Total Gross (Units & PUVR)	\$ 537,442	\$ 45,523	\$ 103,573	\$ 75,968
GROI	158%	155%	138%	236%
% with Trade	45%	58%	37%	44%
Avg. Over/Under Allowance	34	121	-88	-42



Select your staff member for each column.)

DESIREE BRANICK	MIKE SHEAHON	NOAH TRACY	NATHAN DUTTON	PETER DELCAMPO	COLLEEN SMITH
68%	63%	43%	100%	60%	40%
22	19	21	1	5	5
30.0	27.2	34.8	90.0	30.6	46.4
\$ 33,789	\$ 24,391	\$ 27,929	\$ 22,277	\$ 26,725	\$ 30,438
\$ 33,261	\$ 24,029	\$ 27,439	\$ 21,253	\$ 25,866	\$ 29,678
\$ 33,931	\$ 24,204	\$ 28,782	\$ 22,732	\$ 26,036	\$ 30,320
100%	101%	97%	98%	103%	100%
98%	99%	95%	93%	99%	98%
\$ 529	\$ 362	\$ 489	\$ 1,024	\$ 859	\$ 760
\$ 2,755	\$ 2,982	\$ 2,719	\$ (622)	\$ 2,902	\$ 1,759
\$ 1,178	\$ 963	\$ 883	\$ 1,074	\$ 1,206	\$ 1,569
\$ 3,932	\$ 3,945	\$ 3,603	\$ 452	\$ 4,108	\$ 3,327
\$ 86,509	\$ 74,955	\$ 75,655	\$ 452	\$ 20,542	\$ 16,636
142%	218%	136%	9%	187%	87%
68%	42%	33%	100%	40%	20%
90	256	-129	0	0	250

ELLY CLAUSSEN	DARREL	SHANNON			
71%	50%	100%	#DIV/0!	#DIV/0!	#DIV/0!
7	2	2	0	0	0
10.6	37.0	26.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 29,164	\$ 18,305	\$ 31,947	#DIV/0!	#DIV/0!	#DIV/0!
\$ 28,368	\$ 17,953	\$ 31,127	#DIV/0!	#DIV/0!	#DIV/0!
\$ 28,355	\$ 17,537	\$ 30,549	#DIV/0!	#DIV/0!	#DIV/0!
103%	104%	105%	#DIV/0!	#DIV/0!	#DIV/0!
100%	102%	102%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 796	\$ 352	\$ 820	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,376	\$ 1,433	\$ 3,358	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,073	\$ 75	\$ 1,877	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,449	\$ 1,508	\$ 5,235	#DIV/0!	#DIV/0!	#DIV/0!
\$ 24,144	\$ 3,016	\$ 10,469	#DIV/0!	#DIV/0!	#DIV/0!
414%	82%	233%	#DIV/0!	#DIV/0!	#DIV/0!
29%	50%	100%	#DIV/0!	#DIV/0!	#DIV/0!
-125	0	0	#DIV/0!	#DIV/0!	#DIV/0!

















## Scoreboard

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Finance Manager	Totals	PATRICK BAUM	RANDY MATTOX	CHRIS CHARAY
% Retailed of Non-New Franchise	63%	61%	71%	66%
Total # Retail Units	139	82	7	50
Avg. Days to Sale	32.9	31.5	33.7	35.0
Avg. Advertised Price (Time of Sale)	\$ 27,265	\$ 27,751	\$ 26,092	\$ 26,633
Avg. Transaction Price	\$ 26,791	\$ 27,310	\$ 25,564	\$ 26,113
Avg. Market Price at 100%	\$ 27,261	\$ 27,767	\$ 26,597	\$ 26,627
Avg. Price to Market % (Time of Sale)	100%	100%	98%	100%
Avg. Transaction to Market	98%	98%	96%	98%
Avg. Transactional Discount	\$ 474	\$ 442	\$ 528	\$ 520
Avg. Front-End Gross	\$ 2,694	\$ 2,758	\$ 2,621	\$ 2,599
Avg. Finance Gross	\$ 1,172	\$ 1,164	\$ 458	\$ 1,286
PUVR	\$ 3,866	\$ 3,923	\$ 3,079	\$ 3,885
Total Gross (Units & PUVR)	\$ 537,442	\$ 321,645	\$ 21,554	\$ 194,243
GROI	158%	164%	129%	153%
% with Trade	45%	0%	0%	0%
Avg. Over/Under Allowance	34	13	-350	149







# Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	139	70	69
Avg. Days to Sale	32.9	34.4	31.3
Avg. Advertised Price (Time of Sale)	\$ 27,265	\$ 32,108	\$ 21,861
Avg. Transaction Price	\$ 26,791	\$ 31,651	\$ 21,861
Avg. Market Price at 100%	\$ 27,261	\$ 31,735	\$ 22,797
Avg. Price to Market % (Time of Sale)	100%	101%	96%
Avg. Transaction to Market	98%	100%	96%
Avg. Transactional Discount	\$ 474	\$ 457	\$ 491
Avg. Front-End Gross	\$ 2,694	\$ 2,378	\$ 3,015
Avg. Finance Gross	\$ 1,172	\$ 1,321	\$ 1,022
PUVR	\$ 3,866	\$ 3,699	\$ 4,037
Total Gross (Units & PUVR)	\$ 537,442	\$ 258,905	\$ 278,537
GROI	158%	122%	212%
% with Trade	45%	119%	70%
Avg. Over/Under Allowance	34	172	-217



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	139	51	88
Avg. Days to Sale	32.9	30.1	34.5
Avg. Advertised Price (Time of Sale)	\$ 27,265	\$ 27,991	\$ 26,283
Avg. Transaction Price	\$ 26,791	\$ 27,669	\$ 26,283
Avg. Market Price at 100%	\$ 27,261	\$ 28,044	\$ 26,866
Avg. Price to Market % (Time of Sale)	100%	100%	98%
Avg. Transaction to Market	98%	99%	98%
Avg. Transactional Discount	\$ 474	\$ 322	\$ 562
Avg. Front-End Gross	\$ 2,694	\$ 2,900	\$ 2,575
Avg. Finance Gross	\$ 1,172	\$ 993	\$ 1,276
PUVR	\$ 3,866	\$ 3,893	\$ 3,851
Total Gross (Units & PUVR)	\$ 537,442	\$ 198,563	\$ 338,879
GROI	158%	168%	153%
% with Trade	45%	80%	25%
Avg. Over/Under Allowance	34	224	-104



## Scoreboard

Source	Totals	Trade on New	Trade on Used	Auction/Wholesale
Total # Retail Units	139	52	31	56
% of Retail Units	100%	37%	22%	40%
% Retailed of Non-New Franchise	63%	60%	68%	64%
Avg. Days to Sale	32.9	22.6	22.7	48.0
Avg. Transaction Price	\$ 26,791	\$ 30,021	\$ 22,083	\$ 26,399
Avg. Transaction to Market %	98%	98%	98%	98%
Avg. Transactional Discount	\$ 474	\$ 532	\$ 356	\$ 486
Avg. Front End Gross	\$ 2,694	\$ 3,205	\$ 2,705	\$ 2,214
Avg. Finance Gross	\$ 1,172	\$ 1,025	\$ 1,497	\$ 1,129
PUVR	\$ 3,866	\$ 4,230	\$ 4,202	\$ 3,343
Total Gross (Units & PUVR)	\$ 537,442	\$ 219,976	\$ 130,251	\$ 187,215
GROI	158%	225%	301%	95%
% with Trade	45%	40%	42%	52%
Avg. Over/Under Allowance	34	119	-721	313







## Scoreboard

Age	Totals	0-30 days	31-45 days	46-60 days	61-90 days	90+ days
Total # Retail Units	139	83	26	9	14	7
% of Retail Units	100%	60%	19%	6%	10%	5%
% Retailed of Non-New Franchise	63%	60%	62%	67%	79%	71%
Avg. Days to Sale	32.9	14.5	37.3	50.7	74.2	129.0
Avg. Transaction Price	\$ 26,791	\$ 28,558	\$ 27,586	\$ 24,566	\$ 19,462	\$ 20,413
Avg. Transaction to Market %	98%	98%	99%	101%	97%	95%
Avg. Transactional Discount	\$ 474	\$ 610	\$ 348	\$ 38	\$ 386	\$ 72
Avg. Front End Gross	\$ 2,694	\$ 3,239	\$ 2,631	\$ 2,910	\$ 995	\$ (413)
Avg. Finance Gross	\$ 1,172	\$ 1,114	\$ 1,046	\$ 2,295	\$ 876	\$ 1,483
PUVR	\$ 3,866	\$ 4,353	\$ 3,677	\$ 5,205	\$ 1,871	\$ 1,069
Total Gross (Units & PUVR)	\$ 537,442	\$ 361,325	\$ 95,595	\$ 46,841	\$ 26,195	\$ 7,486
GROI	158%	380%	128%	151%	47%	15%
% with Trade	45%	41%	62%	56%	43%	29%
Avg. Over/Under Allowance	34	22	-278	760	358	-63

