

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Roger Rea	Taylor Sovelove	Bob Hamilton
Andy Kornreich	Kim Mills	Kirk Davis
Coury Miles		Natalie Iozzo
		Brent Bigler
		Madison Gallagher
		Chris Zier
		Darien Lux
		Sam Kamra
		Tyler Sheets

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	D10847N	2015	Mazda	3	49	Trade on New	No	\$ 10,987	\$ 10,587	89%	\$2,093	\$372
2	DP5515	2020	Mercedes-Benz	CLA250	35	Loaner	Yes	\$ 39,586	\$ 38,388	101%	\$3,605	\$722
3	DP5496A	2016	Volvo	XC90	16	Trade on Used	No	\$ 29,988	\$ 29,490	96%	\$2,695	\$2,328
4	DP5500	2017	Mercedes-Benz	E43	50	Other	Yes	\$ 52,988	\$ 51,963	104%	\$3,003	\$0
5	DP5498	2017	Mercedes-Benz	GLS450	38	Auction/Wholesale	Yes	\$ 43,996	\$ 43,488	102%	\$2,531	\$1,347
6	DP5465A	2016	Mercedes-Benz	GLA250	20	Trade on Used	No	\$ 18,999	\$ 18,999	102%	\$1,976	\$1,209
7	DP5538	2018	Mercedes-Benz	S560	30	LBO OEM/Leasing Co.	Yes	\$ 76,988	\$ 76,590	101%	\$2,952	\$1,063
8	DP5411	2018	Mercedes-Benz	E300	135	LBO OEM/Leasing Co.	Yes	\$ 37,988	\$ 37,700	99%	(\$5,941)	\$546
9	DP5336	2018	Mercedes-Benz	E300	199	Auction/Wholesale	Yes	\$ 39,500	\$ 39,202	96%	(\$3,947)	\$1,434
10	DP5513	2020	Mercedes-Benz	A220	48	Loaner	Yes	\$ 35,764	\$ 34,184	101%	\$2,302	\$659
11	DP5456	2018	Mercedes-Benz	GLA250	88	LBO OEM/Leasing Co.	Yes	\$ 29,958	\$ 26,646	107%	(\$366)	\$313
12	DP5574	2019	Porsche	CAYENNE	9	Street/Curb Buy	No	\$ 78,988	\$ 78,624	100%	\$4,450	\$1,070
13	DP5522	2018	Mercedes-Benz	CLA250	28	Street/Curb Buy	Yes	\$ 27,488	\$ 26,900	103%	\$2,238	\$491
14	DP5524	2018	Mercedes-Benz	CLA250	34	LBO OEM/Leasing Co.	Yes	\$ 27,988	\$ 27,988	104%	\$309	\$0
15	D11116A	2018	Mercedes-Benz	GLS550	79	Trade on New	Yes	\$ 55,999	\$ 55,601	100%	\$2,129	\$1,704
16	DP5491	2018	Mercedes-Benz	GLS450	52	Auction/Wholesale	Yes	\$ 55,963	\$ 55,465	104%	\$2,457	\$1,098
17	D11137A	2021	Mercedes-Benz	GLS450	46	Trade on New	Yes	\$ 79,987	\$ 79,987	98%	\$6,971	\$1,354
18	DP5510A	2017	Mercedes-Benz	GLC300	12	Trade on Used	Yes	\$ 30,888	\$ 30,667	102%	\$2,463	\$986
19	DP5317A	2014	Kia	OPTIMA	75	Trade on Used	No	\$ 11,717	\$ 11,717	87%	\$719	\$788
20	DP5482	2018	Mercedes-Benz	GLA250	61	LBO OEM/Leasing Co.	Yes	\$ 28,497	\$ 28,098	101%	(\$1,001)	\$452
21	D11052A	2015	Mercedes-Benz	C300	100	Trade on New	No	\$ 19,960	\$ 19,960	94%	(\$1,871)	\$1,504
22	DP5452A	2016	Mercedes-Benz	C63	74	Trade on Used	No	\$ 49,898	\$ 49,898	102%	\$3,893	\$1,206
23	D10930A	2015	Mercedes-Benz	GLK	28	Trade on New	No	\$ 19,488	\$ 18,056	106%	(\$51)	\$0
24	DP5514	2020	Mercedes-Benz	A220	46	Loaner	Yes	\$ 37,435	\$ 34,103	109%	\$1,720	\$433
25	DP5511	2020	Mercedes-Benz	GLC300	43	Loaner	Yes	\$ 44,850	\$ 42,465	101%	\$3,357	\$665
26	DP5580	2017	Mercedes-Benz	C300	6	Auction/Wholesale	No	\$ 29,988	\$ 27,928	100%	\$2,692	\$740
27	DP5534	2018	Mercedes-Benz	CLA250	35	Auction/Wholesale	Yes	\$ 30,892	\$ 30,387	107%	\$1,320	\$251
28	DP5539	2020	Mercedes-Benz	GLS450	32	LBO OEM/Leasing Co.	Yes	\$ 63,488	\$ 62,230	98%	\$5,955	\$1,467
29	DP5583	2018	Mercedes-Benz	E43	6	LBO OEM/Leasing Co.	Yes	\$ 55,998	\$ 53,998	100%	\$5,470	\$2,053
30	DP5430	2018	Mercedes-Benz	GLE350	114	LBO OEM/Leasing Co.	Yes	\$ 40,998	\$ 40,998	98%	\$64	\$0
31	DP5547	2018	Mercedes-Benz	GLC300	24	Street/Curb Buy	Yes	\$ 37,988	\$ 37,988	107%	\$3,170	\$1,064
32	D11242A	2016	Ford	EXPLORER	18	Trade on New	No	\$ 24,488	\$ 24,090	104%	\$4,001	\$1,000
33	DP5493	2017	Mercedes-Benz	C300	54	LBO OEM/Leasing Co.	Yes	\$ 26,917	\$ 26,500	101%	\$849	\$0
34	DP5586	2020	Mercedes-Benz	CLA250	2	Loaner	Yes	\$ 42,140	\$ 37,100	100%	\$5,121	\$0
35	D11177A	2016	Ford	ESCAPE	38	Trade on New	No	\$ 15,571	\$ 14,557	99%	\$943	\$50
36	DP5562A	2016	Dodge	CHALLENGER	13	Trade on Used	No	\$ 52,788	\$ 51,788	105%	\$6,989	\$804
37	DP5470A	2015	BMW	320XI	16	Trade on Used	No	\$ 17,999	\$ 17,999	98%	\$3,416	\$497
38	DP5508	2020	Mercedes-Benz	CLA250	48	Loaner	Yes	\$ 39,424	\$ 39,283	102%	\$2,000	\$707
39	DP5507	2020	Mercedes-Benz	C300	46	Loaner	Yes	\$ 39,988	\$ 37,494	97%	\$5,137	\$672
40	D11144C	2019	Jeep	GRAND CHER.	27	Trade on New	No	\$ 27,988	\$ 27,699	97%	\$3,779	\$0
41	DP5551	2018	Mercedes-Benz	SL450	23	LBO OEM/Leasing Co.	Yes	\$ 73,988	\$ 70,136	105%	\$6,883	\$1,495
42	DP5492	2017	Mercedes-Benz	C300	57	Auction/Wholesale	Yes	\$ 26,599	\$ 26,126	100%	\$740	\$0
43	D10818M	2017	Chrysler	300	92	Trade on New	No	\$ 22,488	\$ 21,768	88%	\$700	\$431
44	DP5555	2021	Mercedes-Benz	GLA250	23	Street/Curb Buy	Yes	\$ 39,988	\$ 39,988	101%	\$4,302	\$1,100
45	DP5581	2018	Mercedes-Benz	GLC300	8	Street/Curb Buy	Yes	\$ 34,988	\$ 30,988	106%	(\$766)	\$0
46	DP5489	2020	Mercedes-Benz	GLB250	31	Street/Curb Buy	Yes	\$ 46,852	\$ 46,452	107%	\$3,662	\$0
47	DP5496	2018	Volvo	V90 CC	23	Street/Curb Buy	No	\$ 37,988	\$ 36,439	99%	\$3,828	\$0
48	D10984C	2013	Jeep	GRAND CHER.	14	Trade on Used	No	\$ 17,488	\$ 17,488	106%	\$2,174	\$1,717
49	D11144B	2013	Jeep	WRANGLER	25	Trade on Used	No	\$ 25,499	\$ 25,001	101%	\$2,332	\$433
50	D10982B	2016	Mercedes-Benz	GLA250	76	Trade on Used	No	\$ 21,742	\$ 21,542	102%	\$1,475	\$779
51	DP5510	2020	Mercedes-Benz	GLC300	28	Loaner	Yes	\$ 43,338	\$ 42,945	101%	\$3,804	\$865
52	DP5437A	2014	Lexus	ES350	63	Trade on Used	No	\$ 16,999	\$ 16,655	94%	\$1,600	\$513
53	D11049A	2016	Mercedes-Benz	GLA250	45	Trade on New	No	\$ 19,812	\$ 19,000	103%	\$408	\$600

Scoreboard Totals

% Retailed of Non-Franchise Make	26%
Total # Retail Units	76
Avg. Days to Sale	49.0
Avg. Advertised Price (Time of Sale)	\$ 35,145
Avg. Transaction Price	\$ 34,246
Avg. Market Price at 100%	\$ 35,053
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ 899
Avg. Front-End Gross	\$ 2,024
Avg. Finance Gross	\$ 679
PUVR	\$ 2,703
Total Gross (Units & PUVR)	\$ 205,436
GROI	58%
% with Trade	54%
Avg. Over/Under Allowance	(\$15)



Scoreboard

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Desk Manager	Totals	Roger Rea	Andy Kornreich
% Retailed of Non-New Franchise	26%	22%	0%
Total # Retail Units	76	9	7
Avg. Days to Sale	49.0	44.2	74.6
Avg. Advertised Price (Time of Sale)	\$ 35,145	\$ 41,739	\$ 35,180
Avg. Transaction Price	\$ 34,246	\$ 40,690	\$ 33,871
Avg. Market Price at 100%	\$ 35,053	\$ 41,129	\$ 35,141
Avg. Price to Market % (Time of Sale)	100%	101%	100%
Avg. Transaction to Market	98%	99%	96%
Avg. Transactional Discount	\$ 899	\$ 1,049	\$ 1,309
Avg. Front-End Gross	\$ 2,024	\$ 1,938	\$ 1,398
Avg. Finance Gross	\$ 679	\$ 650	\$ 433
PUVR	\$ 2,703	\$ 2,588	\$ 1,831
Total Gross (Units & PUVR)	\$ 205,436	\$ 23,294	\$ 12,814
GROI	58%	52%	26%
% with Trade	54%	44%	43%
Avg. Over/Under Allowance	-15	89	0



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Coury Miles			
30%	#DIV/0!	#DIV/0!	#DIV/0!
60	0	0	0
46.7	#DIV/0!	#DIV/0!	#DIV/0!
\$ 34,152	#DIV/0!	#DIV/0!	#DIV/0!
\$ 33,323	#DIV/0!	#DIV/0!	#DIV/0!
\$ 33,953	#DIV/0!	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 829	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,110	#DIV/0!	#DIV/0!	#DIV/0!
\$ 712	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,822	#DIV/0!	#DIV/0!	#DIV/0!
\$ 169,327	#DIV/0!	#DIV/0!	#DIV/0!
65%	#DIV/0!	#DIV/0!	#DIV/0!
57%	#DIV/0!	#DIV/0!	#DIV/0!
-33	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Tyler Sheets	Sam Kamra
% Retailed of Non-New Franchise	26%	20%	31%
Total # Retail Units	76	5	13
Avg. Days to Sale	49.0	48.4	49.4
Avg. Advertised Price (Time of Sale)	\$ 35,145	\$ 27,395	\$ 36,622
Avg. Transaction Price	\$ 34,246	\$ 26,592	\$ 35,681
Avg. Market Price at 100%	\$ 35,053	\$ 27,468	\$ 36,358
Avg. Price to Market % (Time of Sale)	100%	100%	101%
Avg. Transaction to Market	98%	97%	98%
Avg. Transactional Discount	\$ 899	\$ 804	\$ 940
Avg. Front-End Gross	\$ 2,024	\$ 1,718	\$ 2,022
Avg. Finance Gross	\$ 679	\$ 780	\$ 663
PUVR	\$ 2,703	\$ 2,498	\$ 2,685
Total Gross (Units & PUVR)	\$ 205,436	\$ 12,489	\$ 34,909
GROI	58%	70%	55%
% with Trade	54%	40%	54%
Avg. Over/Under Allowance	-15	-50	0



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Darien Lux	Chris Zier	Madison Gallagher	Brent Bigler
50%	31%	11%	36%
2	13	9	11
68.0	32.0	65.0	55.0
\$ 16,705	\$ 33,908	\$ 33,877	\$ 40,113
\$ 16,455	\$ 32,876	\$ 32,955	\$ 39,275
\$ 17,210	\$ 33,767	\$ 33,443	\$ 39,914
97%	100%	101%	100%
96%	97%	99%	98%
\$ 250	\$ 1,032	\$ 922	\$ 839
\$ 612	\$ 2,762	\$ 1,316	\$ 2,096
\$ 752	\$ 812	\$ 733	\$ 646
\$ 1,364	\$ 3,574	\$ 2,049	\$ 2,742
\$ 2,728	\$ 46,461	\$ 18,441	\$ 30,160
44%	122%	34%	46%
100%	62%	78%	64%
400	0	11	-91

Natalie Iozzo	Kirk Davis	Bob Hamilton	
30%	33%	0%	#DIV/0!
10	6	7	0
25.1	86.2	47.1	#DIV/0!
\$ 45,510	\$ 27,732	\$ 30,874	#DIV/0!
\$ 44,394	\$ 27,139	\$ 30,025	#DIV/0!
\$ 44,495	\$ 28,386	\$ 30,658	#DIV/0!
102%	98%	101%	#DIV/0!
100%	96%	98%	#DIV/0!
\$ 1,116	\$ 594	\$ 849	#DIV/0!
\$ 3,637	\$ (441)	\$ 1,884	#DIV/0!
\$ 827	\$ 397	\$ 383	#DIV/0!
\$ 4,465	\$ (44)	\$ 2,267	#DIV/0!
\$ 44,647	\$ (266)	\$ 15,867	#DIV/0!
144%	-1%	58%	#DIV/0!
30%	0%	71%	#DIV/0!
-100	0	29	#DIV/0!

Scoreboard

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Finance Manager	Totals	Taylor Sovelove	Kim Mills
% Retailed of Non-New Franchise	26%	26%	27%
Total # Retail Units	76	43	33
Avg. Days to Sale	49.0	38.3	62.9
Avg. Advertised Price (Time of Sale)	\$ 35,145	\$ 35,668	\$ 34,463
Avg. Transaction Price	\$ 34,246	\$ 34,907	\$ 33,385
Avg. Market Price at 100%	\$ 35,053	\$ 35,261	\$ 34,457
Avg. Price to Market % (Time of Sale)	100%	101%	100%
Avg. Transaction to Market	98%	99%	97%
Avg. Transactional Discount	\$ 899	\$ 762	\$ 1,079
Avg. Front-End Gross	\$ 2,024	\$ 2,443	\$ 1,478
Avg. Finance Gross	\$ 679	\$ 728	\$ 616
PUVR	\$ 2,703	\$ 3,171	\$ 2,094
Total Gross (Units & PUVR)	\$ 205,436	\$ 136,334	\$ 69,102
GROI	58%	85%	36%
% with Trade	54%	0%	0%
Avg. Over/Under Allowance	-15	-45	24



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	76	44	32
Avg. Days to Sale	49.0	52.5	44.1
Avg. Advertised Price (Time of Sale)	\$ 35,145	\$ 41,346	\$ 25,894
Avg. Transaction Price	\$ 34,246	\$ 40,320	\$ 25,894
Avg. Market Price at 100%	\$ 35,053	\$ 40,669	\$ 26,995
Avg. Price to Market % (Time of Sale)	100%	102%	96%
Avg. Transaction to Market	98%	99%	96%
Avg. Transactional Discount	\$ 899	\$ 1,027	\$ 724
Avg. Front-End Gross	\$ 2,024	\$ 1,859	\$ 2,251
Avg. Finance Gross	\$ 679	\$ 680	\$ 678
PUVR	\$ 2,703	\$ 2,539	\$ 2,929
Total Gross (Units & PUVR)	\$ 205,436	\$ 111,709	\$ 93,727
GROI	58%	43%	92%
% with Trade	54%	44%	41%
Avg. Over/Under Allowance	-15	-30	5



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	76	56	20
Avg. Days to Sale	49.0	53.3	37.0
Avg. Advertised Price (Time of Sale)	\$ 35,145	\$ 37,655	\$ 27,302
Avg. Transaction Price	\$ 34,246	\$ 36,726	\$ 27,302
Avg. Market Price at 100%	\$ 35,053	\$ 37,170	\$ 28,589
Avg. Price to Market % (Time of Sale)	100%	101%	95%
Avg. Transaction to Market	98%	99%	95%
Avg. Transactional Discount	\$ 899	\$ 930	\$ 814
Avg. Front-End Gross	\$ 2,024	\$ 1,726	\$ 2,857
Avg. Finance Gross	\$ 679	\$ 685	\$ 662
PUVR	\$ 2,703	\$ 2,412	\$ 3,519
Total Gross (Units & PUVR)	\$ 205,436	\$ 135,047	\$ 70,389
GROI	58%	44%	125%
% with Trade	54%	41%	90%
Avg. Over/Under Allowance	-15	-21	3



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	76	13	17
% of Retail Units	100%	17%	22%
% Retailed of Non-New Franchise	26%	46%	71%
Avg. Days to Sale	49.0	47.4	39.9
Avg. Transaction Price	\$ 34,246	\$ 28,243	\$ 26,272
Avg. Transaction to Market %	98%	94%	97%
Avg. Transactional Discount	\$ 899	\$ 568	\$ 690
Avg. Front End Gross	\$ 2,024	\$ 2,300	\$ 2,637
Avg. Finance Gross	\$ 679	\$ 798	\$ 794
PUVR	\$ 2,703	\$ 3,098	\$ 3,431
Total Gross (Units & PUVR)	\$ 205,436	\$ 40,275	\$ 58,333
GROI	58%	83%	118%
% with Trade	54%	54%	65%
Avg. Over/Under Allowance	-15	85	-15



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
9	7	12	3
12%	9%	16%	4%
22%	0%	0%	0%
31.1	80.9	39.9	88.0
\$ 39,002	\$ 35,869	\$ 38,733	\$ 33,817
100%	98%	97%	101%
\$ 845	\$ 692	\$ 1,708	\$ 175
\$ 2,514	\$ 19	\$ 3,076	\$ (1,686)
\$ 634	\$ 798	\$ 553	\$ 810
\$ 3,148	\$ 816	\$ 3,628	\$ (876)
\$ 28,332	\$ 5,714	\$ 43,540	\$ (2,629)
93%	10%	84%	-11%
33%	71%	50%	33%
0	100	-125	0

BO OEM/Leasing	Central Fleet (Enterprise, etc)	Other
13	0	2
17%	0%	3%
0%	#DIV/0!	0%
58.8	#DIV/0!	38.0
\$ 42,123	#DIV/0!	\$ 36,482
99%	#DIV/0!	99%
\$ 1,065	#DIV/0!	\$ 957
\$ 1,536	#DIV/0!	\$ 2,257
\$ 568	#DIV/0!	\$ -
\$ 2,104	#DIV/0!	\$ 2,257
\$ 27,358	#DIV/0!	\$ 4,514
31%	#DIV/0!	59%
54%	#DIV/0!	50%
-54	#DIV/0!	-250

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	76	32	14
% of Retail Units	100%	42%	18%
% Retailed of Non-New Franchise	26%	38%	14%
Avg. Days to Sale	49.0	19.6	37.1
Avg. Transaction Price	\$ 34,246	\$ 35,757	\$ 32,587
Avg. Transaction to Market %	98%	98%	99%
Avg. Transactional Discount	\$ 899	\$ 1,189	\$ 807
Avg. Front End Gross	\$ 2,024	\$ 3,262	\$ 2,496
Avg. Finance Gross	\$ 679	\$ 792	\$ 493
PUVR	\$ 2,703	\$ 4,054	\$ 2,989
Total Gross (Units & PUVR)	\$ 205,436	\$ 129,729	\$ 41,849
GROI	58%	208%	89%
% with Trade	54%	50%	57%
Avg. Over/Under Allowance	-15	-55	-36



46-60 days	61-90 days	90+ days
11	8	11
14%	11%	14%
9%	38%	18%
50.5	72.5	131.1
\$ 39,880	\$ 31,320	\$ 28,454
99%	97%	94%
\$ 942	\$ 657	\$ 307
\$ 2,466	\$ 1,389	\$ (2,159)
\$ 604	\$ 719	\$ 633
\$ 3,070	\$ 2,108	\$ (1,525)
\$ 33,770	\$ 16,867	\$ (16,779)
55%	33%	-15%
64%	63%	45%
18	0	82