

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Ryan Plachecki	Kurt Stangler	Gerry Dreshfield
Kyle Meyer	Ryan Plachecki	Ben Ratliff
Lisa Jensen	Lisa Jensen	Anthony Abou
Kurt Stangler		Brian Thoreson
		Anthony Peluf
		Andrew Bjornstad

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	3512	2016	GMC	Yukon	100	Trade on New	No	\$ 36,995	\$ 35,500	99%	\$696	\$747
2	4252	2016	Nissan	Altima	123	Trade on New	No	\$ 11,995	\$ 11,995	91%	(\$2,064)	\$0
3	2378	2018	Cadillac	CT6	97	Auction/Wholesale	Yes	\$ 32,995	\$ 32,695	100%	\$1,497	\$500
4	854	2019	Cadillac	XT5	22	Auction/Wholesale	Yes	\$ 38,995	\$ 38,495	100%	\$2,067	\$500
5	4352	2017	Cadillac	Escalade	108	Trade on New	Yes	\$ 57,995	\$ 58,765	107%	\$965	\$1,580
6	7336	2018	Cadillac	ATS	97	Trade on New	Yes	\$ 22,995	\$ 22,195	84%	(\$1,836)	\$700
7	1465	2017	Cadillac	XT5	8	Trade on New	Yes	\$ 27,500	\$ 29,995	96%	\$4,499	\$500
8	5152	2017	Cadillac	ATS	22	Trade on New	Yes	\$ 20,495	\$ 19,475	96%	\$16	\$0
9	6601	2017	Buick	Envision	131	Trade on New	No	\$ 21,995	\$ 21,000	90%	(\$2,587)	\$0
10	4916	2016	GMC	Yukon	23	Trade on New	No	\$ 40,495	\$ 39,695	106%	\$2,117	\$0
11	2567	2016	Mitsubishi	Outlander	24	Trade on New	No	\$ 11,495	\$ 11,495	88%	\$2,459	\$500
12	4430	2015	Cadillac	SRX	74	Trade on New	No	\$ 18,995	\$ 18,495	97%	\$1,964	\$430
13	7902	2016	Hyundai	Sonata	83	Trade on New	No	\$ 11,995	\$ 11,500	96%	\$468	\$0
14	9320	2015	Cadillac	SRX	24	Trade on Used	No	\$ 18,995	\$ 17,500	99%	\$2,888	\$402
15	5948	2018	Cadillac	XT5	4	LBO OEM/Leasing Co.	Yes	\$ 34,995	\$ 33,500	131%	\$2,408	\$500
16	6137	2018	Cadillac	Escalade	32	Trade on New	Yes	\$ 49,995	\$ 48,495	101%	\$2,363	\$500
17	2121	2019	GMC	Yukon	3	Trade on New	No	\$ 59,995	\$ 59,695	98%	\$9,220	\$450
18	9154	2019	Cadillac	Escalade	26	Trade on New	Yes	\$ 61,995	\$ 60,500	100%	\$2,667	\$500
19	6681	2018	Cadillac	xt5	160	Auction/Wholesale	Yes	\$ 26,995	\$ 26,995	96%	(\$2,956)	\$500
20	9417	2016	Chevrolet	Suburban	13	Trade on New	No	\$ 34,995	\$ 34,995	95%	\$1,499	\$1,037
21	4854	2016	Cadillac	SRX	36	Auction/Wholesale	No	\$ 24,595	\$ 23,905	100%	(\$977)	\$420
22	7379	2016	Cadillac	Escalade	21	Street/Curb Buy	No	\$ 44,995	\$ 43,795	98%	\$3,141	\$0
23	219	2015	GMC	Acadia	61	Trade on Used	No	\$ 19,500	\$ 18,995	97%	\$1,554	\$0
24	3361B	2018	Land Rover	Range Rover	36	Trade on New	No	\$ 83,995	\$ 83,495	95%	\$4,867	\$1,100
25	1472	2014	Cadillac	XTS	93	Street/Curb Buy	No	\$ 19,995	\$ 19,100	107%	\$720	\$266
26	6535	2014	Cadillac	SRX	14	Trade on New	No	\$ 19,995	\$ 19,995	97%	\$5,154	\$0
27	1805	2017	Chevrolet	Tahoe	95	Trade on New	No	\$ 35,500	\$ 35,500	91%	\$1,197	\$0

28	1040	2018	Cadillac	ESV	9	Trade on New	Yes	\$	55,000	\$	54,995	98%	\$4,172	\$500
29	454	2003	Ford	F150	19	Trade on Used	No	\$	9,995	\$	9,995	137%	\$4,610	\$0
30	7177	2017	Cadillac	Escalae	42	Trade on New	No	\$	41,000	\$	40,495	91%	\$1,751	\$1,252
31	1198	2015	Nissan	Rouge	33	Trade on New	No	\$	14,879	\$	14,250	90%	\$1,890	\$0
32	7016	2013	Audi	A6	53	Trade on Used	No	\$	15,500	\$	14,895	85%	\$3,246	\$0
33	2785	2013	Cadillac	SRX	68	Trade on Used	No	\$	13,995	\$	13,159	98%	\$1,062	\$0
34	7517	2016	Ford	Explorer	90	Trade on Used	No	\$	16,500	\$	15,981	92%	\$753	\$0
35	3051	2015	Cadillac	CTS	32	Trade on Used	No	\$	16,995	\$	16,995	99%	\$3,855	\$1,032
36	1911	2016	Cadillac	SRX	6	Trade on Used	No	\$	23,495	\$	22,995	99%	\$3,391	\$500
37	7227	2016	Chevrolet	Suburban	114	Trade on New	No	\$	37,795	\$	37,795	99%	(\$2,174)	\$1,273
38	9811	2016	Cadillac	XTS	37	Trade on Used	No	\$	29,995	\$	29,000	99%	\$3,192	\$927
39	9504	2020	Cadillac	XT4	42	Auction/Wholesale	Yes	\$	33,368	\$	32,500	92%	(\$2,182)	\$500
40	3361	2018	Cadillac	ATS	66	Auction/Wholesale	Yes	\$	26,500	\$	25,995	109%	\$377	\$500
41	4471	2018	Buick	Enclave	37	Trade on New	No	\$	31,995	\$	30,995	95%	\$4,037	\$0
42	2673	2019	Cadillac	XT5	1	Auction/Wholesale	Yes	\$	39,995	\$	39,995	111%	\$3,782	\$500
43	7040	2020	Cadillac	XT6	21	Trade on New	Yes	\$	54,995	\$	53,900	112%	\$3,124	\$500
44	7111	2016	Cadillac	ESV	52	Trade on New	No	\$	46,995	\$	46,995	102%	\$2,749	\$2,374
45	3016	2018	Cadillac	ESV	4	LBO OEM/Leasing Co.	Yes	\$	63,995	\$	60,495	102%	\$2,579	\$500
46	5084	2016	Cadillac	ESV	48	Trade on New	No	\$	48,500	\$	46,500	97%	\$1,622	\$1,258
47	7051	2018	Cadillac	Escalade	47	Trade on New	Yes	\$	63,500	\$	63,000	99%	\$4,172	\$1,438
48	9597	2014	Cadillac	ATS	10	Trade on Used	No	\$	17,495	\$	17,495	88%	\$3,415	\$1,684
49	7333	2015	Cadillac	Escalade	103	Trade on New	No	\$	35,995	\$	35,995	104%	\$3,253	\$412
50	3477	2017	Buick	Encore	110	Auction/Wholesale	No	\$	15,995	\$	15,795	90%	(\$270)	\$1,022
51	2970	2002	BMW	M3	31	Trade on New	No	\$	21,995	\$	20,995	99%	\$4,990	\$0
52	5109	2018	Cadillac	Escalade	47	Trade on New	Yes	\$	62,995	\$	61,289	99%	\$2,315	\$500
53	3638	2013	Hyundai	Sonata	92	Trade on Used	No	\$	7,700	\$	7,500	91%	(\$529)	\$0

Scoreboard Totals

% Retailed of Non-Franchise Make	33%
Total # Retail Units	87
Avg. Days to Sale	53.2
Avg. Advertised Price (Time of Sale)	\$ 31,796
Avg. Transaction Price	\$ 31,254
Avg. Market Price at 100%	\$ 32,002
Avg. Price to Market % (Time of Sale)	99%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ 542
Avg. Front-End Gross	\$ 1,890
Avg. Finance Gross	\$ 579
PUVR	\$ 2,470
Total Gross (Units & PUVR)	\$ 214,865
GROI	54%
% with Trade	46%
Avg. Over/Under Allowance	\$46



Scoreboard

(Click on the blue head

Desk Manager	Totals	
% Retailed of Non-New Franchise	33%	#DIV/0!
Total # Retail Units	87	0
Avg. Days to Sale	53.2	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,796	#DIV/0!
Avg. Transaction Price	\$ 31,254	#DIV/0!
Avg. Market Price at 100%	\$ 32,002	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 542	#DIV/0!
Avg. Front-End Gross	\$ 1,890	#DIV/0!
Avg. Finance Gross	\$ 579	#DIV/0!
PUVR	\$ 2,470	#DIV/0!
Total Gross (Units & PUVR)	\$ 214,865	#DIV/0!
GROI	54%	#DIV/0!
% with Trade	46%	#DIV/0!
Avg. Over/Under Allowance	46	#DIV/0!



Scoreboard

(Click on the blue head

Sales Consultant	Totals	
% Retailed of Non-New Franchise	33%	#DIV/0!
Total # Retail Units	87	0
Avg. Days to Sale	53.2	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,796	#DIV/0!
Avg. Transaction Price	\$ 31,254	#DIV/0!
Avg. Market Price at 100%	\$ 32,002	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 542	#DIV/0!
Avg. Front-End Gross	\$ 1,890	#DIV/0!
Avg. Finance Gross	\$ 579	#DIV/0!
PUVR	\$ 2,470	#DIV/0!
Total Gross (Units & PUVR)	\$ 214,865	#DIV/0!
GROI	54%	#DIV/0!
% with Trade	46%	#DIV/0!
Avg. Over/Under Allowance	46	#DIV/0!



Scoreboard

(Click on the blue head

Finance Manager	Totals	
% Retailed of Non-New Franchise	33%	#DIV/0!
Total # Retail Units	87	0
Avg. Days to Sale	53.2	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,796	#DIV/0!
Avg. Transaction Price	\$ 31,254	#DIV/0!
Avg. Market Price at 100%	\$ 32,002	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!
Avg. Transactional Discount	\$ 542	#DIV/0!
Avg. Front-End Gross	\$ 1,890	#DIV/0!
Avg. Finance Gross	\$ 579	#DIV/0!
PUVR	\$ 2,470	#DIV/0!
Total Gross (Units & PUVR)	\$ 214,865	#DIV/0!
GROI	54%	#DIV/0!
% with Trade	46%	#DIV/0!
Avg. Over/Under Allowance	46	#DIV/0!



Scoreboard

CPO	Totals	Yes
Total # Retail Units	87	27
Avg. Days to Sale	53.2	51.7
Avg. Advertised Price (Time of Sale)	\$ 31,796	\$ 40,535
Avg. Transaction Price	\$ 31,254	\$ 39,873
Avg. Market Price at 100%	\$ 32,002	\$ 39,885
Avg. Price to Market % (Time of Sale)	99%	102%
Avg. Transaction to Market	98%	100%
Avg. Transactional Discount	\$ 542	\$ 662
Avg. Front-End Gross	\$ 1,890	\$ 1,556
Avg. Finance Gross	\$ 579	\$ 718
PUVR	\$ 2,470	\$ 2,274
Total Gross (Units & PUVR)	\$ 214,865	\$ 61,400
GROI	54%	40%
% with Trade	46%	35%
Avg. Over/Under Allowance	46	75



No	
	60
	53.8
\$	27,375
\$	27,375
\$	28,415
	96%
	96%
\$	489
\$	2,041
\$	517
\$	2,558
\$	153,465
	62%
	41%
	23

Scoreboard

Same Brand as New	Totals	Yes
Total # Retail Units	87	58
Avg. Days to Sale	53.2	49.0
Avg. Advertised Price (Time of Sale)	\$ 31,796	\$ 33,668
Avg. Transaction Price	\$ 31,254	\$ 33,061
Avg. Market Price at 100%	\$ 32,002	\$ 33,443
Avg. Price to Market % (Time of Sale)	99%	101%
Avg. Transaction to Market	98%	99%
Avg. Transactional Discount	\$ 542	\$ 607
Avg. Front-End Gross	\$ 1,890	\$ 1,962
Avg. Finance Gross	\$ 579	\$ 727
PUVR	\$ 2,470	\$ 2,689
Total Gross (Units & PUVR)	\$ 214,865	\$ 155,958
GROI	54%	60%
% with Trade	46%	31%
Avg. Over/Under Allowance	46	58



No	
	29
	61.5
\$	27,639
\$	27,639
\$	29,037
	95%
	95%
\$	412
\$	1,746
\$	285
\$	2,031
\$	58,907
	43%
	76%
	0

Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	87	47	19
% of Retail Units	100%	54%	22%
% Retailed of Non-New Franchise	33%	36%	53%
Avg. Days to Sale	53.2	52.1	44.1
Avg. Transaction Price	\$ 31,254	\$ 34,295	\$ 18,744
Avg. Transaction to Market %	98%	97%	96%
Avg. Transactional Discount	\$ 542	\$ 487	\$ 432
Avg. Front End Gross	\$ 1,890	\$ 2,132	\$ 2,224
Avg. Finance Gross	\$ 579	\$ 607	\$ 327
PUVR	\$ 2,470	\$ 2,739	\$ 2,551
Total Gross (Units & PUVR)	\$ 214,865	\$ 128,727	\$ 48,466
GROI	54%	55%	111%
% with Trade	46%	49%	32%
Avg. Over/Under Allowance	46	23	0



Street/Curb buy	Auction/wholesale	Loaner/rental fleet	LBO customer
3	15	1	0
3%	17%	1%	0%
0%	7%	100%	#DIV/0!
38.0	75.5	84.0	#DIV/0!
\$ 40,630	\$ 32,163	\$ 52,700	#DIV/0!
99%	98%	99%	#DIV/0!
\$ 698	\$ 581	\$ 295	#DIV/0!
\$ 3,164	\$ 556	\$ (816)	#DIV/0!
\$ 255	\$ 814	\$ 1,702	#DIV/0!
\$ 3,420	\$ 1,369	\$ 886	#DIV/0!
\$ 10,259	\$ 20,540	\$ 886	#DIV/0!
80%	20%	7%	#DIV/0!
67%	60%	0%	#DIV/0!
675	0	#DIV/0!	#DIV/0!

BO OEM/Leasing co	Other
2	0
2%	0%
0%	#DIV/0!
4.0	#DIV/0!
\$ 46,998	#DIV/0!
111%	#DIV/0!
\$ 2,498	#DIV/0!
\$ 2,494	#DIV/0!
\$ 500	#DIV/0!
\$ 2,994	#DIV/0!
\$ 5,987	#DIV/0!
573%	#DIV/0!
0%	#DIV/0!
0	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	87	32	10
% of Retail Units	100%	37%	11%
% Retailed of Non-New Franchise	33%	28%	40%
Avg. Days to Sale	53.2	15.9	35.8
Avg. Transaction Price	\$ 31,254	\$ 32,409	\$ 34,113
Avg. Transaction to Market %	98%	100%	94%
Avg. Transactional Discount	\$ 542	\$ 618	\$ 769
Avg. Front End Gross	\$ 1,890	\$ 3,102	\$ 2,379
Avg. Finance Gross	\$ 579	\$ 483	\$ 573
PUVR	\$ 2,470	\$ 3,585	\$ 2,952
Total Gross (Units & PUVR)	\$ 214,865	\$ 114,725	\$ 29,517
GROI	54%	250%	87%
% with Trade	46%	59%	20%
Avg. Over/Under Allowance	46	0	0



46-60 days	61-90 days	90+ days
11	13	20
13%	15%	23%
18%	38%	45%
51.5	74.4	111.2
\$ 33,833	\$ 25,025	\$ 29,219
98%	97%	95%
\$ 664	\$ 441	\$ 335
\$ 2,529	\$ 1,054	\$ (287)
\$ 824	\$ 541	\$ 631
\$ 3,353	\$ 1,595	\$ 344
\$ 36,879	\$ 20,729	\$ 6,883
69%	31%	4%
55%	31%	40%
0	125	0