









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	215670A	2018	Ford	TRANSIT	12	Trade on New	No	\$ 28,000	\$ 28,000	109%	\$4,626	\$0
2	H21453A	2014	Nissan	ALTIMA	2	Trade on New	No	\$ 11,437	\$ 11,680	100%	\$2,024	\$200
3	215726A	2015	Mini	COOPER	10	Trade on New	No	\$ 13,524	\$ 13,524	105%	\$3,390	\$0
4	215603B	2005	Toyota	SEQUOIA	20	Trade on New	No	\$ 9,650	\$ 9,650	96%	\$3,776	\$714
5	H21911A	2018	Ford	FUSION	45	Trade on New	No	\$ 20,000	\$ 20,000	97%	\$4,371	\$1,134
6	H21740B	2016	Mazda	3	2	Trade on New	No	\$ 15,409	\$ 15,409	101%	\$2,459	\$844
7	215682A	2019	Ford	EXPEDITION	31	Trade on New	No	\$ 63,000	\$ 63,000	97%	\$2,736	\$0
8	H21645A	2015	Chevrolet	CRUZE	16	Trade on New	No	\$ 10,000	\$ 10,000	98%	\$3,213	\$0
9	P17208	2018	Ford	ESCAPE	1	Auction/Wholesale	No	\$ 13,199	\$ 13,199	78%	\$250	\$0
10	P17135	2017	Honda	PILOT	99	Auction/Wholesale	No	\$ 20,497	\$ 20,497	92%	\$190	\$1,234
11	215526A	2016	Ford	FIESTA	17	Trade on New	No	\$ 11,000	\$ 11,000	106%	\$2,087	\$150
12	215575A	2020	Ford	EXPLORER	57	Trade on New	No	\$ 34,869	\$ 34,869	92%	\$2,903	\$1,711
13	H21695A	2017	Chevrolet	MALIBU	7	Trade on New	No	\$ 18,626	\$ 19,626	103%	\$3,396	\$1,230
14	H21569A	2017	Nissan	MURANO	56	Trade on New	No	\$ 21,376	\$ 26,000	93%	(\$431)	\$200
15	P17177	2017	Chevrolet	CORVETTE	32	Street/Curb Buy	No	\$ 57,550	\$ 57,550	93%	\$6,007	\$0
16	H201241A	2013	Jeep	PATRIOR	54	Trade on New	No	\$ 9,990	\$ 10,778	121%	\$2,100	\$0
17	H21588A	2005	Toyota	COROLLA	28	Trade on New	No	\$ 6,200	\$ 6,200	102%	\$1,756	\$43
18	215633A	2018	Hyundai	SANTA FE	18	Trade on New	No	\$ 26,252	\$ 26,252	106%	\$1,941	\$584
19	215594A	2015	Chrysler	200	20	Trade on New	No	\$ 11,200	\$ 11,200	119%	\$1,514	\$387
20	H21669A	2017	Hyundai	ELANTRA	13	Trade on New	No	\$ 15,000	\$ 15,000	96%	\$2,201	\$0
21	P17209	2018	Ford	EXPLORER	1	Auction/Wholesale	No	\$ 29,500	\$ 29,964	85%	\$464	\$350
22	P17143	2018	Alfa Romeo	STELVIO	96	Auction/Wholesale	No	\$ 30,587	\$ 28,600	95%	\$2,463	\$1,508
23	H201376A	2013	Hyundai	ELANTRA	63	Trade on New	No	\$ 11,376	\$ 11,000	102%	\$1,626	\$0
24	206351A	2017	Jeep	CHEROKEE	59	Trade on New	No	\$ 20,500	\$ 23,000	94%	\$2,173	\$222
25	215472A	2011	Ford	RANGER	39	Trade on New	No	\$ 15,500	\$ 15,051	123%	\$4,260	\$0
26	H21534A	2015	Ford	ESCAPE	64	Trade on New	No	\$ 13,890	\$ 13,890	94%	\$1,841	\$1,375
27	H21747A	2017	Chevrolet	SILVERADO	23	Trade on New	No	\$ 37,000	\$ 39,500	99%	\$2,194	\$435

28	P17192	2019	Ford	F250	12	Street/Curb Buy	No	\$	76,587	\$	76,587	94%	\$6,878	\$3,017
29	H21113A	2017	Ford	ESCAPE	77	Trade on New	No	\$	18,000	\$	18,525	95%	\$1,111	\$541
30	H21693A	2016	Chevrolet	Equinox	13	Trade on New	No	\$	16,227	\$	16,227	94%	(\$1,047)	\$665
31	H21759A	2016	Dodge	JOURNEY	17	Trade on New	No	\$	16,000	\$	16,000	102%	\$3,547	\$1,085
32	H21724A	2017	Kia	SORENTO	16	Trade on New	No	\$	19,000	\$	19,000	108%	\$2,302	\$1,009
33	215215A	2017	Cadillac	CTS	123	Trade on New	No	\$	23,549	\$	26,049	92%	\$500	\$313
34	215555B	2015	Toyota	HIGHLANDER	19	Trade on Used	No	\$	25,000	\$	25,000	98%	\$3,396	\$761
35	H201375A	2014	Hyundai	ELANTRA	16	Trade on New	No	\$	9,360	\$	9,889	104%	\$2,765	\$369
36	P17188	2017	Ford	MUSTANG	16	Auction/Wholesale	No	\$	39,000	\$	39,000	94%	\$6,656	\$1,799
37	P17214	2018	Ford	F150	1	LBO Customer	No	\$	40,360	\$	40,360	100%	\$250	\$0
38	215700A	2020	Ford	F150	18	Trade on New	No	\$	59,728	\$	59,728	100%	\$3,253	\$2,520
39	H21741A	2013	Hyundai	SONATA	30	Trade on New	No	\$	9,000	\$	8,800	97%	\$1,797	\$479
40	H21586A	2017	Chevrolet	CRUZE	62	Trade on New	No	\$	14,000	\$	15,339	99%	\$1,866	\$300
41	215518A	2017	Ford	MUSTANG	8	Trade on New	No	\$	31,000	\$	31,000	107%	\$1,311	\$0
42	215230B	2018	Mazda	MAZDA 6	95	Trade on Used	No	\$	24,800	\$	25,000	83%	\$2,091	\$1,494
43	215721A	2018	Ford	F150	15	Trade on New	No	\$	64,000	\$	64,000	92%	\$4,570	\$2,087
44	215738A	2013	Ford	TAURUS	14	Trade on New	No	\$	13,500	\$	13,500	107%	\$406	\$674
45	P17207	2016	Jeep	GRAND CHEROKEE	5	Street/Curb Buy	No	\$	27,700	\$	27,700	101%	\$1,259	\$600
46	H22019A	2015	Volkswagen	JETTA	54	Trade on New	No	\$	10,500	\$	10,000	110%	\$2,503	\$0
47	215395A	2019	Ford	F150	77	Trade on New	No	\$	38,872	\$	38,872	94%	\$3,440	\$1,735
48	215584A	2017	Honda	CRV	82	Trade on New	No	\$	20,705	\$	22,000	94%	\$3,820	\$278
49	H201144A	2015	Hyundai	SANTA FE	92	Trade on New	No	\$	18,600	\$	18,600	86%	\$2,367	\$693
50	215678A	2015	Mercedes-Benz	230	14	Trade on New	No	\$	18,300	\$	19,300	93%	\$3,721	\$931
51	H21679B	2005	Toyota	COROLLA	12	Trade on Used	No	\$	8,000	\$	7,550	108%	\$3,600	\$0
52	215718A	2011	Ford	E350	6	Trade on New	No	\$	20,000	\$	20,000	105%	\$3,564	\$475
53	H21282A	2016	Nissan	ALTIMA	29	Trade on New	No	\$	11,861	\$	11,861	99%	\$2,474	\$0

## Scoreboard Totals

% Retailed of Non-Franchise Make	43%
Total # Retail Units	129
Avg. Days to Sale	30.2
Avg. Advertised Price (Time of Sale)	\$ 23,358
Avg. Transaction Price	\$ 23,503
Avg. Market Price at 100%	\$ 23,895
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ (145)
Avg. Front-End Gross	\$ 2,435
Avg. Finance Gross	\$ 683
PUVR	\$ 3,118
Total Gross (Units & PUVR)	\$ 402,263
GROI	158%
% with Trade	38%
Avg. Over/Under Allowance	(\$196)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals		
% Retailed of Non-New Franchise	43%	#DIV/0!	#DIV/0!
Total # Retail Units	129	0	0
Avg. Days to Sale	30.2	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 23,358	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 23,503	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 23,895	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (145)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,435	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 683	#DIV/0!	#DIV/0!
PUVR	\$ 3,118	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 402,263	#DIV/0!	#DIV/0!
GROI	158%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-196	#DIV/0!	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals		
% Retailed of Non-New Franchise	43%	#DIV/0!	#DIV/0!
Total # Retail Units	129	0	0
Avg. Days to Sale	30.2	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 23,358	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 23,503	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 23,895	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (145)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,435	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 683	#DIV/0!	#DIV/0!
PUVR	\$ 3,118	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 402,263	#DIV/0!	#DIV/0!
GROI	158%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-196	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals		
% Retailed of Non-New Franchise	43%	#DIV/0!	#DIV/0!
Total # Retail Units	129	0	0
Avg. Days to Sale	30.2	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 23,358	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 23,503	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 23,895	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	98%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (145)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,435	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 683	#DIV/0!	#DIV/0!
PUVR	\$ 3,118	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 402,263	#DIV/0!	#DIV/0!
GROI	158%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-196	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	129	0	129
Avg. Days to Sale	30.2	#DIV/0!	30.2
Avg. Advertised Price (Time of Sale)	\$ 23,358	#DIV/0!	\$ 23,503
Avg. Transaction Price	\$ 23,503	#DIV/0!	\$ 23,503
Avg. Market Price at 100%	\$ 23,895	#DIV/0!	\$ 24,257
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	97%
Avg. Transaction to Market	98%	#DIV/0!	97%
Avg. Transactional Discount	\$ (145)	#DIV/0!	\$ (145)
Avg. Front-End Gross	\$ 2,435	#DIV/0!	\$ 2,435
Avg. Finance Gross	\$ 683	#DIV/0!	\$ 683
PUVR	\$ 3,118	#DIV/0!	\$ 3,118
Total Gross (Units & PUVR)	\$ 402,263	#DIV/0!	\$ 402,263
GROI	158%	#DIV/0!	158%
% with Trade	38%	#DIV/0!	162%
Avg. Over/Under Allowance	-196	#DIV/0!	-196



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	129	73	56
Avg. Days to Sale	30.2	28.0	33.0
Avg. Advertised Price (Time of Sale)	\$ 23,358	\$ 25,192	\$ 21,434
Avg. Transaction Price	\$ 23,503	\$ 25,089	\$ 21,434
Avg. Market Price at 100%	\$ 23,895	\$ 26,357	\$ 21,518
Avg. Price to Market % (Time of Sale)	98%	96%	100%
Avg. Transaction to Market	98%	95%	100%
Avg. Transactional Discount	\$ (145)	\$ 103	\$ (468)
Avg. Front-End Gross	\$ 2,435	\$ 2,389	\$ 2,495
Avg. Finance Gross	\$ 683	\$ 723	\$ 631
PUVR	\$ 3,118	\$ 3,112	\$ 3,126
Total Gross (Units & PUVR)	\$ 402,263	\$ 227,185	\$ 175,079
GROI	158%	159%	159%
% with Trade	38%	0%	88%
Avg. Over/Under Allowance	-196	56	-524



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	129	86	21
% of Retail Units	100%	67%	16%
% Retailed of Non-New Franchise	43%	43%	57%
Avg. Days to Sale	30.2	32.6	31.7
Avg. Transaction Price	\$ 23,503	\$ 21,994	\$ 17,740
Avg. Transaction to Market %	98%	100%	99%
Avg. Transactional Discount	\$ (145)	\$ (258)	\$ 82
Avg. Front End Gross	\$ 2,435	\$ 2,497	\$ 2,408
Avg. Finance Gross	\$ 683	\$ 621	\$ 566
PUVR	\$ 3,118	\$ 3,118	\$ 2,974
Total Gross (Units & PUVR)	\$ 402,263	\$ 268,152	\$ 62,445
GROI	158%	157%	190%
% with Trade	38%	43%	24%
Avg. Over/Under Allowance	-196	-334	40



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
6	9	0	6
5%	7%	0%	5%
83%	22%	#DIV/0!	0%
13.2	37.7	#DIV/0!	1.0
\$ 50,713	\$ 34,607	#DIV/0!	\$ 21,519
98%	92%	#DIV/0!	86%
\$ -	\$ 191	#DIV/0!	\$ -
\$ 3,604	\$ 2,773	#DIV/0!	\$ 292
\$ 1,461	\$ 1,209	#DIV/0!	\$ 532
\$ 5,064	\$ 3,982	#DIV/0!	\$ 824
\$ 30,386	\$ 35,837	#DIV/0!	\$ 4,944
273%	110%	#DIV/0!	1379%
83%	22%	#DIV/0!	0%
-592	683	#DIV/0!	0

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
1	0	0
1%	0%	0%
0%	#DIV/0!	#DIV/0!
1.0	#DIV/0!	#DIV/0!
\$ 22,975	#DIV/0!	#DIV/0!
84%	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!
\$ 500	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!
\$ 500	#DIV/0!	#DIV/0!
\$ 500	#DIV/0!	#DIV/0!
783%	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!
0	#DIV/0!	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	129	83	13
% of Retail Units	100%	64%	10%
% Retailed of Non-New Franchise	43%	42%	23%
Avg. Days to Sale	30.2	12.9	38.2
Avg. Transaction Price	\$ 23,503	\$ 22,665	\$ 26,991
Avg. Transaction to Market %	98%	98%	97%
Avg. Transactional Discount	\$ (145)	\$ (56)	\$ 181
Avg. Front End Gross	\$ 2,435	\$ 2,433	\$ 3,161
Avg. Finance Gross	\$ 683	\$ 619	\$ 522
PUVR	\$ 3,118	\$ 3,052	\$ 3,683
Total Gross (Units & PUVR)	\$ 402,263	\$ 253,348	\$ 47,874
GROI	158%	376%	129%
% with Trade	38%	33%	54%
Avg. Over/Under Allowance	-196	-47	-262



46-60 days	61-90 days	90+ days
16	9	8
12%	7%	6%
69%	22%	63%
52.9	71.0	105.5
\$ 21,949	\$ 28,589	\$ 23,909
103%	97%	91%
\$ (1,025)	\$ (59)	\$ 65
\$ 2,034	\$ 2,945	\$ 1,508
\$ 648	\$ 1,155	\$ 1,146
\$ 2,682	\$ 4,100	\$ 2,654
\$ 42,910	\$ 36,902	\$ 21,230
83%	73%	38%
63%	33%	25%
-767	-178	-513