

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CP O	Advertised Price (Time of Sale)	Transaction Price	Price to Market % (Time of Sale)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	\$15,000.00	\$13,800.00	95%	\$1,500.00	\$500.00
1	A21351A	2017	Acura	MDX	58	Trade on New	No	\$33,985.00	\$31,985.00		\$1,945.51	\$1,414.00
2	P12006	2019	Alfa Romeo	GIULIA	9	Street/Curb Buy	No	\$32,985.00	\$32,985.00		\$2,902.62	
3	P11996	2015	Audi	Q5	25	Street/Curb Buy	No	\$19,985.00	\$18,985.00		\$3,818.50	\$255.54
4	N21479A	2018	Audi	Q530	10	Trade on New	No	\$39,985.00	\$39,985.00		\$1,442.87	\$2,111.35
5	P12015	2013	BMW	328XI	3	Street/Curb Buy	No	\$16,985.00	\$16,985.00		\$3,838.00	\$624.88
6	P12006A	2015	BMW	Z4	28	Trade on New	No	\$30,985.00	\$29,985.00		\$3,261.63	
7	N21438A	2017	Buick	ENVISION	55	Trade on New	No	\$27,985.00	\$25,985.00		\$2,475.15	\$809.10
8	N21461B	2013	Buick	LA CROSSE	9	Trade on Used	No	\$9,985.00	\$9,985.00		\$2,646.59	
9	A21391A	2014	Buick	VERANO	11	Trade on New	No	\$11,985.00	\$11,985.00		\$2,789.55	
10	P11978	2013	Cadillac	ATS	18	Street/Curb Buy	No	\$18,985.00	\$17,985.00		\$2,033.78	\$2,220.74
11	N21478A	2013	Cadillac	ESCALADE	37	Trade on New	No	\$24,985.00	\$22,985.00		\$4,562.24	
12	P11987	2017	Cadillac	ESCALADE ESV	16	Street/Curb Buy	No	\$67,985.00	\$66,985.00		\$3,235.25	
13	N21473A	2014	Cadillac	SRX	35	Trade on New	No	\$15,985.00	\$13,985.00		\$1,656.33	\$604.44
14	P12031	2017	Chevrolet	CAMARO	18	Street/Curb Buy	No	\$57,985.00	\$57,985.00		\$2,966.88	\$2,745.80
15	A21564A	2018	Chevrolet	CAMARO	18	Trade on New	No	\$68,985.00	\$67,985.00		\$3,893.60	\$749.00
16	A21327B	2018	Chevrolet	COLORADO	42	Trade on Used	No	\$41,985.00	\$39,985.00		\$713.12	\$3,804.50
17	P12003	2016	Chevrolet	CORVETTE	32	Street/Curb Buy	No	\$78,985.00	\$77,985.00		\$3,144.18	\$1,226.10
18	F11951A	2020	Chevrolet	EQUINOX	36	Trade on Used	No	\$28,985.00	\$27,985.00		\$1,044.71	\$938.07
19	C21130A	2015	Chevrolet	K1500	79	Trade on New	No	\$31,985.00	\$29,985.00		-\$181.20	\$1,737.01
20	P11994	2019	Chevrolet	SILVERADO 2500	58	Street/Curb Buy	No	\$43,985.00	\$41,985.00		\$1,796.78	\$1,421.19
21	N21433A	2021	Chevrolet	SILVERADO 3500	5	Trade on New	No	\$84,985.00	\$84,985.00		\$4,217.67	\$11,672.03
22	G21455A	2021	Chevrolet	SUBURBAN 1500	6	Trade on New	No	\$81,985.00	\$81,985.00		\$4,122.00	\$4,308.50
23	N21367B	2011	Chevrolet	TAHOE	12	Trade on Used	No	\$15,985.00	\$14,985.00		\$4,744.03	\$1,744.51
24	P12012	2015	Chrysler	200	56	Street/Curb Buy	No	\$14,985.00	\$12,985.00		-\$3.90	
25	A21236A	2014	Chrysler	300M	71	Trade on New	No	\$19,985.00	\$17,985.00		-\$558.52	\$2,040.76
26	C21130B	2013	Fiat	500	41	Trade on Used	No	\$8,985.00	\$7,985.00		\$3,390.50	
27	P11879	2011	Ford	ESCAPE	68	Street/Curb Buy	No	\$7,985.00	\$6,985.00		\$1,753.17	
28	A21287A	2015	Ford	EXPLORER	65	Trade on New	No	\$17,985.00	\$15,985.00		\$2,604.24	\$1,108.34
29	N21443A	2018	Ford	EXPLORER	42	Trade on New	No	\$32,985.00	\$31,985.00		\$1,838.55	\$1,798.00
30	N21472A	2018	Ford	EXPLORER	52	Trade on New	No	\$37,985.00	\$36,985.00		\$3,476.22	\$3,869.98

31	A21339A	2015	Ford	F-150	70	Trade on New	No	\$38,985.00	\$36,985.00		\$2,924.67	\$2,702.49
32	P12000	2015	Ford	FLEX	26	Street/Curb Buy	No	\$18,985.00	\$17,985.00		\$3,000.77	\$1,402.95
33	N21485A	2020	Ford	FUSION	8	Trade on New	No	\$26,985.00	\$26,985.00		\$2,795.25	\$1,557.00
34	P12043	2020	Ford	MUSTANG	8	Street/Curb Buy	No	\$39,985.00	\$39,985.00		\$980.25	\$4,418.81
35	N201159A	2018	Ford	TAURUS	27	Trade on New	No	\$25,985.00	\$24,985.00		\$3,269.28	
36	N21325C	2014	GMC	SIERRA 1500	70	Trade on Used	No	\$21,985.00	\$19,985.00		\$1,057.51	
37	C21276A	2020	GMC	TERRAIN	7	Trade on New	No	\$27,985.00	\$27,985.00		\$2,029.17	\$2,495.63
38	N21464A	2017	Honda	CR-V	38	Trade on New	No	\$27,985.00	\$26,985.00		\$2,647.32	\$1,910.93
39	N21356R	2017	Hyundai	ELANTRA	46	Trade on New	No	\$17,985.00	\$16,485.00		\$1,937.03	\$1,820.54
40	P11991	2007	Infiniti	G35	16	Street/Curb Buy	No	\$8,985.00	\$8,985.00		\$2,837.75	
41	C21167A	2013	Infiniti	QX56	27	Trade on New	No	\$20,985.00	\$19,985.00		\$3,284.03	
42	A21374A	2015	Infiniti	QX60	12	Trade on New	No	\$19,985.00	\$19,985.00		\$3,944.60	
43	G21561A	2015	Infiniti	QX80	14	Trade on New	No	\$38,985.00	\$37,985.00		\$3,457.65	\$4,478.38
44	P12028	2015	Jaguar	F-TYPE	7	Street/Curb Buy	No	\$43,985.00	\$43,985.00		\$3,352.25	\$3,820.00
45	P12014	2016	Jaguar	F-TYPE	16	Street/Curb Buy	No	\$64,985.00	\$64,985.00		\$1,188.67	\$5,058.69
46	P11937	2019	JEEP	GRAND CHEROKEE	25	Street/Curb Buy	No	\$35,985.00	\$34,985.00		\$4,650.78	\$716.69
47	N21442A	2021	JEEP	GRAND CHEROKEE	8	Trade on New	No	\$58,985.00	\$58,985.00		\$3,507.92	\$2,819.50
48	C21386A	2018	JEEP	GRAND CHEROKEE	18	Trade on New	No	\$31,985.00	\$30,985.00		\$2,541.71	\$2,701.26
49	C21428A	2018	JEEP	GRAND CHEROKEE	35	Trade on New	No	\$33,985.00	\$31,985.00		\$4,231.71	\$1,793.00
50	A21389A	2018	JEEP	WRANGLER UNLIMITED	14	Trade on New	No	\$37,985.00	\$37,985.00		\$3,065.51	\$951.90
51	A21314R	2018	JEEP	WRANGLER UNLIMITED	8	Trade on New	No	\$34,985.00	\$34,985.00		\$3,394.71	\$2,940.62
52	A21314S	2012	JEEP	WRANGLER UNLIMITED	27	Trade on Used	No	\$24,985.00	\$23,985.00		\$2,246.29	\$2,683.61
53	A21314A	2018	JEEP	WRANGLER UNLIMITED	58	Trade on New	No	\$45,985.00	\$43,985.00		\$2,156.30	

Scoreboard Totals

% Retailed of Non-Franchise Make	54%
Total # Retail Units	141
Avg. Days to Sale	36.6
Avg. Advertised Price (Time of Sale)	\$ 36,957
Avg. Transaction Price	\$ 36,022
Avg. Market Price at 100%	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!
Avg. Transaction to Market	#DIV/0!
Avg. Transactional Discount	\$ 934
Avg. Front-End Gross	\$ 2,128
Avg. Finance Gross	\$ 2,353
PUVR	\$ 3,964
Total Gross (Units & PUVR)	\$ 558,872
GROI	108%
% with Trade	43%
Avg. Over/Under Allowance	\$462



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Tim Clark	Steve Skeldon
% Retailed of Non-New Franchise	54%	57%	38%
Total # Retail Units	141	109	26
Avg. Days to Sale	36.6	34.5	48.2
Avg. Advertised Price (Time of Sale)	\$ 36,957	\$ 36,792	\$ 35,754
Avg. Transaction Price	\$ 36,022	\$ 35,919	\$ 34,466
Avg. Market Price at 100%	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 934	\$ 874	\$ 1,288
Avg. Front-End Gross	\$ 2,128	\$ 2,272	\$ 1,478
Avg. Finance Gross	\$ 2,353	\$ 2,479	\$ 1,624
PUVR	\$ 3,964	\$ 4,273	\$ 2,540
Total Gross (Units & PUVR)	\$ 558,872	\$ 465,788	\$ 66,051
GROI	108%	124%	55%
% with Trade	43%	45%	31%
Avg. Over/Under Allowance	462	428	326



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John Dillon III			
67%	#DIV/0!	#DIV/0!	#DIV/0!
6	0	0	0
25.2	#DIV/0!	#DIV/0!	#DIV/0!
\$ 45,152	#DIV/0!	#DIV/0!	#DIV/0!
\$ 44,652	#DIV/0!	#DIV/0!	#DIV/0!
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\$ 500	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,331	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,609	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,506	#DIV/0!	#DIV/0!	#DIV/0!
\$ 27,034	#DIV/0!	#DIV/0!	#DIV/0!
144%	#DIV/0!	#DIV/0!	#DIV/0!
50%	#DIV/0!	#DIV/0!	#DIV/0!
1,667	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Eddy Bahen	Leo Brown
% Retailed of Non-New Franchise	54%	47%	67%
Total # Retail Units	141	19	15
Avg. Days to Sale	36.6	23.4	38.3
Avg. Advertised Price (Time of Sale)	\$ 36,957	\$ 34,459	\$ 38,052
Avg. Transaction Price	\$ 36,022	\$ 33,932	\$ 37,178
Avg. Market Price at 100%	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 934	\$ 526	\$ 873
Avg. Front-End Gross	\$ 2,128	\$ 2,449	\$ 1,874
Avg. Finance Gross	\$ 2,353	\$ 2,083	\$ 1,824
PUVR	\$ 3,964	\$ 4,094	\$ 3,090
Total Gross (Units & PUVR)	\$ 558,872	\$ 77,777	\$ 46,347
GROI	108%	186%	78%
% with Trade	43%	53%	27%
Avg. Over/Under Allowance	462	1,240	500



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Jordan Carnes	Kelly Culbertson	Nick Dawes	Sarah Dawes
87%	40%	40%	59%
15	15	15	17
37.1	29.5	43.9	41.1
\$ 32,185	\$ 42,718	\$ 34,252	\$ 43,279
\$ 31,159	\$ 42,118	\$ 33,252	\$ 42,076
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,026	\$ 600	\$ 1,000	\$ 1,203
\$ 2,150	\$ 1,816	\$ 1,711	\$ 2,443
\$ 2,077	\$ 2,815	\$ 1,499	\$ 2,580
\$ 3,950	\$ 4,068	\$ 2,910	\$ 4,719
\$ 59,253	\$ 61,019	\$ 43,657	\$ 80,229
123%	118%	72%	98%
60%	40%	60%	53%
375	0	70	794

Luaren Dillon	Jack Songailo	Rob Zellner	
44%	47%	64%	#DIV/0!
18	15	11	0
36.6	37.5	46.9	#DIV/0!
\$ 36,985	\$ 39,785	\$ 30,076	#DIV/0!
\$ 35,985	\$ 38,905	\$ 28,658	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,000	\$ 880	\$ 1,418	#DIV/0!
\$ 2,380	\$ 2,340	\$ 1,814	#DIV/0!
\$ 2,526	\$ 3,770	\$ 1,682	#DIV/0!
\$ 4,485	\$ 5,104	\$ 2,732	#DIV/0!
\$ 80,725	\$ 76,567	\$ 30,047	#DIV/0!
123%	126%	73%	#DIV/0!
39%	13%	36%	#DIV/0!
556	27	322	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Chris Ankrim	Mark Broadrick
% Retailed of Non-New Franchise	54%	48%	60%
Total # Retail Units	141	73	68
Avg. Days to Sale	36.6	36.5	36.8
Avg. Advertised Price (Time of Sale)	\$ 36,957	\$ 40,300	\$ 33,367
Avg. Transaction Price	\$ 36,022	\$ 39,377	\$ 32,420
Avg. Market Price at 100%	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 934	\$ 923	\$ 947
Avg. Front-End Gross	\$ 2,128	\$ 1,992	\$ 2,274
Avg. Finance Gross	\$ 2,353	\$ 2,841	\$ 1,768
PUVR	\$ 3,964	\$ 4,327	\$ 3,574
Total Gross (Units & PUVR)	\$ 558,872	\$ 315,865	\$ 243,006
GROI	108%	109%	108%
% with Trade	43%	0%	0%
Avg. Over/Under Allowance	462	516	405



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	141	50	91
Avg. Days to Sale	36.6	47.7	30.5
Avg. Advertised Price (Time of Sale)	\$ 36,957	\$ 49,265	\$ 29,394
Avg. Transaction Price	\$ 36,022	\$ 48,086	\$ 29,394
Avg. Market Price at 100%	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 934	\$ 1,179	\$ 800
Avg. Front-End Gross	\$ 2,128	\$ 1,503	\$ 2,471
Avg. Finance Gross	\$ 2,353	\$ 2,610	\$ 2,189
PUVR	\$ 3,964	\$ 3,747	\$ 4,083
Total Gross (Units & PUVR)	\$ 558,872	\$ 187,342	\$ 371,530
GROI	108%	59%	164%
% with Trade	43%	56%	35%
Avg. Over/Under Allowance	462	1,030	150



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	141	65	76
Avg. Days to Sale	36.6	43.7	30.6
Avg. Advertised Price (Time of Sale)	\$ 36,957	\$ 43,831	\$ 30,257
Avg. Transaction Price	\$ 36,022	\$ 42,763	\$ 30,257
Avg. Market Price at 100%	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 934	\$ 1,068	\$ 820
Avg. Front-End Gross	\$ 2,128	\$ 1,578	\$ 2,598
Avg. Finance Gross	\$ 2,353	\$ 2,404	\$ 2,302
PUVR	\$ 3,964	\$ 3,612	\$ 4,265
Total Gross (Units & PUVR)	\$ 558,872	\$ 234,754	\$ 324,117
GROI	108%	70%	166%
% with Trade	43%	43%	42%
Avg. Over/Under Allowance	462	785	186



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	141	58	27
% of Retail Units	100%	41%	19%
% Retailed of Non-New Franchise	54%	67%	67%
Avg. Days to Sale	36.6	34.4	34.1
Avg. Transaction Price	\$ 36,022	\$ 34,897	\$ 22,096
Avg. Transaction to Market %	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 934	\$ 916	\$ 852
Avg. Front End Gross	\$ 2,128	\$ 2,574	\$ 2,266
Avg. Finance Gross	\$ 2,353	\$ 2,344	\$ 1,722
PUVR	\$ 3,964	\$ 4,352	\$ 3,542
Total Gross (Units & PUVR)	\$ 558,872	\$ 252,425	\$ 95,628
GROI	108%	131%	169%
% with Trade	43%	43%	33%
Avg. Over/Under Allowance	462	361	221



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
33	21	0	2
23%	15%	0%	1%
58%	0%	#DIV/0!	0%
35.0	47.6	#DIV/0!	47.0
\$ 42,216	\$ 44,852	#DIV/0!	\$ 61,760
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
\$ 830	\$ 1,181	#DIV/0!	\$ 1,725
\$ 2,235	\$ 395	#DIV/0!	\$ 3,745
\$ 2,264	\$ 3,253	#DIV/0!	\$ 1,580
\$ 4,087	\$ 3,184	#DIV/0!	\$ 4,535
\$ 134,884	\$ 66,865	#DIV/0!	\$ 9,069
100%	54%	#DIV/0!	56%
36%	62%	#DIV/0!	50%
559	943	#DIV/0!	0

BO OEM/Leasing	Central Fleet (Enterprise, etc)	Other
0	0	0
0%	0%	0%
#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	141	68	28
% of Retail Units	100%	48%	20%
% Retailed of Non-New Franchise	54%	62%	57%
Avg. Days to Sale	36.6	16.1	37.7
Avg. Transaction Price	\$ 36,022	\$ 36,194	\$ 35,717
Avg. Transaction to Market %	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 934	\$ 320	\$ 1,196
Avg. Front End Gross	\$ 2,128	\$ 2,785	\$ 2,098
Avg. Finance Gross	\$ 2,353	\$ 2,607	\$ 2,631
PUVR	\$ 3,964	\$ 5,392	\$ 4,729
Total Gross (Units & PUVR)	\$ 558,872	\$ 366,637	\$ 132,407
GROI	108%	334%	126%
% with Trade	43%	49%	29%
Avg. Over/Under Allowance	462	463	335



46-60 days	61-90 days	90+ days
20	23	2
14%	16%	1%
60%	26%	0%
53.0	76.2	101.5
\$ 33,563	\$ 38,159	\$ 34,485
#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,473	\$ 1,870	\$ 2,000
\$ 2,041	\$ 596	\$ (1,311)
\$ 2,004	\$ 1,846	\$ 939
\$ 4,046	\$ 2,443	\$ (373)
\$ 80,915	\$ 56,179	\$ (746)
82%	30%	-4%
40%	43%	50%
498	622	0