

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	24093	2020	ford	fusion	116	Trade on New	yes	\$ 23,912	\$ 23,912	88%	\$1,228	\$2,841
2	24402	2021	ford	ranger	23	Street/Curb Buy	yes	\$ 45,995	\$ 43,944	102%	\$618	\$3,944
3	24432	2014	jeep	cherokee	14	Trade on Used	no	\$ 15,995	\$ 15,995	100%	\$360	\$1,670
4	24343	2012	Chevrolet	Equinox	43	Trade on New	No	\$ 9,995	\$ 9,400	106%	\$129	\$695
5	24378	2014	Nissan	Frontier	30	Trade on New	No	\$ 23,383	\$ 23,314	99%	\$4,080	\$2,145
6	24440	2018	nissan	maxima	7	Trade on Used	No	\$ 23,995	\$ 23,895	100%	\$2,805	\$3,166
7	24269	2017	ford	f-350	74	Trade on New	no	\$ 62,995	\$ 59,995	97%	(\$2,327)	\$6,581
8	24396	2011	ford	f-150	27	Trade on Used	No	\$ 20,995	\$ 20,995	99%	\$1,861	\$0
9	24301	2006	ford	mustang	23	Street/Curb Buy	No	\$ 15,995	\$ 15,995	96%	\$4,336	\$1,446
10	24359	2019	subaru	outback	42	Trade on New	No	\$ 31,495	\$ 31,095	106%	\$2,900	\$2,463
11	24321	2017	honda	accord	58	Trade on Used	No	\$ 24,451	\$ 24,451	107%	\$2,720	\$1,899
12	24126	2012	bmw	7 series	113	Trade on Used	No	\$ 16,995	\$ 16,995	93%	\$1,022	\$575
13	24249	2017	gmc	sierra	84	Trade on New	No	\$ 41,415	\$ 40,900	100%	\$4,639	\$3,727
14	24182	2018	ford	explorer	98	Auction/Wholesale	yes	\$ 35,892	\$ 34,500	100%	\$50	\$808
15	24436	2017	ford	f-150	17	Auction/Wholesale	yes	\$ 37,995	\$ 37,995	100%	\$1,491	\$5,787
16	24011	2018	Mercedes-Benz	s class 450	142	Trade on New	no	\$ 54,922	\$ 54,000	90%	(\$854)	\$1,688
17	24235	2017	nissan	sentra	88	Auction/Wholesale	no	\$ 12,389	\$ 11,800	93%	(\$820)	\$500
18	24178	2017	bmw	330i	103	Trade on New	no	\$ 22,721	\$ 22,621	100%	\$4,127	\$2,706
19	24450	2013	ford	taurus	10	Trade on New	no	\$ 12,900	\$ 11,814	102%	\$3,447	\$1,000
20	24437	2013	ford	explorer	18	Trade on New	no	\$ 17,995	\$ 16,766	108%	\$1,349	\$1,610
21	24423	2018	ford	f-150	23	Auction/Wholesale	yes	\$ 44,995	\$ 43,017	104%	\$2,874	\$825
22	24449	2018	ford	fiesta	11	Auction/Wholesale	no	\$ 13,995	\$ 13,995	100%	\$2,928	\$1,862
23	24445	2017	ford	f-150	17	Trade on New	no	\$ 40,995	\$ 40,495	92%	\$3,117	\$949
24	24013	2020	buick	enclave	136	Auction/Wholesale	no	\$ 30,546	\$ 29,995	100%	\$437	\$4,982
25	24127	2018	Volkswagen	atlas	120	Trade on New	no	\$ 25,999	\$ 25,795	84%	\$443	\$3,663
26	24320	2019	ram	1500 rebel	66	Trade on New	no	\$ 51,435	\$ 50,700	104%	\$2,297	\$1,520
27	24307	2017	ford	escape	72	Trade on New	no	\$ 18,888	\$ 19,338	99%	\$2,460	\$3,388

28	24471	2020	ford	f-150	7	Auction/Wholesale	yes	\$	46,995	\$	46,995	96%	\$1,565	\$1,736
29	24120	2017	ford	edge	125	Auction/Wholesale	no	\$	24,544	\$	21,512	92%	\$900	\$1,759
30	24418T	2021	ford	f-150	33	Loaner	no	\$	39,865	\$	39,500	93%	\$996	\$1,852
31	24476	2019	ford	fusion	11	Street/Curb Buy	yes	\$	25,495	\$	24,900	100%	\$784	\$2,260
32	24311	2012	chevrolet	impala	75	Trade on Used	No	\$	11,919	\$	11,600	100%	\$1,670	\$850
33	24290	2016	toyota	4runner	84	Trade on Used	no	\$	32,657	\$	32,102	95%	\$1,228	\$0
34	24479	2015	ford	f-250	11	Trade on New	no	\$	55,995	\$	55,995	101%	\$5,284	\$7,200
35	24044	2017	ford	f-150	140	Auction/Wholesale	yes	\$	35,998	\$	33,500	97%	(\$773)	\$4,526
36	24318	2019	ford	f-150	73	Street/Curb Buy	no	\$	33,991	\$	31,149	100%	\$2,779	\$0
37	24244	2018	ford	explorer	103	Trade on New	yes	\$	37,122	\$	37,500	97%	\$1,170	\$1,298
38	24306	2018	ford	explorer	82	Trade on Used	yes	\$	36,123	\$	36,123	96%	\$2,410	\$4,657
39	24501	2018	ford	expedition	4	Street/Curb Buy	yes	\$	61,995	\$	59,000	103%	\$6,646	\$1,528
40	24208	2019	ford	fusion	110	Auction/Wholesale	no	\$	20,005	\$	20,000	89%	(\$779)	\$686
41	24406	2015	dodge	challenger	47	Trade on Used	no	\$	20,495	\$	20,495	99%	\$3,217	\$2,938
42	24481	2013	ford	mustang boss 302	20	Street/Curb Buy	no	\$	47,455	\$	47,437	100%	\$10,448	\$2,715
43	24430	2017	ford	f-150	38	Street/Curb Buy	no	\$	28,995	\$	26,000	106%	\$461	\$0
44	24101	2018	ford	f-150	140	Auction/Wholesale	yes	\$	44,995	\$	44,444	99%	(\$1,051)	\$2,375
45	24520	2015	ram	1500	9	Trade on Used	no	\$	29,995	\$	29,000	117%	\$8,608	\$2,660
46	24466	2019	ford	f-150	27	Trade on New	yes	\$	55,865	\$	51,580	109%	\$3,777	\$5,477
47	24141	2018	ram	1500	132	Trade on New	no	\$	42,500	\$	42,500	91%	(\$100)	\$4,818
48	24419	2016	ford	escape	47	Street/Curb Buy	no	\$	16,991	\$	13,491	100%	(\$2,846)	\$1,680
49	24467	2019	ford	f-150	26	Street/Curb Buy	yes	\$	53,527	\$	51,998	114%	\$9,788	\$2,675
50	24503	2015	toyota	sienna	17	Trade on New	no	\$	27,995	\$	27,995	105%	\$6,720	\$3,822
51	24533	2013	ford	c-max	6	Street/Curb Buy	no	\$	12,999	\$	9,000	116%	\$3,150	\$3,057
52	24345	2015	ford	f-150	80	Trade on New	yes	\$	34,250	\$	34,250	103%	\$964	\$1,391
53	24516	2019	ford	fiesta	16	Auction/Wholesale	yes	\$	17,163	\$	17,163	117%	\$1,564	\$865

Scoreboard Totals

% Retailed of Non-Franchise Make	100%
Total # Retail Units	71
Avg. Days to Sale	58.6
Avg. Advertised Price (Time of Sale)	\$ 32,676
Avg. Transaction Price	\$ 31,615
Avg. Market Price at 100%	\$ 32,617
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 1,062
Avg. Front-End Gross	\$ 2,420
Avg. Finance Gross	\$ 2,393
PUVR	\$ 4,813
Total Gross (Units & PUVR)	\$ 341,710
GROI	93%
% with Trade	32%
Avg. Over/Under Allowance	\$1,748



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Ron Wolff	Scott Wicker
% Retailed of Non-New Franchise	100%	100%	100%
Total # Retail Units	71	12	28
Avg. Days to Sale	58.6	56.8	45.9
Avg. Advertised Price (Time of Sale)	\$ 32,676	\$ 36,360	\$ 34,838
Avg. Transaction Price	\$ 31,615	\$ 35,255	\$ 33,430
Avg. Market Price at 100%	\$ 32,617	\$ 35,414	\$ 34,890
Avg. Price to Market % (Time of Sale)	100%	103%	100%
Avg. Transaction to Market	97%	100%	96%
Avg. Transactional Discount	\$ 1,062	\$ 1,105	\$ 1,407
Avg. Front-End Gross	\$ 2,420	\$ 2,595	\$ 2,216
Avg. Finance Gross	\$ 2,393	\$ 2,946	\$ 2,637
PUVR	\$ 4,813	\$ 5,541	\$ 4,853
Total Gross (Units & PUVR)	\$ 341,710	\$ 66,492	\$ 135,876
GROI	93%	100%	114%
% with Trade	32%	58%	21%
Avg. Over/Under Allowance	1,748	321	-100



n list, then scroll up to select your staff member for each column.)

Eric Flores			
100%	#DIV/0!	#DIV/0!	#DIV/0!
28	0	0	0
73.1	#DIV/0!	#DIV/0!	#DIV/0!
\$ 30,320	#DIV/0!	#DIV/0!	#DIV/0!
\$ 29,605	#DIV/0!	#DIV/0!	#DIV/0!
\$ 31,147	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 715	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,636	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,096	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,732	#DIV/0!	#DIV/0!	#DIV/0!
\$ 132,507	#DIV/0!	#DIV/0!	#DIV/0!
79%	#DIV/0!	#DIV/0!	#DIV/0!
32%	#DIV/0!	#DIV/0!	#DIV/0!
4,078	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Brandon Caporale	Shannon Poteet
% Retailed of Non-New Franchise	100%	100%	100%
Total # Retail Units	71	1	4
Avg. Days to Sale	58.6	23.0	44.3
Avg. Advertised Price (Time of Sale)	\$ 32,676	\$ 46,991	\$ 30,027
Avg. Transaction Price	\$ 31,615	\$ 40,840	\$ 29,552
Avg. Market Price at 100%	\$ 32,617	\$ 46,991	\$ 29,982
Avg. Price to Market % (Time of Sale)	100%	100%	100%
Avg. Transaction to Market	97%	87%	99%
Avg. Transactional Discount	\$ 1,062	\$ 6,151	\$ 475
Avg. Front-End Gross	\$ 2,420	\$ 2,930	\$ 2,907
Avg. Finance Gross	\$ 2,393	\$ -	\$ 3,977
PUVR	\$ 4,813	\$ 2,930	\$ 6,883
Total Gross (Units & PUVR)	\$ 341,710	\$ 2,930	\$ 27,532
GROI	93%	112%	189%
% with Trade	32%	0%	50%
Avg. Over/Under Allowance	1,748	#DIV/0!	250



n list, then scroll up to select your staff member for each column.)

Bill Crossley	Jeremias Moralez	Rebecca Hartley	Cesar Gomez
100%	100%	100%	100%
5	6	7	7
33.4	55.2	54.0	31.0
\$ 44,280	\$ 26,501	\$ 38,157	\$ 26,376
\$ 42,255	\$ 25,299	\$ 36,276	\$ 25,432
\$ 42,328	\$ 26,857	\$ 37,656	\$ 25,357
105%	99%	101%	104%
100%	94%	96%	100%
\$ 2,025	\$ 1,202	\$ 1,882	\$ 943
\$ 3,240	\$ 2,330	\$ 2,487	\$ 2,107
\$ 4,276	\$ 1,005	\$ 3,866	\$ 1,445
\$ 7,517	\$ 3,335	\$ 6,353	\$ 3,553
\$ 37,583	\$ 20,008	\$ 44,474	\$ 24,869
192%	86%	117%	162%
20%	33%	57%	29%
750	1,500	-250	-500

James McClure	Ian Sharp	Dave Ryan	Debby Stevens
100%	100%	#DIV/0!	100%
5	3	0	16
81.6	44.3	#DIV/0!	75.1
\$ 34,741	\$ 47,950	#DIV/0!	\$ 26,351
\$ 34,438	\$ 46,952	#DIV/0!	\$ 25,730
\$ 36,026	\$ 48,119	#DIV/0!	\$ 27,456
96%	100%	#DIV/0!	96%
96%	98%	#DIV/0!	94%
\$ 302	\$ 998	#DIV/0!	\$ 622
\$ 514	\$ 3,036	#DIV/0!	\$ 2,178
\$ 2,297	\$ 2,008	#DIV/0!	\$ 2,144
\$ 2,811	\$ 5,043	#DIV/0!	\$ 4,322
\$ 14,055	\$ 15,130	#DIV/0!	\$ 69,155
36%	87%	#DIV/0!	81%
40%	0%	#DIV/0!	31%
500	#DIV/0!	#DIV/0!	540

Mike Angius			
100%	#DIV/0!	#DIV/0!	#DIV/0!
1	0	0	0
59.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 31,991	#DIV/0!	#DIV/0!	#DIV/0!
\$ 31,991	#DIV/0!	#DIV/0!	#DIV/0!
\$ 31,674	#DIV/0!	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!	#DIV/0!
\$ 6,939	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,594	#DIV/0!	#DIV/0!	#DIV/0!
\$ 11,533	#DIV/0!	#DIV/0!	#DIV/0!
\$ 11,533	#DIV/0!	#DIV/0!	#DIV/0!
220%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Bob Padilla	Raj Singh
% Retailed of Non-New Franchise	100%	100%	100%
Total # Retail Units	71	13	33
Avg. Days to Sale	58.6	26.8	69.9
Avg. Advertised Price (Time of Sale)	\$ 32,676	\$ 38,675	\$ 31,132
Avg. Transaction Price	\$ 31,615	\$ 37,343	\$ 30,262
Avg. Market Price at 100%	\$ 32,617	\$ 38,004	\$ 31,889
Avg. Price to Market % (Time of Sale)	100%	102%	98%
Avg. Transaction to Market	97%	98%	95%
Avg. Transactional Discount	\$ 1,062	\$ 1,332	\$ 870
Avg. Front-End Gross	\$ 2,420	\$ 2,892	\$ 2,573
Avg. Finance Gross	\$ 2,393	\$ 3,695	\$ 2,338
PUVR	\$ 4,813	\$ 6,587	\$ 4,911
Total Gross (Units & PUVR)	\$ 341,710	\$ 85,627	\$ 162,053
GROI	93%	237%	84%
% with Trade	32%	0%	0%
Avg. Over/Under Allowance	1,748	438	4,078



n list, then scroll up to select your staff member for each column.)

Tiffany Martell			
100%	#DIV/0!	#DIV/0!	#DIV/0!
22	0	0	0
57.7	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,165	#DIV/0!	#DIV/0!	#DIV/0!
\$ 30,967	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,017	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,199	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,177	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,949	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,127	#DIV/0!	#DIV/0!	#DIV/0!
\$ 90,784	#DIV/0!	#DIV/0!	#DIV/0!
83%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
0	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	71	23	48
Avg. Days to Sale	58.6	57.7	59.1
Avg. Advertised Price (Time of Sale)	\$ 32,676	\$ 36,788	\$ 29,613
Avg. Transaction Price	\$ 31,615	\$ 35,793	\$ 29,613
Avg. Market Price at 100%	\$ 32,617	\$ 36,350	\$ 31,207
Avg. Price to Market % (Time of Sale)	100%	101%	95%
Avg. Transaction to Market	97%	98%	95%
Avg. Transactional Discount	\$ 1,062	\$ 995	\$ 1,093
Avg. Front-End Gross	\$ 2,420	\$ 2,553	\$ 2,356
Avg. Finance Gross	\$ 2,393	\$ 2,549	\$ 2,319
PUVR	\$ 4,813	\$ 5,102	\$ 4,674
Total Gross (Units & PUVR)	\$ 341,710	\$ 117,342	\$ 224,368
GROI	93%	89%	96%
% with Trade	32%	14%	25%
Avg. Over/Under Allowance	1,748	313	2,568



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	71	0	71
Avg. Days to Sale	58.6	#DIV/0!	58.6
Avg. Advertised Price (Time of Sale)	\$ 32,676	#DIV/0!	\$ 31,615
Avg. Transaction Price	\$ 31,615	#DIV/0!	\$ 31,615
Avg. Market Price at 100%	\$ 32,617	#DIV/0!	\$ 32,873
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	96%
Avg. Transaction to Market	97%	#DIV/0!	96%
Avg. Transactional Discount	\$ 1,062	#DIV/0!	\$ 1,062
Avg. Front-End Gross	\$ 2,420	#DIV/0!	\$ 2,420
Avg. Finance Gross	\$ 2,393	#DIV/0!	\$ 2,393
PUVR	\$ 4,813	#DIV/0!	\$ 4,813
Total Gross (Units & PUVR)	\$ 341,710	#DIV/0!	\$ 341,710
GROI	93%	#DIV/0!	93%
% with Trade	32%	#DIV/0!	21%
Avg. Over/Under Allowance	1,748	#DIV/0!	1,748



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	71	28	13
% of Retail Units	100%	39%	18%
% Retailed of Non-New Franchise	100%	100%	100%
Avg. Days to Sale	58.6	61.8	58.1
Avg. Transaction Price	\$ 31,615	\$ 34,308	\$ 23,134
Avg. Transaction to Market %	97%	97%	99%
Avg. Transactional Discount	\$ 1,062	\$ 1,034	\$ 331
Avg. Front End Gross	\$ 2,420	\$ 2,650	\$ 2,400
Avg. Finance Gross	\$ 2,393	\$ 2,875	\$ 1,745
PUVR	\$ 4,813	\$ 5,525	\$ 4,145
Total Gross (Units & PUVR)	\$ 341,710	\$ 154,705	\$ 53,885
GROI	93%	94%	111%
% with Trade	32%	29%	23%
Avg. Over/Under Allowance	1,748	31	9,333



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
17	12	1	0
24%	17%	1%	0%
100%	100%	100%	#DIV/0!
43.1	75.9	33.0	#DIV/0!
\$ 34,639	\$ 29,576	\$ 39,500	#DIV/0!
95%	96%	92%	#DIV/0!
\$ 1,832	\$ 883	\$ 365	#DIV/0!
\$ 3,353	\$ 699	\$ 996	#DIV/0!
\$ 2,245	\$ 2,226	\$ 1,852	#DIV/0!
\$ 5,599	\$ 2,925	\$ 2,848	#DIV/0!
\$ 95,175	\$ 35,097	\$ 2,848	#DIV/0!
135%	47%	79%	#DIV/0!
47%	33%	0%	#DIV/0!
707	1,313	#DIV/0!	#DIV/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	71	27	7
% of Retail Units	100%	38%	10%
% Retailed of Non-New Franchise	100%	100%	100%
Avg. Days to Sale	58.6	16.9	37.7
Avg. Transaction Price	\$ 31,615	\$ 33,967	\$ 24,926
Avg. Transaction to Market %	97%	99%	101%
Avg. Transactional Discount	\$ 1,062	\$ 1,429	\$ 971
Avg. Front End Gross	\$ 2,420	\$ 3,839	\$ 2,457
Avg. Finance Gross	\$ 2,393	\$ 2,817	\$ 1,284
PUVR	\$ 4,813	\$ 6,656	\$ 3,741
Total Gross (Units & PUVR)	\$ 341,710	\$ 179,713	\$ 26,188
GROI	93%	419%	143%
% with Trade	32%	30%	14%
Avg. Over/Under Allowance	1,748	321	250



46-60 days	61-90 days	90+ days
5	16	16
7%	23%	23%
100%	100%	100%
52.4	76.8	122.1
\$ 24,685	\$ 31,131	\$ 33,221
97%	96%	92%
\$ 900	\$ 1,039	\$ 555
\$ 2,439	\$ 1,769	\$ 653
\$ 2,330	\$ 2,194	\$ 2,382
\$ 4,770	\$ 3,962	\$ 3,035
\$ 23,849	\$ 63,398	\$ 48,562
133%	60%	27%
60%	38%	31%
-500	5,200	1,250