

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												
2												
3												
4	DFB84236	2013	FORD	F150	25	TRADE ON USED	No	\$ 17,885	\$ 17,885	80%	\$2,881	\$453
5	FW515053	2015	JEEP	CHEROKEE	36	TRADE ON NEW	No	\$ 16,355	\$ 16,355	89%	\$2,784	\$128
6	FG463463	2015	Chevrolet	SILVERADO	89	Street/Curb Buy	No	\$ 20,755	\$ 20,755	79%	\$2,968	\$1,388
7	DR105592	2013	FORD	FUSION	6	TRADE ON NEW	No	\$ 11,985	\$ 11,985	94%	\$3,450	\$489
8	F5362639	2015	FORD	MUSTANG	23	TRADE ON NEW	No	\$ 31,585	\$ 31,585	99%	\$4,274	\$4,772
9	EX098021	2014	TOYOTA	TACOMA	37	TRADE ON USED	No	\$ 29,985	\$ 29,985	93%	\$5,203	\$2,895
10	DBB04941	2013	FORD	EDGE	2	TRADE ON USED	No	\$ 15,985	\$ 15,985	99%	\$3,580	\$1,719
11	JG100829	2018	Chevrolet	SILVERADO	36	Street/Curb Buy	No	\$ 48,985	\$ 48,485	116%	\$2,548	\$1,860
12	FC741584	2015	JEEP	GRAND CHEROKEE	56	TRADE ON NEW	No	\$ 21,985	\$ 21,785	88%	\$1,081	\$912
13	JEA21339	2018	FORD	EXPEDITION	46	TRADE ON NEW	No	\$ 44,985	\$ 44,985	98%	\$3,897	\$5,809
14	KED50275	2019	FORD	F-250	21	Street/Curb Buy	No	\$ 72,985	\$ 72,985	101%	\$4,138	\$1,632
15	FL714805	2015	JEEP	WRANGLER	5	TRADE ON NEW	No	\$ 27,985	\$ 25,860	98%	\$2,724	\$0
16	JZ116099	2018	Chevrolet	SILVERADO	5	TRADE ON USED	No	\$ 34,985	\$ 34,985	102%	\$7,338	\$4,049
17	LG208398	2020	Chevrolet	SILVERADO	43	TRADE ON NEW	No	\$ 57,985	\$ 57,385	107%	\$2,211	\$5,580
18	KN715806	2019	NISSAN	FRONTIER	37	TRADE ON NEW	No	\$ 29,985	\$ 29,500	93%	\$3,879	\$2,094
19	DKF22154	2013	FORD	F-150	30	Trade on New	No	\$ 29,985	\$ 29,485	118%	\$7,054	\$4,205
20	F1100946	2015	Chevrolet	Equinox	11	Trade on New	No	\$ 14,985	\$ 14,000	96%	\$3,698	\$1,748
21	A2377990	2010	LEXUS	ES350	10	Trade on New	No	\$ 12,985	\$ 11,970	93%	\$3,741	\$0
22	JGB39709	2018	FORD	EXPLORER	116	Auction/Wholesale	No	\$ 34,985	\$ 34,000	93%	(\$1,732)	\$2,388
23	KL249916	2019	GMC	TERRAIN	33	Trade on Used	No	\$ 26,585	\$ 26,585	94%	\$3,192	\$1,305
24	MW041893	2021	TOYOTA	SUPRA	66	Trade on New	No	\$ 56,985	\$ 55,500	92%	\$1,763	\$0
25	GFB50611	2016	FORD	F-150	67	Trade on New	No	\$ 35,885	\$ 35,885	98%	(\$378)	\$1,967
26	LN170816	2020	RAM	1500	55	Trade on Used	No	\$ 53,955	\$ 53,955	97%	\$2,825	\$518
27	HFC80358	2017	FORD	F-150	95	Trade on New	No	\$ 38,985	\$ 38,000	91%	(\$581)	\$0

28	JA021072	2018	HONDA	ACCORD	31	Trade on New	No	\$	27,985	\$	27,985	100%	\$3,273	\$480
29	HUA51685	2017	FORD	ESCAPE	36	Trade on New	No	\$	15,985	\$	15,585	100%	\$2,106	\$518
30	HED99518	2017	FORD	F-250	21	Trade on Used	No	\$	55,985	\$	55,500	101%	\$4,093	\$0
31	E5231954	2014	FORD	MUSTANG	30	Trade on Used	No	\$	17,985	\$	17,000	100%	\$1,686	\$2,499
32	JFE37839	2018	FORD	F-150	55	Trade on New	No	\$	37,585	\$	37,585	99%	\$3,107	\$0
33	HEA24949	2017	FORD	EXPEDITION	39	Street/Curb Buy	No	\$	34,985	\$	34,585	100%	\$2,560	\$1,932
34	DKF08295	2013	FORD	F-150	8	Trade on New	No	\$	30,985	\$	30,567	100%	\$6,026	\$1,295
35	JKF96266	2018	FORD	F-150	24	Trade on Used	No	\$	41,985	\$	41,985	95%	\$313	\$4,085
36	H6194039	2017	Chevrolet	Equinox	29	Trade on New	No	\$	18,585	\$	18,585	94%	\$2,219	\$3,211
37	KED76361	2019	FORD	F-250	68	Trade on New	No	\$	51,985	\$	50,831	92%	\$670	\$2,062
38	KN558680	2019	RAM	1500	38	Trade on New	No	\$	46,785	\$	46,785	101%	\$5,938	\$3,098
39	EEA70776	2014	FORD	F-350	83	Trade on New	No	\$	53,985	\$	53,985	99%	\$3,518	\$3,137
40	JH233325	2018	DODGE	CHARGER	67	Trade on New	No	\$	29,985	\$	29,985	95%	\$5,678	\$4,688
41	HB016212	2017	HONDA	RIDGELINE	28	Street/Curb Buy	No	\$	26,985	\$	26,985	99%	\$3,601	\$381
42	JC153608	2018	JEEP	GRAND CHEROKE	75	Trade on New	No	\$	29,985	\$	29,775	106%	\$1,081	\$920
43	H5159083	2017	LEXUS	GX460	58	Trade on Used	No	\$	39,985	\$	39,500	101%	\$5,866	\$519
44	KG272484	2019	Chevrolet	SILVERADO	50	Trade on New	No	\$	36,985	\$	36,985	96%	\$4,727	\$4,695
45	MGA02038	2021	FORD	EXPLORER	42	Trade on New	No	\$	55,885	\$	55,885	97%	\$5,340	\$4,337
46	JN551412	2018	NISSAN	TITAN	64	Trade on New	No	\$	39,985	\$	39,985	98%	\$4,893	\$3,848
47	HC285426	2017	NISSAN	ALTIMA	4	Trade on Used	No	\$	12,985	\$	12,800	91%	\$1,553	\$1,693
48	GH348073	2016	HYUNDAI	SONATA	37	Trade on Used	No	\$	14,985	\$	14,785	96%	\$2,867	\$1,078
49	MZ140351	2021	Chevrolet	SILVERADO	28	Trade on New	No	\$	55,985	\$	55,985	97%	\$8,136	\$843
50	LLA19376	2020	FORD	RANGER	21	Trade on Used	No	\$	31,985	\$	31,639	97%	\$3,705	\$0
51	JB047409	2018	HONDA	ODYSSEY	87	Trade on New	No	\$	35,485	\$	35,485	96%	\$2,583	\$5,249
52	JGB51692	2018	FORD	EXPLORER	21	Trade on New	No	\$	31,985	\$	31,985	102%	\$3,925	\$4,894
53	HK718689	2017	NISSAN	NV	95	Auction/Wholesale	No	\$	14,985	\$	13,985	80%	(\$1,660)	\$2,589

Scoreboard Totals

% Retailed of Non-Franchise Make	52%
Total # Retail Units	77
Avg. Days to Sale	43.8
Avg. Advertised Price (Time of Sale)	\$ 34,195
Avg. Transaction Price	\$ 33,507
Avg. Market Price at 100%	\$ 35,495
Avg. Price to Market % (Time of Sale)	96%
Avg. Transaction to Market	94%
Avg. Transactional Discount	\$ 688
Avg. Front-End Gross	\$ 3,280
Avg. Finance Gross	\$ 1,905
PUVR	\$ 5,186
Total Gross (Units & PUVR)	\$ 399,292
GROI	127%
% with Trade	39%
Avg. Over/Under Allowance	\$441



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	STEVE A	JOSH S
% Retailed of Non-New Franchise	52%	55%	49%
Total # Retail Units	77	42	35
Avg. Days to Sale	43.8	42.8	45.0
Avg. Advertised Price (Time of Sale)	\$ 34,195	\$ 32,896	\$ 35,754
Avg. Transaction Price	\$ 33,507	\$ 31,911	\$ 35,421
Avg. Market Price at 100%	\$ 35,495	\$ 34,273	\$ 36,551
Avg. Price to Market % (Time of Sale)	96%	96%	98%
Avg. Transaction to Market	94%	93%	97%
Avg. Transactional Discount	\$ 688	\$ 985	\$ 332
Avg. Front-End Gross	\$ 3,280	\$ 3,245	\$ 3,323
Avg. Finance Gross	\$ 1,905	\$ 1,692	\$ 2,161
PUVR	\$ 5,186	\$ 4,937	\$ 5,484
Total Gross (Units & PUVR)	\$ 399,292	\$ 207,360	\$ 191,932
GROI	127%	130%	124%
% with Trade	39%	33%	46%
Avg. Over/Under Allowance	441	171	676



Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	DARRIN	JON
% Retailed of Non-New Franchise	52%	44%	100%
Total # Retail Units	77	16	7
Avg. Days to Sale	43.8	46.9	35.4
Avg. Advertised Price (Time of Sale)	\$ 34,195	\$ 37,423	\$ 23,214
Avg. Transaction Price	\$ 33,507	\$ 35,170	\$ 22,819
Avg. Market Price at 100%	\$ 35,495	\$ 38,746	\$ 24,295
Avg. Price to Market % (Time of Sale)	96%	97%	96%
Avg. Transaction to Market	94%	91%	94%
Avg. Transactional Discount	\$ 688	\$ 2,253	\$ 395
Avg. Front-End Gross	\$ 3,280	\$ 2,522	\$ 3,031
Avg. Finance Gross	\$ 1,905	\$ 1,662	\$ 1,439
PUVR	\$ 5,186	\$ 4,184	\$ 4,470
Total Gross (Units & PUVR)	\$ 399,292	\$ 66,945	\$ 31,287
GROI	127%	91%	199%
% with Trade	39%	25%	29%
Avg. Over/Under Allowance	441	25	0



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

IVAN	RICH	JOHNNY	WILL
22%	46%	57%	50%
9	13	21	2
48.4	49.5	36.1	60.0
\$ 31,671	\$ 29,847	\$ 35,833	\$ 47,285
\$ 31,414	\$ 29,706	\$ 35,511	\$ 47,006
\$ 32,750	\$ 31,133	\$ 36,922	\$ 46,772
97%	96%	97%	101%
96%	95%	96%	101%
\$ 256	\$ 142	\$ 321	\$ 279
\$ 2,731	\$ 2,971	\$ 4,247	\$ 178
\$ 2,238	\$ 1,397	\$ 2,397	\$ 2,156
\$ 4,970	\$ 4,367	\$ 6,644	\$ 2,334
\$ 44,727	\$ 56,775	\$ 139,527	\$ 4,667
118%	107%	187%	30%
33%	31%	52%	50%
667	1,000	738	-500

PAT R	JEFF	JAKE	LES
0%	67%	100%	100%
1	3	2	1
5.0	48.7	24.0	89.0
\$ 47,985	\$ 46,318	\$ 22,485	\$ 20,755
\$ 47,985	\$ 45,897	\$ 21,750	\$ 20,755
\$ 48,964	\$ 45,621	\$ 23,926	\$ 26,272
98%	102%	94%	79%
98%	101%	91%	79%
\$ -	\$ 422	\$ 735	\$ -
\$ 5,500	\$ 4,939	\$ 3,789	\$ 2,968
\$ 308	\$ 868	\$ 1,921	\$ 1,388
\$ 5,808	\$ 5,807	\$ 5,710	\$ 4,356
\$ 5,808	\$ 17,420	\$ 11,419	\$ 4,356
871%	94%	394%	85%
100%	67%	50%	100%
-1,000	250	1,000	-1,000

PAT B	PHINE		
0%	0%	#DIV/0!	#DIV/0!
1	1	0	0
46.0	83.0	#DIV/0!	#DIV/0!
\$ 44,985	\$ 53,985	#DIV/0!	#DIV/0!
\$ 44,985	\$ 53,985	#DIV/0!	#DIV/0!
\$ 45,903	\$ 54,530	#DIV/0!	#DIV/0!
98%	99%	#DIV/0!	#DIV/0!
98%	99%	#DIV/0!	#DIV/0!
\$ -	\$ -	#DIV/0!	#DIV/0!
\$ 3,897	\$ 3,518	#DIV/0!	#DIV/0!
\$ 5,809	\$ 3,137	#DIV/0!	#DIV/0!
\$ 9,706	\$ 6,655	#DIV/0!	#DIV/0!
\$ 9,706	\$ 6,655	#DIV/0!	#DIV/0!
169%	53%	#DIV/0!	#DIV/0!
0%	0%	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

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Finance Manager	Totals	ZACH P	JAMES H
% Retailed of Non-New Franchise	52%	55%	50%
Total # Retail Units	77	33	44
Avg. Days to Sale	43.8	40.4	46.4
Avg. Advertised Price (Time of Sale)	\$ 34,195	\$ 35,985	\$ 32,852
Avg. Transaction Price	\$ 33,507	\$ 35,632	\$ 31,913
Avg. Market Price at 100%	\$ 35,495	\$ 36,802	\$ 34,188
Avg. Price to Market % (Time of Sale)	96%	98%	96%
Avg. Transaction to Market	94%	97%	93%
Avg. Transactional Discount	\$ 688	\$ 354	\$ 939
Avg. Front-End Gross	\$ 3,280	\$ 3,401	\$ 3,190
Avg. Finance Gross	\$ 1,905	\$ 1,922	\$ 1,893
PUVR	\$ 5,186	\$ 5,323	\$ 5,083
Total Gross (Units & PUVR)	\$ 399,292	\$ 175,651	\$ 223,641
GROI	127%	133%	124%
% with Trade	39%	0%	0%
Avg. Over/Under Allowance	441	327	506



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	77	0	77
Avg. Days to Sale	43.8	#DIV/0!	43.8
Avg. Advertised Price (Time of Sale)	\$ 34,195	#DIV/0!	\$ 33,507
Avg. Transaction Price	\$ 33,507	#DIV/0!	\$ 33,507
Avg. Market Price at 100%	\$ 35,495	#DIV/0!	\$ 35,309
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!	95%
Avg. Transaction to Market	94%	#DIV/0!	95%
Avg. Transactional Discount	\$ 688	#DIV/0!	\$ 688
Avg. Front-End Gross	\$ 3,280	#DIV/0!	\$ 3,280
Avg. Finance Gross	\$ 1,905	#DIV/0!	\$ 1,905
PUVR	\$ 5,186	#DIV/0!	\$ 5,186
Total Gross (Units & PUVR)	\$ 399,292	#DIV/0!	\$ 399,292
GROI	127%	#DIV/0!	127%
% with Trade	39%	#DIV/0!	68%
Avg. Over/Under Allowance	441	#DIV/0!	441



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	77	37	40
Avg. Days to Sale	43.8	44.3	43.4
Avg. Advertised Price (Time of Sale)	\$ 34,195	\$ 36,135	\$ 31,349
Avg. Transaction Price	\$ 33,507	\$ 35,839	\$ 31,349
Avg. Market Price at 100%	\$ 35,495	\$ 37,142	\$ 33,613
Avg. Price to Market % (Time of Sale)	96%	97%	93%
Avg. Transaction to Market	94%	96%	93%
Avg. Transactional Discount	\$ 688	\$ 296	\$ 1,051
Avg. Front-End Gross	\$ 3,280	\$ 3,012	\$ 3,529
Avg. Finance Gross	\$ 1,905	\$ 1,761	\$ 2,039
PUVR	\$ 5,186	\$ 4,773	\$ 5,568
Total Gross (Units & PUVR)	\$ 399,292	\$ 176,585	\$ 222,707
GROI	127%	108%	147%
% with Trade	39%	0%	75%
Avg. Over/Under Allowance	441	495	379



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	77	48	17
% of Retail Units	100%	62%	22%
% Retailed of Non-New Franchise	52%	56%	47%
Avg. Days to Sale	43.8	43.3	32.6
Avg. Transaction Price	\$ 33,507	\$ 33,294	\$ 28,564
Avg. Transaction to Market %	94%	95%	93%
Avg. Transactional Discount	\$ 688	\$ 943	\$ 214
Avg. Front End Gross	\$ 3,280	\$ 3,696	\$ 3,008
Avg. Finance Gross	\$ 1,905	\$ 2,113	\$ 1,586
PUVR	\$ 5,186	\$ 5,809	\$ 4,593
Total Gross (Units & PUVR)	\$ 399,292	\$ 278,848	\$ 78,085
GROI	127%	145%	178%
% with Trade	39%	35%	53%
Avg. Over/Under Allowance	441	360	456



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
6	6	0	0
8%	8%	0%	0%
50%	33%	#DIV/0!	#DIV/0!
46.2	77.5	#DIV/0!	#DIV/0!
\$ 40,397	\$ 42,323	#DIV/0!	#DIV/0!
99%	92%	#DIV/0!	#DIV/0!
\$ 217	\$ 469	#DIV/0!	#DIV/0!
\$ 2,988	\$ 1,021	#DIV/0!	#DIV/0!
\$ 1,480	\$ 1,572	#DIV/0!	#DIV/0!
\$ 4,467	\$ 2,593	#DIV/0!	#DIV/0!
\$ 26,804	\$ 15,555	#DIV/0!	#DIV/0!
86%	28%	#DIV/0!	#DIV/0!
50%	17%	#DIV/0!	#DIV/0!
0	3,000	#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	77	32	15
% of Retail Units	100%	42%	19%
% Retailed of Non-New Franchise	52%	47%	73%
Avg. Days to Sale	43.8	18.5	37.5
Avg. Transaction Price	\$ 33,507	\$ 29,598	\$ 33,953
Avg. Transaction to Market %	94%	94%	96%
Avg. Transactional Discount	\$ 688	\$ 1,260	\$ 276
Avg. Front End Gross	\$ 3,280	\$ 4,308	\$ 3,348
Avg. Finance Gross	\$ 1,905	\$ 1,863	\$ 1,905
PUVR	\$ 5,186	\$ 6,170	\$ 5,253
Total Gross (Units & PUVR)	\$ 399,292	\$ 197,450	\$ 78,800
GROI	127%	406%	148%
% with Trade	39%	41%	53%
Avg. Over/Under Allowance	441	200	875



46-60 days	61-90 days	90+ days
9	13	8
12%	17%	10%
44%	46%	50%
52.6	71.6	102.0
\$ 34,207	\$ 36,888	\$ 42,021
97%	93%	90%
\$ 152	\$ 264	\$ 464
\$ 3,939	\$ 2,424	\$ (305)
\$ 2,012	\$ 2,128	\$ 1,595
\$ 5,950	\$ 4,552	\$ 1,290
\$ 53,551	\$ 59,173	\$ 10,318
119%	62%	11%
44%	31%	13%
-221	375	3,000