

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
TRENARD RUSH	DAN OLSON	BRENT HABIG
JC CHAPMAN	WHITNEY SUMRALL	MARION CONERLY
WHITNEY SUMRALL	TRENARD RUSH	CHRIS CRONIN
		HOUSE
		JACK BAILEY
		JEFF POSEY
		PARKER SCHURB
		TYLER TOLBERT
		KURT WRIGHT







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	6UC3151	2020	Kia	OPTIMA	49	Other	No	\$ 27,353	\$ 19,921	88%	(\$79)	\$2,691
2	4UT7247	2021	GMC	SIERRA 1500	23	Street/Curb Buy	Yes	\$ 52,510	\$ 52,500	91%	\$1,978	\$1,752
3	4UT4524	2019	JEEP	CHEROKEE	12	Trade on Used	No	\$ 19,259	\$ 19,259	97%	\$1,580	\$1,602
4	4ST7241	2019	Chevrolet	SILVERADO	36	Other	No	\$ 33,745	\$ 33,744	95%	\$1,000	\$0
5	4UC1486	2016	KIA	OPTIMA	63	Trade on Used	No	\$ 15,311	\$ 14,789	84%	(\$992)	\$710
6	4UC7255	2011	TOYOTA	COROLLA	15	Street/Curb Buy	No	\$ 7,198	\$ 7,198	83%	\$1,267	\$0
7	4ST7226	2019	Ford	F-250	56	Other	No	\$ 51,488	\$ 51,170	89%	\$1,000	\$0
8	4D07262	2021	Chevrolet	2500HD	2	Street/Curb Buy	No	\$ 80,000	\$ 80,000	98%	\$500	\$490
9	4UT7253	2020	KIA	SORENTO	20	Auction/Wholesale	No	\$ 22,003	\$ 22,003	86%	(\$476)	\$653
10	7UT1046	2015	Toyota	HIGHLANDER	49	Other	No	\$ 22,198	\$ 22,198	91%	\$633	\$0
11	5ST1110	2019	Chevrolet	SILVERADO	20	Other	No	\$ 33,298	\$ 33,298	97%	\$1,000	\$0
12	4UT4538	2007	TOYOTA	TACOMA	6	Trade on Used	No	\$ 12,439	\$ 11,941	94%	\$2,205	\$0
13	4UT7256	2013	Mercedes-Benz	E CLASS	15	Street/Curb Buy	No	\$ 10,398	\$ 10,398	81%	\$2,337	\$0
14	5UT1927	2019	RAM	1500 SLASSIC SLT	16	Other	No	\$ 29,988	\$ 29,538	88%	(\$703)	\$1,588
15	4UT4523	2017	NISSAN	MURANO	19	Trade on New	No	\$ 22,997	\$ 22,997	92%	\$3,859	\$1,530
16	4UT4542	2015	Ford	F-150	2	Trade on New	No	\$ 34,495	\$ 33,645	97%	\$3,380	\$855
17	7UT1106	2020	RAM	BIG HORNE	10	Other	No	\$ 40,590	\$ 40,590	91%	(\$1,138)	\$2,007
18	4UT4522	2021	KIA	TELLURIDE	21	Trade on New	No	\$ 47,300	\$ 47,300	91%	\$1,477	\$5,184
19	4UT7260	2015	GMC	SIERRA 1500	13	Street/Curb Buy	No	\$ 30,523	\$ 30,523	98%	(\$771)	\$1,589
20	4UC1502	2014	HONDA	ACCORD	13	Trade on Used	No	\$ 12,200	\$ 12,200	88%	\$3,394	\$0
21	4UC1498	2012	LEXUS	RX	39	Trade on Used	No	\$ 16,133	\$ 16,133	90%	\$4,049	\$0
22	4UT4530	2015	Chevrolet	TAHOE	16	Street/Curb Buy	No	\$ 28,783	\$ 28,783	91%	\$3,779	\$1,354
23	UT5632	2018	CHEVROLET	TRAVERSE	5	Other	No	\$ 32,555	\$ 32,555	95%	\$253	\$2,736
24	4ST7272	2021	CHEVROLET	CORVETTE	1	Other	No	\$ 90,250	\$ 90,250	95%	\$1,000	\$2,298
25	4UC1504	2012	CHEVROLET	CAMARO	12	Trade on New	No	\$ 14,834	\$ 13,834	97%	\$1,534	\$1,433
26	4UT4534	2020	CHEVROLET	SILVERADO	15	Trade on New	No	\$ 39,500	\$ 39,500	91%	\$1,629	\$829
27	4UT4539	2020	CHEVROLET	TRAVERSE	10	Trade on New	No	\$ 37,790	\$ 36,918	94%	\$940	\$3,427

28	4UT4549	2011	GMC	SIERRA 1500	6	Trade on New	No	\$	15,914	\$	15,914	92%	\$3,215	\$0
29	5ST1107	2019	CHEVROLET	SILVERADO 2500	18	Other	No	\$	31,454	\$	31,454	93%	\$1,000	\$1,102
30	4UC7267	2018	HONDA	ACCORD	12	Street/Curb Buy	No	\$	23,272	\$	23,272	93%	\$2,937	\$3,209
31	4UT4528	2020	TOYOTA	TACOMA	24	Trade on New	No	\$	29,998	\$	29,998	90%	\$3,326	\$0
32	4UT7248	2017	FORD	EXPEDITION	41	Street/Curb Buy	No	\$	32,150	\$	31,545	83%	\$539	\$881
33	4UC7259	2014	FORD	FUSION	23	Auction/Wholesale	No	\$	12,300	\$	12,300	99%	\$640	\$261
34	7UT1168	2021	Chevrolet	SILVERADO	24	Other	No	\$	54,899	\$	54,899	91%	\$518	\$3,140
35	4UT4529	2020	BUICK	ENVISION	24	Trade on Used	No	\$	30,809	\$	30,809	91%	\$348	\$2,690
36	4UT4550	2017	GMC	SIERRA 1500	9	Trade on New	No	\$	26,998	\$	26,998	95%	\$2,624	\$1,835
37	4UT4540	2019	FORD	F-150	16	Trade on Used	No	\$	54,228	\$	54,028	91%	\$3,347	\$975
38	4UT4531	2021	CHEVROLET	SILVERADO 1500	24	Trade on Used	Yes	\$	43,789	\$	43,789	77%	(\$211)	\$0
39	4UT4508	2020	BUICK	ENCORE GX	52	Trade on New	Yes	\$	22,989	\$	22,989	89%	\$1,834	\$0
40	UC1862	2020	HONDA	ACCORD	15	Other	No	\$	24,906	\$	24,906	93%	(\$285)	\$2,191
41	4ST7270	2019	FORD	F-150	13	Other	No	\$	45,752	\$	45,752	96%	\$1,000	\$396
42	4UT4543	2015	JEEP	GRAND CHEROKE	18	Trade on New	No	\$	1,989	\$	19,989	89%	\$1,604	\$0
43	4GD7264	2021	Chevrolet	SILVERADO 1500	25	Other	No	\$	55,880	\$	55,880	98%	\$800	\$450
44	4ST7285	2020	CHRYSLER	PACIFICA	1	Other	No	\$	35,000	\$	35,000	88%	\$1,000	\$391
45	4UC7266	2015	KIA	SOUL	27	Street/Curb Buy	No	\$	10,176	\$	10,176	83%	(\$39)	\$0
46	4ST7268	2019	Ford	F-150	21	Other	No	\$	44,522	\$	44,522	94%	\$1,000	\$0
47	4UT7271	2012	CHEVROLET	SILVERADO 1500	20	Trade on New	No	\$	12,186	\$	12,186	90%	\$500	\$0
48	4UC7279	2018	KIA	SOUL	6	Street/Curb Buy	No	\$	15,365	\$	15,365	95%	\$500	\$2,466
49	4UT4557	2021	CHEVROLET	TAHOE	14	Street/Curb Buy	No	\$	63,900	\$	63,900	95%	(\$121)	\$3,298
50	4UT4546	2019	CHEVROLET	TRAVERSE	23	Trade on New	Yes	\$	36,995	\$	36,995	94%	\$2,025	\$2,701
51	4UT4554	2015	GMC	SIERRA 3500	16	Trade on New	No	\$	35,000	\$	35,000	75%	\$3,924	\$0
52	4UT4555	2019	TOYOTA	TACOMA SR	18	Trade on New	No	\$	28,189	\$	28,189	92%	\$4,430	\$1,125
53	4UC1510	2014	CHEVROLET	IMPALA	15	Trade on Used	No	\$	10,877	\$	10,877	89%	\$840	\$0

## Scoreboard Totals

% Retailed of Non-Franchise Make	60%
Total # Retail Units	100
Avg. Days to Sale	23.9
Avg. Advertised Price (Time of Sale)	\$ 32,590
Avg. Transaction Price	\$ 32,519
Avg. Market Price at 100%	\$ 35,762
Avg. Price to Market % (Time of Sale)	91%
Avg. Transaction to Market	91%
Avg. Transactional Discount	\$ 71
Avg. Front-End Gross	\$ 1,547
Avg. Finance Gross	\$ 1,124
PUVR	\$ 2,671
Total Gross (Units & PUVR)	\$ 267,114
GROI	124%
% with Trade	36%
Avg. Over/Under Allowance	\$0



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	TRENARD RUSH	JC CHAPMAN
% Retailed of Non-New Franchise	60%	56%	63%
Total # Retail Units	100	9	67
Avg. Days to Sale	23.9	22.7	24.7
Avg. Advertised Price (Time of Sale)	\$ 32,590	\$ 38,890	\$ 30,961
Avg. Transaction Price	\$ 32,519	\$ 38,890	\$ 30,911
Avg. Market Price at 100%	\$ 35,762	\$ 41,643	\$ 33,901
Avg. Price to Market % (Time of Sale)	91%	93%	91%
Avg. Transaction to Market	91%	93%	91%
Avg. Transactional Discount	\$ 71	\$ -	\$ 50
Avg. Front-End Gross	\$ 1,547	\$ 1,940	\$ 1,503
Avg. Finance Gross	\$ 1,124	\$ 1,323	\$ 1,141
PUVR	\$ 2,671	\$ 3,263	\$ 2,644
Total Gross (Units & PUVR)	\$ 267,114	\$ 29,367	\$ 177,120
GROI	124%	133%	124%
% with Trade	36%	44%	28%
Avg. Over/Under Allowance	0	0	0



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

WHITNEY SUMRALL			
54%	#DIV/0!	#DIV/0!	#DIV/0!
24	0	0	0
22.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 34,774	#DIV/0!	#DIV/0!	#DIV/0!
\$ 34,617	#DIV/0!	#DIV/0!	#DIV/0!
\$ 37,699	#DIV/0!	#DIV/0!	#DIV/0!
92%	#DIV/0!	#DIV/0!	#DIV/0!
92%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 158	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,525	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,001	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,526	#DIV/0!	#DIV/0!	#DIV/0!
\$ 60,627	#DIV/0!	#DIV/0!	#DIV/0!
119%	#DIV/0!	#DIV/0!	#DIV/0!
54%	#DIV/0!	#DIV/0!	#DIV/0!
0	#DIV/0!	#DIV/0!	#DIV/0!





## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	BRENT HABIG	MARION CONERLY
% Retailed of Non-New Franchise	60%	50%	58%
Total # Retail Units	100	12	12
Avg. Days to Sale	23.9	23.6	22.0
Avg. Advertised Price (Time of Sale)	\$ 32,590	\$ 46,226	\$ 23,797
Avg. Transaction Price	\$ 32,519	\$ 46,238	\$ 23,526
Avg. Market Price at 100%	\$ 35,762	\$ 50,531	\$ 26,298
Avg. Price to Market % (Time of Sale)	91%	91%	90%
Avg. Transaction to Market	91%	92%	89%
Avg. Transactional Discount	\$ 71	\$ (12)	\$ 271
Avg. Front-End Gross	\$ 1,547	\$ 2,242	\$ 2,379
Avg. Finance Gross	\$ 1,124	\$ 1,219	\$ 1,023
PUVR	\$ 2,671	\$ 3,461	\$ 3,402
Total Gross (Units & PUVR)	\$ 267,114	\$ 41,531	\$ 40,823
GROI	124%	114%	237%
% with Trade	36%	75%	17%
Avg. Over/Under Allowance	0	0	0



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

CHRIS CRONIN	JACK BAILEY	JEFF POSEY	PARKER SCHURB
67%	50%	58%	74%
6	14	19	19
29.3	21.8	23.5	23.0
\$ 40,064	\$ 36,886	\$ 31,999	\$ 25,967
\$ 39,838	\$ 36,830	\$ 31,897	\$ 26,085
\$ 42,764	\$ 40,916	\$ 34,258	\$ 28,346
94%	90%	93%	92%
93%	90%	93%	92%
\$ 226	\$ 56	\$ 101	\$ (118)
\$ (71)	\$ 1,481	\$ 1,596	\$ 1,566
\$ 1,003	\$ 1,361	\$ 1,073	\$ 1,257
\$ 931	\$ 2,842	\$ 2,669	\$ 2,823
\$ 5,589	\$ 39,793	\$ 50,717	\$ 53,628
29%	128%	128%	169%
17%	29%	42%	32%
0	0	0	0

TYLER TOLBERT	KURT WRIGHT		
83%	60%	#DIV/0!	#DIV/0!
6	10	0	0
24.3	28.9	#DIV/0!	#DIV/0!
\$ 31,733	\$ 32,572	#DIV/0!	#DIV/0!
\$ 31,654	\$ 32,400	#DIV/0!	#DIV/0!
\$ 34,451	\$ 35,696	#DIV/0!	#DIV/0!
92%	91%	#DIV/0!	#DIV/0!
92%	91%	#DIV/0!	#DIV/0!
\$ 79	\$ 171	#DIV/0!	#DIV/0!
\$ 1,048	\$ 1,119	#DIV/0!	#DIV/0!
\$ 1,016	\$ 1,006	#DIV/0!	#DIV/0!
\$ 2,064	\$ 2,125	#DIV/0!	#DIV/0!
\$ 12,381	\$ 21,251	#DIV/0!	#DIV/0!
96%	82%	#DIV/0!	#DIV/0!
33%	30%	#DIV/0!	#DIV/0!
0	0	#DIV/0!	#DIV/0!



























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	DAN OLSON	WHITNEY SUMR
% Retailed of Non-New Franchise	60%	57%	64%
Total # Retail Units	100	56	44
Avg. Days to Sale	23.9	25.4	22.0
Avg. Advertised Price (Time of Sale)	\$ 32,590	\$ 31,912	\$ 33,453
Avg. Transaction Price	\$ 32,519	\$ 31,979	\$ 33,205
Avg. Market Price at 100%	\$ 35,762	\$ 34,802	\$ 36,410
Avg. Price to Market % (Time of Sale)	91%	92%	92%
Avg. Transaction to Market	91%	92%	91%
Avg. Transactional Discount	\$ 71	\$ (67)	\$ 248
Avg. Front-End Gross	\$ 1,547	\$ 1,454	\$ 1,666
Avg. Finance Gross	\$ 1,124	\$ 1,351	\$ 835
PUVR	\$ 2,671	\$ 2,805	\$ 2,501
Total Gross (Units & PUVR)	\$ 267,114	\$ 157,081	\$ 110,032
GROI	124%	125%	123%
% with Trade	36%	0%	0%
Avg. Over/Under Allowance	0	0	0







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	100	4	96
Avg. Days to Sale	23.9	30.5	23.6
Avg. Advertised Price (Time of Sale)	\$ 32,590	\$ 39,071	\$ 32,246
Avg. Transaction Price	\$ 32,519	\$ 39,068	\$ 32,246
Avg. Market Price at 100%	\$ 35,762	\$ 44,940	\$ 35,117
Avg. Price to Market % (Time of Sale)	91%	87%	92%
Avg. Transaction to Market	91%	87%	92%
Avg. Transactional Discount	\$ 71	\$ 3	\$ 74
Avg. Front-End Gross	\$ 1,547	\$ 1,406	\$ 1,553
Avg. Finance Gross	\$ 1,124	\$ 1,113	\$ 1,124
PUVR	\$ 2,671	\$ 2,520	\$ 2,677
Total Gross (Units & PUVR)	\$ 267,114	\$ 10,079	\$ 257,035
GROI	124%	76%	127%
% with Trade	36%	25%	36%
Avg. Over/Under Allowance	0	0	0



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	100	40	60
Avg. Days to Sale	23.9	23.0	24.5
Avg. Advertised Price (Time of Sale)	\$ 32,590	\$ 38,374	\$ 28,638
Avg. Transaction Price	\$ 32,519	\$ 38,340	\$ 28,638
Avg. Market Price at 100%	\$ 35,762	\$ 41,510	\$ 31,509
Avg. Price to Market % (Time of Sale)	91%	92%	91%
Avg. Transaction to Market	91%	92%	91%
Avg. Transactional Discount	\$ 71	\$ 34	\$ 96
Avg. Front-End Gross	\$ 1,547	\$ 1,572	\$ 1,531
Avg. Finance Gross	\$ 1,124	\$ 1,217	\$ 1,062
PUVR	\$ 2,671	\$ 2,789	\$ 2,592
Total Gross (Units & PUVR)	\$ 267,114	\$ 111,567	\$ 155,546
GROI	124%	114%	133%
% with Trade	36%	3%	58%
Avg. Over/Under Allowance	0	0	0



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	100	35	13
% of Retail Units	100%	35%	13%
% Retailed of Non-New Franchise	60%	46%	69%
Avg. Days to Sale	23.9	23.1	23.8
Avg. Transaction Price	\$ 32,519	\$ 33,710	\$ 26,839
Avg. Transaction to Market %	91%	114%	89%
Avg. Transactional Discount	\$ 71	\$ (409)	\$ 94
Avg. Front End Gross	\$ 1,547	\$ 2,692	\$ 1,596
Avg. Finance Gross	\$ 1,124	\$ 1,020	\$ 842
PUVR	\$ 2,671	\$ 3,712	\$ 2,438
Total Gross (Units & PUVR)	\$ 267,114	\$ 129,920	\$ 31,699
GROI	124%	172%	137%
% with Trade	36%	37%	46%
Avg. Over/Under Allowance	0	0	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
30	5	0	0
30%	5%	0%	0%
70%	80%	#DIV/0!	#DIV/0!
25.7	24.8	#DIV/0!	#DIV/0!
\$ 31,001	\$ 21,536	#DIV/0!	#DIV/0!
89%	93%	#DIV/0!	#DIV/0!
\$ 190	\$ -	#DIV/0!	#DIV/0!
\$ 1,043	\$ (109)	#DIV/0!	#DIV/0!
\$ 1,250	\$ 1,423	#DIV/0!	#DIV/0!
\$ 2,293	\$ 1,314	#DIV/0!	#DIV/0!
\$ 68,784	\$ 6,569	#DIV/0!	#DIV/0!
104%	89%	#DIV/0!	#DIV/0!
37%	40%	#DIV/0!	#DIV/0!
0	0	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	0	17
0%	0%	17%
#DIV/0!	#DIV/0!	59%
#DIV/0!	#DIV/0!	22.2
#DIV/0!	#DIV/0!	\$ 40,316
#DIV/0!	#DIV/0!	90%
#DIV/0!	#DIV/0!	\$ 855
#DIV/0!	#DIV/0!	\$ 529
#DIV/0!	#DIV/0!	\$ 1,244
#DIV/0!	#DIV/0!	\$ 1,773
#DIV/0!	#DIV/0!	\$ 30,141
#DIV/0!	#DIV/0!	71%
#DIV/0!	#DIV/0!	24%
#DIV/0!	#DIV/0!	0

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	100	77	17
% of Retail Units	100%	77%	17%
% Retailed of Non-New Franchise	60%	57%	65%
Avg. Days to Sale	23.9	18.2	39.3
Avg. Transaction Price	\$ 32,519	\$ 31,978	\$ 37,217
Avg. Transaction to Market %	91%	101%	90%
Avg. Transactional Discount	\$ 71	\$ (58)	\$ 196
Avg. Front End Gross	\$ 1,547	\$ 1,565	\$ 1,905
Avg. Finance Gross	\$ 1,124	\$ 1,164	\$ 1,138
PUVR	\$ 2,671	\$ 2,729	\$ 3,043
Total Gross (Units & PUVR)	\$ 267,114	\$ 210,123	\$ 51,731
GROI	124%	168%	75%
% with Trade	36%	40%	24%
Avg. Over/Under Allowance	0	0	0



46-60 days	61-90 days	90+ days
5	1	0
5%	1%	0%
80%	100%	#DIV/0!
50.6	63.0	#DIV/0!
\$ 28,418	\$ 14,789	#DIV/0!
85%	81%	#DIV/0!
\$ 1,550	\$ 522	#DIV/0!
\$ 570	\$ (992)	#DIV/0!
\$ 538	\$ 710	#DIV/0!
\$ 1,108	\$ (281)	#DIV/0!
\$ 5,541	\$ (281)	#DIV/0!
28%	-11%	#DIV/0!
0%	100%	#DIV/0!
0	0	#DIV/0!