

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	21418B	2017	Nissan	Versa	2	Trade on Used	No	\$ 13,975	\$ 12,270	106%	\$926	\$1,129
2	22005A	2016	Ford	F550	2	Trade on New	No	\$ 50,000	\$ 50,000	87%	\$9,581	\$0
3	21089FA	2019	Ford	Ecosport	4	Trade on Used	Yes	\$ 22,975	\$ 22,975	97%	\$3,945	\$1,875
4	21134F	2021	Ford	Ecosport	4	Loaner	No	\$ 26,975	\$ 26,975	102%	\$2,868	\$908
5	21314A	2017	Ford	F250	5	Trade on New	Yes	\$ 61,975	\$ 61,975	103%	\$7,183	\$2,418
6	5894	2019	Ford	F350	6	Auction/Wholesale	Yes	\$ 63,975	\$ 63,975	96%	\$3,814	\$4,575
7	21081F	2021	Ford	Ecosport	6	Loaner	No	\$ 27,495	\$ 27,495	105%	\$3,243	\$3,963
8	21487A	2017	Audi	Q7	6	Trade on New	No	\$ 40,975	\$ 40,975	102%	\$3,729	\$1,775
9	21490A	2017	Ford	Explorer	6	Trade on New	Yes	\$ 28,975	\$ 28,515	96%	\$3,344	\$1,423
10	21493A	2016	Ford	Escape	6	Trade on New	Yes	\$ 18,975	\$ 18,050	97%	\$1,013	\$405
11	5911	2017	Ford	Fusion	7	Street/Curb Buy	Yes	\$ 22,595	\$ 22,595	110%	\$5,180	\$1,520
12	21054F	2021	Ford	Ecosport	7	Loaner	No	\$ 26,975	\$ 26,975	101%	\$3,524	\$1,691
13	21493B	2017	Ford	Focus	7	Trade on Used	Yes	\$ 17,975	\$ 17,975	96%	\$2,902	\$0
14	5871	2017	Ram	1500	8	Auction/Wholesale	No	\$ 43,975	\$ 43,975	103%	\$4,163	\$3,845
15	21091F	2021	Ford	Ecosport	8	Loaner	No	\$ 28,475	\$ 28,475	109%	\$2,578	\$2,183
16	5903	2018	Ford	Ecosport	9	Street/Curb Buy	Yes	\$ 20,975	\$ 19,500	93%	\$3,145	\$1,300
17	5914	2019	Ford	Edge	9	Street/Curb Buy	Yes	\$ 39,975	\$ 39,500	103%	\$3,421	\$0
18	5917	2019	Ford	Fusion	9	Street/Curb Buy	Yes	\$ 22,975	\$ 22,975	98%	\$4,401	\$1,127
19	22004A	2012	GMC	Sierra	9	Trade on New	No	\$ 23,975	\$ 23,975	104%	\$8,695	\$2,606
20	5744B	2015	Kia	Soul	10	Trade on Used	No	\$ 13,975	\$ 12,800	115%	\$1,734	\$1,797
21	5853	2020	Chevrolet	Equinox	11	Auction/Wholesale	No	\$ 28,975	\$ 28,975	99%	\$3,881	\$2,761
22	5901	2014	Ford	Fusion	11	Street/Curb Buy	No	\$ 16,975	\$ 15,975	111%	\$3,193	\$1,708
23	5918	2019	Ford	F150	11	Auction/Wholesale	Yes	\$ 63,975	\$ 63,975	124%	\$4,403	\$1,643
24	21296A	2014	Ford	Mustang	11	Trade on New	No	\$ 22,975	\$ 22,125	110%	\$2,640	\$800
25	21302F	2021	Ford	Ranger	11	Loaner	No	\$ 37,975	\$ 37,975	108%	\$4,640	\$0
26	21477A	2018	Ford	Explorer	11	Trade on New	Yes	\$ 34,975	\$ 34,055	103%	\$2,650	\$0
27	21576A	2019	Mazda	CX3	11	Trade on New	No	\$ 23,975	\$ 23,975	101%	\$2,755	\$2,255
28	5896	2018	Ford	F150	12	Auction/Wholesale	Yes	\$ 43,975	\$ 43,875	97%	\$2,941	\$1,546

29	5916	2019	Ford	Ranger	12	Auction/Wholesale	Yes	\$	32,975	\$	32,475	101%	\$2,140	\$3,680
30	21342F	2021	Ford	Escape	12	Loaner	No	\$	30,495	\$	30,495	101%	\$4,816	\$439
31	21541A	2016	Ford	Escape	12	Trade on New	Yes	\$	20,975	\$	20,975	96%	\$3,794	\$761
32	22018A	2017	Ford	F350	12	Trade on New	Yes	\$	43,975	\$	43,975	104%	\$6,771	\$1,025
33	21110FB	2018	Ford	F150	13	Trade on Used	Yes	\$	34,975	\$	33,700	96%	\$3,263	\$906
34	21484A	2016	Ford	F150	13	Trade on New	Yes	\$	31,975	\$	31,975	83%	\$2,656	\$2,727
35	21526A	2019	Ford	F150	13	Trade on New	Yes	\$	37,975	\$	37,975	102%	\$4,575	\$1,041
36	5904	2011	Ford	Fusion	14	Street/Curb Buy	No	\$	11,975	\$	11,975	107%	\$4,524	\$1,284
37	5915	2017	Ford	F150	14	Auction/Wholesale	Yes	\$	45,975	\$	45,975	106%	\$4,915	\$2,368
38	21089F	2021	Ford	Ecosport	14	Loaner	No	\$	27,975	\$	27,975	105%	\$3,445	\$1,177
39	21228F	2021	Ford	Escape	14	Loaner	No	\$	31,475	\$	31,475	103%	\$3,291	\$2,640
40	21567A	2019	Ford	Fusion	14	Trade on New	Yes	\$	22,975	\$	22,975	99%	\$5,471	\$747
41	21590A	2016	Ford	Fusion	14	Trade on New	No	\$	21,975	\$	21,783	101%	\$2,821	\$2,155
42	5845A	2020	Jeep	Wrangler	14	Trade on Used	No	\$	52,975	\$	52,975	88%	\$3,451	\$997
43	21238B	2017	Honda	Accord	15	Trade on New	No	\$	22,975	\$	22,725	98%	\$4,715	\$0
44	5897	2017	Ford	Explorer	16	Auction/Wholesale	Yes	\$	34,975	\$	33,000	94%	\$2,235	\$1,014
45	21527A	2018	Ford	Edge	16	Trade on New	Yes	\$	31,975	\$	31,975	96%	\$5,586	\$1,319
46	21437A	2018	Ford	Ecosport	17	Trade on New	Yes	\$	21,975	\$	21,975	98%	\$4,176	\$2,872
47	5876A	2009	Honda	Element	17	Trade on Used	No	\$	10,975	\$	10,975	103%	\$4,455	\$0
48	5893	2018	Ford	F250	18	Auction/Wholesale	Yes	\$	51,975	\$	51,975	100%	\$4,425	\$2,025
49	5933	2018	Ford	Focus	18	Auction/Wholesale	Yes	\$	18,975	\$	18,975	97%	\$1,237	\$856
50	21328F	2021	Ford	Mustang	18	Loaner	No	\$	57,975	\$	57,975	104%	\$11,180	\$10,096
51	21393B	2015	Mitsubishi	Outlander	18	Trade on Used	No	\$	14,595	\$	14,595	96%	\$4,101	\$400
52	21464A	2011	Ford	Ranger	18	Trade on New	No	\$	18,975	\$	18,975	92%	\$5,219	\$6,328
53	21491A	2016	Ford	Explorer	18	Trade on New	Yes	\$	24,500	\$	24,500	96%	\$3,251	\$2,025

Scoreboard Totals

% Retailed of Non-Franchise Make	24%
Total # Retail Units	200
Avg. Days to Sale	39.4
Avg. Advertised Price (Time of Sale)	\$ 34,734
Avg. Transaction Price	\$ 34,464
Avg. Market Price at 100%	\$ 34,999
Avg. Price to Market % (Time of Sale)	99%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ 271
Avg. Front-End Gross	\$ 3,326
Avg. Finance Gross	\$ 1,817
PUVR	\$ 5,144
Total Gross (Units & PUVR)	\$ 1,028,732
GROI	136%
% with Trade	60%
Avg. Over/Under Allowance	(\$227)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Andy Noone	Mark Paczewski
% Retailed of Non-New Franchise	24%	24%	19%
Total # Retail Units	200	115	52
Avg. Days to Sale	39.4	38.6	40.1
Avg. Advertised Price (Time of Sale)	\$ 34,734	\$ 34,991	\$ 33,670
Avg. Transaction Price	\$ 34,464	\$ 34,738	\$ 33,486
Avg. Market Price at 100%	\$ 34,999	\$ 34,767	\$ 33,910
Avg. Price to Market % (Time of Sale)	99%	101%	99%
Avg. Transaction to Market	98%	100%	99%
Avg. Transactional Discount	\$ 271	\$ 253	\$ 184
Avg. Front-End Gross	\$ 3,326	\$ 3,375	\$ 3,146
Avg. Finance Gross	\$ 1,817	\$ 1,594	\$ 1,479
PUVR	\$ 5,144	\$ 4,969	\$ 4,625
Total Gross (Units & PUVR)	\$ 1,028,732	\$ 571,399	\$ 240,515
GROI	136%	133%	124%
% with Trade	60%	56%	69%
Avg. Over/Under Allowance	-227	-264	-151



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Tony Moses	Kurtis Medeiros		
26%	0%	#DIV/0!	#DIV/0!
23	3	0	0
47.1	23.0	#DIV/0!	#DIV/0!
\$ 34,333	\$ 46,908	#DIV/0!	#DIV/0!
\$ 33,872	\$ 45,610	#DIV/0!	#DIV/0!
\$ 35,226	\$ 46,694	#DIV/0!	#DIV/0!
97%	100%	#DIV/0!	#DIV/0!
96%	98%	#DIV/0!	#DIV/0!
\$ 461	\$ 1,298	#DIV/0!	#DIV/0!
\$ 3,324	\$ 1,631	#DIV/0!	#DIV/0!
\$ 2,852	\$ 872	#DIV/0!	#DIV/0!
\$ 6,175	\$ 2,504	#DIV/0!	#DIV/0!
\$ 142,036	\$ 7,511	#DIV/0!	#DIV/0!
139%	86%	#DIV/0!	#DIV/0!
70%	67%	#DIV/0!	#DIV/0!
-253	0	#DIV/0!	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Eric Augaitis	Kate Brindza
% Retailed of Non-New Franchise	24%	16%	17%
Total # Retail Units	200	25	18
Avg. Days to Sale	39.4	38.4	36.1
Avg. Advertised Price (Time of Sale)	\$ 34,734	\$ 32,678	\$ 31,375
Avg. Transaction Price	\$ 34,464	\$ 32,414	\$ 31,138
Avg. Market Price at 100%	\$ 34,999	\$ 32,489	\$ 31,200
Avg. Price to Market % (Time of Sale)	99%	101%	101%
Avg. Transaction to Market	98%	100%	100%
Avg. Transactional Discount	\$ 271	\$ 263	\$ 237
Avg. Front-End Gross	\$ 3,326	\$ 2,607	\$ 3,216
Avg. Finance Gross	\$ 1,817	\$ 1,455	\$ 1,279
PUVR	\$ 5,144	\$ 4,062	\$ 4,495
Total Gross (Units & PUVR)	\$ 1,028,732	\$ 101,538	\$ 80,917
GROI	136%	117%	144%
% with Trade	60%	76%	56%
Avg. Over/Under Allowance	-227	-101	-200



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Taryn Burns	Don Hull	Keith Kime	Ryan Mason
30%	8%	53%	25%
30	24	19	20
38.1	40.5	32.3	40.8
\$ 33,796	\$ 37,869	\$ 31,859	\$ 30,479
\$ 33,574	\$ 37,425	\$ 31,361	\$ 30,093
\$ 33,937	\$ 38,502	\$ 32,647	\$ 29,756
100%	98%	98%	102%
99%	97%	96%	101%
\$ 222	\$ 444	\$ 498	\$ 386
\$ 3,828	\$ 3,063	\$ 3,301	\$ 2,987
\$ 2,910	\$ 1,705	\$ 1,765	\$ 1,440
\$ 6,739	\$ 4,767	\$ 5,067	\$ 4,427
\$ 202,158	\$ 114,418	\$ 96,266	\$ 88,538
190%	113%	180%	130%
57%	54%	53%	55%
-665	-219	-85	-136

Cindy McMyne	Anthony Morell	Garria Teel	
18%	25%	21%	#DIV/0!
28	16	19	0
43.3	45.4	37.3	#DIV/0!
\$ 39,315	\$ 38,629	\$ 35,956	#DIV/0!
\$ 39,127	\$ 38,506	\$ 35,873	#DIV/0!
\$ 40,256	\$ 37,399	\$ 35,068	#DIV/0!
98%	103%	103%	#DIV/0!
97%	103%	102%	#DIV/0!
\$ 188	\$ 123	\$ 83	#DIV/0!
\$ 3,228	\$ 2,800	\$ 3,721	#DIV/0!
\$ 1,721	\$ 1,454	\$ 1,843	#DIV/0!
\$ 4,949	\$ 4,254	\$ 5,564	#DIV/0!
\$ 138,570	\$ 68,068	\$ 105,709	#DIV/0!
105%	88%	150%	#DIV/0!
71%	56%	53%	#DIV/0!
-158	-111	-250	#DIV/0!

Scoreboard

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Finance Manager	Totals	Ashley Hornbeck	Mike Morrissey
% Retailed of Non-New Franchise	24%	26%	24%
Total # Retail Units	200	98	21
Avg. Days to Sale	39.4	38.5	35.6
Avg. Advertised Price (Time of Sale)	\$ 34,734	\$ 34,910	\$ 28,351
Avg. Transaction Price	\$ 34,464	\$ 34,667	\$ 27,997
Avg. Market Price at 100%	\$ 34,999	\$ 35,302	\$ 29,235
Avg. Price to Market % (Time of Sale)	99%	99%	97%
Avg. Transaction to Market	98%	98%	96%
Avg. Transactional Discount	\$ 271	\$ 243	\$ 353
Avg. Front-End Gross	\$ 3,326	\$ 3,084	\$ 3,667
Avg. Finance Gross	\$ 1,817	\$ 1,757	\$ 222
PUVR	\$ 5,144	\$ 4,840	\$ 3,888
Total Gross (Units & PUVR)	\$ 1,028,732	\$ 474,363	\$ 81,654
GROI	136%	130%	140%
% with Trade	60%	0%	0%
Avg. Over/Under Allowance	-227	-158	-144



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Jen Stalica			
18%	#DIV/0!	#DIV/0!	#DIV/0!
71	0	0	0
41.1	#DIV/0!	#DIV/0!	#DIV/0!
\$ 35,820	#DIV/0!	#DIV/0!	#DIV/0!
\$ 35,519	#DIV/0!	#DIV/0!	#DIV/0!
\$ 35,119	#DIV/0!	#DIV/0!	#DIV/0!
102%	#DIV/0!	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 301	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,201	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,829	#DIV/0!	#DIV/0!	#DIV/0!
\$ 5,030	#DIV/0!	#DIV/0!	#DIV/0!
\$ 357,103	#DIV/0!	#DIV/0!	#DIV/0!
124%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
-361	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	200	111	89
Avg. Days to Sale	39.4	45.0	32.3
Avg. Advertised Price (Time of Sale)	\$ 34,734	\$ 38,208	\$ 30,164
Avg. Transaction Price	\$ 34,464	\$ 37,911	\$ 30,164
Avg. Market Price at 100%	\$ 34,999	\$ 38,112	\$ 30,906
Avg. Price to Market % (Time of Sale)	99%	100%	98%
Avg. Transaction to Market	98%	99%	98%
Avg. Transactional Discount	\$ 271	\$ 298	\$ 237
Avg. Front-End Gross	\$ 3,326	\$ 2,989	\$ 3,747
Avg. Finance Gross	\$ 1,817	\$ 1,431	\$ 2,299
PUVR	\$ 5,144	\$ 4,420	\$ 6,046
Total Gross (Units & PUVR)	\$ 1,028,732	\$ 490,617	\$ 538,115
GROI	136%	93%	223%
% with Trade	60%	68%	49%
Avg. Over/Under Allowance	-227	-204	-267



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	200	139	47
Avg. Days to Sale	39.4	41.7	32.6
Avg. Advertised Price (Time of Sale)	\$ 34,734	\$ 36,108	\$ 29,110
Avg. Transaction Price	\$ 34,464	\$ 35,817	\$ 29,110
Avg. Market Price at 100%	\$ 34,999	\$ 36,034	\$ 30,218
Avg. Price to Market % (Time of Sale)	99%	100%	96%
Avg. Transaction to Market	98%	99%	96%
Avg. Transactional Discount	\$ 271	\$ 291	\$ 192
Avg. Front-End Gross	\$ 3,326	\$ 3,140	\$ 3,872
Avg. Finance Gross	\$ 1,817	\$ 1,806	\$ 1,908
PUVR	\$ 5,144	\$ 4,946	\$ 5,779
Total Gross (Units & PUVR)	\$ 1,028,732	\$ 687,540	\$ 271,615
GROI	136%	119%	219%
% with Trade	60%	54%	94%
Avg. Over/Under Allowance	-227	-188	-279



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	200	59	54
% of Retail Units	100%	30%	27%
% Retailed of Non-New Franchise	24%	20%	41%
Avg. Days to Sale	39.4	33.2	34.1
Avg. Transaction Price	\$ 34,464	\$ 32,453	\$ 27,650
Avg. Transaction to Market %	98%	97%	96%
Avg. Transactional Discount	\$ 271	\$ 344	\$ 313
Avg. Front End Gross	\$ 3,326	\$ 3,510	\$ 3,370
Avg. Finance Gross	\$ 1,817	\$ 1,346	\$ 1,738
PUVR	\$ 5,144	\$ 4,855	\$ 5,108
Total Gross (Units & PUVR)	\$1,028,732	\$ 286,454	\$ 275,853
GROI	136%	162%	195%
% with Trade	60%	63%	59%
Avg. Over/Under Allowance	-227	-257	-114



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
18	43	13	0
9%	22%	7%	0%
22%	21%	0%	#DIV/0!
36.8	56.9	17.9	#DIV/0!
\$ 31,417	\$ 41,524	\$ 35,848	#DIV/0!
99%	101%	104%	#DIV/0!
\$ 284	\$ 172	\$ -	#DIV/0!
\$ 3,849	\$ 2,920	\$ 4,485	#DIV/0!
\$ 1,741	\$ 2,484	\$ 2,221	#DIV/0!
\$ 5,589	\$ 5,404	\$ 6,706	#DIV/0!
\$ 100,609	\$ 232,388	\$ 87,180	#DIV/0!
174%	82%	376%	#DIV/0!
67%	63%	54%	#DIV/0!
-471	-257	-186	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	0	13
0%	0%	7%
#DIV/0!	#DIV/0!	0%
#DIV/0!	#DIV/0!	56.4
#DIV/0!	#DIV/0!	\$ 51,373
#DIV/0!	#DIV/0!	100%
#DIV/0!	#DIV/0!	\$ 342
#DIV/0!	#DIV/0!	\$ 1,772
#DIV/0!	#DIV/0!	\$ 1,785
#DIV/0!	#DIV/0!	\$ 3,558
#DIV/0!	#DIV/0!	\$ 46,248
#DIV/0!	#DIV/0!	44%
#DIV/0!	#DIV/0!	31%
#DIV/0!	#DIV/0!	0

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	200	101	34
% of Retail Units	100%	51%	17%
% Retailed of Non-New Franchise	24%	30%	21%
Avg. Days to Sale	39.4	17.1	37.0
Avg. Transaction Price	\$ 34,464	\$ 31,412	\$ 36,664
Avg. Transaction to Market %	98%	99%	97%
Avg. Transactional Discount	\$ 271	\$ 227	\$ 427
Avg. Front End Gross	\$ 3,326	\$ 3,752	\$ 3,441
Avg. Finance Gross	\$ 1,817	\$ 1,649	\$ 1,903
PUVR	\$ 5,144	\$ 5,402	\$ 5,345
Total Gross (Units & PUVR)	\$ 1,028,732	\$ 545,566	\$ 181,715
GROI	136%	361%	142%
% with Trade	60%	55%	74%
Avg. Over/Under Allowance	-227	-170	-220



46-60 days	61-90 days	90+ days
20	30	14
10%	15%	7%
10%	23%	7%
53.4	73.7	107.7
\$ 32,417	\$ 37,003	\$ 48,721
96%	98%	101%
\$ 456	\$ 242	\$ 24
\$ 3,156	\$ 3,181	\$ 571
\$ 1,813	\$ 2,230	\$ 1,989
\$ 4,969	\$ 5,412	\$ 2,560
\$ 99,375	\$ 162,346	\$ 35,836
103%	71%	18%
65%	47%	71%
-292	-482	-125