









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	M6443A	2014	NISSAN	SENTRA	23	Trade on New	NO	\$ -	\$ 4,351		(\$621)	\$0
2	K6501A	2021	KIA	FORTE	45	Trade on New	YES	\$ -	\$ 21,900		(\$398)	\$3,642
3	L6465A	2020	KIA	FORTE	12	Trade on New	YES	\$ 19,995	\$ 23,000	97%	\$2,679	\$0
4	H6330A	2018	HONDA	ODYSSEY	48	Trade on New	NO	\$ 31,995	\$ 33,855	101%	\$4,500	\$2,522
5	E6436A	2019	KIA	OPTIMA	14	Trade on New	YES	\$ 19,995	\$ 19,823	100%	\$163	\$223
6	X6227A	2020	KIA	SOUL	18	Trade on New	NO	\$ 19,995	\$ 21,999	98%	\$6,752	\$3,253
7	YK5685B	2019	KIA	SORENTO	15	Trade on Used	YES	\$ 24,995	\$ 27,899	96%	\$1,906	\$2,051
8	L6467A	2021	KIA	TELLURIDE	17	Trade on New	NO	\$ 47,995	\$ 50,500	102%	\$9,630	\$5,323
9	ZK5704A	2018	KIA	FORTE	10	Trade on New	YES	\$ 16,995	\$ 19,995	99%	\$3,901	\$2,558
10	M6093A	2019	KIA	FORTE	37	Trade on New	YES	\$ 17,995	\$ 16,589	96%	\$550	\$0
11	X6267B	2016	KIA	SOUL	5	Trade on Used	NO	\$ 16,995	\$ 13,465	89%	(\$2,720)	\$1,214
12	X6169A	2020	KIA	SOUL	56	Trade on New	YES	\$ 22,995	\$ 23,699	97%	\$2,574	\$2,699
13	X6457A	2019	KIA	SOUL	25	Trade on New	YES	\$ 20,995	\$ 21,999	100%	\$2,071	\$1,656
14	X6512A	2016	KIA	SOUL	3	Trade on New	NO	\$ 16,995	\$ 18,995	101%	\$3,446	\$0
15	K6539A	2019	KIA	SORENTO	1	Trade on New	NO	\$ 26,995	\$ 28,380	99%	\$3,706	\$3,184
16	L6413A	2017	TOYOTA	SIENNA	34	Trade on New	NO	\$ 32,995	\$ 34,995	95%	\$511	\$1,087
17	X6513A	2018	JEEP	RENEGADE	22	Trade on New	NO	\$ 24,999	\$ 24,995	100%	\$11,579	\$3,043
18	L6560A	2020	KIA	TELLURIDE	1	Trade on New	YES	\$ 42,995	\$ 45,995	98%	\$5,804	\$2,800
19	U1120	2021	ACURA	RDX	43	Street/Curb Buy	NO	\$ 44,995	\$ 43,547	94%	\$4,336	\$1,077
20	YK5326A	2017		GLE350	71	Trade on New	NO	\$ 34,995	\$ 34,337	93%	(\$1,158)	\$3,175
21	X6549A	2021	KIA	SOUL	3	Trade on New	YES	\$ -	\$ 23,999	105%	\$7,416	\$2,587
22	Y6559A	2015	HONDA	CIVIC		Trade on New	NO	\$ -	\$ 17,266		\$2,408	\$0
23	L6527A	2018	KIA	FORTE	12	Trade on New	NO	\$ 18,995	\$ 20,730	99%	\$4,667	\$0
24	ZK5697A	2018	KIA	FORTE	42	Trade on New	NO	\$ -	\$ 15,674	97%	(\$3,107)	\$1,859
25	L6372A	2020	TOYOTA	TACOMA	50	Trade on New	NO	\$ 34,995	\$ 35,100	98%	\$2,600	\$2,344
26	X6571A	2017	KIA	SOUL	4	Trade on New	NO	\$ -	\$ 15,423		\$857	\$1,797
27	L6614B	2018	KIA	SEDONA	1	Trade on Used	NO	\$ -	\$ 55,000		\$9,051	\$1,688
28	X6513D	2017	HONDA	HRV	35	Trade on Used	NO	\$ 22,999	\$ 22,999	97%	\$1,040	\$2,467
29	X6770A	2016	KIA	SOUL	8	Trade on New	NO	\$ 16,995	\$ 17,336	95%	\$1,117	\$0

30	L6647B	2016	TOYOTA	RAV4	27	Trade on Used	NO	\$ 23,995	\$ 24,180	96%	\$687	\$2,076
31	M6482B	2020	KIA	OPTIMA	16	Trade on Used	NO	\$ 27,995	\$ 26,079	93%	\$393	\$0
32	F6693B	2020	KIA	SOUL	10	Trade on Used	NO	\$ 22,995	\$ 20,943	98%	\$697	\$0
33	M6755A	2021	KIA	FORTE	9	Trade on New	NO	\$ 23,999	\$ 23,999	97%	\$2,197	\$1,683
34	M6800A	2019	KIA	SPORTAGE	2	Trade on New	NO	\$ -	\$ 27,999		\$1,841	\$2,064
35	L6372C	2021	TOYOTA	COROLLA	53	Trade on Used	NO	\$ 24,995	\$ 23,995	99%	\$1,027	\$2,425
36	Y6612C	2019	MAZDA	CX-5	15	Trade on Used	NO	\$ 39,999	\$ 39,999	104%	\$20,811	\$3,894
37	X6768A	2019	HONDA	CIVIC	12	Trade on New	NO	\$ 22,995	\$ 21,700	96%	\$1,810	\$1,621
38	Y6470C	2015	NISSAN	ROGUE	2	Trade on Used	NO	\$ -	\$ 24,999		\$2,041	\$4,322
39	X6375A	2016	KIA	SOUL	50	Trade on New	NO	\$ 17,995	\$ 19,500	103%	\$5,368	\$1,772
40	X6549D	2015	KIA	SOUL	10	Trade on Used	NO	\$ 12,995	\$ 13,383	98%	\$1,643	\$1,679
41	YK5326D	2012	DODGE	RAM 1500	13	Trade on Used	NO	\$ 17,995	\$ 14,395	92%	\$1,821	\$2,168
42	X6199B	2017	KIA	OPTIMA	63	Trade on Used	YES	\$ 20,995	\$ 18,500	88%	(\$832)	\$159
43	E6543A	2018	KIA	FORTE	18	Trade on New	NO	\$ 17,995	\$ 15,510	90%	\$1,154	\$2,507
44	E6489A	2018	KIA	SORENTO	26	Trade on New	NO	\$ 26,995	\$ 28,000	99%	\$8,350	\$1,718
45	Z5889B	2016	JEEP	GRAND CHEROKEE	74	Trade on Used	NO	\$ 20,995	\$ 18,230	95%	\$2,144	\$1,000
46	X6511A	2018	DODGE	JOURNEY	27	Trade on New	NO	\$ 23,995	\$ 22,999	99%	\$3,710	\$1,531
47	U1156	2021	KIA	SELTOS	1	LBO Customer	NO	\$ -	\$ 32,999	101%	\$7,605	\$0
48	ZK5741A	2020	KIA	RIO	23	Trade on New	YES	\$ 19,995	\$ 19,500	97%	\$2,274	\$2,705
49	K6521A	2020	KIA	SOUL	29	Trade on New	YES	\$ 22,995	\$ 21,000	98%	\$2,348	\$2,316
50	K6591A	2019	KIA	SPORTAGE	7	Trade on New	NO	\$ 26,995	\$ 27,900	100%	\$4,769	\$5,992
51	X6316A	2020	KIA	SOUL	76	Trade on New	YES	\$ 21,995	\$ 23,999	99%	\$4,788	\$2,376
52	M6505A	2018	CHEVROLET	TRAX	23	Trade on New	NO	\$ 27,995	\$ 29,400	96%	\$6,418	\$3,896
53	X6317A	2020	KIA	SOUL	78	Trade on New	YES	\$ 23,995	\$ 21,968	97%	\$1,785	\$2,104

## Scoreboard Totals

% Retailed of Non-Franchise Make	35%
Total # Retail Units	99
Avg. Days to Sale	24.8
Avg. Advertised Price (Time of Sale)	\$ 22,404
Avg. Transaction Price	\$ 24,625
Avg. Market Price at 100%	\$ 22,908
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	107%
Avg. Transactional Discount	\$ (3,789)
Avg. Front-End Gross	\$ 2,630
Avg. Finance Gross	\$ 1,979
PUVR	\$ 4,609
Total Gross (Units & PUVR)	\$ 456,322
GROI	271%
% with Trade	48%
Avg. Over/Under Allowance	\$661



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals		
% Retailed of Non-New Franchise	35%	#DIV/0!	#DIV/0!
Total # Retail Units	99	0	0
Avg. Days to Sale	24.8	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 22,404	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 24,625	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 22,908	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	107%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (3,789)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,630	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,979	#DIV/0!	#DIV/0!
PUVR	\$ 4,609	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 456,322	#DIV/0!	#DIV/0!
GROI	271%	#DIV/0!	#DIV/0!
% with Trade	48%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	661	#DIV/0!	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals		
% Retailed of Non-New Franchise	35%	#DIV/0!	#DIV/0!
Total # Retail Units	99	0	0
Avg. Days to Sale	24.8	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 22,404	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 24,625	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 22,908	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	107%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (3,789)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,630	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,979	#DIV/0!	#DIV/0!
PUVR	\$ 4,609	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 456,322	#DIV/0!	#DIV/0!
GROI	271%	#DIV/0!	#DIV/0!
% with Trade	48%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	661	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals		
% Retailed of Non-New Franchise	35%	#DIV/0!	#DIV/0!
Total # Retail Units	99	0	0
Avg. Days to Sale	24.8	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 22,404	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 24,625	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 22,908	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	107%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (3,789)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,630	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,979	#DIV/0!	#DIV/0!
PUVR	\$ 4,609	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 456,322	#DIV/0!	#DIV/0!
GROI	271%	#DIV/0!	#DIV/0!
% with Trade	48%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	661	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	99	29	71
Avg. Days to Sale	24.8	27.4	23.8
Avg. Advertised Price (Time of Sale)	\$ 22,404	\$ 22,478	\$ 24,909
Avg. Transaction Price	\$ 24,625	\$ 23,930	\$ 24,909
Avg. Market Price at 100%	\$ 22,908	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	107%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (3,789)	\$ (1,452)	\$ (4,744)
Avg. Front-End Gross	\$ 2,630	\$ 2,249	\$ 2,786
Avg. Finance Gross	\$ 1,979	\$ 2,010	\$ 1,967
PUVR	\$ 4,609	\$ 4,259	\$ 4,752
Total Gross (Units & PUVR)	\$ 456,322	\$ 123,517	\$ 337,415
GROI	271%	233%	289%
% with Trade	48%	62%	42%
Avg. Over/Under Allowance	661	747	610



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	99	64	35
Avg. Days to Sale	24.8	22.3	28.3
Avg. Advertised Price (Time of Sale)	\$ 22,404	\$ 20,701	\$ 25,735
Avg. Transaction Price	\$ 24,625	\$ 23,866	\$ 25,735
Avg. Market Price at 100%	\$ 22,908	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	107%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (3,789)	\$ (4,136)	\$ (3,282)
Avg. Front-End Gross	\$ 2,630	\$ 2,567	\$ 2,855
Avg. Finance Gross	\$ 1,979	\$ 1,912	\$ 2,068
PUVR	\$ 4,609	\$ 4,478	\$ 4,923
Total Gross (Units & PUVR)	\$ 456,322	\$ 286,624	\$ 172,292
GROI	271%	303%	244%
% with Trade	48%	28%	86%
Avg. Over/Under Allowance	661	688	533



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	99	67	29
% of Retail Units	100%	68%	29%
% Retailed of Non-New Franchise	35%	33%	41%
Avg. Days to Sale	24.8	26.0	22.5
Avg. Transaction Price	\$ 24,625	\$ 24,861	\$ 23,427
Avg. Transaction to Market %	107%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (3,789)	\$ (3,283)	\$ (4,500)
Avg. Front End Gross	\$ 2,630	\$ 2,669	\$ 2,344
Avg. Finance Gross	\$ 1,979	\$ 2,197	\$ 1,657
PUVR	\$ 4,609	\$ 4,866	\$ 4,001
Total Gross (Units & PUVR)	\$ 456,322	\$ 326,011	\$ 116,029
GROI	271%	271%	273%
% with Trade	48%	52%	38%
Avg. Over/Under Allowance	661	378	1,592



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
3	0	0	1
3%	0%	0%	1%
33%	#DIV/0!	#DIV/0!	0%
31.0	#DIV/0!	#DIV/0!	1.0
\$ 28,149	#DIV/0!	#DIV/0!	\$ 32,999
89%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,513	#DIV/0!	#DIV/0!	\$ (32,999)
\$ 2,872	#DIV/0!	#DIV/0!	\$ 7,605
\$ 890	#DIV/0!	#DIV/0!	\$ -
\$ 3,762	#DIV/0!	#DIV/0!	\$ 7,605
\$ 11,287	#DIV/0!	#DIV/0!	\$ 7,605
155%	#DIV/0!	#DIV/0!	8297%
33%	#DIV/0!	#DIV/0!	100%
200	#DIV/0!	#DIV/0!	800

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	99	68	17
% of Retail Units	100%	69%	17%
% Retailed of Non-New Franchise	35%	31%	41%
Avg. Days to Sale	24.8	14.3	37.9
Avg. Transaction Price	\$ 24,625	\$ 24,835	\$ 24,721
Avg. Transaction to Market %	107%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (3,789)	\$ (4,795)	\$ (1,784)
Avg. Front End Gross	\$ 2,630	\$ 3,158	\$ 1,209
Avg. Finance Gross	\$ 1,979	\$ 2,029	\$ 1,959
PUVR	\$ 4,609	\$ 5,187	\$ 3,167
Total Gross (Units & PUVR)	\$ 456,322	\$ 352,749	\$ 53,846
GROI	271%	528%	122%
% with Trade	48%	49%	47%
Avg. Over/Under Allowance	661	862	213



46-60 days	61-90 days	90+ days
8	6	0
8%	6%	0%
50%	33%	#DIV/0!
51.9	71.7	#DIV/0!
\$ 25,697	\$ 21,770	#DIV/0!
98%	#DIV/0!	#DIV/0!
\$ 298	\$ (1,274)	#DIV/0!
\$ 2,498	\$ 885	#DIV/0!
\$ 2,208	\$ 1,494	#DIV/0!
\$ 4,707	\$ 2,379	#DIV/0!
\$ 37,653	\$ 14,275	#DIV/0!
127%	55%	#DIV/0!
25%	83%	#DIV/0!
250	220	#DIV/0!