









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	KN708018A	2019	Ram	1500	15	Trade on New	Yes	\$ 50,994	\$ 54,535	88%	\$8,157	\$3,192
2	JC503657A	2018	Jeep	GRAND CHER	33	Trade on New	Yes	\$ 33,500	\$ 33,500	99%	\$3,869	\$2,038
3	GG145236A	2016	Bmw	528XI	70	Trade on Used	No	\$ 22,705	\$ 22,705	89%	\$767	\$3,512
4	FKE01876A	2015	Ford	F150 PU	13	Trade on Used	No	\$ 33,161	\$ 33,161	98%	\$3,110	\$1,278
5	PJC486306	2018	Dodge	DURANGO	0	Auction/Wholesale	No	\$ 23,116	\$ 23,116	96%	(\$120)	\$1,667
6	KLUC36448	2020	Ford	ESCAPE	49	Street/Curb Buy	No	\$ 22,503	\$ 22,138	97%	\$833	\$0
7	GED45501A	2016	FORD	F-250	93	Trade on New	No	\$ 49,499	\$ 51,231	88%	\$690	\$9,133
8	KFL632101	2015	Jeep	WRANGLER	13	Street/Curb Buy	No	\$ 35,771	\$ 35,771	96%	\$1,941	\$1,893
9	EH556838A	2014	Subaru	FORESTER	24	Trade on New	No	\$ 15,746	\$ 15,746	97%	\$4,367	\$137
10	MH574902A	2021	Dodge	CHARGER	33	Trade on New	Yes	\$ 38,969	\$ 38,969	97%	\$3,065	\$0
11	KCKB16332	2012	Ford	ESCAPE	26	Street/Curb Buy	No	\$ 13,499	\$ 13,400	94%	\$3,094	\$150
12	KES166817	2014	Ram	1500	19	Street/Curb Buy	Yes	\$ 33,999	\$ 33,839	95%	\$979	\$1,991
13	LFA77556A	2020	Ford	F150 PU	75	Trade on New	No	\$ 55,774	\$ 55,587	92%	(\$664)	\$3,622
14	KMW767709	2021	Jeep	WRANGLER	45	Street/Curb Buy	Yes	\$ 55,891	\$ 55,651	101%	\$710	\$4,139
15	JC452644A	2018	Jeep	GRAND CHER	23	Trade on New	Yes	\$ 42,658	\$ 42,658	93%	\$2,779	\$2,480
16	LLC399169	2020	Jeep	GRAND CHER	16	Loaner	No	\$ 41,299	\$ 41,043	90%	\$8,174	\$4,885
17	PJC389911	2018	Jeep	GRAND CHER	48	Street/Curb Buy	Yes	\$ 63,491	\$ 63,022	88%	\$18,821	\$4,457
18	JC476421A	2018	Jeep	GRAND CHER	39	Trade on Used	Yes	\$ 34,999	\$ 35,434	97%	(\$601)	\$2,382
19	BS069627A	2011	Toyota	HIGHLANDER	20	Trade on Used	No	\$ 14,999	\$ 15,125	73%	\$1,979	\$422
20	KH756842A	2019	Dodge	CHARGER	9	Trade on Used	Yes	\$ 45,250	\$ 46,550	92%	\$5,211	\$4,647
21	K2075799A	2019	Audi	Q5	27	Trade on New	No	\$ 44,777	\$ 45,005	100%	\$2,671	\$400
22	GT131022A	2016	Dodge	JOURNEY	77	Trade on Used	No	\$ 9,750	\$ 10,918	85%	\$991	\$0
23	FM392240A	2015	Infiniti	Q50	47	Trade on Used	No	\$ 19,750	\$ 20,851	92%	\$6,042	\$1,790
24	PJW237488	2018	Jeep	WRANGLER U	0	LBO Customer	No	\$ 28,086	\$ 28,086	97%	(\$300)	\$300
25	HP650161A	2017	Toyota	COROLLA	81	Trade on Used	No	\$ 15,999	\$ 16,697	96%	\$1,278	\$1,900
26	FH760345A	2015	Chrysler	300C	49	Trade on Used	No	\$ 18,846	\$ 18,811	93%	\$4,501	\$3,027
27	DL538732A	2013	Dodge	DURANGO	23	Trade on Used	No	\$ 17,036	\$ 17,036	98%	\$3,322	\$885

28	MW674648A	2021	Jeep	WRANGLER U	39	Trade on New	Yes	\$ 57,950	\$ 58,345	100%	\$2,089	\$3,086
29	KD2457008	2013	Volvo	XC60	67	Street/Curb Buy	No	\$ 11,607	\$ 10,851	83%	\$904	\$2,454
30	PJC485833	2018	Dodge	DURANGO	0	LBO Customer	No	\$ 22,879	\$ 22,879	76%	\$0	\$0
31	CT339711A	2012	Fiat	500	35	Trade on Used	No	\$ 8,250	\$ 7,761	94%	\$285	\$1,747
32	HS150093A	2017	Toyota	SIENNA	52	Trade on New	No	\$ 31,995	\$ 32,952	89%	\$2,454	\$1,862
33	FPB57856A	2015	Jeep	RENEGADE	61	Trade on New	No	\$ 16,995	\$ 17,794	92%	\$1,168	\$2,445
34	CL135140A	2012	Jeep	WRANGLER	11	Trade on Used	No	\$ 23,497	\$ 23,622	96%	\$5,954	\$3,133
35	KS922708A	2019	Toyota	HIGHLANDER	33	Trade on New	No	\$ 38,777	\$ 39,022	98%	\$4,454	\$2,524
36	KBL615807	2011	Jeep	WRANGLER U	43	Trade on New	No	\$ 19,750	\$ 20,900	95%	\$1,200	\$1,277
37	KKR541276	2019	Chrysler	PACIFICA	49	Street/Curb Buy	Yes	\$ 39,410	\$ 39,000	94%	\$187	\$2,376
38	KGH299096	2016	Dodge	CHARGER	17	Street/Curb Buy	Yes	\$ 57,991	\$ 58,248	98%	\$7,075	\$6,744
39	K7602045A	2019	Alfa Romeo	GIULIA	30	Trade on Used	No	\$ 30,995	\$ 31,574	96%	\$3,892	\$3,491
40	KGW157189	2016	Jeep	CHEROKEE	32	Trade on Used	No	\$ 18,250	\$ 18,710	94%	(\$138)	\$524
41	CC276021A	2012	Jeep	GRAND CHER	5	Trade on Used	No	\$ 35,997	\$ 36,758	95%	\$4,589	\$1,925
42	KU277538A	2019	Hyundai	KONA	82	Trade on New	No	\$ 17,557	\$ 17,264	89%	\$1,587	\$0
43	JU618598A	2018	Hyundai	TUCSON	52	Trade on New	No	\$ 19,420	\$ 19,825	93%	\$2,799	\$0
44	FL537314A	2015	Jeep	WRANGLER U	50	Trade on New	No	\$ 28,756	\$ 29,250	92%	\$3,790	\$259
45	MG044880A	2021	Kia	SORENTO	26	Trade on New	No	\$ 44,610	\$ 44,959	97%	\$2,538	\$3,695
46	ED686257A	2014	Bmw	535I XDRIV	17	Trade on Used	No	\$ 20,510	\$ 21,904	100%	\$3,430	\$724
47	KKA061197	2019	Audi	A5	18	Street/Curb Buy	No	\$ 39,757	\$ 40,100	98%	\$157	\$4,026
48	BU208096A	2011	Toyota	CAMRY	48	Trade on Used	No	\$ 9,450	\$ 9,171	94%	\$2,546	\$1,252
49	G9254630A	2016	Subaru	XV CROSSTR	40	Trade on Used	No	\$ 20,777	\$ 21,029	91%	\$1,982	\$2,996
50	KB5116787	2011	Ford	MUSTANG	43	Auction/Wholesale	No	\$ 12,750	\$ 12,556	89%	\$1,462	\$935
51	KKC788123	2019	Jeep	GRAND CHER	17	Street/Curb Buy	Yes	\$ 41,750	\$ 42,902	98%	\$52	\$2,377
52	KHA142533	2017	Audi	A4	8	Street/Curb Buy	No	\$ 28,910	\$ 28,910	102%	\$2,419	\$1,571
53	HJ189501A	2017	Buick	ENCLAVE	51	Trade on Used	No	\$ 26,779	\$ 26,752	90%	\$3,898	\$0

## Scoreboard Totals

% Retailed of Non-Franchise Make	41%
Total # Retail Units	200
Avg. Days to Sale	35.7
Avg. Advertised Price (Time of Sale)	\$ 32,491
Avg. Transaction Price	\$ 32,679
Avg. Market Price at 100%	\$ 9,546
Avg. Price to Market % (Time of Sale)	340%
Avg. Transaction to Market	342%
Avg. Transactional Discount	\$ (190)
Avg. Front-End Gross	\$ 2,132
Avg. Finance Gross	\$ 2,216
PUVR	\$ 4,349
Total Gross (Units & PUVR)	\$ 869,711
GROI	134%
% with Trade	33%
Avg. Over/Under Allowance	\$831



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	M BASH	R Bush
% Retailed of Non-New Franchise	41%	54%	45%
Total # Retail Units	200	48	40
Avg. Days to Sale	35.7	39.5	37.2
Avg. Advertised Price (Time of Sale)	\$ 32,491	\$ 33,107	\$ 31,232
Avg. Transaction Price	\$ 32,679	\$ 33,339	\$ 31,358
Avg. Market Price at 100%	\$ 9,546	\$ 34,823	\$ 33,118
Avg. Price to Market % (Time of Sale)	340%	95%	94%
Avg. Transaction to Market	342%	96%	95%
Avg. Transactional Discount	\$ (190)	\$ (244)	\$ (126)
Avg. Front-End Gross	\$ 2,132	\$ 3,146	\$ 1,601
Avg. Finance Gross	\$ 2,216	\$ 2,018	\$ 1,847
PUVR	\$ 4,349	\$ 5,165	\$ 3,448
Total Gross (Units & PUVR)	\$ 869,711	\$ 247,902	\$ 137,938
GROI	134%	141%	106%
% with Trade	33%	38%	25%
Avg. Over/Under Allowance	831	885	932



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T NGUY	S PIER	J WHIT	C HERMA
30%	33%	38%	#DIV/0!
73	21	13	0
34.0	31.0	31.2	#DIV/0!
\$ 32,356	\$ 32,334	\$ 34,530	#DIV/0!
\$ 32,568	\$ 32,486	\$ 34,615	#DIV/0!
\$ 32,962	\$ 33,959	\$ 36,191	#DIV/0!
98%	95%	95%	#DIV/0!
99%	96%	96%	#DIV/0!
\$ (212)	\$ (151)	\$ (85)	#DIV/0!
\$ 2,172	\$ 1,382	\$ 1,435	#DIV/0!
\$ 2,467	\$ 2,437	\$ 2,206	#DIV/0!
\$ 4,639	\$ 3,819	\$ 3,642	#DIV/0!
\$ 338,637	\$ 80,201	\$ 47,343	#DIV/0!
151%	137%	121%	#DIV/0!
37%	33%	15%	#DIV/0!
948	430	567	#DIV/0!





## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	F DEAK	D GUEV
% Retailed of Non-New Franchise	41%	28%	42%
Total # Retail Units	200	18	12
Avg. Days to Sale	35.7	38.6	40.6
Avg. Advertised Price (Time of Sale)	\$ 32,491	\$ 34,124	\$ 30,872
Avg. Transaction Price	\$ 32,679	\$ 34,183	\$ 30,855
Avg. Market Price at 100%	\$ 9,546	\$ 35,476	\$ 32,454
Avg. Price to Market % (Time of Sale)	340%	96%	95%
Avg. Transaction to Market	342%	96%	95%
Avg. Transactional Discount	\$ (190)	\$ (59)	\$ 17
Avg. Front-End Gross	\$ 2,132	\$ 1,200	\$ 2,553
Avg. Finance Gross	\$ 2,216	\$ 2,045	\$ 1,767
PUVR	\$ 4,349	\$ 3,245	\$ 4,320
Total Gross (Units & PUVR)	\$ 869,711	\$ 58,408	\$ 51,842
GROI	134%	89%	124%
% with Trade	33%	22%	42%
Avg. Over/Under Allowance	831	100	350



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D WEST	G JENK	S JAB	E HABI
24%	39%	#DIV/0!	50%
21	18	0	10
29.5	40.7	#DIV/0!	27.8
\$ 36,238	\$ 33,912	#DIV/0!	\$ 34,406
\$ 36,498	\$ 34,078	#DIV/0!	\$ 34,947
\$ 37,606	\$ 35,738	#DIV/0!	\$ 34,894
96%	95%	#DIV/0!	99%
97%	95%	#DIV/0!	100%
\$ (260)	\$ (166)	#DIV/0!	\$ (541)
\$ 2,310	\$ 4,075	#DIV/0!	\$ 3,251
\$ 2,475	\$ 2,527	#DIV/0!	\$ 3,028
\$ 4,786	\$ 6,602	#DIV/0!	\$ 6,278
\$ 100,502	\$ 118,843	#DIV/0!	\$ 62,784
160%	171%	#DIV/0!	233%
38%	44%	#DIV/0!	40%
912	1,143	#DIV/0!	1,175

F PARA	B ABBO	Sam	S LEGO
50%	71%	100%	26%
8	7	1	19
45.6	36.1	93.0	23.6
\$ 24,756	\$ 26,549	\$ 49,499	\$ 33,933
\$ 24,852	\$ 26,615	\$ 51,231	\$ 34,306
\$ 26,022	\$ 28,166	\$ 56,249	\$ 35,720
95%	94%	88%	95%
96%	94%	91%	96%
\$ (96)	\$ (67)	\$ (1,732)	\$ (372)
\$ 1,083	\$ 2,033	\$ 690	\$ 2,343
\$ 1,133	\$ 2,598	\$ 9,133	\$ 2,233
\$ 2,217	\$ 4,630	\$ 9,823	\$ 4,576
\$ 17,734	\$ 32,413	\$ 9,823	\$ 86,948
70%	173%	74%	204%
25%	29%	0%	42%
500	500	0	1,063

S LEGO	M IRMA	Adam	B MAZZA
26%	41%	#DIV/0!	#DIV/0!
19	17	0	0
23.6	39.9	#DIV/0!	#DIV/0!
\$ 33,933	\$ 27,021	#DIV/0!	#DIV/0!
\$ 34,306	\$ 27,479	#DIV/0!	#DIV/0!
\$ 35,720	\$ 28,853	#DIV/0!	#DIV/0!
95%	94%	#DIV/0!	#DIV/0!
96%	95%	#DIV/0!	#DIV/0!
\$ (372)	\$ (458)	#DIV/0!	#DIV/0!
\$ 2,343	\$ 1,931	#DIV/0!	#DIV/0!
\$ 2,233	\$ 1,702	#DIV/0!	#DIV/0!
\$ 4,576	\$ 3,633	#DIV/0!	#DIV/0!
\$ 86,948	\$ 61,764	#DIV/0!	#DIV/0!
204%	119%	#DIV/0!	#DIV/0!
42%	29%	#DIV/0!	#DIV/0!
1,063	600	#DIV/0!	#DIV/0!

























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	J KIM	M ABUK
% Retailed of Non-New Franchise	41%	32%	45%
Total # Retail Units	200	38	40
Avg. Days to Sale	35.7	40.2	40.5
Avg. Advertised Price (Time of Sale)	\$ 32,491	\$ 30,111	\$ 32,181
Avg. Transaction Price	\$ 32,679	\$ 30,279	\$ 32,165
Avg. Market Price at 100%	\$ 9,546	\$ 31,316	\$ 33,725
Avg. Price to Market % (Time of Sale)	340%	96%	95%
Avg. Transaction to Market	342%	97%	95%
Avg. Transactional Discount	\$ (190)	\$ (168)	\$ 16
Avg. Front-End Gross	\$ 2,132	\$ 2,341	\$ 1,837
Avg. Finance Gross	\$ 2,216	\$ 1,935	\$ 2,171
PUVR	\$ 4,349	\$ 4,276	\$ 4,008
Total Gross (Units & PUVR)	\$ 869,711	\$ 162,479	\$ 160,331
GROI	134%	127%	111%
% with Trade	33%	0%	0%
Avg. Over/Under Allowance	831	1,031	483



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

A ALY	A SHER	B THOM	
40%	46%	38%	#DIV/0!
45	41	34	0
32.8	29.8	34.8	#DIV/0!
\$ 34,729	\$ 35,598	\$ 28,359	#DIV/0!
\$ 34,883	\$ 35,882	\$ 28,687	#DIV/0!
\$ 35,336	\$ 37,478	\$ 29,795	#DIV/0!
98%	95%	95%	#DIV/0!
99%	96%	96%	#DIV/0!
\$ (167)	\$ (284)	\$ (328)	#DIV/0!
\$ 2,474	\$ 2,118	\$ 1,907	#DIV/0!
\$ 2,628	\$ 2,299	\$ 1,793	#DIV/0!
\$ 5,101	\$ 4,417	\$ 3,699	#DIV/0!
\$ 229,565	\$ 181,081	\$ 125,772	#DIV/0!
161%	149%	133%	#DIV/0!
0%	0%	0%	#DIV/0!
1,496	695	611	#DIV/0!



## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	200	71	129
Avg. Days to Sale	35.7	35.5	35.8
Avg. Advertised Price (Time of Sale)	\$ 32,491	\$ 41,641	\$ 27,598
Avg. Transaction Price	\$ 32,679	\$ 41,910	\$ 27,598
Avg. Market Price at 100%	\$ 9,546	\$ 42,438	\$ 29,090
Avg. Price to Market % (Time of Sale)	340%	98%	95%
Avg. Transaction to Market	342%	99%	95%
Avg. Transactional Discount	\$ (190)	\$ (277)	\$ (142)
Avg. Front-End Gross	\$ 2,132	\$ 2,589	\$ 1,881
Avg. Finance Gross	\$ 2,216	\$ 2,823	\$ 1,882
PUVR	\$ 4,349	\$ 5,412	\$ 3,763
Total Gross (Units & PUVR)	\$ 869,711	\$ 384,223	\$ 485,488
GROI	134%	131%	137%
% with Trade	33%	41%	28%
Avg. Over/Under Allowance	831	1,032	676



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	200	119	81
Avg. Days to Sale	35.7	32.7	40.1
Avg. Advertised Price (Time of Sale)	\$ 32,491	\$ 35,457	\$ 28,289
Avg. Transaction Price	\$ 32,679	\$ 35,666	\$ 28,289
Avg. Market Price at 100%	\$ 9,546	\$ 36,690	\$ 29,625
Avg. Price to Market % (Time of Sale)	340%	97%	95%
Avg. Transaction to Market	342%	97%	95%
Avg. Transactional Discount	\$ (190)	\$ (214)	\$ (155)
Avg. Front-End Gross	\$ 2,132	\$ 2,184	\$ 2,057
Avg. Finance Gross	\$ 2,216	\$ 2,453	\$ 1,868
PUVR	\$ 4,349	\$ 4,637	\$ 3,925
Total Gross (Units & PUVR)	\$ 869,711	\$ 551,805	\$ 317,906
GROI	134%	143%	125%
% with Trade	33%	24%	44%
Avg. Over/Under Allowance	831	853	788



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	200	56	56
% of Retail Units	100%	28%	28%
% Retailed of Non-New Franchise	41%	43%	63%
Avg. Days to Sale	35.7	37.8	38.9
Avg. Transaction Price	\$ 32,679	\$ 37,882	\$ 24,336
Avg. Transaction to Market %	342%	972%	95%
Avg. Transactional Discount	\$ (190)	\$ (317)	\$ (206)
Avg. Front End Gross	\$ 2,132	\$ 2,396	\$ 2,374
Avg. Finance Gross	\$ 2,216	\$ 2,240	\$ 2,023
PUVR	\$ 4,349	\$ 4,637	\$ 4,398
Total Gross (Units & PUVR)	\$ 869,711	\$ 259,650	\$ 246,262
GROI	134%	117%	167%
% with Trade	33%	45%	36%
Avg. Over/Under Allowance	831	934	685



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
60	14	5	9
30%	7%	3%	5%
35%	7%	0%	0%
35.8	43.7	17.0	0.0
\$ 35,784	\$ 30,035	\$ 43,978	\$ 29,337
97%	96%	98%	85%
\$ (149)	\$ 78	\$ (68)	\$ (60)
\$ 2,107	\$ 32	\$ 6,555	\$ (33)
\$ 2,399	\$ 2,193	\$ 1,993	\$ 2,206
\$ 4,506	\$ 2,224	\$ 8,548	\$ 2,173
\$ 270,367	\$ 31,138	\$ 42,738	\$ 19,556
127%	61%	412%	#DIV/0!
27%	21%	20%	0%
762	833	2,000	#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	200	42	25
% of Retail Units	100%	21%	13%
% Retailed of Non-New Franchise	41%	43%	48%
Avg. Days to Sale	35.7	17.1	38.4
Avg. Transaction Price	\$ 32,679	\$ 34,815	\$ 32,128
Avg. Transaction to Market %	342%	99%	96%
Avg. Transactional Discount	\$ (190)	\$ (402)	\$ (202)
Avg. Front End Gross	\$ 2,132	\$ 3,733	\$ 1,814
Avg. Finance Gross	\$ 2,216	\$ 2,659	\$ 1,997
PUVR	\$ 4,349	\$ 6,392	\$ 3,810
Total Gross (Units & PUVR)	\$ 869,711	\$ 268,470	\$ 95,258
GROI	134%	387%	111%
% with Trade	33%	40%	44%
Avg. Over/Under Allowance	831	953	500



46-60 days	61-90 days	90+ days
17	13	1
9%	7%	1%
47%	77%	100%
51.3	73.5	93.0
\$ 27,524	\$ 26,588	\$ 51,231
94%	90%	91%
\$ (422)	\$ (91)	\$ (1,732)
\$ 3,464	\$ 552	\$ 690
\$ 1,709	\$ 2,211	\$ 9,133
\$ 5,172	\$ 2,763	\$ 9,823
\$ 87,927	\$ 35,920	\$ 9,823
132%	51%	74%
41%	15%	0%
1,321	500	0