









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	F0501390	2015	Mazda	CX5	59	Auction/Wholesale	No	\$ 22,500	\$ 22,336	102%	\$966	\$0
2	NH514730	2022	Honda	Civic	12	Street/Curb Buy	No	\$ 26,843	\$ 23,281	99%	(\$228)	\$0
3	HC906249	2017	Toyota	Corolla	63	Trade on New	No	\$ 17,500	\$ 18,495	97%	\$2,070	\$2,071
4	KG709865	2019	Honda	HR-V	30	Trade on New	No	\$ 25,900	\$ 26,500	101%	\$1,907	\$0
5	KH633790	2017	Honda	CR-V	58	Trade on New	No	\$ 32,500	\$ 32,000	99%	\$652	\$3,782
6	ME200242	2021	Honda	Civic	54	Auction/Wholesale	No	\$ 27,000	\$ 26,300	97%	\$1,212	\$4,045
7	HM725516	2017	Honda	HR-V	33	Trade on New	No	\$ 22,000	\$ 22,995	100%	\$2,351	\$1,988
8	KA046691	2019	Honda	Accord	95	Trade on New	No	\$ 22,999	\$ 22,999	93%	(\$923)	\$938
9	LM711786	2020	Honda	HR-V	44	Auction/Wholesale	No	\$ 25,698	\$ 26,098	101%	\$1,130	\$0
10	8L034910	2008	Honda	Civic	100	Trade on Used	No	\$ 8,682	\$ 8,460	101%	\$595	\$0
11	FD184625	2015	Jeep	Compass	49	Trade on Used	No	\$ 15,994	\$ 15,194	96%	\$495	\$126
12	JL027930	18	Honda	CR-V	47	Street/Curb Buy	No	\$ 30,800	\$ 31,500	100%	\$3,635	\$2,708
13	GA000281	16	Honda	Accord	62	Trade on New	No	\$ 22,500	\$ 22,500	97%	\$1,681	\$4,712
14	J3365394	18	Mercedes-Benz	Metris	62	Trade on Used	No	\$ 28,742	\$ 28,188	91%	\$2,438	\$0
15	KG709865	19	Honda	HR-V	30	Trade on New	No	\$ 25,900	\$ 26,500	101%	\$1,907	\$0
16	KB019824	19	Honda	Passport	34	Trade on New	No	\$ 35,500	\$ 36,495	101%	\$2,358	\$975
17	JB107142	18	Honda	Odyssey	43	Trade on New	No	\$ 33,686	\$ 33,250	99%	\$1,105	\$2,717
18	KA165395	19	Honda	Accord	19	Auction/Wholesale	No	\$ 27,943	\$ 27,943	100%	(\$110)	\$3,147
19	D2865802	13	Subaru	Impreza	23	Trade on Used	No	\$ 16,748	\$ 17,150	102%	(\$2,992)	\$2,696
20	JA2215657	18	Honda	Accord	31	Auction/Wholesale	No	\$ 26,195	\$ 24,460	100%	(\$2,466)	\$1,910
21	KH207244	19	Honda	CR-V	26	Trade on New	No	\$ 28,000	\$ 28,495	99%	\$1,360	\$7,983
22	FW624734	15	Jeep	Cherokee	54	Auction/Wholesale	No	\$ 18,000	\$ 14,220	98%	(\$1,973)	\$2,279
23	KE202928	19	Honda	Civic	35	Street/Curb Buy	No	\$ 25,000	\$ 25,945	99%	(\$1,623)	\$1,020
24	KG712244	19	Honda	HR-V	36	Trade on New	No	\$ 24,000	\$ 19,900	97%	(\$2,502)	\$3,700
25	KL029843	19	Acura	RDX	45	Auction/Wholesale	No	\$ 33,623	\$ 34,938	94%	\$660	\$3,493
26	KM705243	19	Honda	HR-V	51	Trade on New	No	\$ 23,885	\$ 23,885	96%	\$1,587	\$1,000
27	JA162646	18	Honda	Accord	49	Trade on New	No	\$ 26,971	\$ 27,341	97%	(\$32)	\$2,775



## Scoreboard Totals

% Retailed of Non-Franchise Make	100%
Total # Retail Units	47
Avg. Days to Sale	39.8
Avg. Advertised Price (Time of Sale)	\$ 24,786
Avg. Transaction Price	\$ 24,883
Avg. Market Price at 100%	\$ 25,541
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ (97)
Avg. Front-End Gross	\$ 610
Avg. Finance Gross	\$ 2,347
PUVR	\$ 2,957
Total Gross (Units & PUVR)	\$ 138,965
GROI	107%
% with Trade	28%
Avg. Over/Under Allowance	\$746



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Rich Tewksbury	Mike Beamer
% Retailed of Non-New Franchise	100%	100%	100%
Total # Retail Units	47	24	23
Avg. Days to Sale	39.8	43.6	35.9
Avg. Advertised Price (Time of Sale)	\$ 24,786	\$ 25,360	\$ 24,187
Avg. Transaction Price	\$ 24,883	\$ 25,639	\$ 24,094
Avg. Market Price at 100%	\$ 25,541	\$ 26,078	\$ 24,873
Avg. Price to Market % (Time of Sale)	97%	97%	97%
Avg. Transaction to Market	97%	98%	97%
Avg. Transactional Discount	\$ (97)	\$ (279)	\$ 93
Avg. Front-End Gross	\$ 610	\$ 982	\$ 221
Avg. Finance Gross	\$ 2,347	\$ 2,699	\$ 1,980
PUVR	\$ 2,957	\$ 3,681	\$ 2,201
Total Gross (Units & PUVR)	\$ 138,965	\$ 88,343	\$ 50,622
GROI	107%	119%	92%
% with Trade	28%	33%	22%
Avg. Over/Under Allowance	746	588	1,000









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals		
% Retailed of Non-New Franchise	100%	#DIV/0!	#DIV/0!
Total # Retail Units	47	0	0
Avg. Days to Sale	39.8	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 24,786	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 24,883	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 25,541	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (97)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 610	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,347	#DIV/0!	#DIV/0!
PUVR	\$ 2,957	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 138,965	#DIV/0!	#DIV/0!
GROI	107%	#DIV/0!	#DIV/0!
% with Trade	28%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	746	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals		
% Retailed of Non-New Franchise	100%	#DIV/0!	#DIV/0!
Total # Retail Units	47	0	0
Avg. Days to Sale	39.8	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 24,786	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 24,883	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 25,541	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (97)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 610	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,347	#DIV/0!	#DIV/0!
PUVR	\$ 2,957	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 138,965	#DIV/0!	#DIV/0!
GROI	107%	#DIV/0!	#DIV/0!
% with Trade	28%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	746	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	47	11	36
Avg. Days to Sale	39.8	25.3	44.3
Avg. Advertised Price (Time of Sale)	\$ 24,786	\$ 28,066	\$ 23,694
Avg. Transaction Price	\$ 24,883	\$ 28,774	\$ 23,694
Avg. Market Price at 100%	\$ 25,541	\$ 29,012	\$ 24,412
Avg. Price to Market % (Time of Sale)	97%	97%	97%
Avg. Transaction to Market	97%	99%	97%
Avg. Transactional Discount	\$ (97)	\$ (708)	\$ 90
Avg. Front-End Gross	\$ 610	\$ 723	\$ 575
Avg. Finance Gross	\$ 2,347	\$ 3,029	\$ 2,138
PUVR	\$ 2,957	\$ 3,752	\$ 2,714
Total Gross (Units & PUVR)	\$ 138,965	\$ 41,276	\$ 97,689
GROI	107%	186%	93%
% with Trade	28%	27%	28%
Avg. Over/Under Allowance	746	900	700



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	47	0	47
Avg. Days to Sale	39.8	#DIV/0!	39.8
Avg. Advertised Price (Time of Sale)	\$ 24,786	#DIV/0!	\$ 24,883
Avg. Transaction Price	\$ 24,883	#DIV/0!	\$ 24,883
Avg. Market Price at 100%	\$ 25,541	#DIV/0!	\$ 25,488
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	98%
Avg. Transaction to Market	97%	#DIV/0!	98%
Avg. Transactional Discount	\$ (97)	#DIV/0!	\$ (97)
Avg. Front-End Gross	\$ 610	#DIV/0!	\$ 610
Avg. Finance Gross	\$ 2,347	#DIV/0!	\$ 2,347
PUVR	\$ 2,957	#DIV/0!	\$ 2,957
Total Gross (Units & PUVR)	\$ 138,965	#DIV/0!	\$ 138,965
GROI	107%	#DIV/0!	107%
% with Trade	28%	#DIV/0!	21%
Avg. Over/Under Allowance	746	#DIV/0!	746



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	47	23	7
% of Retail Units	100%	49%	15%
% Retailed of Non-New Franchise	100%	100%	100%
Avg. Days to Sale	39.8	37.6	42.9
Avg. Transaction Price	\$ 24,883	\$ 27,047	\$ 16,315
Avg. Transaction to Market %	97%	98%	95%
Avg. Transactional Discount	\$ (97)	\$ (190)	\$ 96
Avg. Front End Gross	\$ 610	\$ 585	\$ 1,092
Avg. Finance Gross	\$ 2,347	\$ 2,509	\$ 1,634
PUVR	\$ 2,957	\$ 3,094	\$ 2,725
Total Gross (Units & PUVR)	\$ 138,965	\$ 71,162	\$ 19,078
GROI	107%	110%	140%
% with Trade	28%	30%	14%
Avg. Over/Under Allowance	746	957	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
5	12	0	0
11%	26%	0%	0%
100%	100%	#DIV/0!	#DIV/0!
37.6	43.3	#DIV/0!	#DIV/0!
\$ 26,522	\$ 25,050	#DIV/0!	#DIV/0!
98%	96%	#DIV/0!	#DIV/0!
\$ (196)	\$ 11	#DIV/0!	#DIV/0!
\$ 1,129	\$ 160	#DIV/0!	#DIV/0!
\$ 1,841	\$ 2,662	#DIV/0!	#DIV/0!
\$ 2,970	\$ 2,823	#DIV/0!	#DIV/0!
\$ 14,852	\$ 33,873	#DIV/0!	#DIV/0!
107%	94%	#DIV/0!	#DIV/0!
20%	33%	#DIV/0!	#DIV/0!
500	625	#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	47	16	16
% of Retail Units	100%	34%	34%
% Retailed of Non-New Franchise	100%	100%	100%
Avg. Days to Sale	39.8	21.7	35.3
Avg. Transaction Price	\$ 24,883	\$ 23,329	\$ 28,594
Avg. Transaction to Market %	97%	99%	98%
Avg. Transactional Discount	\$ (97)	\$ (223)	\$ (443)
Avg. Front End Gross	\$ 610	\$ 604	\$ 441
Avg. Finance Gross	\$ 2,347	\$ 2,730	\$ 2,304
PUVR	\$ 2,957	\$ 3,333	\$ 2,745
Total Gross (Units & PUVR)	\$ 138,965	\$ 53,333	\$ 43,919
GROI	107%	237%	98%
% with Trade	28%	13%	38%
Avg. Over/Under Allowance	746	1,250	1,117



46-60 days	61-90 days	90+ days
8	4	3
17%	9%	6%
100%	100%	100%
52.6	62.5	96.3
\$ 24,097	\$ 23,395	\$ 17,453
95%	97%	95%
\$ 609	\$ (210)	\$ 691
\$ 818	\$ 1,908	\$ (742)
\$ 2,089	\$ 2,004	\$ 1,678
\$ 2,907	\$ 3,912	\$ 936
\$ 23,256	\$ 15,649	\$ 2,808
83%	96%	20%
50%	25%	0%
0	500	#DIV/0!