








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	U5306429	2022	LEXUS	GX	4	Trade on New	No	\$ 61,999	\$ 61,995	102%	\$4,096	\$719
2	U1059451	2019	Toyota	C-HR	50	Trade on New	No	\$ 25,995	\$ 24,570	98%	\$1,160	\$0
3	UN560259	2004	Nissan	Titan	10	Trade on Used	No	\$ 12,990	\$ 12,951	103%	\$3,470	\$0
4	U2141784	2017	Volvo	XC60	77	Trade on Used	No	\$ 24,990	\$ 22,770	93%	(\$152)	\$1,245
5	19801101	2016	Subaru	WRX STI	3	Trade on New	No	\$ 33,995	\$ 33,995	102%	\$2,292	\$1,715
6	UH495681	2019	Subaru	Forester	10	Trade on New	Yes	\$ 36,995	\$ 36,995	99%	\$2,591	\$777
7	UM406994	2014	Volkswagen	Jetta Sedan	11	Trade on New	No	\$ 12,995	\$ 12,697	98%	\$2,192	\$0
8	U5202128	2018	Kia	Niro Plug-in Hybr	21	Trade on Used	No	\$ 26,995	\$ 26,500	101%	\$3,564	\$0
9	N8320916	2021	Subaru	Crosstrek	0	LBO OEM/Leasing Co.	Yes	\$ 30,995	\$ 30,995	100%	\$6,149	\$616
10	NS082118	2015	Toyota	Highlander	0	Trade on Used	No	\$ 25,995	\$ 25,415	96%	\$1,171	\$566
11	N3290234	2018	Subaru	Outback	44	LBO OEM/Leasing Co.	Yes	\$ 31,990	\$ 29,990	96%	\$198	\$604
12	UH289193	2021	Subaru	Crosstrek	7	Trade on New	Yes	\$ 32,995	\$ 32,995	95%	\$1,599	\$604
13	NCS282670	2018	Nissan	Altima	31	Trade on New	No	\$ 15,995	\$ 15,000	91%	(\$7)	\$100
14	UD529897	2016	BMW	528i	20	Trade on Used	No	\$ 24,995	\$ 23,970	92%	(\$354)	\$1,181
15	NEC24526	2018	Ford	Super Duty F-250	73	Trade on Used	No	\$ 66,995	\$ 63,000	97%	\$492	\$100
16	UUD17363	2013	Ford	Escape	43	Trade on Used	No	\$ 13,495	\$ 11,777	95%	(\$183)	\$0
17	UX110350	2021	Toyota	Tacoma 2WD	70	Trade on New	No	\$ 42,995	\$ 40,970	96%	\$1,123	\$460
18	U3C68623	2017	Mini	Convertible	70	Trade on Used	No	\$ 23,495	\$ 21,970	99%	\$335	\$0
19	U8263290	2019	Subaru	Crosstrek	14	Trade on New	Yes	\$ 30,995	\$ 30,895	100%	\$2,219	\$0
20	US102866	2013	Toyota	Highlander	12	Trade on New	No	\$ 18,995	\$ 18,995	97%	\$3,380	\$0
21	N3734322	2018	Subaru	Impreza	0	LBO OEM/Leasing Co.	Yes	\$ 22,995	\$ 22,995	102%	\$7,678	\$1,263
22	NKE36933	2015	Ford	F-150	22	Trade on Used	No	\$ 33,995	\$ 33,737	95%	\$1,437	\$100
23	N3476685	2019	Subaru	Ascent	0	LBO OEM/Leasing Co.	No	\$ 34,995	\$ 34,995	98%	\$2,945	\$0
24	N9703736	2020	Subaru	BRZ	21	Trade on New	No	\$ 33,995	\$ 33,995	97%	\$3,511	\$553
25	UG437879	2014	Kia	Sorento	28	Trade on New	No	\$ 13,995	\$ 13,470	98%	\$1,574	\$0
26	UU390714	2020	Toyota	Camry	15	Trade on New	No	\$ 28,995	\$ 27,777	91%	\$262	\$578
27	N9601579	2019	Subaru	BRZ	6	LBO OEM/Leasing Co.	No	\$ 31,995	\$ 31,777	92%	\$1,597	\$654
28	NL843242	2018	Jeep	Wrangler JK	21	Auction/Wholesale	No	\$ 40,990	\$ 40,990	101%	\$1,284	\$600
29	UW492142	2018	Nissan	Rogue	77	Trade on New	No	\$ 24,490	\$ 22,990	99%	\$596	\$0

30	UH504253	2015	Honda	Civic Sedan	1	Trade on Used	No	\$	14,995	\$	14,990	99%	\$1,780	\$0
31	UE094819	2013	Honda	Civic Sedan	37	Trade on Used	No	\$	11,495	\$	9,504	98%	(\$121)	\$0
32	UP654789	2016	Nissan	Rogue	14	Trade on Used	No	\$	16,995	\$	16,777	97%	\$1,887	\$1,159
33	N5530860	2018	Toyota	4Runner	0	Trade on New	No	\$	38,995	\$	38,000	99%	\$2,319	\$1,315
34	NH402824	2020	Subaru	Forester	8	LBO OEM/Leasing Co.	Yes	\$	23,990	\$	23,465	97%	\$194	\$300
35	UC546138	2021	Volkswagen	Atlas	10	Trade on New	No	\$	37,995	\$	37,477	97%	\$4,444	\$1,000
36	UH604033	2018	Subaru	Forester	1	Trade on New	Yes	\$	26,895	\$	26,895	98%	\$1,950	\$628
37	UC081281	2017	Lexus	RX	16	Trade on New	No	\$	35,995	\$	35,470	96%	\$2,417	\$0
38	UC345507	2013	Infiniti	JX35	12	Trade on New	No	\$	17,990	\$	17,777	101%	\$4,156	\$200
39	UG180125	2016	GMC	Sierra 1500	18	Trade on Used	No	\$	37,495	\$	36,977	97%	\$2,975	\$100
40	1H705241	2015	Honda	Civic Coupe	20	Trade on New	No	\$	17,970	\$	17,970	95%	\$2,548	\$100
41	UPM31394	2021	Jeep	Renegade	24	Trade on New	No	\$	31,995	\$	31,995	99%	\$3,786	\$0
42	U7566768	2018	Alfa Romeo	Giulia	13	Trade on Used	No	\$	23,990	\$	23,990	94%	\$2,379	\$0
43	UM082791	2015	Volkswagen	Golf GTI	31	Trade on Used	No	\$	16,990	\$	16,790	95%	\$950	\$903
44	UM359291	2018	Infiniti	Q50	19	Trade on New	No	\$	28,990	\$	28,777	92%	\$2,958	\$0
45	U8710268	2015	Scion	FR-S	12	Trade on New	No	\$	18,995	\$	18,995	99%	\$2,673	\$0
46	UH514317	2020	Subaru	Forester	10	Trade on New	Yes	\$	32,995	\$	32,995	101%	\$2,046	\$0
47	UJ241557	2008	GMC	Acadia	3	Trade on Used	No	\$	9,995	\$	9,995	105%	\$1,042	\$0
48	N3215520	2019	Subaru	Outback	15	LBO OEM/Leasing Co.	Yes	\$	28,770	\$	28,770	99%	\$1,571	\$0
49	N8244875	2019	Subaru	Crosstrek	31	LBO OEM/Leasing Co.	Yes	\$	31,995	\$	29,500	97%	(\$2,637)	\$0
50	N3332933	2019	Subaru	Outback	0	LBO OEM/Leasing Co.	Yes	\$	29,990	\$	29,990	95%	\$2,226	\$0
51	N3345623	2019	Subaru	Outback	0	LBO OEM/Leasing Co.	Yes	\$	17,394	\$	17,394	97%	\$39	\$100
52	NH615581	2018	Subaru	Forester	24	LBO OEM/Leasing Co.	Yes	\$	29,970	\$	29,970	96%	\$1,114	\$0
53	N8342575	2018	Subaru	Crosstrek	0	LBO OEM/Leasing Co.	No	\$	14,900	\$	14,900	92%	(\$150)	\$200

## Scoreboard Totals

% Retailed of Non-Franchise Make	100%
Total # Retail Units	64
Avg. Days to Sale	20.8
Avg. Advertised Price (Time of Sale)	\$ 27,864
Avg. Transaction Price	\$ 27,288
Avg. Market Price at 100%	\$ 28,611
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	95%
Avg. Transactional Discount	\$ 577
Avg. Front-End Gross	\$ 2,028
Avg. Finance Gross	\$ 377
PUVR	\$ 2,405
Total Gross (Units & PUVR)	\$ 153,941
GROI	152%
% with Trade	38%
Avg. Over/Under Allowance	\$268



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	100%	#DIV/0!	#DIV/0!
Total # Retail Units	64	0	0
Avg. Days to Sale	20.8	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 27,864	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 27,288	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 28,611	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 577	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,028	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 377	#DIV/0!	#DIV/0!
PUVR	\$ 2,405	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 153,941	#DIV/0!	#DIV/0!
GROI	152%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	268	#DIV/0!	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Mike Lucki	Matt Vollmers
% Retailed of Non-New Franchise	100%	#DIV/0!	#DIV/0!
Total # Retail Units	64	0	0
Avg. Days to Sale	20.8	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 27,864	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 27,288	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 28,611	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 577	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,028	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 377	#DIV/0!	#DIV/0!
PUVR	\$ 2,405	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 153,941	#DIV/0!	#DIV/0!
GROI	152%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	268	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	100%	#DIV/0!	#DIV/0!
Total # Retail Units	64	0	0
Avg. Days to Sale	20.8	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 27,864	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 27,288	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 28,611	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 577	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,028	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 377	#DIV/0!	#DIV/0!
PUVR	\$ 2,405	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 153,941	#DIV/0!	#DIV/0!
GROI	152%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	268	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	64	16	48
Avg. Days to Sale	20.8	11.3	24.0
Avg. Advertised Price (Time of Sale)	\$ 27,864	\$ 28,872	\$ 26,872
Avg. Transaction Price	\$ 27,288	\$ 28,535	\$ 26,872
Avg. Market Price at 100%	\$ 28,611	\$ 29,474	\$ 28,350
Avg. Price to Market % (Time of Sale)	97%	98%	95%
Avg. Transaction to Market	95%	97%	95%
Avg. Transactional Discount	\$ 577	\$ 337	\$ 657
Avg. Front-End Gross	\$ 2,028	\$ 2,074	\$ 2,013
Avg. Finance Gross	\$ 377	\$ 312	\$ 399
PUVR	\$ 2,405	\$ 2,386	\$ 2,412
Total Gross (Units & PUVR)	\$ 153,941	\$ 38,168	\$ 115,773
GROI	152%	268%	134%
% with Trade	38%	31%	40%
Avg. Over/Under Allowance	268	206	288



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	64	0	64
Avg. Days to Sale	20.8	#DIV/0!	20.8
Avg. Advertised Price (Time of Sale)	\$ 27,864	#DIV/0!	\$ 27,288
Avg. Transaction Price	\$ 27,288	#DIV/0!	\$ 27,288
Avg. Market Price at 100%	\$ 28,611	#DIV/0!	\$ 28,631
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	95%
Avg. Transaction to Market	95%	#DIV/0!	95%
Avg. Transactional Discount	\$ 577	#DIV/0!	\$ 577
Avg. Front-End Gross	\$ 2,028	#DIV/0!	\$ 2,028
Avg. Finance Gross	\$ 377	#DIV/0!	\$ 377
PUVR	\$ 2,405	#DIV/0!	\$ 2,405
Total Gross (Units & PUVR)	\$ 153,941	#DIV/0!	\$ 153,941
GROI	152%	#DIV/0!	152%
% with Trade	38%	#DIV/0!	38%
Avg. Over/Under Allowance	268	#DIV/0!	268



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	64	28	20
% of Retail Units	100%	44%	31%
% Retailed of Non-New Franchise	100%	100%	100%
Avg. Days to Sale	20.8	21.4	26.5
Avg. Transaction Price	\$ 27,288	\$ 29,099	\$ 24,413
Avg. Transaction to Market %	95%	95%	94%
Avg. Transactional Discount	\$ 577	\$ 491	\$ 830
Avg. Front End Gross	\$ 2,028	\$ 2,335	\$ 1,839
Avg. Finance Gross	\$ 377	\$ 432	\$ 317
PUVR	\$ 2,405	\$ 2,767	\$ 2,156
Total Gross (Units & PUVR)	\$ 153,941	\$ 77,486	\$ 43,115
GROI	152%	160%	120%
% with Trade	38%	50%	35%
Avg. Over/Under Allowance	268	386	193



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	1	0	0
0%	2%	0%	0%
#DIV/0!	100%	#DIV/0!	#DIV/0!
#DIV/0!	21.0	#DIV/0!	#DIV/0!
#DIV/0!	\$ 40,990	#DIV/0!	#DIV/0!
#DIV/0!	101%	#DIV/0!	#DIV/0!
#DIV/0!	\$ -	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,284	#DIV/0!	#DIV/0!
#DIV/0!	\$ 600	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,884	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,884	#DIV/0!	#DIV/0!
#DIV/0!	79%	#DIV/0!	#DIV/0!
#DIV/0!	100%	#DIV/0!	#DIV/0!
#DIV/0!	198	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
15	0	0
23%	0%	0%
100%	#DIV/0!	#DIV/0!
12.3	#DIV/0!	#DIV/0!
\$ 26,828	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!
\$ 436	#DIV/0!	#DIV/0!
\$ 1,757	#DIV/0!	#DIV/0!
\$ 340	#DIV/0!	#DIV/0!
\$ 2,097	#DIV/0!	#DIV/0!
\$ 31,456	#DIV/0!	#DIV/0!
228%	#DIV/0!	#DIV/0!
13%	#DIV/0!	#DIV/0!
143	#DIV/0!	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	64	37	10
% of Retail Units	100%	58%	16%
% Retailed of Non-New Franchise	100%	100%	100%
Avg. Days to Sale	20.8	13.8	35.3
Avg. Transaction Price	\$ 27,288	\$ 27,262	\$ 24,279
Avg. Transaction to Market %	95%	97%	89%
Avg. Transactional Discount	\$ 577	\$ 222	\$ 1,364
Avg. Front End Gross	\$ 2,028	\$ 2,306	\$ 538
Avg. Finance Gross	\$ 377	\$ 355	\$ 324
PUVR	\$ 2,405	\$ 2,660	\$ 862
Total Gross (Units & PUVR)	\$ 153,941	\$ 98,430	\$ 8,621
GROI	152%	255%	36%
% with Trade	38%	43%	20%
Avg. Over/Under Allowance	268	332	156



46-60 days	61-90 days	90+ days
2	5	0
3%	8%	0%
100%	100%	#DIV/0!
52.0	73.4	#DIV/0!
\$ 27,924	\$ 34,340	#DIV/0!
93%	91%	#DIV/0!
\$ 969	\$ 2,253	#DIV/0!
\$ 2,179	\$ 479	#DIV/0!
\$ 863	\$ 361	#DIV/0!
\$ 3,041	\$ 840	#DIV/0!
\$ 6,082	\$ 4,199	#DIV/0!
75%	12%	#DIV/0!
0%	60%	#DIV/0!
0	200	#DIV/0!