









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	5515C	2015	Chrysler	300	8	Trade on New	No	\$ 20,386	\$ 20,386	102%	\$4,114	\$719
2	16446	2018	Ram	3500	16	Street/Curb Buy	No	\$ 44,612	\$ 44,612	102%	\$4,927	\$3,509
3	16438A	2017	Chevrolet	TRAX	14	Trade on Used	Yes	\$ 19,952	\$ 19,952	101%	\$2,783	\$1,431
4	16412	2019	Chevrolet	CAMARO	44	Street/Curb Buy	Yes	\$ 44,445	\$ 43,350	96%	\$6,303	\$1,560
5	3062A	2017	Buick	ENCORE	21	Trade on New	Yes	\$ 19,537	\$ 19,537	99%	\$3,395	\$713
6	16411	2016	Chevrolet	MALIBU	47	Street/Curb Buy	No	\$ 16,144	\$ 16,144	91%	(\$714)	\$2,252
7	54778A	2021	Chevrolet	SILV 1500	17	Trade on New	Yes	\$ 49,738	\$ 48,481	99%	\$1,982	\$1,150
8	95550A	2016	Chevrolet	COLORADO	16	Trade on New	Yes	\$ 36,904	\$ 37,904	99%	\$8,285	\$0
9	95490B	2019	Jeep	WRANGLER	77	LBO OEM/Leasing Co.	No	\$ 35,780	\$ 35,780	95%	\$4,266	\$1,940
10	5539B	2015	Ram	2500	78	Trade on Used	No	\$ 45,915	\$ 45,915	90%	(\$2,638)	\$3,921
11	16359	2020	Ford	EXPLORER	94	Auction/Wholesale	No	\$ 36,607	\$ 36,607	91%	(\$5,307)	\$3,632
12	54766B	2020	Chevrolet	COLORADO	20	Trade on Used	Yes	\$ 39,577	\$ 39,577	101%	\$3,750	\$2,386
13	95472B	2021	GMC	SIERRA 1500	36	Trade on Used	Yes	\$ 56,587	\$ 56,587	99%	\$341	\$3,590
14	3056B	2015	Jeep	GRAND CHERK	74	Trade on Used	No	\$ 17,769	\$ 17,101	100%	(\$1,280)	\$552
15	16435	2020	Chevrolet	EQUINOX	34	Auction/Wholesale	Yes	\$ 32,902	\$ 32,902	95%	(\$484)	\$3,485
16	16401A	2013	Cadillac	CTS	27	Trade on Used	No	\$ 17,379	\$ 17,000	99%	(\$757)	\$325
17	5572A	2021	Ram	1500	2	Trade on New	No	\$ 46,000	\$ 46,000	97%	\$3,650	\$100
18	16422	2019	Ford	EDGE	46	Auction/Wholesale	No	\$ 29,148	\$ 29,148	93%	(\$1,089)	\$574
19	16431A	2021	Ram	1500	27	Trade on Used	No	\$ 47,056	\$ 47,056	95%	\$0	\$1,876
20	16425	2020	Chevrolet	TRAVERSE	47	Auction/Wholesale	Yes	\$ 39,678	\$ 39,678	94%	(\$4,458)	\$550
21	16443	2019	Cadillac	XT5	27	Auction/Wholesale	No	\$ 40,365	\$ 40,365	98%	\$1,904	\$850
22	16434	2020	Buick	ENVISION	38	Auction/Wholesale	Yes	\$ 36,250	\$ 36,250	92%	(\$3,575)	\$1,801
23	95509A	2019	Chevrolet	TRAVERSE	73	Trade on New	Yes	\$ 41,957	\$ 41,057	95%	(\$1,097)	\$3,956
24	54694A	2018	Ford	F350	123	Trade on New	No	\$ 57,785	\$ 57,285	96%	\$6,106	\$2,933
25	16395	2021	Jeep	GLADIATOR	71	Auction/Wholesale	No	\$ 50,838	\$ 50,838	92%	(\$4,053)	\$717
26	95506A	2018	Chevrolet	EQUINOX	71	Trade on New	Yes	\$ 19,961	\$ 19,961	91%	\$434	\$3,473
27	16437	2017	Dodge	CHALLENGER	37	Street/Curb Buy	No	\$ 40,198	\$ 40,198	98%	\$3,236	\$2,433

28	16409	2019	Chevrolet	EQUINOX	58	Auction/Wholesale	Yes	\$	22,562	\$	22,562	94%	\$686	\$1,205
29	16450	2020	Chevrolet	EQUINOX	23	Auction/Wholesale	Yes	\$	32,591	\$	32,591	95%	(\$2,122)	\$856
30	3093A	2017	Jeep	CHEROKEE	57	Trade on New	No	\$	25,933	\$	25,631	96%	\$2,839	\$1,100
31	16454	2019	Chevrolet	IMPALA	19	Auction/Wholesale	Yes	\$	26,611	\$	26,000	98%	(\$8)	\$2,355
32	16408	2019	Jeep	GRAND CHERK	60	Auction/Wholesale	No	\$	37,159	\$	37,159	95%	(\$2,241)	\$4,009
33	54773A	2018	GMC	YUKON XL	26	Trade on New	Yes	\$	60,670	\$	60,670	100%	\$5,222	\$1,607
34	95525A	2017	Chevrolet	SILV 1500	16	Trade on New	Yes	\$	34,933	\$	34,500	100%	\$516	\$699
35	5572B	2014	Ford	F150	7	Trade on Used	No	\$	29,899	\$	29,700	102%	\$4,256	\$1,050
36	95472C	2016	Ram	1500	10	Trade on Used	No	\$	31,514	\$	31,310	99%	\$2,737	\$1,485
37	16343B	2018	Buick	ENCLAVE	20	Trade on Used	Yes	\$	39,944	\$	39,301	100%	\$2,069	\$1,404
38	95548A	2016	Chevrolet	SUBURBAN	27	Trade on New	No	\$	37,836	\$	37,836	103%	\$394	\$2,893
39	3056C	2009	Volkswagen	JETTA	11	Trade on Used	No	\$	7,768	\$	6,150	96%	\$2,330	\$0
40	16420A	2012	Subaru	OUTBACK	26	Trade on Used	No	\$	15,338	\$	15,338	103%	\$3,442	\$438
41	3111B	2017	Chevrolet	CRUZE	24	Trade on Used	Yes	\$	17,420	\$	17,420	104%	\$3,634	\$525
42	95560A	2014	GMC	SIERRA 1500	22	Trade on New	No	\$	27,870	\$	26,750	100%	\$5,474	\$2,244
43	16470	2019	Buick	ENCLAVE	12	Auction/Wholesale	Yes	\$	39,940	\$	39,940	99%	(\$3,740)	\$2,473
44	16389	209	Toyota	TACOMA	85	Auction/Wholesale	No	\$	36,043	\$	36,043	93%	\$687	\$1,752
45	95516A	2017	Cadillac	TAHOE	61	Trade on New	No	\$	37,930	\$	37,930	90%	(\$3,190)	\$1,305
46	16463	2018	Chrysler	PACIFICA	25	Street/Curb Buy	No	\$	33,890	\$	33,390	101%	\$2,934	\$1,941
47	5566A	2019	Ram	1500	23	Trade on New	No	\$	45,866	\$	45,866	101%	\$4,807	\$1,160
48	16402A	2018	Mazda	MAZDA3	56	Trade on Used	No	\$	22,832	\$	22,582	94%	\$382	\$1,362
49	16474	2018	Chevrolet	EQUINOX	11	LBO OEM/Leasing Co.	Yes	\$	27,309	\$	27,000	103%	\$6,319	\$929
50	16299	2019	Ford	EXPEDITION	184	Auction/Wholesale	No	\$	53,630	\$	54,630	98%	(\$5,697)	\$100
51	16337B	2020	Toyota	HIGHLANDER	59	Trade on Used	No	\$	47,570	\$	47,500	98%	\$2,668	\$0
52	16444	2019	Lincoln	MKC	37	Auction/Wholesale	No	\$	35,961	\$	36,250	93%	(\$2,638)	\$0
53	95512A	2019	Ford	EXPEDITION	81	Trade on New	No	\$	46,735	\$	46,735	93%	(\$2,410)	\$1,951

## Scoreboard Totals

% Retailed of Non-Franchise Make	21%
Total # Retail Units	107
Avg. Days to Sale	41.6
Avg. Advertised Price (Time of Sale)	\$ 34,644
Avg. Transaction Price	\$ 34,519
Avg. Market Price at 100%	\$ 35,757
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 125
Avg. Front-End Gross	\$ 1,620
Avg. Finance Gross	\$ 1,664
PUVR	\$ 3,285
Total Gross (Units & PUVR)	\$ 351,445
GROI	82%
% with Trade	44%
Avg. Over/Under Allowance	(\$45)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	BRIAN KRUSCHKE	JON SPECKHALS
% Retailed of Non-New Franchise	21%	22%	26%
Total # Retail Units	107	27	53
Avg. Days to Sale	41.6	59.9	35.2
Avg. Advertised Price (Time of Sale)	\$ 34,644	\$ 36,422	\$ 33,493
Avg. Transaction Price	\$ 34,519	\$ 36,204	\$ 33,360
Avg. Market Price at 100%	\$ 35,757	\$ 37,572	\$ 34,599
Avg. Price to Market % (Time of Sale)	97%	97%	97%
Avg. Transaction to Market	97%	96%	96%
Avg. Transactional Discount	\$ 125	\$ 218	\$ 133
Avg. Front-End Gross	\$ 1,620	\$ 1,108	\$ 2,088
Avg. Finance Gross	\$ 1,664	\$ 2,182	\$ 1,448
PUVR	\$ 3,285	\$ 3,290	\$ 3,536
Total Gross (Units & PUVR)	\$ 351,445	\$ 88,835	\$ 187,391
GROI	82%	55%	108%
% with Trade	44%	48%	40%
Avg. Over/Under Allowance	-45	-115	-91



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

GREG BROWN	DAVE VOLKART	BEN WOLF	TYLER JAKES
6%	13%	50%	0%
16	8	2	1
36.7	42.0	13.5	17.0
\$ 35,309	\$ 34,704	\$ 28,047	\$ 49,738
\$ 35,250	\$ 34,954	\$ 27,948	\$ 48,481
\$ 36,525	\$ 36,330	\$ 28,021	\$ 50,240
97%	96%	100%	99%
97%	96%	100%	96%
\$ 59	\$ (250)	\$ 100	\$ 1,257
\$ 862	\$ 1,475	\$ 2,608	\$ 1,982
\$ 1,842	\$ 1,201	\$ 1,100	\$ 1,150
\$ 2,704	\$ 2,677	\$ 3,708	\$ 3,132
\$ 43,259	\$ 21,413	\$ 7,417	\$ 3,132
75%	66%	354%	137%
38%	63%	50%	100%
0	260	0	0





## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	BOB FORD	MICHAEL BROWN
% Retailed of Non-New Franchise	21%	9%	0%
Total # Retail Units	107	11	6
Avg. Days to Sale	41.6	41.1	29.0
Avg. Advertised Price (Time of Sale)	\$ 34,644	\$ 46,200	\$ 30,177
Avg. Transaction Price	\$ 34,519	\$ 46,004	\$ 29,926
Avg. Market Price at 100%	\$ 35,757	\$ 47,510	\$ 30,492
Avg. Price to Market % (Time of Sale)	97%	97%	99%
Avg. Transaction to Market	97%	97%	98%
Avg. Transactional Discount	\$ 125	\$ 196	\$ 251
Avg. Front-End Gross	\$ 1,620	\$ 2,185	\$ 984
Avg. Finance Gross	\$ 1,664	\$ 2,361	\$ 1,624
PUVR	\$ 3,285	\$ 4,546	\$ 2,608
Total Gross (Units & PUVR)	\$ 351,445	\$ 50,010	\$ 15,649
GROI	82%	87%	108%
% with Trade	44%	55%	33%
Avg. Over/Under Allowance	-45	-83	400



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KEVIN LEE	NATE STOEKEL	MIKE HRUBY	RANDY BELTRAN
25%	50%	0%	18%
12	8	7	11
33.7	43.6	43.6	48.0
\$ 32,495	\$ 31,210	\$ 35,117	\$ 26,651
\$ 32,367	\$ 31,136	\$ 35,117	\$ 26,659
\$ 33,852	\$ 32,553	\$ 35,983	\$ 28,192
96%	96%	98%	95%
96%	96%	98%	95%
\$ 127	\$ 74	\$ -	\$ (8)
\$ 4,566	\$ 861	\$ 1,327	\$ (1,183)
\$ 1,123	\$ 1,456	\$ 2,014	\$ 1,474
\$ 5,689	\$ 2,317	\$ 3,341	\$ 291
\$ 68,267	\$ 18,537	\$ 23,385	\$ 3,199
188%	61%	79%	8%
33%	13%	57%	36%
-170	0	188	-50

JOSH SOLBERG	SEAN MCCASLIN	DAYMOND RAMSEY	CELENA ORTIZ
25%	9%	0%	35%
4	11	3	23
22.8	60.9	39.0	43.7
\$ 39,806	\$ 37,849	\$ 33,340	\$ 32,579
\$ 39,700	\$ 37,921	\$ 33,136	\$ 32,341
\$ 40,144	\$ 39,383	\$ 35,224	\$ 33,630
99%	96%	95%	97%
99%	96%	94%	96%
\$ 106	\$ (72)	\$ 204	\$ 238
\$ 1,015	\$ 1,406	\$ (1,941)	\$ 1,606
\$ 2,600	\$ 1,788	\$ 2,721	\$ 1,624
\$ 3,616	\$ 3,194	\$ 780	\$ 3,230
\$ 14,462	\$ 35,136	\$ 2,340	\$ 74,283
144%	50%	22%	82%
50%	64%	33%	43%
-500	114	-400	-98

ERYN ANDERSON			
25%	#DIV/0!	#DIV/0!	#DIV/0!
8	0	0	0
37.4	#DIV/0!	#DIV/0!	#DIV/0!
\$ 38,702	#DIV/0!	#DIV/0!	#DIV/0!
\$ 38,818	#DIV/0!	#DIV/0!	#DIV/0!
\$ 39,309	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!	#DIV/0!
\$ (116)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,814	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,041	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,855	#DIV/0!	#DIV/0!	#DIV/0!
\$ 38,840	#DIV/0!	#DIV/0!	#DIV/0!
120%	#DIV/0!	#DIV/0!	#DIV/0!
50%	#DIV/0!	#DIV/0!	#DIV/0!
-175	#DIV/0!	#DIV/0!	#DIV/0!

























## Scoreboard

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Finance Manager	Totals	DAVE VOLKARTER	IN FAHEY
% Retailed of Non-New Franchise	21%	27%	20%
Total # Retail Units	107	15	54
Avg. Days to Sale	41.6	36.1	47.6
Avg. Advertised Price (Time of Sale)	\$ 34,644	\$ 30,085	\$ 35,228
Avg. Transaction Price	\$ 34,519	\$ 30,069	\$ 35,148
Avg. Market Price at 100%	\$ 35,757	\$ 31,205	\$ 36,481
Avg. Price to Market % (Time of Sale)	97%	96%	97%
Avg. Transaction to Market	97%	96%	96%
Avg. Transactional Discount	\$ 125	\$ 17	\$ 79
Avg. Front-End Gross	\$ 1,620	\$ 1,499	\$ 1,161
Avg. Finance Gross	\$ 1,664	\$ 769	\$ 1,599
PUVR	\$ 3,285	\$ 2,268	\$ 2,761
Total Gross (Units & PUVR)	\$ 351,445	\$ 34,019	\$ 149,073
GROI	82%	75%	59%
% with Trade	44%	0%	0%
Avg. Over/Under Allowance	-45	-280	53



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KIKI KORUM			
21%	#DIV/0!	#DIV/0!	#DIV/0!
38	0	0	0
35.2	#DIV/0!	#DIV/0!	#DIV/0!
\$ 35,615	#DIV/0!	#DIV/0!	#DIV/0!
\$ 35,382	#DIV/0!	#DIV/0!	#DIV/0!
\$ 36,617	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 232	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,320	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,110	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,430	#DIV/0!	#DIV/0!	#DIV/0!
\$ 168,353	#DIV/0!	#DIV/0!	#DIV/0!
128%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
-55	#DIV/0!	#DIV/0!	#DIV/0!



## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	107	40	67
Avg. Days to Sale	41.6	32.2	47.2
Avg. Advertised Price (Time of Sale)	\$ 34,644	\$ 37,095	\$ 33,036
Avg. Transaction Price	\$ 34,519	\$ 37,004	\$ 33,036
Avg. Market Price at 100%	\$ 35,757	\$ 38,011	\$ 34,464
Avg. Price to Market % (Time of Sale)	97%	98%	96%
Avg. Transaction to Market	97%	97%	96%
Avg. Transactional Discount	\$ 125	\$ 91	\$ 145
Avg. Front-End Gross	\$ 1,620	\$ 2,361	\$ 1,178
Avg. Finance Gross	\$ 1,664	\$ 1,966	\$ 1,484
PUVR	\$ 3,285	\$ 4,326	\$ 2,663
Total Gross (Units & PUVR)	\$ 351,445	\$ 173,051	\$ 178,394
GROI	82%	131%	61%
% with Trade	44%	63%	33%
Avg. Over/Under Allowance	-45	-24	-69



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	107	84	23
Avg. Days to Sale	41.6	37.3	57.3
Avg. Advertised Price (Time of Sale)	\$ 34,644	\$ 35,718	\$ 30,560
Avg. Transaction Price	\$ 34,519	\$ 35,603	\$ 30,560
Avg. Market Price at 100%	\$ 35,757	\$ 36,798	\$ 32,108
Avg. Price to Market % (Time of Sale)	97%	97%	95%
Avg. Transaction to Market	97%	97%	95%
Avg. Transactional Discount	\$ 125	\$ 115	\$ 162
Avg. Front-End Gross	\$ 1,620	\$ 1,791	\$ 998
Avg. Finance Gross	\$ 1,664	\$ 1,833	\$ 1,047
PUVR	\$ 3,285	\$ 3,624	\$ 2,044
Total Gross (Units & PUVR)	\$ 351,445	\$ 304,425	\$ 47,020
GROI	82%	98%	42%
% with Trade	44%	30%	96%
Avg. Over/Under Allowance	-45	-38	-86



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	107	33	31
% of Retail Units	100%	31%	29%
% Retailed of Non-New Franchise	21%	21%	26%
Avg. Days to Sale	41.6	36.4	39.4
Avg. Transaction Price	\$ 34,519	\$ 41,575	\$ 29,344
Avg. Transaction to Market %	97%	98%	96%
Avg. Transactional Discount	\$ 125	\$ 126	\$ 276
Avg. Front End Gross	\$ 1,620	\$ 3,413	\$ 1,489
Avg. Finance Gross	\$ 1,664	\$ 1,753	\$ 1,417
PUVR	\$ 3,285	\$ 5,166	\$ 2,906
Total Gross (Units & PUVR)	\$ 351,445	\$ 170,482	\$ 90,073
GROI	82%	123%	91%
% with Trade	44%	61%	29%
Avg. Over/Under Allowance	-45	-123	-256



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
9	30	0	0
8%	28%	0%	0%
11%	23%	#DIV/0!	#DIV/0!
55.1	45.0	#DIV/0!	#DIV/0!
\$ 32,736	\$ 33,443	#DIV/0!	#DIV/0!
97%	95%	#DIV/0!	#DIV/0!
\$ 223	\$ (56)	#DIV/0!	#DIV/0!
\$ 2,725	\$ (926)	#DIV/0!	#DIV/0!
\$ 2,008	\$ 1,698	#DIV/0!	#DIV/0!
\$ 4,733	\$ 772	#DIV/0!	#DIV/0!
\$ 42,593	\$ 23,167	#DIV/0!	#DIV/0!
94%	18%	#DIV/0!	#DIV/0!
11%	50%	#DIV/0!	#DIV/0!
1,000	57	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
4	0	0
4%	0%	0%
0%	#DIV/0!	#DIV/0!
45.0	#DIV/0!	#DIV/0!
\$ 28,502	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!
\$ 77	#DIV/0!	#DIV/0!
\$ 4,458	#DIV/0!	#DIV/0!
\$ 1,824	#DIV/0!	#DIV/0!
\$ 6,283	#DIV/0!	#DIV/0!
\$ 25,130	#DIV/0!	#DIV/0!
176%	#DIV/0!	#DIV/0!
50%	#DIV/0!	#DIV/0!
400	#DIV/0!	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	107	54	12
% of Retail Units	100%	50%	11%
% Retailed of Non-New Franchise	21%	15%	25%
Avg. Days to Sale	41.6	17.8	38.3
Avg. Transaction Price	\$ 34,519	\$ 34,663	\$ 35,393
Avg. Transaction to Market %	97%	98%	95%
Avg. Transactional Discount	\$ 125	\$ 186	\$ 234
Avg. Front End Gross	\$ 1,620	\$ 3,076	\$ 1,428
Avg. Finance Gross	\$ 1,664	\$ 1,659	\$ 1,840
PUVR	\$ 3,285	\$ 4,735	\$ 3,268
Total Gross (Units & PUVR)	\$ 351,445	\$ 255,691	\$ 39,213
GROI	82%	277%	87%
% with Trade	44%	46%	50%
Avg. Over/Under Allowance	-45	-114	-100



46-60 days	61-90 days	90+ days
17	17	7
16%	16%	7%
24%	24%	57%
54.4	74.2	120.6
\$ 30,711	\$ 35,047	\$ 39,884
94%	94%	93%
\$ (81)	\$ 116	\$ (14)
\$ (382)	\$ (132)	\$ (163)
\$ 1,351	\$ 1,828	\$ 1,767
\$ 969	\$ 1,697	\$ 1,604
\$ 16,468	\$ 28,844	\$ 11,229
21%	23%	12%
29%	53%	29%
60	117	0