

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Travis Fitzgerald	Jeff Giesler	Richard Witowski
Dennis Bronough	John Urankar	Rocco Moore
John Urankar	Marc Brevard	Dave Matthews
	Jim Massarella	William Hannigan
		Rodney Boyd
		Tim Curtis
		Ado Nesimovic
		Quinton Worth
		Casey
		Matt Brotherton
		Jim Massarella
		Michael Miller
		Oscar Waters
		Ike Bibas
		John Eichhorn
		Dennis Bronough

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CPO	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	M9536	2019	Lincoln	MKZ	1	Other	Yes	\$ 32,990	\$ 32,990	106%	\$2,849	\$640
2	RM9519	2017	Ford	FUSION	4	Auction/Wholesale	Yes	\$ 19,200	\$ 19,200	96%	\$1,714	\$2,180
3	RK9085	2017	Chevrolet	TRAVERSE	144	Auction/Wholesale	No	\$ 24,256	\$ 23,500	109%	\$471	\$1,461
4	T08683A	2020	Ford	EXPLORER	78	Trade on New	Yes	\$ 54,994	\$ 53,535	101%	\$905	\$2,805
5	RK9245	2015	Kia	OPTIMA	18	Auction/Wholesale	Yes	\$ 18,958	\$ 17,645	103%	\$813	\$1,000
6	T08866A	2017	Ford	ESCAPE	11	Trade on New	Yes	\$ 24,994	\$ 24,994	105%	\$1,955	\$1,855
7	M9411	2018	Ford	ECOSPORT	92	Auction/Wholesale	Yes	\$ 21,850	\$ 21,850	106%	\$1,092	\$3,069
8	PK9223	2020	Ford	EDGE	46	LBO Customer	Yes	\$ 37,985	\$ 37,900	99%	\$5,922	\$3,118
9	T08696B	2020	Ford	ESCAPE	69	Trade on New	Yes	\$ 33,990	\$ 33,990	101%	\$2,919	\$0
10	RM9525	2017	Mitsubishi	MIRAGE	9	Auction/Wholesale	Yes	\$ 14,994	\$ 13,994	90%	\$1,758	\$2,944
11	RM9478A	2017	Ford	ESCAPE	38	Trade on Used	No	\$ 15,227	\$ 15,227	100%	(\$56)	\$1,816
12	T08640A	2014	Jeep	PATRIOT	141	Trade on New	No	\$ 11,977	\$ 11,269	91%	\$1,785	\$0
13	PK9197	2007	Toyota	TACOMA	63	Auction/Wholesale	No	\$ 16,995	\$ 16,495	85%	\$856	\$0
14	RM9412	2019	Ford	FIESTA	60	Auction/Wholesale	Yes	\$ 18,597	\$ 18,597	109%	(\$230)	\$744
15	RK9122	2020	Mitsubishi	MIRAGE	130	Auction/Wholesale	Yes	\$ 17,985	\$ 17,985	108%	\$2,763	\$2,848
16	RK9183	2015	Ford	TAURUS	73	Auction/Wholesale	No	\$ 22,790	\$ 22,790	100%	\$1,977	\$1,772
17	Rk9237	2015	Ford	TAURUS	31	Auction/Wholesale	Yes	\$ 16,995	\$ 16,995	110%	\$2,047	\$750
18	RM9498	2017	Hyundai	ACCENT	82	Auction/Wholesale	Yes	\$ 14,994	\$ 14,994	101%	(\$1,009)	\$3,371
19	PK9037	2019	Kia	RIO	198	Auction/Wholesale	Yes	\$ 17,858	\$ 17,358	100%	(\$427)	\$0
20	T08608A	2017	Ford	ESCAPE	152	Trade on New	Yes	\$ 21,987	\$ 21,987	104%	(\$90)	\$2,183
21	PK9255	2012	Lincoln	MKS	10	Other	No	\$ 17,958	\$ 16,995	85%	\$3,540	\$1,182
22	RK9200	2015	Chevrolet	EQUINOX	57	Auction/Wholesale	No	\$ 21,801	\$ 22,987	110%	\$840	\$3,285
23	RM9464A	2016	Chevrolet	COLORADO	33	Trade on Used	No	\$ 29,994	\$ 29,994	96%	\$2,379	\$2,550
24	PK9075	2019	Kia	RIO	174	Auction/Wholesale	Yes	\$ 18,911	\$ 18,911	100%	\$474	\$283
25	RM9523	2014	Nissan	ROGUE	20	Auction/Wholesale	No	\$ 15,994	\$ 14,995	105%	\$1,321	\$945
26	RM9486	2016	Subaru	WRX	69	Street/Curb Buy	Yes	\$ 24,994	\$ 24,244	101%	(\$535)	\$1,258
27	RK9204	2018	Chevrolet	EQUINOX	60	Auction/Wholesale	No	\$ 20,990	\$ 20,990	90%	\$1,730	\$528
28	T08755A	2017	Ford	FIESTA	54	Trade on New	Yes	\$ 15,994	\$ 15,994	99%	\$2,267	\$992
29	RK9184	2012	BMW	Z4	78	Auction/Wholesale	No	\$ 26,990	\$ 25,900	100%	\$979	\$0

30	M9431	2018	Hyundai	SONATA	89	Auction/Wholesale	No	\$	21,855	\$	20,855	92%	\$1,964	\$749
31	T08603A	2021	GMC	SIERRA	182	Trade on New	Yes	\$	50,977	\$	50,977	98%	\$771	\$1,884
32	RM9479	2019	Nissan	SENTRA	85	Auction/Wholesale	Yes	\$	14,416	\$	13,990	85%	\$465	\$574
33	M9314	2020	Ford	ESCAPE	291	Auction/Wholesale	Yes	\$	28,977	\$	28,777	93%	(\$754)	\$4,304
34	M9555	2016	Jeep	GRAND CHEROKEE	1	Other	Yes	\$	35,675	\$	35,675	98%	(\$372)	\$3,953
35	T08936A	2019	Audi	A4	7	Trade on New	Yes	\$	39,994	\$	38,000	105%	\$3,280	\$0
36	RK9175	2016	Ram	1500	85	Auction/Wholesale	Yes	\$	28,060	\$	28,060	98%	\$1,277	\$2,136
37	T08806A	2017	Ford	EXPLORER	28	Trade on New	No	\$	21,994	\$	21,994	96%	\$3,453	\$749
38	RK9188	2020	Mitsubishi	MIRAGE	81	Auction/Wholesale	Yes	\$	17,890	\$	16,995	100%	\$2,070	\$749
39	RK9070	2018	Chevrolet	IMPALA	180	Auction/Wholesale	Yes	\$	25,126	\$	25,126	102%	(\$134)	\$2,762
40	PK9167	2020	Ford	TRANSIT	93	Auction/Wholesale	Yes	\$	43,995	\$	40,995	95%	\$2,886	\$1,538
41	RM9455	2018	Ford	TRANSIT	91	Auction/Wholesale	Yes	\$	39,995	\$	37,895	98%	\$8,768	\$2,000
42	T08752A	2018	Ford	F-150	78	Trade on New	Yes	\$	36,977	\$	36,977	85%	\$261	\$0
43	C09193A	2008	Ford	MUSTANG	18	Trade on New	No	\$	13,994	\$	13,994	76%	\$3,239	\$0
44	RK9228	2014	Hyundai	EQUUS	57	Auction/Wholesale	No	\$	20,990	\$	20,990	90%	\$1,872	\$370
45	T08598A	2021	Ford	BRONCO SPORT	223	Trade on New	Yes	\$	34,450	\$	39,450	95%	\$1,990	\$2,308
46	T08631A	2019	Ford	F-150	132	Trade on New	Yes	\$	39,997	\$	43,997	98%	(\$620)	\$4,306
47	T08833A	2011	Honda	FIT	15	Trade on New	No	\$	12,994	\$	10,489	89%	\$1,675	\$305
48	RM9465	2020	Ford	F-250	92	Auction/Wholesale	Yes	\$	54,994	\$	62,994	98%	\$4,709	\$1,339
49	RM9529	2017	Ford	FOCUS	27	Auction/Wholesale	Yes	\$	14,994	\$	13,949	100%	\$695	\$150
50	T08832A	2017	Ford	EDGE	42	Trade on New	Yes	\$	23,994	\$	23,994	101%	\$2,211	\$2,049
51	M9518	2019	Ram	1500	30	Auction/Wholesale	Yes	\$	36,994	\$	35,794	105%	\$2,828	\$1,559
52	T08603B	2007	Ford	F-150	9	Trade on New	No	\$	9,995	\$	9,995	NA	\$3,819	\$472
53	T08431C	2014	Ford	MUSTANG	66	Trade on New	No	\$	21,994	\$	18,500	107%	\$2,968	\$2,861

Scoreboard Totals

% Retailed of Non-Franchise Make	62%
Total # Retail Units	98
Avg. Days to Sale	79.4
Avg. Advertised Price (Time of Sale)	\$ 23,723
Avg. Transaction Price	\$ 23,558
Avg. Market Price at 100%	\$ 23,741
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	99%
Avg. Transactional Discount	\$ 165
Avg. Front-End Gross	\$ 1,345
Avg. Finance Gross	\$ 1,459
PUVR	\$ 2,804
Total Gross (Units & PUVR)	\$ 274,752
GROI	54%
% with Trade	31%
Avg. Over/Under Allowance	(\$854)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Travis Fitzgerald
% Retailed of Non-New Franchise	62%	#DIV/0!	66%
Total # Retail Units	98	0	50
Avg. Days to Sale	79.4	#DIV/0!	71.2
Avg. Advertised Price (Time of Sale)	\$ 23,723	#DIV/0!	\$ 21,455
Avg. Transaction Price	\$ 23,558	#DIV/0!	\$ 20,949
Avg. Market Price at 100%	\$ 23,741	#DIV/0!	\$ 21,760
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	99%
Avg. Transaction to Market	99%	#DIV/0!	96%
Avg. Transactional Discount	\$ 165	#DIV/0!	\$ 506
Avg. Front-End Gross	\$ 1,345	#DIV/0!	\$ 1,535
Avg. Finance Gross	\$ 1,459	#DIV/0!	\$ 1,333
PUVR	\$ 2,804	#DIV/0!	\$ 2,868
Total Gross (Units & PUVR)	\$ 274,752	#DIV/0!	\$ 143,411
GROI	54%	#DIV/0!	69%
% with Trade	31%	#DIV/0!	26%
Avg. Over/Under Allowance	-854	#DIV/0!	-39



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

Dennis Bronough	John Urankar		
48%	76%	#DIV/0!	#DIV/0!
31	17	0	0
75.9	110.0	#DIV/0!	#DIV/0!
\$ 26,467	\$ 25,386	#DIV/0!	#DIV/0!
\$ 26,483	\$ 25,897	#DIV/0!	#DIV/0!
#VALUE!	#VALUE!	#DIV/0!	#DIV/0!
#VALUE!	#VALUE!	#DIV/0!	#DIV/0!
#VALUE!	#VALUE!	#DIV/0!	#DIV/0!
\$ (16)	\$ (510)	#DIV/0!	#DIV/0!
\$ 1,350	\$ 774	#DIV/0!	#DIV/0!
\$ 1,641	\$ 1,497	#DIV/0!	#DIV/0!
\$ 2,991	\$ 2,271	#DIV/0!	#DIV/0!
\$ 92,734	\$ 38,607	#DIV/0!	#DIV/0!
54%	29%	#DIV/0!	#DIV/0!
45%	18%	#DIV/0!	#DIV/0!
-1,544	-1,167	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Mike Lucki	Richard Witowski
% Retailed of Non-New Franchise	62%	#DIV/0!	27%
Total # Retail Units	98	0	15
Avg. Days to Sale	79.4	#DIV/0!	69.8
Avg. Advertised Price (Time of Sale)	\$ 23,723	#DIV/0!	\$ 29,510
Avg. Transaction Price	\$ 23,558	#DIV/0!	\$ 30,071
Avg. Market Price at 100%	\$ 23,741	#DIV/0!	\$ 29,315
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	101%
Avg. Transaction to Market	99%	#DIV/0!	103%
Avg. Transactional Discount	\$ 165	#DIV/0!	\$ (561)
Avg. Front-End Gross	\$ 1,345	#DIV/0!	\$ 1,625
Avg. Finance Gross	\$ 1,459	#DIV/0!	\$ 1,702
PUVR	\$ 2,804	#DIV/0!	\$ 3,327
Total Gross (Units & PUVR)	\$ 274,752	#DIV/0!	\$ 49,908
GROI	54%	#DIV/0!	57%
% with Trade	31%	#DIV/0!	73%
Avg. Over/Under Allowance	-854	#DIV/0!	-2,015



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

Dave Matthews	Tim Curtis	Matt Brotherton	Ado Nesimovic
67%	50%	75%	67%
12	10	4	18
66.5	59.7	48.3	66.9
\$ 22,859	\$ 17,609	\$ 32,409	\$ 24,342
\$ 22,649	\$ 16,765	\$ 32,409	\$ 23,717
\$ 22,365	\$ 17,518	#VALUE!	\$ 23,993
102%	101%	#VALUE!	101%
101%	96%	#VALUE!	99%
\$ 211	\$ 845	\$ -	\$ 626
\$ 1,119	\$ 1,153	\$ 1,767	\$ 1,798
\$ 1,560	\$ 968	\$ 1,737	\$ 1,653
\$ 2,679	\$ 2,121	\$ 3,504	\$ 3,451
\$ 32,148	\$ 21,208	\$ 14,016	\$ 62,117
64%	76%	81%	78%
17%	20%	25%	39%
-1,474	0	0	-26

Ike Bibas	Dennis Bronough	Quinton Worth	
50%	75%	85%	#DIV/0!
2	8	13	0
35.0	122.3	84.0	#DIV/0!
\$ 23,476	\$ 26,526	\$ 19,943	#DIV/0!
\$ 22,995	\$ 27,480	\$ 19,790	#DIV/0!
\$ 25,061	#VALUE!	\$ 20,632	#DIV/0!
94%	#VALUE!	97%	#DIV/0!
92%	#VALUE!	96%	#DIV/0!
\$ 482	\$ (954)	\$ 153	#DIV/0!
\$ 3,195	\$ 428	\$ 1,133	#DIV/0!
\$ 702	\$ 1,758	\$ 907	#DIV/0!
\$ 3,897	\$ 2,186	\$ 2,041	#DIV/0!
\$ 7,794	\$ 17,490	\$ 26,531	#DIV/0!
174%	23%	44%	#DIV/0!
0%	13%	23%	#DIV/0!
#DIV/0!	0	-67	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	Jeff Giesler
% Retailed of Non-New Franchise	62%	#DIV/0!	67%
Total # Retail Units	98	0	46
Avg. Days to Sale	79.4	#DIV/0!	70.6
Avg. Advertised Price (Time of Sale)	\$ 23,723	#DIV/0!	\$ 21,417
Avg. Transaction Price	\$ 23,558	#DIV/0!	\$ 20,895
Avg. Market Price at 100%	\$ 23,741	#DIV/0!	\$ 21,547
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	99%
Avg. Transaction to Market	99%	#DIV/0!	97%
Avg. Transactional Discount	\$ 165	#DIV/0!	\$ 522
Avg. Front-End Gross	\$ 1,345	#DIV/0!	\$ 1,390
Avg. Finance Gross	\$ 1,459	#DIV/0!	\$ 1,301
PUVR	\$ 2,804	#DIV/0!	\$ 2,690
Total Gross (Units & PUVR)	\$ 274,752	#DIV/0!	\$ 123,758
GROI	54%	#DIV/0!	66%
% with Trade	31%	#DIV/0!	0%
Avg. Over/Under Allowance	-854	#DIV/0!	-42



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

John Urankar	Marc Brevard	Jim Massarella	
53%	67%	100%	#DIV/0!
45	3	4	0
91.4	21.7	88.3	#DIV/0!
\$ 26,210	\$ 23,646	\$ 22,316	#DIV/0!
\$ 26,506	\$ 22,963	\$ 21,461	#DIV/0!
#VALUE!	\$ 25,385	\$ 23,225	#DIV/0!
#VALUE!	93%	96%	#DIV/0!
#VALUE!	90%	92%	#DIV/0!
\$ (297)	\$ 683	\$ 855	#DIV/0!
\$ 1,166	\$ 3,740	\$ 1,043	#DIV/0!
\$ 1,674	\$ 2,415	\$ 144	#DIV/0!
\$ 2,840	\$ 6,155	\$ 1,187	#DIV/0!
\$ 127,782	\$ 18,464	\$ 4,748	#DIV/0!
42%	445%	23%	#DIV/0!
0%	0%	0%	#DIV/0!
-1,477	#DIV/0!	0	#DIV/0!

Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	98	58	40
Avg. Days to Sale	79.4	101.6	47.2
Avg. Advertised Price (Time of Sale)	\$ 23,723	\$ 27,957	\$ 17,193
Avg. Transaction Price	\$ 23,558	\$ 27,947	\$ 17,193
Avg. Market Price at 100%	\$ 23,741	\$ 28,064	#VALUE!
Avg. Price to Market % (Time of Sale)	100%	100%	#VALUE!
Avg. Transaction to Market	99%	100%	#VALUE!
Avg. Transactional Discount	\$ 165	\$ 9	\$ 390
Avg. Front-End Gross	\$ 1,345	\$ 1,200	\$ 1,554
Avg. Finance Gross	\$ 1,459	\$ 1,796	\$ 970
PUVR	\$ 2,804	\$ 2,996	\$ 2,524
Total Gross (Units & PUVR)	\$ 274,752	\$ 173,786	\$ 100,967
GROI	54%	38%	112%
% with Trade	31%	43%	13%
Avg. Over/Under Allowance	-854	-965	-300



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	98	37	61
Avg. Days to Sale	79.4	73.3	83.1
Avg. Advertised Price (Time of Sale)	\$ 23,723	\$ 26,672	\$ 21,708
Avg. Transaction Price	\$ 23,558	\$ 26,609	\$ 21,708
Avg. Market Price at 100%	\$ 23,741	#VALUE!	#VALUE!
Avg. Price to Market % (Time of Sale)	100%	#VALUE!	#VALUE!
Avg. Transaction to Market	99%	#VALUE!	#VALUE!
Avg. Transactional Discount	\$ 165	\$ 63	\$ 226
Avg. Front-End Gross	\$ 1,345	\$ 1,999	\$ 948
Avg. Finance Gross	\$ 1,459	\$ 1,691	\$ 1,318
PUVR	\$ 2,804	\$ 3,690	\$ 2,266
Total Gross (Units & PUVR)	\$ 274,752	\$ 136,514	\$ 138,238
GROI	54%	68%	45%
% with Trade	31%	54%	16%
Avg. Over/Under Allowance	-854	-1,107	-347



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	98	28	4
% of Retail Units	100%	29%	4%
% Retailed of Non-New Franchise	62%	36%	50%
Avg. Days to Sale	79.4	82.0	38.0
Avg. Transaction Price	\$ 23,558	\$ 27,333	\$ 22,728
Avg. Transaction to Market %	99%	#VALUE!	102%
Avg. Transactional Discount	\$ 165	\$ 200	\$ 75
Avg. Front End Gross	\$ 1,345	\$ 1,764	\$ 1,335
Avg. Finance Gross	\$ 1,459	\$ 1,377	\$ 2,145
PUVR	\$ 2,804	\$ 3,141	\$ 3,480
Total Gross (Units & PUVR)	\$ 274,752	\$ 87,953	\$ 13,921
GROI	54%	50%	145%
% with Trade	31%	43%	75%
Avg. Over/Under Allowance	-854	-1,312	-500



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
2	60	0	1
2%	61%	0%	1%
100%	73%	#DIV/0!	0%
38.5	86.7	#DIV/0!	46.0
\$ 15,977	\$ 21,615	#DIV/0!	\$ 37,900
94%	#VALUE!	#DIV/0!	99%
\$ 1,018	\$ 119	#DIV/0!	\$ 85
\$ 117	\$ 1,081	#DIV/0!	\$ 5,922
\$ 916	\$ 1,418	#DIV/0!	\$ 3,118
\$ 1,033	\$ 2,500	#DIV/0!	\$ 9,040
\$ 2,066	\$ 149,980	#DIV/0!	\$ 9,040
60%	48%	#DIV/0!	187%
0%	25%	#DIV/0!	0%
#DIV/0!	-558	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	0	3
0%	0%	3%
#DIV/0!	#DIV/0!	100%
#DIV/0!	#DIV/0!	4.0
#DIV/0!	#DIV/0!	\$ 28,553
#DIV/0!	#DIV/0!	95%
#DIV/0!	#DIV/0!	\$ 321
#DIV/0!	#DIV/0!	\$ 2,006
#DIV/0!	#DIV/0!	\$ 1,925
#DIV/0!	#DIV/0!	\$ 3,931
#DIV/0!	#DIV/0!	\$ 11,792
#DIV/0!	#DIV/0!	1239%
#DIV/0!	#DIV/0!	0%
#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	98	31	11
% of Retail Units	100%	32%	11%
% Retailed of Non-New Franchise	62%	68%	45%
Avg. Days to Sale	79.4	14.2	38.8
Avg. Transaction Price	\$ 23,558	\$ 20,523	\$ 24,208
Avg. Transaction to Market %	99%	#VALUE!	104%
Avg. Transactional Discount	\$ 165	\$ 424	\$ 117
Avg. Front End Gross	\$ 1,345	\$ 1,783	\$ 1,686
Avg. Finance Gross	\$ 1,459	\$ 1,089	\$ 2,288
PUVR	\$ 2,804	\$ 2,872	\$ 3,975
Total Gross (Units & PUVR)	\$ 274,752	\$ 89,032	\$ 43,720
GROI	54%	355%	152%
% with Trade	31%	19%	55%
Avg. Over/Under Allowance	-854	-450	-833



46-60 days	61-90 days	90+ days
12	16	28
12%	16%	29%
58%	69%	61%
54.2	78.7	178.8
\$ 20,481	\$ 22,633	\$ 28,509
100%	93%	100%
\$ 157	\$ 760	\$ (441)
\$ 1,902	\$ 896	\$ 743
\$ 1,080	\$ 1,156	\$ 1,878
\$ 2,982	\$ 2,052	\$ 2,621
\$ 35,781	\$ 32,839	\$ 73,380
97%	41%	19%
8%	31%	43%
500	-1,357	-970