









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	4UT4772	2021	Honda	Pilot	58	Trade on Used		\$ 44,998	\$ 43,883	90%	(\$66)	\$422
2	4UT4803	2022	Chevrolet	Silverado	2	Trade on New	Yes	\$ 85,998	\$ 84,895	97%	\$3,300	\$6,823
3	4UC1581	2006	Pontiac	G6	6	Trade on Used	No	\$ 976	\$ 976	27%	\$0	\$0
4	4UC1578	2019	Chevrolet	Cruze	16	Auction/Wholesale	Yes	\$ 21,998	\$ 21,139	94%	\$1,700	\$1,982
5	4UT4804	2014	Toyota	4Runner	16	Trade on Used	No	\$ 25,488	\$ 24,138	96%	\$4,094	\$0
6	4UC7432	2016	Porsche	Panamera	28	Street/Curb Buy	No	\$ 49,550	\$ 47,330	91%	\$2,304	\$0
7	4UT4798	2018	Ford	Explorer	36	Trade on New	No	\$ 30,488	\$ 29,129	93%	\$2,890	\$0
8	4UC1579	2015	Toyota	Camry	34	Street/Curb Buy	No	\$ 18,488	\$ 17,266	94%	\$2,280	\$1,537
9	4UC7442	2017	Ford	Mustang	19	Street/Curb Buy	No	\$ 25,284	\$ 25,284	96%	\$3,363	\$0
10	4UC1580	2017	Cadillac	ATS	15	Street/Curb Buy		\$ 23,898	\$ 23,898	96%	\$4,164	\$1,329
11	4UT4795	2019	Ram	2500	43	Trade on New	No	\$ 46,786	\$ 46,786	92%	\$1,897	
12	5UT2079	2021	Ram	2500	52	Trade on Used	No	\$ 77,500	\$ 76,737	90%	\$385	\$1,547
13	4ST7419	2019	Chevrolet	Silverado	16	Other	Yes	\$ 45,000	\$ 45,000	93%	\$451	\$836
14	4UC7445	2012	Honda	Accord	32	Street/Curb Buy	No	\$ 10,988	\$ 10,988	94%	\$802	\$0
15	4UT4814	2012	Ram	1500	36	Trade on New	No	\$ 12,588	\$ 11,000	91%	\$1,016	\$181
16	4UT4818	2019	Chevrolet	Malibu	33	Trade on New	Yes	\$ 22,988	\$ 22,127	93%	\$1,121	\$3,140
17	4UT4835	2022	Chevrolet	Silverado	5	Trade on New	Yes	\$ 85,170	\$ 85,170	95%	\$370	\$0
18	4UT7441	2021	Chevrolet	Silverado	18	Trade on New	Yes	\$ 58,998	\$ 57,281	96%	\$3,588	\$2,946
19	4UT7444	2016	GMC	Sierra	34	Trade on New	No	\$ 36,998	\$ 36,242	95%	\$1,692	\$1,453
20	4UT4786	2018	Nissan	Titan	49	Trade on New	No	\$ 33,881	\$ 33,881	89%	\$675	\$2,107
21	UT6033	2019	Cadillac	Escalade	43	Auction/Wholesale	No	\$ 62,853	\$ 62,853	93%	\$483	\$1,632
22	4UT4811	2016	Buick	Enclave	37	Trade on New	No	\$ 20,575	\$ 20,575	92%	\$1,249	\$498
23	4ST7453	2021	Jeep	Cherokee	9	Other	No	\$ 28,880	\$ 28,880	95%	\$961	\$1,790
24	4TL7448	2022	Chevrolet	Silverado	6	Other	Yes	\$ 70,000	\$ 70,000	86%	\$451	\$0
25	4UT7436	2021	Chevrolet	Silverado	32	Trade on New	Yes	\$ 38,993	\$ 38,983	96%	\$1,399	\$1,954
26	4UT7446	2016	Porsche		36	Street/Curb Buy	No	\$ 32,998	\$ 32,122	92%	\$1,949	\$0
27	4UC1586	2021	Toyota	Corolla	29	Trade on New	No	\$ 24,988	\$ 24,791	94%	\$1,979	\$991

28	4UT7449	2014	Honda	CRV	30	Trade on Used	No	\$	15,472	\$	15,472	95%	\$2,402	\$0
29	4UC7459	2019	Nissan	Altima	36	Trade on New	No	\$	24,374	\$	24,374	94%	\$1,703	\$1,135
30	4UC7447	2017	Hyundai	Sonata	12	Street/Curb Buy	No	\$	19,487	\$	19,487	94%	\$2,051	\$0
31	4UT4822	2018	Ford	F250	28	Trade on Used	No	\$	52,588	\$	51,569	94%	\$5,441	\$0
32	4UT7467	2013	Chevrolet	Silverado	18	Street/Curb Buy	No	\$	23,813	\$	23,813	94%	\$2,759	\$2,235
33	4UC1583	2017	Mazda	6	17	Street/Curb Buy	No	\$	20,433	\$	20,443	92%	\$1,571	\$2,975
34	4UT7475	2019	GMC	Yukon	22	Trade on New	Yes	\$	57,850	\$	56,160	95%	\$3,818	\$5,214
35	4UT7458	2020	Chevrolet	Silverado	37	Trade on New	Yes	\$	46,988	\$	46,446	94%	\$2,993	\$2,637
36	4UT7461	2018	Chevrolet	Silverado	34	Street/Curb Buy	Yes	\$	36,988	\$	36,240	94%	\$3,450	\$0
37	4UT4812	2021	Honda	CRV	44	Trade on New	No	\$	35,280	\$	35,280	90%	\$1,866	\$0
38	4UT4841	2004	Ford	F150	5	Trade on Used	No	\$	2,020	\$	2,020	22%	\$300	\$0
39	4UC7470	2015	Chevrolet	Corvette	4	Street/Curb Buy	No	\$	55,998	\$	54,210	94%	\$3,196	\$1,487
40	4ST7454	2017	Ford	F150	32	Other	No	\$	54,935	\$	54,935	94%	\$1,000	\$0
41	4uc7450	2021	Chevrolet	Camaro	29	Street/Curb Buy	Yes	\$	30,980	\$	30,980	93%	\$2,323	\$0
42	4ut4849	2003	Chevrolet	tahoe	4	Trade on New	No	\$	2,126	\$	2,126	42%	(\$20)	\$0
43	4uc1589	2014	Chevrolet	Cruze	8	Trade on Used	No	\$	1,600	\$	1,600	33%	(\$875)	\$0
44	4uc7472	2018	Chevrolet	Mustang	34	Street/Curb Buy	No	\$	29,980	\$	28,470	94%	\$3,292	\$0
45	4uc7480	2022	Cadillac	cts	11	Street/Curb Buy	No	\$	49,888	\$	49,888	96%	\$3,174	\$0
46	4ut4847	2018	Chevrolet	tahoe	37	Trade on New	Yes	\$	46,500	\$	46,500	94%	(\$63)	\$0
47	4ut4833	2017	Ford	f150	28	Trade on New	No	\$	23,998	\$	20,998	95%	\$3,812	\$0
48	4UT4845	2018	GMC	Sierra	29	Trade on New	Yes	\$	41,998	\$	40,108	94%	\$2,407	\$2,778
49	4UT4809	2020	Toyota	4Runner	49	Trade on New	No	\$	42,875	\$	42,875	92%	(\$493)	\$1,185
50	4UT4843	2018	Chevrolet	Silverado	34	Trade on New	Yes	\$	34,444	\$	34,444	93%	\$1,990	\$0
51	4UT7476	2015	Jeep	WRANGLER	8	Street/Curb Buy	No	\$	28,998	\$	28,266	96%	\$1,900	\$0
52	4UT4816	2020	GMC	TERRAIN	46	Street/Curb Buy	Yes	\$	28,824	\$	28,824	91%	\$745	\$2,921
53	4UC1590	2016	ACURA	TL	13	Street/Curb Buy	No	\$	22,895	\$	22,895	96%	\$5,070	\$752

## Scoreboard Totals

% Retailed of Non-Franchise Make	56%
Total # Retail Units	91
Avg. Days to Sale	27.0
Avg. Advertised Price (Time of Sale)	\$ 37,891
Avg. Transaction Price	\$ 37,091
Avg. Market Price at 100%	\$ 41,714
Avg. Price to Market % (Time of Sale)	91%
Avg. Transaction to Market	89%
Avg. Transactional Discount	\$ 800
Avg. Front-End Gross	\$ 1,625
Avg. Finance Gross	\$ 1,191
PUVR	\$ 2,759
Total Gross (Units & PUVR)	\$ 251,105
GROI	99%
% with Trade	40%
Avg. Over/Under Allowance	\$0



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	JC Chapman	Whitney Sumrall
% Retailed of Non-New Franchise	56%	57%	#DIV/0!
Total # Retail Units	91	90	0
Avg. Days to Sale	27.0	27.0	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 37,891	\$ 38,046	#DIV/0!
Avg. Transaction Price	\$ 37,091	\$ 37,238	#DIV/0!
Avg. Market Price at 100%	\$ 41,714	\$ 40,804	#DIV/0!
Avg. Price to Market % (Time of Sale)	91%	93%	#DIV/0!
Avg. Transaction to Market	89%	91%	#DIV/0!
Avg. Transactional Discount	\$ 800	\$ 808	#DIV/0!
Avg. Front-End Gross	\$ 1,625	\$ 1,625	#DIV/0!
Avg. Finance Gross	\$ 1,191	\$ 1,191	#DIV/0!
PUVR	\$ 2,759	\$ 2,790	#DIV/0!
Total Gross (Units & PUVR)	\$ 251,105	\$ 251,105	#DIV/0!
GROI	99%	100%	#DIV/0!
% with Trade	40%	40%	#DIV/0!
Avg. Over/Under Allowance	0	0	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Jeff Posey	Brent Habig
% Retailed of Non-New Franchise	56%	62%	40%
Total # Retail Units	91	21	15
Avg. Days to Sale	27.0	25.1	25.7
Avg. Advertised Price (Time of Sale)	\$ 37,891	\$ 37,515	\$ 52,014
Avg. Transaction Price	\$ 37,091	\$ 36,207	\$ 51,354
Avg. Market Price at 100%	\$ 41,714	\$ 39,845	\$ 55,206
Avg. Price to Market % (Time of Sale)	91%	94%	94%
Avg. Transaction to Market	89%	91%	93%
Avg. Transactional Discount	\$ 800	\$ 1,308	\$ 660
Avg. Front-End Gross	\$ 1,625	\$ 2,076	\$ 1,760
Avg. Finance Gross	\$ 1,191	\$ 1,416	\$ 1,266
PUVR	\$ 2,759	\$ 3,492	\$ 2,941
Total Gross (Units & PUVR)	\$ 251,105	\$ 73,332	\$ 44,122
GROI	99%	138%	80%
% with Trade	40%	57%	40%
Avg. Over/Under Allowance	0	0	#DIV/0!



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

Jack Bailey	Parker Schurb	Marion Conerly	Kurt Wright
63%	86%	33%	73%
8	7	6	15
33.4	27.4	23.5	30.8
\$ 40,019	\$ 45,371	\$ 31,468	\$ 39,688
\$ 39,058	\$ 44,674	\$ 30,922	\$ 39,334
\$ 42,731	\$ 50,112	\$ 33,063	\$ 42,481
94%	91%	95%	93%
91%	89%	94%	93%
\$ 960	\$ 697	\$ 546	\$ 355
\$ 1,423	\$ 2,140	\$ 2,454	\$ 976
\$ 1,710	\$ 221	\$ 1,152	\$ 1,494
\$ 2,919	\$ 2,361	\$ 3,606	\$ 2,470
\$ 23,354	\$ 16,530	\$ 21,638	\$ 37,052
81%	69%	179%	73%
63%	29%	50%	40%
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Chris Cronin	Tyler Tolbert		
60%	29%	#DIV/0!	#DIV/0!
5	7	0	0
30.0	31.0	#DIV/0!	#DIV/0!
\$ 22,349	\$ 28,508	#DIV/0!	#DIV/0!
\$ 20,978	\$ 27,465	#DIV/0!	#DIV/0!
\$ 24,218	\$ 30,290	#DIV/0!	#DIV/0!
92%	94%	#DIV/0!	#DIV/0!
87%	91%	#DIV/0!	#DIV/0!
\$ 1,371	\$ 1,043	#DIV/0!	#DIV/0!
\$ 1,350	\$ 1,453	#DIV/0!	#DIV/0!
\$ 1,275	\$ 722	#DIV/0!	#DIV/0!
\$ 2,625	\$ 2,175	#DIV/0!	#DIV/0!
\$ 13,125	\$ 15,224	#DIV/0!	#DIV/0!
150%	92%	#DIV/0!	#DIV/0!
0%	29%	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!



























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Dan Olson	Whitney Sumra
% Retailed of Non-New Franchise	56%	52%	62%
Total # Retail Units	91	54	29
Avg. Days to Sale	27.0	25.2	30.1
Avg. Advertised Price (Time of Sale)	\$ 37,891	\$ 36,803	\$ 41,628
Avg. Transaction Price	\$ 37,091	\$ 35,834	\$ 41,117
Avg. Market Price at 100%	\$ 41,714	\$ 39,302	\$ 44,737
Avg. Price to Market % (Time of Sale)	91%	94%	93%
Avg. Transaction to Market	89%	91%	92%
Avg. Transactional Discount	\$ 800	\$ 968	\$ 511
Avg. Front-End Gross	\$ 1,625	\$ 1,606	\$ 1,668
Avg. Finance Gross	\$ 1,191	\$ 1,433	\$ 895
PUVR	\$ 2,759	\$ 3,039	\$ 2,501
Total Gross (Units & PUVR)	\$ 251,105	\$ 164,084	\$ 72,521
GROI	99%	121%	73%
% with Trade	40%	0%	38%
Avg. Over/Under Allowance	0	0	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	91	31	57
Avg. Days to Sale	27.0	27.4	26.2
Avg. Advertised Price (Time of Sale)	\$ 37,891	\$ 48,527	\$ 31,427
Avg. Transaction Price	\$ 37,091	\$ 47,974	\$ 31,427
Avg. Market Price at 100%	\$ 41,714	\$ 51,725	\$ 34,857
Avg. Price to Market % (Time of Sale)	91%	94%	90%
Avg. Transaction to Market	89%	93%	90%
Avg. Transactional Discount	\$ 800	\$ 552	\$ 939
Avg. Front-End Gross	\$ 1,625	\$ 1,646	\$ 1,610
Avg. Finance Gross	\$ 1,191	\$ 1,619	\$ 973
PUVR	\$ 2,759	\$ 3,107	\$ 2,566
Total Gross (Units & PUVR)	\$ 251,105	\$ 96,325	\$ 146,273
GROI	99%	85%	112%
% with Trade	40%	48%	35%
Avg. Over/Under Allowance	0	#DIV/0!	#DIV/0!



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	91	40	51
Avg. Days to Sale	27.0	26.0	27.8
Avg. Advertised Price (Time of Sale)	\$ 37,891	\$ 42,656	\$ 33,229
Avg. Transaction Price	\$ 37,091	\$ 42,016	\$ 33,229
Avg. Market Price at 100%	\$ 41,714	\$ 45,624	\$ 36,723
Avg. Price to Market % (Time of Sale)	91%	93%	90%
Avg. Transaction to Market	89%	92%	90%
Avg. Transactional Discount	\$ 800	\$ 640	\$ 925
Avg. Front-End Gross	\$ 1,625	\$ 1,375	\$ 1,817
Avg. Finance Gross	\$ 1,191	\$ 1,579	\$ 883
PUVR	\$ 2,759	\$ 2,880	\$ 2,665
Total Gross (Units & PUVR)	\$ 251,105	\$ 115,187	\$ 135,919
GROI	99%	95%	104%
% with Trade	40%	38%	39%
Avg. Over/Under Allowance	0	#DIV/0!	0



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	91	35	20
% of Retail Units	100%	38%	22%
% Retailed of Non-New Franchise	56%	46%	70%
Avg. Days to Sale	27.0	30.3	27.6
Avg. Transaction Price	\$ 37,091	\$ 41,890	\$ 38,304
Avg. Transaction to Market %	89%	90%	80%
Avg. Transactional Discount	\$ 800	\$ 721	\$ 705
Avg. Front End Gross	\$ 1,625	\$ 1,474	\$ 1,678
Avg. Finance Gross	\$ 1,191	\$ 1,742	\$ 592
PUVR	\$ 2,759	\$ 3,166	\$ 2,241
Total Gross (Units & PUVR)	\$ 251,105	\$ 110,813	\$ 44,810
GROI	99%	90%	76%
% with Trade	40%	57%	35%
Avg. Over/Under Allowance	0	#DIV/0!	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
22	5	0	0
24%	5%	0%	0%
68%	20%	#DIV/0!	#DIV/0!
22.7	31.4	#DIV/0!	#DIV/0!
\$ 27,968	\$ 28,978	#DIV/0!	#DIV/0!
92%	91%	#DIV/0!	#DIV/0!
\$ 566	\$ 679	#DIV/0!	#DIV/0!
\$ 2,413	\$ 42	#DIV/0!	#DIV/0!
\$ 858	\$ 982	#DIV/0!	#DIV/0!
\$ 3,271	\$ 819	#DIV/0!	#DIV/0!
\$ 71,968	\$ 4,095	#DIV/0!	#DIV/0!
185%	32%	#DIV/0!	#DIV/0!
14%	40%	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	0	9
0%	0%	10%
#DIV/0!	#DIV/0!	56%
#DIV/0!	#DIV/0!	21.2
#DIV/0!	#DIV/0!	\$ 42,544
#DIV/0!	#DIV/0!	89%
#DIV/0!	#DIV/0!	\$ 1,955
#DIV/0!	#DIV/0!	\$ 874
#DIV/0!	#DIV/0!	\$ 1,284
#DIV/0!	#DIV/0!	\$ 2,158
#DIV/0!	#DIV/0!	\$ 19,419
#DIV/0!	#DIV/0!	86%
#DIV/0!	#DIV/0!	44%
#DIV/0!	#DIV/0!	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	91	47	35
% of Retail Units	100%	52%	38%
% Retailed of Non-New Franchise	56%	60%	49%
Avg. Days to Sale	27.0	16.0	36.2
Avg. Transaction Price	\$ 37,091	\$ 33,631	\$ 37,400
Avg. Transaction to Market %	89%	86%	91%
Avg. Transactional Discount	\$ 800	\$ 1,057	\$ 589
Avg. Front End Gross	\$ 1,625	\$ 2,168	\$ 1,423
Avg. Finance Gross	\$ 1,191	\$ 1,281	\$ 718
PUVR	\$ 2,759	\$ 3,450	\$ 2,142
Total Gross (Units & PUVR)	\$ 251,105	\$ 162,130	\$ 74,960
GROI	99%	231%	57%
% with Trade	40%	38%	37%
Avg. Over/Under Allowance	0	#DIV/0!	#DIV/0!



46-60 days	61-90 days	90+ days
9	0	0
10%	0%	0%
67%	#DIV/0!	#DIV/0!
49.2	#DIV/0!	#DIV/0!
\$ 53,964	#DIV/0!	#DIV/0!
91%	#DIV/0!	#DIV/0!
\$ 274	#DIV/0!	#DIV/0!
\$ (449)	#DIV/0!	#DIV/0!
\$ 2,404	#DIV/0!	#DIV/0!
\$ 1,955	#DIV/0!	#DIV/0!
\$ 17,594	#DIV/0!	#DIV/0!
26%	#DIV/0!	#DIV/0!
56%	#DIV/0!	#DIV/0!
0	#DIV/0!	#DIV/0!