









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	P119045	18	NISSAN	MURANO	65	Auction/Wholesale	Yes	\$ 34,650	\$ 34,650	99%	\$3,649	\$1,424
2	P658427	16	NISSAN	ROGUE	75	Auction/Wholesale	Yes	\$ 19,302	\$ 21,297	99%	\$4,295	\$1,905
3	N651945A	17	Chevrolet	2500	15	Trade on Used	No	\$ 38,875	\$ 36,875	99%	\$4,192	\$784
4	C706843A	17	NISSAN	Rogue	27	Trade on Used	Yes	\$ 14,473	\$ 16,712	95%	\$2,386	\$279
5	P714591	19	DODGE	Challenger	42	Auction/Wholesale	No	\$ 23,899	\$ 26,550	99%	\$4,342	\$709
6	P175719	8	HYUNDAI	Santa fe	38	Auction/Wholesale	No	\$ 11,999	\$ 9,559	99%	\$1,168	\$0
7	P290506	18	SUBARU	outback	72	Auction/Wholesale	No	\$ 31,989	\$ 34,020	107%	\$8,744	\$1,303
8	P763044	4	SUBARU	forester	6	Auction/Wholesale	No	\$ 7,000	\$ 7,888	99%	\$3,688	\$0
9	P088582B	13	FORD	taurus	15	Trade on Used	No	\$ 10,899	\$ 9,359	96%	\$3,634	\$802
10	P005674	14	LEXUS	is 350	12	Auction/Wholesale	No	\$ 27,999	\$ 26,849	95%	\$3,049	\$603
11	C117205A	22	NISSAN	rogue sport	22	Trade on New	Yes	\$ 31,888	\$ 29,733	105%	\$1,252	\$0
12	W681951A	18	NISSAN	pathfinder	21	Trade on New	Yes	\$ 25,888	\$ 28,758	94%	\$3,239	\$880
13	N102769A	17	Chevrolet	2500	34	Trade on Used	No	\$ 48,779	\$ 49,150	96%	\$2,862	\$300
14	P257463	20	JEEP	wrangler	36	Auction/Wholesale	No	\$ 41,999	\$ 43,234	95%	(\$249)	\$0
15	P149859	12	CADILLAC	cts v	41	Auction/Wholesale	No	\$ 29,899	\$ 31,540	99%	\$2,348	\$1,749
16	P1928171A	10	NISSAN	titan	27	Trade on Used	Yes	\$ 9,998	\$ 11,516	99%	\$2,416	\$0
17	PD15707A	18	JEEP	wrangler	26	Trade on Used	No	\$ 42,899	\$ 40,811	98%	\$5,645	\$1,650
18	P714591A	16	Chevrolet	camaro	15	Trade on Used	No	\$ 21,599	\$ 22,346	99%	\$6,345	\$554
19	P030767A	10	Audi	a 3	12	Trade on Used	No	\$ 13,899	\$ 13,445	99%	\$1,998	\$0
20	C107522B	20	NISSAN	ALTIMA	10	Trade on Used	Yes	\$ 23,899	\$ 25,327	97%	\$4,231	\$150
21	N371765A	15	cadillac	XTS	7	Trade on New	No	\$ 22,973	\$ 24,973	96%	\$2,899	\$1,286
22	P527338	16	JEEP	PATRIOT	47	Auction/Wholesale	Yes	\$ 12,889	\$ 14,888	96%	\$983	\$4,676
23	W581062A	21	HYUNDAI	TUCSON	36	Trade on New	No	\$ 32,001	\$ 30,063	95%	\$3,542	\$0
24	N648895A	18	FORD	TRANSIT 250	27	Trade on New	No	\$ 23,999	\$ 24,000	94%	\$1,079	\$1,344
25	P467215	17	kia	SOUL	25	Auction/Wholesale	No	\$ 21,433	\$ 19,433	93%	\$4,882	\$2,515
26	P106625	20	NISSAN	ROGUE	26	Auction/Wholesale	Yes	\$ 26,899	\$ 24,945	97%	\$1,400	\$2,309
27	C256065A	16	FORD	EXPLORER	58	Trade on Used	No	\$ 21,330	\$ 23,330	95%	\$2,762	\$0

28	P728603	18	NISSAN	FRONTIER	27	Auction/Wholesale	Yes	\$	27,778	\$	28,498	99%	\$4,504	\$2,423
29	P198339	17	FORD	fusion	12	Auction/Wholesale	No	\$	20,550	\$	20,110	99%	\$278	\$3,451
30	P460953	19	volvo	XC90	67	Auction/Wholesale	No	\$	43,899	\$	43,350	95%	\$4,642	\$1,458
31	P265869	12	toyota	TUNDRA	42	Auction/Wholesale	No	\$	28,999	\$	30,195	93%	\$6,324	\$0
32	P040350	18	SUBARU	LEGACY	36	Auction/Wholesale	No	\$	21,989	\$	22,615	91%	\$1,450	\$3,092
33	PF93307	18	FORD	F150	31	Auction/Wholesale	No	\$	37,899	\$	39,125	97%	\$3,024	\$1,235
34	P885462A	16	toyota	WRX	21	Trade on Used	No	\$	23,899	\$	25,840	98%	\$4,539	\$1,245
35	N373278A	22	NISSAN	FRONTIER	20	Trade on New	Yes	\$	30,991	\$	32,991	99%	\$2,217	\$2,665
36	P324410	15	NISSAN	LEAF	17	Auction/Wholesale	Yes	\$	13,899	\$	14,840	98%	\$2,201	\$989
37	675626A	17	DODGE	RAM	17	Trade on New	No	\$	29,999	\$	31,819	96%	\$6,303	\$1,200
38	P742014	14	NISSAN	FRONTIER	15	Auction/Wholesale	Yes	\$	23,840	\$	21,840	95%	\$5,339	\$3,491
39	PL08613A	21	NISSAN	VERSA	19	Trade on Used	Yes	\$	21,998	\$	23,275	98%	\$2,214	\$0
40	P418376	19	tesla	MODEL 3	24	Auction/Wholesale	No	\$	65,788	\$	63,884	96%	\$5,133	\$150
41	P018481B	19	FORD	ESCAPE	62	Trade on Used	No	\$	21,745	\$	23,745	97%	\$4,494	\$0
42	N655293A	17	DODGE	DURANGO	78	Trade on Used	No	\$	23,500	\$	24,239	97%	\$3,036	\$100
43	N372935A	9	Toyota	CAMRY	35	Trade on New	No	\$	5,998	\$	7,423	99%	\$825	\$4,248
44	P066122	21	genesis	GV 80	52	Auction/Wholesale	No	\$	67,899	\$	68,471	96%	\$2,749	\$789
45	P103571	19	NISSAN	ROGUE	41	Auction/Wholesale	Yes	\$	25,989	\$	27,092	95%	\$3,321	\$133
46	P411985	20	mazda	CX-9	32	Auction/Wholesale	Yes	\$	34,876	\$	33,136	94%	\$1,113	\$1,500
47	W581062B	14	NISSAN	ALTIMA	68	Trade on Used	Yes	\$	9,900	\$	11,914	90%	\$4,242	\$150
48	P460649	16	Chevrolet	SUBURBAN	21	Auction/Wholesale	No	\$	25,699	\$	28,851	90%	\$4,436	\$763
49	L504172B	14	NISSAN	ALTIMA	8	Auction/Wholesale	Yes	\$	9,999	\$	11,855	97%	\$3,854	\$0
50	P753599	20	Toyota	86	22	Auction/Wholesale	No	\$	43,899	\$	40,994	98%	\$7,469	\$925
51	P560913	21	NISSAN	KICKS	23	Auction/Wholesale	Yes	\$	19,998	\$	21,015	99%	\$730	\$2,692
52	P527338	16	JEEP	PATRIOT	31	Auction/Wholesale	No	\$	12,899	\$	14,888	99%	\$3,744	\$1,783
53	W6811951B	18	NISSAN	murano	42	Trade on Used	Yes	\$	37,560	\$	36,580	98%	\$3,786	\$1,267

## Scoreboard Totals

% Retailed of Non-Franchise Make	67%
Total # Retail Units	177
Avg. Days to Sale	29.1
Avg. Advertised Price (Time of Sale)	\$ 26,141
Avg. Transaction Price	\$ 27,010
Avg. Market Price at 100%	\$ 26,940
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	100%
Avg. Transactional Discount	\$ (869)
Avg. Front-End Gross	\$ 2,972
Avg. Finance Gross	\$ 1,260
PUVR	\$ 4,232
Total Gross (Units & PUVR)	\$ 749,039
GROI	194%
% with Trade	49%
Avg. Over/Under Allowance	(\$171)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	ARTHUR HILL
% Retailed of Non-New Franchise	67%	#DIV/0!	59%
Total # Retail Units	177	0	49
Avg. Days to Sale	29.1	#DIV/0!	32.4
Avg. Advertised Price (Time of Sale)	\$ 26,141	#DIV/0!	\$ 28,740
Avg. Transaction Price	\$ 27,010	#DIV/0!	\$ 29,773
Avg. Market Price at 100%	\$ 26,940	#DIV/0!	\$ 29,392
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	98%
Avg. Transaction to Market	100%	#DIV/0!	101%
Avg. Transactional Discount	\$ (869)	#DIV/0!	\$ (1,034)
Avg. Front-End Gross	\$ 2,972	#DIV/0!	\$ 3,768
Avg. Finance Gross	\$ 1,260	#DIV/0!	\$ 1,676
PUVR	\$ 4,232	#DIV/0!	\$ 5,444
Total Gross (Units & PUVR)	\$ 749,039	#DIV/0!	\$ 266,759
GROI	194%	#DIV/0!	203%
% with Trade	49%	#DIV/0!	61%
Avg. Over/Under Allowance	-171	#DIV/0!	-241



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

MILTON ANDREWS	JEREMY CHICK	DAMIAN WINTERS	
71%	63%	80%	#DIV/0!
68	40	20	0
25.8	30.5	29.2	#DIV/0!
\$ 25,108	\$ 25,262	\$ 25,049	#DIV/0!
\$ 26,440	\$ 25,448	\$ 25,301	#DIV/0!
\$ 26,062	\$ 26,054	\$ 25,689	#DIV/0!
96%	97%	98%	#DIV/0!
101%	98%	98%	#DIV/0!
\$ (1,333)	\$ (186)	\$ (252)	#DIV/0!
\$ 2,773	\$ 2,731	\$ 2,177	#DIV/0!
\$ 1,078	\$ 893	\$ 1,596	#DIV/0!
\$ 3,851	\$ 3,624	\$ 3,773	#DIV/0!
\$ 261,874	\$ 144,952	\$ 75,454	#DIV/0!
203%	168%	184%	#DIV/0!
43%	48%	45%	#DIV/0!
-180	-197	87	#DIV/0!





## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	SEAN HADLEY	KALIL GARRETT
% Retailed of Non-New Franchise	67%	80%	72%
Total # Retail Units	177	20	32
Avg. Days to Sale	29.1	25.4	30.8
Avg. Advertised Price (Time of Sale)	\$ 26,141	\$ 23,422	\$ 26,103
Avg. Transaction Price	\$ 27,010	\$ 24,005	\$ 27,522
Avg. Market Price at 100%	\$ 26,940	\$ 24,268	\$ 26,972
Avg. Price to Market % (Time of Sale)	97%	97%	97%
Avg. Transaction to Market	100%	99%	102%
Avg. Transactional Discount	\$ (869)	\$ (583)	\$ (1,419)
Avg. Front-End Gross	\$ 2,972	\$ 3,454	\$ 3,041
Avg. Finance Gross	\$ 1,260	\$ 1,204	\$ 1,347
PUVR	\$ 4,232	\$ 4,658	\$ 4,389
Total Gross (Units & PUVR)	\$ 749,039	\$ 93,151	\$ 140,434
GROI	194%	276%	186%
% with Trade	49%	55%	50%
Avg. Over/Under Allowance	-171	-240	-182



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

PAUL MARCUM	TYLER MCFARLIN	SHAQUIEL CROSS	TRISTAN PITTMAN
50%	76%	46%	69%
26	25	24	16
24.8	27.0	35.4	25.1
\$ 25,250	\$ 26,222	\$ 30,089	\$ 25,755
\$ 25,868	\$ 26,993	\$ 31,078	\$ 26,943
\$ 26,199	\$ 27,113	\$ 31,054	\$ 26,489
96%	97%	97%	97%
99%	100%	100%	102%
\$ (618)	\$ (771)	\$ (990)	\$ (1,188)
\$ 2,945	\$ 2,713	\$ 2,855	\$ 2,591
\$ 1,252	\$ 1,221	\$ 1,156	\$ 1,051
\$ 4,197	\$ 3,934	\$ 4,011	\$ 3,642
\$ 109,128	\$ 98,349	\$ 96,258	\$ 58,267
236%	194%	131%	194%
46%	56%	54%	38%
-71	-78	-154	-345

STEPHANIE DILTS	CLEVELAND BUTLER	DAKEDRIC ARNOLD	
81%	43%	83%	#DIV/0!
21	7	6	0
34.4	27.4	27.2	#DIV/0!
\$ 27,560	\$ 19,324	\$ 27,166	#DIV/0!
\$ 28,100	\$ 19,813	\$ 27,800	#DIV/0!
\$ 27,728	\$ 20,172	\$ 28,041	#DIV/0!
99%	96%	97%	#DIV/0!
101%	98%	99%	#DIV/0!
\$ (540)	\$ (488)	\$ (634)	#DIV/0!
\$ 3,510	\$ 2,577	\$ 2,246	#DIV/0!
\$ 1,736	\$ 472	\$ 1,409	#DIV/0!
\$ 5,247	\$ 3,049	\$ 3,654	#DIV/0!
\$ 110,184	\$ 21,344	\$ 21,924	#DIV/0!
195%	202%	174%	#DIV/0!
48%	43%	33%	#DIV/0!
-146	-714	250	#DIV/0!



























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	TSHOMBE	DEMIKERRI	WORLEY
% Retailed of Non-New Franchise	67%	68%	33%	
Total # Retail Units	177	96	6	
Avg. Days to Sale	29.1	29.9	43.2	
Avg. Advertised Price (Time of Sale)	\$ 26,141	\$ 27,359	\$ 26,452	
Avg. Transaction Price	\$ 27,010	\$ 27,944	\$ 26,805	
Avg. Market Price at 100%	\$ 26,940	\$ 28,348	\$ 26,912	
Avg. Price to Market % (Time of Sale)	97%	97%	98%	
Avg. Transaction to Market	100%	99%	100%	
Avg. Transactional Discount	\$ (869)	\$ (585)	\$ (353)	
Avg. Front-End Gross	\$ 2,972	\$ 3,245	\$ 3,445	
Avg. Finance Gross	\$ 1,260	\$ 1,396	\$ 1,267	
PUVR	\$ 4,232	\$ 4,641	\$ 4,712	
Total Gross (Units & PUVR)	\$ 749,039	\$ 445,510	\$ 28,271	
GROI	194%	200%	147%	
% with Trade	49%	0%	0%	
Avg. Over/Under Allowance	-171	-194	-458	







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	177	59	118
Avg. Days to Sale	29.1	30.4	28.4
Avg. Advertised Price (Time of Sale)	\$ 26,141	\$ 26,041	\$ 27,055
Avg. Transaction Price	\$ 27,010	\$ 26,920	\$ 27,055
Avg. Market Price at 100%	\$ 26,940	\$ 26,719	\$ 27,050
Avg. Price to Market % (Time of Sale)	97%	97%	100%
Avg. Transaction to Market	100%	101%	100%
Avg. Transactional Discount	\$ (869)	\$ (880)	\$ (863)
Avg. Front-End Gross	\$ 2,972	\$ 3,195	\$ 2,860
Avg. Finance Gross	\$ 1,260	\$ 1,583	\$ 1,099
PUVR	\$ 4,232	\$ 4,778	\$ 3,959
Total Gross (Units & PUVR)	\$ 749,039	\$ 281,897	\$ 467,142
GROI	194%	210%	186%
% with Trade	49%	51%	48%
Avg. Over/Under Allowance	-171	-258	-127



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	177	59	118
Avg. Days to Sale	29.1	30.5	28.3
Avg. Advertised Price (Time of Sale)	\$ 26,141	\$ 25,533	\$ 27,350
Avg. Transaction Price	\$ 27,010	\$ 26,330	\$ 27,350
Avg. Market Price at 100%	\$ 26,940	\$ 26,122	\$ 27,349
Avg. Price to Market % (Time of Sale)	97%	98%	100%
Avg. Transaction to Market	100%	101%	100%
Avg. Transactional Discount	\$ (869)	\$ (797)	\$ (904)
Avg. Front-End Gross	\$ 2,972	\$ 3,191	\$ 2,862
Avg. Finance Gross	\$ 1,260	\$ 1,482	\$ 1,149
PUVR	\$ 4,232	\$ 4,674	\$ 4,011
Total Gross (Units & PUVR)	\$ 749,039	\$ 275,751	\$ 473,288
GROI	194%	210%	186%
% with Trade	49%	51%	48%
Avg. Over/Under Allowance	-171	-256	-128



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	177	25	68
% of Retail Units	100%	14%	38%
% Retailed of Non-New Franchise	67%	56%	69%
Avg. Days to Sale	29.1	23.6	30.1
Avg. Transaction Price	\$ 27,010	\$ 25,884	\$ 24,407
Avg. Transaction to Market %	100%	102%	101%
Avg. Transactional Discount	\$ (869)	\$ (969)	\$ (779)
Avg. Front End Gross	\$ 2,972	\$ 2,371	\$ 3,177
Avg. Finance Gross	\$ 1,260	\$ 1,095	\$ 914
PUVR	\$ 4,232	\$ 3,466	\$ 4,091
Total Gross (Units & PUVR)	\$ 749,039	\$ 86,647	\$ 278,192
GROI	194%	205%	200%
% with Trade	49%	36%	51%
Avg. Over/Under Allowance	-171	-141	-147



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	84	0	0
0%	47%	0%	0%
#DIV/0!	68%	#DIV/0!	#DIV/0!
#DIV/0!	29.8	#DIV/0!	#DIV/0!
#DIV/0!	\$ 29,452	#DIV/0!	#DIV/0!
#DIV/0!	109%	#DIV/0!	#DIV/0!
#DIV/0!	\$ (911)	#DIV/0!	#DIV/0!
#DIV/0!	\$ 2,985	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,589	#DIV/0!	#DIV/0!
#DIV/0!	\$ 4,574	#DIV/0!	#DIV/0!
#DIV/0!	\$ 384,200	#DIV/0!	#DIV/0!
#DIV/0!	187%	#DIV/0!	#DIV/0!
#DIV/0!	51%	#DIV/0!	#DIV/0!
#DIV/0!	-199	#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	177	107	45
% of Retail Units	100%	60%	25%
% Retailed of Non-New Franchise	67%	65%	71%
Avg. Days to Sale	29.1	17.5	37.7
Avg. Transaction Price	\$ 27,010	\$ 25,848	\$ 29,131
Avg. Transaction to Market %	100%	108%	100%
Avg. Transactional Discount	\$ (869)	\$ (962)	\$ (702)
Avg. Front End Gross	\$ 2,972	\$ 2,944	\$ 3,011
Avg. Finance Gross	\$ 1,260	\$ 1,182	\$ 1,393
PUVR	\$ 4,232	\$ 4,126	\$ 4,404
Total Gross (Units & PUVR)	\$ 749,039	\$ 441,493	\$ 198,186
GROI	194%	328%	144%
% with Trade	49%	44%	53%
Avg. Over/Under Allowance	-171	-257	21



46-60 days	61-90 days	90+ days
9	16	0
5%	9%	0%
78%	56%	#DIV/0!
51.7	68.9	#DIV/0!
\$ 28,560	\$ 27,946	#DIV/0!
98%	101%	#DIV/0!
\$ (718)	\$ (797)	#DIV/0!
\$ 2,498	\$ 3,313	#DIV/0!
\$ 1,292	\$ 1,390	#DIV/0!
\$ 3,789	\$ 4,704	#DIV/0!
\$ 34,104	\$ 75,256	#DIV/0!
92%	88%	#DIV/0!
56%	69%	#DIV/0!
-383	-16	#DIV/0!