

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	54768a	2018	GMC	Sierra 1500	47	Trade on New	Yes	\$ 39,531	\$ 39,531	92%	(\$4,866)	\$3,105
2	3098a	2016	Chevrolet	Traverse	54	Trade on New	No	\$ 23,892	\$ 23,892	94%	\$2,806	\$859
3	95567a	2019	Jeep	Grand Cherokee	54	Trade on New	No	\$ 36,819	\$ 36,819	95%	\$1,762	\$2,647
4	54794a	2013	GMC	Acadia	53	Trade on New	No	\$ 17,739	\$ 17,500	93%	(\$673)	\$1,439
5	95542a	2019	Toyota	Tacoma	83	Trade on New	No	\$ 36,998	\$ 36,998	95%	\$2,663	\$750
6	5470b	2017	Chevrolet	Silverado 1500	27	Trade on New	No	\$ 40,692	\$ 40,692	98%	\$396	\$2,499
7	16410a	2018	Jeep	Cherokee	73	Trade on Used	No	\$ 23,263	\$ 22,500	94%	\$723	\$511
8	16519	2020	Ford	Fusion	34	Auction/Wholesale	No	\$ 22,372	\$ 22,272	91%	(\$4,407)	\$1,822
9	16478	2019	Chevrolet	Equinox	62	Auction/Wholesale	Yes	\$ 23,727	\$ 23,727	92%	(\$3,562)	\$1,630
10	3099a	2017	Jeep	Compass	76	Trade on New	No	\$ 19,086	\$ 19,086	95%	\$ 1,978	\$ 1,662
11	54799a	2019	GMC	Sierra 1500	51	Trade on New	Yes	\$ 46,676	\$ 46,767	98%	\$1,370	\$1,060
12	16500	2019	Chevrolet	Equinox	51	Auction/Wholesale	Yes	\$ 24,533	\$ 24,533	92%	(\$3,595)	\$1,191
13	3102b	2017	Jeep	Cherokee	13	Trade on Used	No	\$ 22,703	\$ 21,713	97%	\$2,903	\$1,599
14	95506b	2019	Chevrolet	Impala	62	Trade on Used	Yes	\$ 23,868	\$ 23,868	95%	\$1,213	\$3,851
15	16530	2014	Chrysler	200	7	Street/Curb Buy	No	\$ 12,834	\$ 12,434	95%	(\$284)	\$513
16	5188b	2020	Ram	1500	24	Trade on Used	No	\$ 55,110	\$ 54,000	98%	\$3,017	\$4,673
17	95604a	2020	Chevrolet	Silverado 2500	30	Trade on New	Yes	\$ 51,077	\$ 50,577	95%	\$2,818	\$4,156
18	16457a	2020	Ford	Fusion	52	Trade on Used	No	\$ 23,608	\$ 23,608	96%	\$2,504	\$1,293
19	54813a	2017	Chevrolet	Colorado	30	Trade on New	Yes	\$ 34,642	\$ 34,642	99%	\$4,378	\$4,034
20	16513	2020	Chevrolet	Silverado 1500	45	Auction/Wholesale	Yes	\$ 43,567	\$ 43,567	95%	(\$111)	\$1,927
21	32719b	2015	Chevrolet	Impala	23	Trade on Used	No	\$ 15,948	\$ 15,500	97%	\$980	\$1,395
22	16523	2015	Lincoln	MKC	24	Street/Curb Buy	No	\$ 20,861	\$ 20,861	99%	\$2,860	\$1,150
23	16512a	2017	Dodge	Durango	16	Trade on Used	No	\$ 31,952	\$ 31,952	100%	\$1,304	\$3,183
24	95486b	2012	Ford	F-150	117	Trade on Used	No	\$ 18,500	\$ 18,500	83%	\$3,939	\$1,925
25	5554a	2020	Mazda	Mazda6	46	Trade on New	No	\$ 29,367	\$ 29,367	99%	\$4,322	\$880
26	16490	2019	Ford	Explorer	60	Auction/Wholesale	No	\$ 36,955	\$ 36,995	96%	(\$2,430)	\$1,023
27	54806a	2019	Ram	1500	35	Trade on New	No	\$ 45,743	\$ 45,743	92%	\$3,247	\$3,312

28	54631b	2015	Chevrolet	Silverado 1500	351	Trade on Used	No	\$ 25,738	\$ 25,238	94%	\$1,468	\$550
29	95538A	2016	Chevrolet	Silverado 1500	116	Trade on New	No	\$ 28,000	\$ 28,000	73%	\$1,957	\$0
30	16488	2021	Ford	Escape	64	Auction/Wholesale	No	\$ 29,349	\$ 29,349	93%	(\$4,325)	\$4,308
31	95598b	2019	Ford	F-150	19	Trade on Used	No	\$ 41,801	\$ 41,801	97%	\$5,020	\$594
32	95558b	2021	Chevrolet	Silverado 3500	94	Trade on Used	Yes	\$ 75,300	\$ 75,300	91%	\$3,059	\$2,499
33	3073c	2020	Chevrolet	Trax	88	Trade on Used	Yes	\$ 23,000	\$ 23,000	93%	\$230	\$2,002
34	95609a	2019	Chevrolet	Blazer	36	Trade on New	Yes	\$ 37,377	\$ 36,600	96%	\$942	\$1,900
35	95443b	2013	GMC	Sierra 3500	174	Trade on Used	No	\$ 29,500	\$ 29,500	79%	(\$2,774)	\$1,010
36	16489	2019	Ford	Edge	68	Auction/Wholesale	No	\$ 29,150	\$ 29,150	90%	(\$3,680)	\$1,318
37	54769b	2017	Honda	Pilot	89	Trade on Used	No	\$ 27,700	\$ 27,700	92%	(\$759)	\$1,722
38	95579a	2017	Chevrolet	Tahoe	65	Trade on New	No	\$ 34,940	\$ 34,740	95%	(\$332)	\$1,363
39	95602a	2020	Jeep	Grand Cherokee	51	Trade on New	No	\$ 47,321	\$ 47,321	96%	\$1,510	\$1,770
40	16517	2020	GMC	Terrain	53	Auction/Wholesale	Yes	\$ 33,545	\$ 33,545	94%	(\$2,486)	\$4,245
41	5564c	2017	Chevrolet	Silverado 1500	44	Trade on Used	Yes	\$ 38,758	\$ 39,758	98%	\$1,613	\$0
42	95650a	2014	Toyota	Prius	9	Trade on New	No	\$ 14,466	\$ 14,000	95%	\$3,403	\$995
43	16439a	2017	Toyota	Corolla	33	Trade on Used	No	\$ 19,050	\$ 19,050	99%	\$1,505	\$3,795
44	16528	2015	Chevrolet	Suburban	29	Street/Curb Buy	No	\$ 35,746	\$ 35,746	100%	(\$1,324)	\$1,281
45	5559a	2019	Ram	1500	96	Trade on New	No	\$ 38,000	\$ 38,000	92%	\$1,639	\$750
46	16343c	2013	Toyota	Rav4	76	Trade on Used	No	\$ 17,300	\$ 17,300	87%	\$2,088	\$2,041
47	95563A	2017	Chevrolet	Silverado 1500	89	Trade on New	Yes	\$ 31,500	\$ 31,500	91%	\$382	\$1,245
48	5514a	2015	Chevrolet	Silverado 1500	234	Trade on New	No	\$ 24,200	\$ 24,200	92%	\$401	\$2,793
49	16443a	2016	Lincoln	MKX	54	Trade on Used	No	\$ 20,800	\$ 20,800	87%	(\$2,961)	\$678
50	5592a	2017	Ram	1500	19	Trade on New	No	\$ 29,586	\$ 29,015	98%	\$2,302	\$1,350
51	3086b	2016	GMC	Yukon	27	Trade on Used	No	\$ 44,640	\$ 44,400	100%	(\$2,031)	\$1,955
52	16497	2021	Jeep	Gladiator	72	Auction/Wholesale	No	\$ 41,200	\$ 41,200	89%	(\$2,956)	\$3,443
53	16449	2019	Infiniti	QX60	104	Auction/Wholesale	No	\$ 30,900	\$ 30,900	87%	(\$3,075)	\$2,882

Scoreboard Totals

% Retailed of Non-Franchise Make	30%
Total # Retail Units	102
Avg. Days to Sale	66.7
Avg. Advertised Price (Time of Sale)	\$ 32,973
Avg. Transaction Price	\$ 32,916
Avg. Market Price at 100%	\$ 35,184
Avg. Price to Market % (Time of Sale)	94%
Avg. Transaction to Market	94%
Avg. Transactional Discount	\$ 57
Avg. Front-End Gross	\$ 867
Avg. Finance Gross	\$ 1,650
PUVR	\$ 2,517
Total Gross (Units & PUVR)	\$ 256,770
GROI	41%
% with Trade	37%
Avg. Over/Under Allowance	(\$118)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Jon Speckhals
% Retailed of Non-New Franchise	30%	#DIV/0!	33%
Total # Retail Units	102	0	54
Avg. Days to Sale	66.7	#DIV/0!	69.0
Avg. Advertised Price (Time of Sale)	\$ 32,973	#DIV/0!	\$ 32,683
Avg. Transaction Price	\$ 32,916	#DIV/0!	\$ 32,532
Avg. Market Price at 100%	\$ 35,184	#DIV/0!	\$ 34,866
Avg. Price to Market % (Time of Sale)	94%	#DIV/0!	94%
Avg. Transaction to Market	94%	#DIV/0!	93%
Avg. Transactional Discount	\$ 57	#DIV/0!	\$ 151
Avg. Front-End Gross	\$ 867	#DIV/0!	\$ 780
Avg. Finance Gross	\$ 1,650	#DIV/0!	\$ 1,616
PUVR	\$ 2,517	#DIV/0!	\$ 2,396
Total Gross (Units & PUVR)	\$ 256,770	#DIV/0!	\$ 129,372
GROI	41%	#DIV/0!	38%
% with Trade	37%	#DIV/0!	31%
Avg. Over/Under Allowance	-118	#DIV/0!	-178



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

Brian Kruschke	Greg Brown	Ben Wolf	Tyler Jakes
50%	14%	50%	0%
18	21	2	1
49.9	84.2	30.5	81.0
\$ 28,168	\$ 37,899	\$ 18,363	\$ 17,179
\$ 28,172	\$ 37,950	\$ 18,163	\$ 17,179
\$ 29,744	\$ 40,710	\$ 19,463	\$ 19,088
95%	93%	94%	90%
95%	93%	93%	90%
\$ (5)	\$ (51)	\$ 200	\$ -
\$ 1,021	\$ 645	\$ 1,261	\$ (4,244)
\$ 2,113	\$ 1,479	\$ 686	\$ 2,485
\$ 3,134	\$ 2,124	\$ 1,947	\$ (1,759)
\$ 56,416	\$ 44,606	\$ 3,894	\$ (1,759)
80%	24%	127%	-46%
44%	52%	50%	0%
119	-218	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	30%	#DIV/0!	#DIV/0!
Total # Retail Units	102	0	0
Avg. Days to Sale	66.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 32,973	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 32,916	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 35,184	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	94%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	94%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 57	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 867	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,650	#DIV/0!	#DIV/0!
PUVR	\$ 2,517	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 256,770	#DIV/0!	#DIV/0!
GROI	41%	#DIV/0!	#DIV/0!
% with Trade	37%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-118	#DIV/0!	#DIV/0!



Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	30%	#DIV/0!	#DIV/0!
Total # Retail Units	102	0	0
Avg. Days to Sale	66.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 32,973	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 32,916	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 35,184	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	94%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	94%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 57	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 867	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,650	#DIV/0!	#DIV/0!
PUVR	\$ 2,517	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 256,770	#DIV/0!	#DIV/0!
GROI	41%	#DIV/0!	#DIV/0!
% with Trade	37%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-118	#DIV/0!	#DIV/0!



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	102	27	75
Avg. Days to Sale	66.7	48.6	73.3
Avg. Advertised Price (Time of Sale)	\$ 32,973	\$ 39,234	\$ 30,650
Avg. Transaction Price	\$ 32,916	\$ 39,210	\$ 30,650
Avg. Market Price at 100%	\$ 35,184	\$ 41,603	\$ 32,810
Avg. Price to Market % (Time of Sale)	94%	94%	93%
Avg. Transaction to Market	94%	94%	93%
Avg. Transactional Discount	\$ 57	\$ 24	\$ 69
Avg. Front-End Gross	\$ 867	\$ 698	\$ 928
Avg. Finance Gross	\$ 1,650	\$ 1,938	\$ 1,546
PUVR	\$ 2,517	\$ 2,637	\$ 2,474
Total Gross (Units & PUVR)	\$ 256,770	\$ 71,186	\$ 185,585
GROI	41%	50%	40%
% with Trade	37%	37%	37%
Avg. Over/Under Allowance	-118	-98	-125



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	102	71	31
Avg. Days to Sale	66.7	69.1	61.3
Avg. Advertised Price (Time of Sale)	\$ 32,973	\$ 35,617	\$ 26,831
Avg. Transaction Price	\$ 32,916	\$ 35,572	\$ 26,831
Avg. Market Price at 100%	\$ 35,184	\$ 37,845	\$ 28,935
Avg. Price to Market % (Time of Sale)	94%	94%	93%
Avg. Transaction to Market	94%	94%	93%
Avg. Transactional Discount	\$ 57	\$ 45	\$ 85
Avg. Front-End Gross	\$ 867	\$ 968	\$ 635
Avg. Finance Gross	\$ 1,650	\$ 1,730	\$ 1,467
PUVR	\$ 2,517	\$ 2,699	\$ 2,102
Total Gross (Units & PUVR)	\$ 256,770	\$ 191,601	\$ 65,169
GROI	41%	40%	46%
% with Trade	37%	39%	32%
Avg. Over/Under Allowance	-118	-121	-110



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	102	45	38
% of Retail Units	100%	44%	37%
% Retailed of Non-New Franchise	30%	20%	37%
Avg. Days to Sale	66.7	68.6	71.7
Avg. Transaction Price	\$ 32,916	\$ 35,743	\$ 30,837
Avg. Transaction to Market %	94%	95%	92%
Avg. Transactional Discount	\$ 57	\$ (11)	\$ 154
Avg. Front End Gross	\$ 867	\$ 2,042	\$ 996
Avg. Finance Gross	\$ 1,650	\$ 1,589	\$ 1,597
PUVR	\$ 2,517	\$ 3,631	\$ 2,593
Total Gross (Units & PUVR)	\$ 256,770	\$ 163,387	\$ 98,543
GROI	41%	53%	42%
% with Trade	37%	44%	32%
Avg. Over/Under Allowance	-118	-101	-142



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
3	15	1	0
3%	15%	1%	0%
67%	40%	0%	#DIV/0!
20.0	62.1	7.0	#DIV/0!
\$ 23,014	\$ 32,308	\$ 23,518	#DIV/0!
97%	92%	96%	#DIV/0!
\$ 133	\$ 4	\$ -	#DIV/0!
\$ 417	\$ (3,398)	\$ 8,419	#DIV/0!
\$ 981	\$ 2,024	\$ 2,840	#DIV/0!
\$ 1,399	\$ (1,374)	\$ 11,259	#DIV/0!
\$ 4,196	\$ (20,614)	\$ 11,259	#DIV/0!
109%	-25%	2462%	#DIV/0!
0%	40%	0%	#DIV/0!
#DIV/0!	-125	#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	102	29	18
% of Retail Units	100%	28%	18%
% Retailed of Non-New Franchise	30%	21%	28%
Avg. Days to Sale	66.7	20.1	37.6
Avg. Transaction Price	\$ 32,916	\$ 31,837	\$ 37,577
Avg. Transaction to Market %	94%	97%	96%
Avg. Transactional Discount	\$ 57	\$ 171	\$ (89)
Avg. Front End Gross	\$ 867	\$ 2,336	\$ 2,682
Avg. Finance Gross	\$ 1,650	\$ 1,598	\$ 1,655
PUVR	\$ 2,517	\$ 3,933	\$ 4,337
Total Gross (Units & PUVR)	\$ 256,770	\$ 114,066	\$ 78,066
GROI	41%	221%	110%
% with Trade	37%	31%	39%
Avg. Over/Under Allowance	-118	-194	186



46-60 days	61-90 days	90+ days
17	22	16
17%	22%	16%
41%	36%	31%
52.1	77.0	185.6
\$ 31,176	\$ 31,483	\$ 33,446
94%	91%	87%
\$ 14	\$ 126	\$ (31)
\$ 142	\$ (1,103)	\$ (357)
\$ 1,683	\$ 1,733	\$ 1,591
\$ 1,825	\$ 630	\$ 1,234
\$ 31,030	\$ 13,859	\$ 19,749
40%	9%	7%
41%	41%	38%
-297	-194	-33