

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
OLIVER ORTIZ	ROBERT LLANES	MARIBEL RAMOS
CARLOS GUTIERREZ	JOSE GONZALEZ	NICK CAMPNIONI
OSCAR YANES	HUGO SANCHEZ	DANNY KWOCK
OSCAR YANES	RENE SANCHEZ	REINALDO GONZALEZ
DANIEL BASTER	ALBERT TORRES	ALEX GONZALEZ
IRA JONES	WALTER CAMACHO	DANIEL FERNANDEZ
GUZ CASTANO		MARIO MARTINEZ
		EMILIANO TELECEMIAN
		JP BASEGOITIA
		DIOSDADO GARCIA
		BRANDON BLANCO
		JOE MAYA
		MICHAEL VALDES
		CARMEN ARRAZOLA
		JOSE ALFONSO
		JANYLL HERNIQUEZ
		HECTOR FERNANDEZ
		ERIC KHALIAS
		LUIS CARRALERO
		ROBERTO HERRERA
		ADRIANA ARAUJO
		DAVID GASPED

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	AL907CB	2022	Mercedes-Benz	GLE350	6	Loaner	YES	\$ 62,480	\$ 60,980	100%	\$4,985	\$5,531
2	AL703CB	2022	Mercedes-Benz	GLE350	68	Loaner	YES	\$ 66,185	\$ 66,185	100%	\$6,144	\$3,077
3	A734CB	2022	Mercedes-Benz	GLB250	62	Trade on New	YES	\$ 45,990	\$ 44,490	100%	\$248	\$2,952
4	A6159CB	2021	Mercedes-Benz	GLB250	75	Trade on New	YES	\$ 45,990	\$ 44,490	100%	\$613	\$1,862
5	A8148CB	2019	Mercedes-Benz	SPRINTER	8	Trade on New	No	\$ 39,999	\$ 39,999	100%	\$9,992	\$1,265
6	A7123CB	2020	Mercedes-Benz	CLA35AMG	51	Trade on New	YES	\$ 48,500	\$ 46,084	100%	\$118	\$1,501
7	A926CB	2019	Mercedes-Benz	C300	7	Trade on New	YES	\$ 38,990	\$ 38,490	100%	\$9,161	\$2,753
8	A803CB	2020	Mercedes-Benz	G550	39	LBO Customer	Yes	\$ 159,990	\$ 159,990	100%	\$27,915	\$0
9	A923CB	2019	Mercedes-Benz	C300	8	Trade on New	Yes	\$ 35,995	\$ 35,995	100%	\$2,099	\$2,687
10	A7106CB	2020	Mercedes-Benz	GLC300	56	Trade on New	YES	\$ 42,990	\$ 39,426	98%	(\$240)	\$1,010
11	A8157	2022	Mercedes-Benz	C300	8	Trade on New	YES	\$ 42,990	\$ 42,897	98%	\$4,500	\$3,500
12	A8147CB	2019	Mercedes-Benz	C300	12	Trade on New	YES	\$ 33,490	\$ 33,490	98%	\$2,360	\$3,658
13	A7153CB	2019	Mercedes-Benz	A220	49	Trade on New		\$ 32,990	\$ 31,990	98%	(\$265)	\$2,562
14	AL916CB	2022	Mercedes-Benz	GLS450	12	Loaner	YES	\$ 94,435	\$ 94,435	98%	\$5,741	\$5,622
15	A867CB	2020	Mercedes-Benz	GLC300	31	Trade on New	Yes	\$ 45,995	\$ 40,995	98%	\$2,553	\$4,217
16	A8121CB	2016	Mercedes-Benz	CLA250	19	Trade on Used	No	\$ 23,990	\$ 23,990	94%	\$2,100	\$3,007
17	A978CB	2022	Mercedes-Benz	S580	4	LBO Customer	YES	\$ 119,000	\$ 118,500	99%	\$3,610	\$6,573
18	A946CB	2022	Cadillac	ESCALATE	4	Trade on New	No	\$ 99,990	\$ 97,790	99%	\$3,662	\$747
19	AL917CB	2022	Mercedes-Benz	C300	14	Loaner	YES	\$ 48,595	\$ 45,590	98%	\$690	\$2,475
20	A945CB	2021	Mercedes-Benz	GLE350	9	Trade on New	YES	\$ 59,999	\$ 57,440	97%	\$4,500	\$5,490
21	A8138CB	2018	Mercedes-Benz	C300	19	Trade on Used	Yes	\$ 31,990	\$ 31,990	98%	\$3,561	\$3,420
22	A7150CB	2019	Mercedes-Benz	A220	54	Trade on New	Yes	\$ 30,590	\$ 30,590	91%	\$349	\$1,965
23	A9105CB	2022	Mercedes-Benz	GLE350	7	Trade on New	Yes	\$ 65,990	\$ 63,990	100%	\$2,695	\$5,183
24	A919CB	2022	Mercedes-Benz	GLC300	16	Trade on New	Yes	\$ 44,490	\$ 43,490	99%	\$1,843	\$2,296
25	A944CB	2021	Mercedes-Benz	GLS450	10	Trade on New	YES	\$ 75,990	\$ 75,990	99%	\$3,765	\$5,674
26	A8106CB	2021	Mercedes-Benz	GLE53	29	Trade on New	No	\$ 86,640	\$ 86,640	96%	\$6,578	\$6,046
27	A965CB	2020	Mercedes-Benz	GLB250	11	Trade on New	YES	\$ 34,000	\$ 33,500	97%	\$995	\$2,476

Scoreboard Totals

% Retailed of Non-Franchise Make	3%
Total # Retail Units	32
Avg. Days to Sale	25.0
Avg. Advertised Price (Time of Sale)	\$ 56,718
Avg. Transaction Price	\$ 55,442
Avg. Market Price at 100%	\$ 57,747
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	96%
Avg. Transactional Discount	\$ 1,276
Avg. Front-End Gross	\$ 3,971
Avg. Finance Gross	\$ 3,297
PUVR	\$ 7,268
Total Gross (Units & PUVR)	\$ 232,570
GROI	189%
% with Trade	63%
Avg. Over/Under Allowance	(\$63)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	OLIVER ORTIZ
% Retailed of Non-New Franchise	3%	#DIV/0!	0%
Total # Retail Units	32	0	9
Avg. Days to Sale	25.0	#DIV/0!	27.2
Avg. Advertised Price (Time of Sale)	\$ 56,718	#DIV/0!	\$ 58,552
Avg. Transaction Price	\$ 55,442	#DIV/0!	\$ 57,546
Avg. Market Price at 100%	\$ 57,747	#DIV/0!	\$ 59,670
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	98%
Avg. Transaction to Market	96%	#DIV/0!	96%
Avg. Transactional Discount	\$ 1,276	#DIV/0!	\$ 1,007
Avg. Front-End Gross	\$ 3,971	#DIV/0!	\$ 6,194
Avg. Finance Gross	\$ 3,297	#DIV/0!	\$ 3,125
PUVR	\$ 7,268	#DIV/0!	\$ 9,319
Total Gross (Units & PUVR)	\$ 232,570	#DIV/0!	\$ 83,872
GROI	189%	#DIV/0!	214%
% with Trade	63%	#DIV/0!	33%
Avg. Over/Under Allowance	-63	#DIV/0!	-167



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

DANIEL BASTER	OSCAR YANES	CARLOS GUTIERREZ	IRA JONES
0%	0%	0%	33%
2	10	7	3
22.0	33.7	21.6	5.0
\$ 59,740	\$ 50,746	\$ 48,014	\$ 94,993
\$ 53,740	\$ 49,438	\$ 47,728	\$ 93,427
\$ 61,832	\$ 51,147	\$ 49,106	\$ 95,731
97%	99%	98%	99%
87%	97%	97%	98%
\$ 6,000	\$ 1,308	\$ 286	\$ 1,567
\$ 2,417	\$ 2,839	\$ 2,592	\$ 3,322
\$ 3,183	\$ 3,074	\$ 3,786	\$ 4,168
\$ 5,600	\$ 5,913	\$ 6,378	\$ 7,490
\$ 11,199	\$ 59,127	\$ 44,645	\$ 22,470
171%	128%	223%	577%
0%	100%	57%	100%
0	25	-150	0

CARLOS GUTIERREZ			
0%	#DIV/0!	#DIV/0!	#DIV/0!
7	0	0	0
21.6	#DIV/0!	#DIV/0!	#DIV/0!
\$ 48,014	#DIV/0!	#DIV/0!	#DIV/0!
\$ 47,728	#DIV/0!	#DIV/0!	#DIV/0!
\$ 49,106	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 286	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,592	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,786	#DIV/0!	#DIV/0!	#DIV/0!
\$ 6,378	#DIV/0!	#DIV/0!	#DIV/0!
\$ 44,645	#DIV/0!	#DIV/0!	#DIV/0!
223%	#DIV/0!	#DIV/0!	#DIV/0!
57%	#DIV/0!	#DIV/0!	#DIV/0!
-150	#DIV/0!	#DIV/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	3%	#DIV/0!	#DIV/0!
Total # Retail Units	32	0	0
Avg. Days to Sale	25.0	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 56,718	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 55,442	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 57,747	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	96%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 1,276	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 3,971	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 3,297	#DIV/0!	#DIV/0!
PUVR	\$ 7,268	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 232,570	#DIV/0!	#DIV/0!
GROI	189%	#DIV/0!	#DIV/0!
% with Trade	63%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-63	#DIV/0!	#DIV/0!



Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	3%	#DIV/0!	#DIV/0!
Total # Retail Units	32	0	0
Avg. Days to Sale	25.0	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 56,718	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 55,442	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 57,747	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	96%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 1,276	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 3,971	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 3,297	#DIV/0!	#DIV/0!
PUVR	\$ 7,268	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 232,570	#DIV/0!	#DIV/0!
GROI	189%	#DIV/0!	#DIV/0!
% with Trade	63%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-63	#DIV/0!	#DIV/0!



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	32	27	4
Avg. Days to Sale	25.0	25.6	15.0
Avg. Advertised Price (Time of Sale)	\$ 56,718	\$ 56,718	\$ 62,105
Avg. Transaction Price	\$ 55,442	\$ 55,324	\$ 62,105
Avg. Market Price at 100%	\$ 57,747	\$ 57,506	\$ 64,193
Avg. Price to Market % (Time of Sale)	98%	99%	97%
Avg. Transaction to Market	96%	96%	97%
Avg. Transactional Discount	\$ 1,276	\$ 1,394	\$ 550
Avg. Front-End Gross	\$ 3,971	\$ 3,889	\$ 5,583
Avg. Finance Gross	\$ 3,297	\$ 3,403	\$ 2,766
PUVR	\$ 7,268	\$ 7,292	\$ 8,349
Total Gross (Units & PUVR)	\$ 232,570	\$ 196,876	\$ 33,397
GROI	189%	185%	323%
% with Trade	63%	63%	50%
Avg. Over/Under Allowance	-63	-107	233



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	32	31	1
Avg. Days to Sale	25.0	25.7	4.0
Avg. Advertised Price (Time of Sale)	\$ 56,718	\$ 55,322	\$ 97,790
Avg. Transaction Price	\$ 55,442	\$ 54,076	\$ 97,790
Avg. Market Price at 100%	\$ 57,747	\$ 56,197	\$ 101,000
Avg. Price to Market % (Time of Sale)	98%	98%	97%
Avg. Transaction to Market	96%	96%	97%
Avg. Transactional Discount	\$ 1,276	\$ 1,246	\$ 2,200
Avg. Front-End Gross	\$ 3,971	\$ 3,981	\$ 3,662
Avg. Finance Gross	\$ 3,297	\$ 3,379	\$ 747
PUVR	\$ 7,268	\$ 7,360	\$ 4,409
Total Gross (Units & PUVR)	\$ 232,570	\$ 228,161	\$ 4,409
GROI	189%	191%	406%
% with Trade	63%	61%	100%
Avg. Over/Under Allowance	-63	-66	0



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	32	22	2
% of Retail Units	100%	69%	6%
% Retailed of Non-New Franchise	3%	5%	0%
Avg. Days to Sale	25.0	26.0	19.0
Avg. Transaction Price	\$ 55,442	\$ 47,352	\$ 27,990
Avg. Transaction to Market %	96%	96%	96%
Avg. Transactional Discount	\$ 1,276	\$ 1,242	\$ -
Avg. Front End Gross	\$ 3,971	\$ 2,793	\$ 2,831
Avg. Finance Gross	\$ 3,297	\$ 2,979	\$ 3,214
PUVR	\$ 7,268	\$ 5,772	\$ 6,044
Total Gross (Units & PUVR)	\$ 232,570	\$ 126,993	\$ 12,088
GROI	189%	168%	409%
% with Trade	63%	59%	50%
Avg. Over/Under Allowance	-63	-214	350



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	0	5	3
0%	0%	16%	9%
#DIV/0!	#DIV/0!	0%	0%
#DIV/0!	#DIV/0!	23.8	23.3
#DIV/0!	#DIV/0!	\$ 66,488	\$ 114,660
#DIV/0!	#DIV/0!	98%	95%
#DIV/0!	#DIV/0!	\$ 901	\$ 3,000
#DIV/0!	#DIV/0!	\$ 4,927	\$ 11,772
#DIV/0!	#DIV/0!	\$ 4,615	\$ 3,487
#DIV/0!	#DIV/0!	\$ 9,542	\$ 15,259
#DIV/0!	#DIV/0!	\$ 47,711	\$ 45,778
#DIV/0!	#DIV/0!	217%	205%
#DIV/0!	#DIV/0!	80%	67%
#DIV/0!	#DIV/0!	375	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	32	23	2
% of Retail Units	100%	72%	6%
% Retailed of Non-New Franchise	3%	4%	0%
Avg. Days to Sale	25.0	13.7	35.0
Avg. Transaction Price	\$ 55,442	\$ 55,213	\$ 100,493
Avg. Transaction to Market %	96%	96%	94%
Avg. Transactional Discount	\$ 1,276	\$ 1,124	\$ 2,500
Avg. Front End Gross	\$ 3,971	\$ 3,897	\$ 15,234
Avg. Finance Gross	\$ 3,297	\$ 3,755	\$ 2,109
PUVR	\$ 7,268	\$ 7,652	\$ 17,343
Total Gross (Units & PUVR)	\$ 232,570	\$ 175,989	\$ 34,685
GROI	189%	364%	178%
% with Trade	63%	52%	100%
Avg. Over/Under Allowance	-63	124	-500



46-60 days	61-90 days	90+ days
4	3	0
13%	9%	0%
0%	0%	#DIV/0!
52.5	68.3	#DIV/0!
\$ 37,023	\$ 51,722	#DIV/0!
93%	98%	#DIV/0!
\$ 1,745	\$ 1,000	#DIV/0!
\$ (10)	\$ 2,335	#DIV/0!
\$ 1,760	\$ 2,630	#DIV/0!
\$ 1,750	\$ 4,965	#DIV/0!
\$ 7,000	\$ 14,896	#DIV/0!
32%	51%	#DIV/0!
75%	100%	#DIV/0!
-375	-417	#DIV/0!