

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	22I367A	2019	HONDA	CRV	64	Trade on New	No	\$ 28,495	\$ 28,495	98%	\$2,186	\$1,238
2	XI1264W	2019	TOYOTA	RAV4	47	Auction/Wholesale	No	\$ 29,995	\$ 29,995	98%	\$302	\$0
3	22I385A	2020	HONDA	RIDGELINE	61	Trade on New	YES	\$ 38,028	\$ 38,028	95%	\$1,123	\$533
4	XI1248	2017	HONDA	CRV	21	Trade on New	YES	\$ 26,899	\$ 26,899	101%	\$2,440	\$0
5	XI1208	2018	HONDA	ACCORD	83	Trade on New	No	\$ 27,995	\$ 27,995	95%	\$1,902	\$1,088
6	22I403A	2019	HONDA	PILOT	55	Trade on New	No	\$ 38,953	\$ 38,953	94%	\$2,014	\$770
7	XI1223	2018	KIA	SORENTO	69	Auction/Wholesale	NO	\$ 27,499	\$ 27,499	93%	(\$860)	\$653
8	23I004A	2019	HYUNDAI	TUCSON	38	Auction/Wholesale	No	\$ 22,987	\$ 22,987	95%	\$1,609	\$879
9	22I438A	2018	HONDA	ODYSSEY	9	Trade on New	YES	\$ 37,495	\$ 37,495	103%	\$3,681	\$1,263
10	XI1246	2019	HYUNDAI	TUCSON	37	Auction/Wholesale	No	\$ 23,998	\$ 23,998	97%	(\$1,063)	\$595
11	22I354A	2019	TOYOTA	CAMRY	93	Trade on Used	No	\$ 23,900	\$ 23,900	91%	(\$73)	\$318
12	22I425A	2019	HONDA	CRV	28	Trade on New	YES	\$ 29,458	\$ 29,458	98%	\$1,055	\$1,071
13	XI1268	2015	HONDA	ACCORD	20	Street/Curb Buy	NO	\$ 18,995	\$ 18,995	106%	\$3,805	\$650
14	22I419A	2019	HONDA	CRV	31	Trade on New	YES	\$ 28,998	\$ 28,998	97%	\$3,541	\$0
15	XI1226	2022	ACURA	MDX	70	Auction/Wholesale	No	\$ 56,995	\$ 56,995	97%	(\$69)	\$1,755
16	22I442A	2019	HONDA	CRV	11	Trade on New	YES	\$ 29,765	\$ 29,765	100%	\$1,316	\$0
17	22I401B	2018	Chevrolet	TRAX	23	Trade on New	NO	\$ 17,995	\$ 17,995	97%	\$2,374	\$485
18	XI1267	2020	HONDA	HRV	26	Trade on New	YES	\$ 26,795	\$ 26,795	96%	\$2,133	\$908
19	22I335A	2018	HONDA	ACCORD	107	Trade on New	NO	\$ 23,995	\$ 23,995	88%	(\$2,035)	\$1,037
20	22I424A	2021	HONDA	PILOT	35	Trade on New	YES	\$ 35,995	\$ 35,995	98%	\$2,790	\$1,306
21	XI1213	2019	Mercedes-Benz	C300	86	Auction/Wholesale	No	\$ 29,995	\$ 29,995	86%	\$681	\$650
22	XI1194W	2020	HONDA	PASSPORT	109	Auction/Wholesale	No	\$ 36,995	\$ 36,995	94%	(\$502)	\$500
23	22I393A	2010	HONDA	RIDGELINE	77	Trade on New	No	\$ 14,995	\$ 14,995	106%	\$2,404	\$0
24	XI1253	2019	NISSAN	ROGUE	44	Auction/Wholesale	NO	\$ 22,995	\$ 22,995	91%	\$222	\$494
25	XI1207	2019	LEXUS	UX250	95	Auction/Wholesale	NO	\$ 29,995	\$ 29,995	89%	(\$491)	\$714
26	22I405A	2019	HONDA	PASSPORT	74	Trade on New	NO	\$ 32,995	\$ 32,995	93%	(\$1,169)	\$849
27	XI1263W	2019	HYUNDAI	TUCSON	33	Auction/Wholesale	No	\$ 23,995	\$ 23,995	97%	(\$751)	\$857

28	XI1271	2019	HONDA	CRV	30	Trade on New	YES	\$	30,495	\$	30,495	99%	\$1,490	\$0
29	23I007A	2019	HONDA	ODYSSEY	22	Trade on New	YES	\$	35,995	\$	35,995	99%	\$2,948	\$0
30	XI1277W	2021	HONDA	PILOT	15	Auction/Wholesale	NO	\$	41,495	\$	41,495	103%	\$1,132	\$969
31	22I434A	2019	HONDA	ACCORD	12	Trade on New	No	\$	25,937	\$	25,937	100%	\$2,524	\$532
32	XI1274A	2015	HONDA	CRV	21	Trade on Used	No	\$	17,995	\$	17,995	101%	\$2,665	\$342
33	XI1277X	2019	NISSAN	ROGUE	8	Trade on Used	No	\$	24,995	\$	24,995	98%	\$3,459	\$872
34	22I436A	2022	TOYOTA	TACOMA	43	Trade on New	No	\$	42,495	\$	42,495	94%	\$4,495	\$400
35	22I449A	2019	HONDA	CRV	13	Trade on Used	Yes	\$	29,995	\$	29,995	104%	\$6,500	\$0
36	XI1287	2019	GMC	TERRAIN	16	Auction/Wholesale	No	\$	28,995	\$	28,495	101%	\$1,538	\$0
37	XI1284	2014	HONDA	CRV	19	Auction/Wholesale	No	\$	21,995	\$	21,995	100%	\$1,000	\$0
38	XI1244	2018	Chevrolet	CRUZE	64	Auction/Wholesale	No	\$	17,616	\$	16,995	90%	\$606	\$0
39	22I448A	2015	HONDA	CIVIC	19	Trade on Used	No	\$	17,995	\$	17,499	98%	\$4,334	\$319
40	XI1281	2012	HONDA	CIVIC	25	Street/Curb Buy	No	\$	15,770	\$	15,770	94%	\$2,367	\$205
41	22I469A	2019	HONDA	CRV	5	Trade on New	Yes	\$	28,995	\$	28,995	99%	\$3,273	\$1,093
42	22I446A	2019	HONDA	PASSPORT	29	Trade on New	Yes	\$	31,266	\$	31,266	95%	\$1,000	\$896
43	XI1291	2015	HONDA	CRV	21	Street/Curb Buy	No	\$	23,995	\$	23,995	99%	\$5,801	\$698
44	23I011A	2019	HONDA	HRV	22	Trade on New	No	\$	25,750	\$	25,750	100%	\$1,000	\$559
45	22I432A	2020	HONDA	CRV	50	Trade on New	Yes	\$	36,395	\$	36,395	99%	\$3,080	\$1,222
46	XI1306W	2020	Chevrolet	BOLT	2	Auction/Wholesale	No	\$	28,749	\$	28,749	97%	\$1,479	\$974
47	22I303B	2019	TOYOTA	HIGHLANDER	92	Trade on New	No	\$	29,495	\$	29,495	95%	\$800	\$488
48	23I015A	2018	HONDA	HRV	8	Trade on Used	No	\$	24,995	\$	24,995	103%	\$4,557	\$461
49	22I401C	2019	TOYOTA	HIGHLANDER	57	Trade on Used	No	\$	34,995	\$	34,995	97%	\$2,103	\$862
50	XI1297	2019	TOYOTA	RAV4	8	Auction/Wholesale	No	\$	28,499	\$	28,499	97%	\$1,000	\$0
51	22I425B	2016	TOYOTA	COROLLA	42	Trade on Used	No	\$	14,595	\$	14,595	93%	\$3,112	\$0
52	XI1220	2019	FORD	ESCAPE	114	Auction/Wholesale	No	\$	20,995	\$	20,995	82%	\$1,000	\$406
53	22I459A	2019	HONDA	ACCORD	38	Trade on Used	Yes	\$	28,499	\$	28,499	101%	\$2,292	\$717

Scoreboard Totals

% Retailed of Non-Franchise Make	40%
Total # Retail Units	53
Avg. Days to Sale	42.3
Avg. Advertised Price (Time of Sale)	\$ 28,230
Avg. Transaction Price	\$ 28,200
Avg. Market Price at 100%	\$ 29,160
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 31
Avg. Front-End Gross	\$ 1,776
Avg. Finance Gross	\$ 578
PUVR	\$ 2,354
Total Gross (Units & PUVR)	\$ 124,748
GROI	71%
% with Trade	43%
Avg. Over/Under Allowance	\$283



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	CHAD MILLER
% Retailed of Non-New Franchise	40%	#DIV/0!	42%
Total # Retail Units	53	0	26
Avg. Days to Sale	42.3	#DIV/0!	46.7
Avg. Advertised Price (Time of Sale)	\$ 28,230	#DIV/0!	\$ 26,835
Avg. Transaction Price	\$ 28,200	#DIV/0!	\$ 26,811
Avg. Market Price at 100%	\$ 29,160	#DIV/0!	\$ 27,985
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	96%
Avg. Transaction to Market	97%	#DIV/0!	96%
Avg. Transactional Discount	\$ 31	#DIV/0!	\$ 24
Avg. Front-End Gross	\$ 1,776	#DIV/0!	\$ 1,853
Avg. Finance Gross	\$ 578	#DIV/0!	\$ 504
PUVR	\$ 2,354	#DIV/0!	\$ 2,357
Total Gross (Units & PUVR)	\$ 124,748	#DIV/0!	\$ 61,273
GROI	71%	#DIV/0!	68%
% with Trade	43%	#DIV/0!	54%
Avg. Over/Under Allowance	283	#DIV/0!	305



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

MEGGAN CONKLIN			
37%	#DIV/0!	#DIV/0!	#DIV/0!
27	0	0	0
38.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 29,573	#DIV/0!	#DIV/0!	#DIV/0!
\$ 29,536	#DIV/0!	#DIV/0!	#DIV/0!
\$ 30,381	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 37	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,702	#DIV/0!	#DIV/0!	#DIV/0!
\$ 649	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,351	#DIV/0!	#DIV/0!	#DIV/0!
\$ 63,475	#DIV/0!	#DIV/0!	#DIV/0!
75%	#DIV/0!	#DIV/0!	#DIV/0!
33%	#DIV/0!	#DIV/0!	#DIV/0!
250	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	JEFF PHILIP	JESS LINK
% Retailed of Non-New Franchise	40%	32%	38%
Total # Retail Units	53	25	8
Avg. Days to Sale	42.3	41.0	42.5
Avg. Advertised Price (Time of Sale)	\$ 28,230	\$ 28,528	\$ 28,265
Avg. Transaction Price	\$ 28,200	\$ 28,528	\$ 28,265
Avg. Market Price at 100%	\$ 29,160	\$ 29,326	\$ 29,480
Avg. Price to Market % (Time of Sale)	97%	97%	96%
Avg. Transaction to Market	97%	97%	96%
Avg. Transactional Discount	\$ 31	\$ -	\$ -
Avg. Front-End Gross	\$ 1,776	\$ 2,187	\$ 1,271
Avg. Finance Gross	\$ 578	\$ 559	\$ 557
PUVR	\$ 2,354	\$ 2,747	\$ 1,827
Total Gross (Units & PUVR)	\$ 124,748	\$ 68,674	\$ 14,619
GROI	71%	85%	55%
% with Trade	43%	56%	25%
Avg. Over/Under Allowance	283	126	1,000



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

CHRISTIAN MARTE	CHRIS RIPLEY		
46%	57%	#DIV/0!	#DIV/0!
13	7	0	0
42.0	47.1	#DIV/0!	#DIV/0!
\$ 32,397	\$ 19,388	#DIV/0!	#DIV/0!
\$ 32,358	\$ 19,228	#DIV/0!	#DIV/0!
\$ 33,220	\$ 21,004	#DIV/0!	#DIV/0!
98%	92%	#DIV/0!	#DIV/0!
97%	92%	#DIV/0!	#DIV/0!
\$ 38	\$ 160	#DIV/0!	#DIV/0!
\$ 1,279	\$ 1,806	#DIV/0!	#DIV/0!
\$ 785	\$ 283	#DIV/0!	#DIV/0!
\$ 2,064	\$ 2,089	#DIV/0!	#DIV/0!
\$ 26,831	\$ 14,624	#DIV/0!	#DIV/0!
55%	83%	#DIV/0!	#DIV/0!
46%	14%	#DIV/0!	#DIV/0!
292	1,000	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	40%	#DIV/0!	#DIV/0!
Total # Retail Units	53	0	0
Avg. Days to Sale	42.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 28,230	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 28,200	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 29,160	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 31	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,776	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 578	#DIV/0!	#DIV/0!
PUVR	\$ 2,354	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 124,748	#DIV/0!	#DIV/0!
GROI	71%	#DIV/0!	#DIV/0!
% with Trade	43%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	283	#DIV/0!	#DIV/0!



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	53	15	38
Avg. Days to Sale	42.3	27.3	48.2
Avg. Advertised Price (Time of Sale)	\$ 28,230	\$ 31,672	\$ 26,829
Avg. Transaction Price	\$ 28,200	\$ 31,672	\$ 26,829
Avg. Market Price at 100%	\$ 29,160	\$ 32,040	\$ 28,087
Avg. Price to Market % (Time of Sale)	97%	99%	96%
Avg. Transaction to Market	97%	99%	96%
Avg. Transactional Discount	\$ 31	\$ -	\$ 43
Avg. Front-End Gross	\$ 1,776	\$ 2,577	\$ 1,459
Avg. Finance Gross	\$ 578	\$ 601	\$ 569
PUVR	\$ 2,354	\$ 3,178	\$ 2,028
Total Gross (Units & PUVR)	\$ 124,748	\$ 47,671	\$ 77,077
GROI	71%	132%	56%
% with Trade	43%	60%	37%
Avg. Over/Under Allowance	283	357	236



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	53	32	21
Avg. Days to Sale	42.3	36.3	51.5
Avg. Advertised Price (Time of Sale)	\$ 28,230	\$ 28,576	\$ 27,650
Avg. Transaction Price	\$ 28,200	\$ 28,560	\$ 27,650
Avg. Market Price at 100%	\$ 29,160	\$ 29,068	\$ 29,415
Avg. Price to Market % (Time of Sale)	97%	98%	94%
Avg. Transaction to Market	97%	98%	94%
Avg. Transactional Discount	\$ 31	\$ 16	\$ 53
Avg. Front-End Gross	\$ 1,776	\$ 2,270	\$ 1,023
Avg. Finance Gross	\$ 578	\$ 601	\$ 543
PUVR	\$ 2,354	\$ 2,871	\$ 1,565
Total Gross (Units & PUVR)	\$ 124,748	\$ 91,873	\$ 32,875
GROI	71%	100%	40%
% with Trade	43%	44%	43%
Avg. Over/Under Allowance	283	247	339



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	53	24	9
% of Retail Units	100%	45%	17%
% Retailed of Non-New Franchise	40%	13%	44%
Avg. Days to Sale	42.3	42.1	33.2
Avg. Transaction Price	\$ 28,200	\$ 30,237	\$ 24,163
Avg. Transaction to Market %	97%	97%	98%
Avg. Transactional Discount	\$ 31	\$ -	\$ 55
Avg. Front End Gross	\$ 1,776	\$ 1,932	\$ 3,217
Avg. Finance Gross	\$ 578	\$ 656	\$ 432
PUVR	\$ 2,354	\$ 2,588	\$ 3,649
Total Gross (Units & PUVR)	\$ 124,748	\$ 62,103	\$ 32,840
GROI	71%	73%	164%
% with Trade	43%	42%	44%
Avg. Over/Under Allowance	283	246	375



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
3	17	0	0
6%	32%	0%	0%
0%	82%	#DIV/0!	#DIV/0!
22.0	50.9	#DIV/0!	#DIV/0!
\$ 19,587	\$ 28,981	#DIV/0!	#DIV/0!
100%	94%	#DIV/0!	#DIV/0!
\$ -	\$ 66	#DIV/0!	#DIV/0!
\$ 3,991	\$ 402	#DIV/0!	#DIV/0!
\$ 518	\$ 556	#DIV/0!	#DIV/0!
\$ 4,509	\$ 958	#DIV/0!	#DIV/0!
\$ 13,526	\$ 16,279	#DIV/0!	#DIV/0!
377%	23%	#DIV/0!	#DIV/0!
33%	47%	#DIV/0!	#DIV/0!
0	319	#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	53	25	9
% of Retail Units	100%	47%	17%
% Retailed of Non-New Franchise	40%	20%	67%
Avg. Days to Sale	42.3	17.3	37.9
Avg. Transaction Price	\$ 28,200	\$ 26,813	\$ 27,173
Avg. Transaction to Market %	97%	99%	96%
Avg. Transactional Discount	\$ 31	\$ 40	\$ -
Avg. Front End Gross	\$ 1,776	\$ 2,595	\$ 1,805
Avg. Finance Gross	\$ 578	\$ 492	\$ 583
PUVR	\$ 2,354	\$ 3,087	\$ 2,388
Total Gross (Units & PUVR)	\$ 124,748	\$ 77,168	\$ 21,495
GROI	71%	239%	84%
% with Trade	43%	44%	22%
Avg. Over/Under Allowance	283	201	0



46-60 days	61-90 days	90+ days
4	9	6
8%	17%	11%
50%	44%	67%
52.3	72.0	101.7
\$ 35,085	\$ 30,444	\$ 27,563
97%	94%	90%
\$ -	\$ 69	\$ -
\$ 1,875	\$ 756	\$ (217)
\$ 714	\$ 752	\$ 577
\$ 2,588	\$ 1,508	\$ 360
\$ 10,353	\$ 13,570	\$ 2,162
51%	25%	5%
50%	44%	67%
50	800	250