








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	FP1854A	2020	FORD	EXPEDITION	5	Street/Curb Buy	No	\$ 54,699	\$ 52,460	94%	\$5,658	\$2,127
2	F2127A	2020	FORD	ECOSPORT	69	Trade on New	No	\$ 23,987	\$ 23,987	92%	(\$75)	\$1,962
3	F2155A	2020	FORD	F-150	21	Trade on New	No	\$ 37,488	\$ 37,488	96%	\$2,353	\$1,526
4	FP1819	2018	GMC	TERRAIN	57	Auction/Wholesale	No	\$ 24,878	\$ 24,878	100%	\$814	\$1,255
5	F2128A	2019	FORD	ECOSPORT	108	Trade on New	No	\$ 21,885	\$ 21,885	92%	(\$433)	\$1,500
6	FP1825A	2016	FORD	FOCUS	21	Trade on Used	No	\$ 13,877	\$ 13,877	101%	\$3,788	\$0
7	FP1839	2014	HONDA	CRV	33	Auction/Wholesale	No	\$ 17,987	\$ 17,987	105%	(\$616)	\$304
8	F2061A	2015	BUICK	ENCLAVE	181	Trade on New	No	\$ 15,988	\$ 15,988	85%	(\$2,608)	\$1,799
9	FP1834	2017	JEEP	RENEGADE	41	Auction/Wholesale	No	\$ 20,425	\$ 20,425	100%	\$470	\$1,574
10	FP1817A	2017	FORD	FOCUS	66	Trade on Used	No	\$ 13,226	\$ 13,226	101%	\$1,341	\$2,538
11	FP1853	2020	CHRYSLER	VOYAGER	24	Auction/Wholesale	No	\$ 22,858	\$ 22,500	97%	\$1,694	\$0
12	FP1842	2017	Chevrolet	CRUZE	40	Auction/Wholesale	No	\$ 16,899	\$ 16,899	98%	(\$378)	\$304
13	F2125A	2020	HYUNDAI	KONA	72	Trade on New	No	\$ 27,424	\$ 27,424	94%	\$950	\$1,300
14	FP1772A	2017	FORD	ESCAPE	71	Trade on Used	No	\$ 15,975	\$ 15,975	99%	\$2,322	\$150
15	FP1862	2019	GMC	TERRAIN	12	Trade on Used	No	\$ 32,250	\$ 32,250	99%	\$1,652	\$95
16	F2175A	2014	VOLVO	S60	21	Trade on New	No	\$ 13,625	\$ 13,625	100%	\$1,524	\$730
17	FP1866	2010	HONDA	ACCORD	9	Street/Curb Buy	No	\$ 14,999	\$ 13,896	96%	\$1,901	\$0
18	FP1854A	2020	FORD	EXPLORER	21	Trade on Used	No	\$ 37,498	\$ 37,498	102%	\$3,029	\$2,319
19	FP1861	2018	FORD	FOCUS	15	Auction/Wholesale	No	\$ 17,976	\$ 17,700	103%	\$579	\$0
20	F2022B	2015	GMC	SIERRA	176	Trade on Used	No	\$ 22,500	\$ 22,500	82%	(\$18)	\$457
21	F2111A	2018	FORD	EXPLORER	123	Trade on New	No	\$ 16,500	\$ 16,500	90%	(\$114)	\$1,220
22	FP1774A	2020	TOYOTA	TACOMA	146	Trade on Used	No	\$ 30,500	\$ 30,500	89%	\$159	\$0





## Scoreboard Totals

% Retailed of Non-Franchise Make	58%
Total # Retail Units	33
Avg. Days to Sale	58.3
Avg. Advertised Price (Time of Sale)	\$ 23,610
Avg. Transaction Price	\$ 23,394
Avg. Market Price at 100%	\$ 24,695
Avg. Price to Market % (Time of Sale)	96%
Avg. Transaction to Market	95%
Avg. Transactional Discount	\$ 216
Avg. Front-End Gross	\$ 1,076
Avg. Finance Gross	\$ 1,225
PUVR	\$ 2,300
Total Gross (Units & PUVR)	\$ 75,905
GROI	61%
% with Trade	58%
Avg. Over/Under Allowance	(\$160)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	James Difebo
% Retailed of Non-New Franchise	58%	#DIV/0!	58%
Total # Retail Units	33	0	33
Avg. Days to Sale	58.3	#DIV/0!	58.3
Avg. Advertised Price (Time of Sale)	\$ 23,610	#DIV/0!	\$ 23,610
Avg. Transaction Price	\$ 23,394	#DIV/0!	\$ 23,394
Avg. Market Price at 100%	\$ 24,695	#DIV/0!	\$ 24,634
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!	96%
Avg. Transaction to Market	95%	#DIV/0!	95%
Avg. Transactional Discount	\$ 216	#DIV/0!	\$ 216
Avg. Front-End Gross	\$ 1,076	#DIV/0!	\$ 1,076
Avg. Finance Gross	\$ 1,225	#DIV/0!	\$ 1,225
PUVR	\$ 2,300	#DIV/0!	\$ 2,300
Total Gross (Units & PUVR)	\$ 75,905	#DIV/0!	\$ 75,905
GROI	61%	#DIV/0!	61%
% with Trade	58%	#DIV/0!	58%
Avg. Over/Under Allowance	-160	#DIV/0!	-160









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Andrew Middleton	Jesse Wade
% Retailed of Non-New Franchise	58%	36%	100%
Total # Retail Units	33	14	2
Avg. Days to Sale	58.3	47.1	34.0
Avg. Advertised Price (Time of Sale)	\$ 23,610	\$ 21,603	\$ 22,367
Avg. Transaction Price	\$ 23,394	\$ 21,529	\$ 21,444
Avg. Market Price at 100%	\$ 24,695	\$ 22,511	\$ 21,938
Avg. Price to Market % (Time of Sale)	96%	96%	102%
Avg. Transaction to Market	95%	96%	98%
Avg. Transactional Discount	\$ 216	\$ 74	\$ 923
Avg. Front-End Gross	\$ 1,076	\$ 1,364	\$ 601
Avg. Finance Gross	\$ 1,225	\$ 1,164	\$ 1,070
PUVR	\$ 2,300	\$ 2,528	\$ 1,671
Total Gross (Units & PUVR)	\$ 75,905	\$ 35,390	\$ 3,342
GROI	61%	90%	83%
% with Trade	58%	50%	0%
Avg. Over/Under Allowance	-160	-379	0



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

Drew Bodner	Jeff Ohm	Mike Mavus	
63%	80%	75%	#DIV/0!
8	5	4	0
54.6	73.6	98.0	#DIV/0!
\$ 32,592	\$ 18,349	\$ 19,868	#DIV/0!
\$ 32,312	\$ 18,166	\$ 19,593	#DIV/0!
\$ 33,501	\$ 19,362	\$ 22,271	#DIV/0!
97%	95%	89%	#DIV/0!
96%	94%	88%	#DIV/0!
\$ 280	\$ 183	\$ 276	#DIV/0!
\$ 1,187	\$ 217	\$ 1,154	#DIV/0!
\$ 2,009	\$ 1,058	\$ 152	#DIV/0!
\$ 3,197	\$ 1,276	\$ 1,305	#DIV/0!
\$ 25,573	\$ 6,379	\$ 5,221	#DIV/0!
65%	34%	24%	#DIV/0!
63%	80%	75%	#DIV/0!
102	80	-299	#DIV/0!





























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Mark Vilushis	
% Retailed of Non-New Franchise	58%	58%	#DIV/0!
Total # Retail Units	33	33	0
Avg. Days to Sale	58.3	58.3	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 23,610	\$ 23,610	#DIV/0!
Avg. Transaction Price	\$ 23,394	\$ 23,394	#DIV/0!
Avg. Market Price at 100%	\$ 24,695	\$ 24,634	#DIV/0!
Avg. Price to Market % (Time of Sale)	96%	96%	#DIV/0!
Avg. Transaction to Market	95%	95%	#DIV/0!
Avg. Transactional Discount	\$ 216	\$ 216	#DIV/0!
Avg. Front-End Gross	\$ 1,076	\$ 1,076	#DIV/0!
Avg. Finance Gross	\$ 1,225	\$ 1,225	#DIV/0!
PUVR	\$ 2,300	\$ 2,300	#DIV/0!
Total Gross (Units & PUVR)	\$ 75,905	\$ 75,905	#DIV/0!
GROI	61%	61%	#DIV/0!
% with Trade	58%	0%	#DIV/0!
Avg. Over/Under Allowance	-160	-160	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	33	0	33
Avg. Days to Sale	58.3	#DIV/0!	58.3
Avg. Advertised Price (Time of Sale)	\$ 23,610	#DIV/0!	\$ 23,394
Avg. Transaction Price	\$ 23,394	#DIV/0!	\$ 23,394
Avg. Market Price at 100%	\$ 24,695	#DIV/0!	\$ 24,634
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!	95%
Avg. Transaction to Market	95%	#DIV/0!	95%
Avg. Transactional Discount	\$ 216	#DIV/0!	\$ 216
Avg. Front-End Gross	\$ 1,076	#DIV/0!	\$ 1,076
Avg. Finance Gross	\$ 1,225	#DIV/0!	\$ 1,225
PUVR	\$ 2,300	#DIV/0!	\$ 2,300
Total Gross (Units & PUVR)	\$ 75,905	#DIV/0!	\$ 75,905
GROI	61%	#DIV/0!	61%
% with Trade	58%	#DIV/0!	58%
Avg. Over/Under Allowance	-160	#DIV/0!	-160



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	33	14	19
Avg. Days to Sale	58.3	46.0	67.4
Avg. Advertised Price (Time of Sale)	\$ 23,610	\$ 25,439	\$ 22,040
Avg. Transaction Price	\$ 23,394	\$ 25,231	\$ 22,040
Avg. Market Price at 100%	\$ 24,695	\$ 26,321	\$ 23,392
Avg. Price to Market % (Time of Sale)	96%	97%	94%
Avg. Transaction to Market	95%	96%	94%
Avg. Transactional Discount	\$ 216	\$ 208	\$ 222
Avg. Front-End Gross	\$ 1,076	\$ 1,597	\$ 692
Avg. Finance Gross	\$ 1,225	\$ 1,424	\$ 1,078
PUVR	\$ 2,300	\$ 3,021	\$ 1,769
Total Gross (Units & PUVR)	\$ 75,905	\$ 42,288	\$ 33,617
GROI	61%	94%	43%
% with Trade	58%	50%	63%
Avg. Over/Under Allowance	-160	-50	-241



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	33	11	11
% of Retail Units	100%	33%	33%
% Retailed of Non-New Franchise	58%	36%	55%
Avg. Days to Sale	58.3	70.0	61.9
Avg. Transaction Price	\$ 23,394	\$ 24,226	\$ 21,604
Avg. Transaction to Market %	95%	93%	94%
Avg. Transactional Discount	\$ 216	\$ -	\$ 287
Avg. Front End Gross	\$ 1,076	\$ 494	\$ 1,705
Avg. Finance Gross	\$ 1,225	\$ 1,467	\$ 962
PUVR	\$ 2,300	\$ 1,961	\$ 2,667
Total Gross (Units & PUVR)	\$ 75,905	\$ 21,567	\$ 29,337
GROI	61%	42%	72%
% with Trade	58%	45%	55%
Avg. Over/Under Allowance	-160	-63	-406



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
3	8	0	0
9%	24%	0%	0%
67%	88%	#DIV/0!	#DIV/0!
44.0	42.6	#DIV/0!	#DIV/0!
\$ 33,619	\$ 20,875	#DIV/0!	#DIV/0!
92%	100%	#DIV/0!	#DIV/0!
\$ 1,114	\$ 79	#DIV/0!	#DIV/0!
\$ 2,193	\$ 590	#DIV/0!	#DIV/0!
\$ 1,871	\$ 1,011	#DIV/0!	#DIV/0!
\$ 4,064	\$ 1,601	#DIV/0!	#DIV/0!
\$ 12,193	\$ 12,808	#DIV/0!	#DIV/0!
99%	65%	#DIV/0!	#DIV/0!
100%	63%	#DIV/0!	#DIV/0!
267	-115	#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	33	14	4
% of Retail Units	100%	42%	12%
% Retailed of Non-New Franchise	58%	43%	100%
Avg. Days to Sale	58.3	16.9	37.3
Avg. Transaction Price	\$ 23,394	\$ 25,197	\$ 20,053
Avg. Transaction to Market %	95%	95%	99%
Avg. Transactional Discount	\$ 216	\$ 349	\$ 462
Avg. Front End Gross	\$ 1,076	\$ 2,129	\$ 324
Avg. Finance Gross	\$ 1,225	\$ 1,112	\$ 1,004
PUVR	\$ 2,300	\$ 3,241	\$ 1,328
Total Gross (Units & PUVR)	\$ 75,905	\$ 45,375	\$ 5,312
GROI	61%	275%	64%
% with Trade	58%	57%	50%
Avg. Over/Under Allowance	-160	131	-150



46-60 days	61-90 days	90+ days
1	7	7
3%	21%	21%
100%	43%	71%
57.0	70.6	141.1
\$ 24,878	\$ 20,896	\$ 23,982
100%	97%	89%
\$ -	\$ 57	\$ -
\$ 814	\$ 1,024	\$ (512)
\$ 1,255	\$ 1,586	\$ 1,209
\$ 2,069	\$ 2,610	\$ 697
\$ 2,069	\$ 18,271	\$ 4,878
53%	64%	7%
100%	43%	71%
-1,000	-17	-771