









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	25079B	2021	MAZDA	CX-9	49	Trade on Used	No	\$ 42,236	\$ 42,236	100%	\$1,531	\$2,384
2	M21880R	2022	MAZDA	MAZDA3	5	Loaner	Yes	\$ 25,330	\$ 25,330	96%	\$1,579	\$1,563
3	25098A	2017	MAZDA	MAZDA3	30	Street/Curb Buy	No	\$ 19,217	\$ 19,217	96%	\$950	\$0
4	25116A	2019	MAZDA	CX-5	9	Auction/Wholesale	No	\$ 28,792	\$ 28,792	101%	(\$1,435)	\$2,324
5	25118A	2019	MAZDA	CX-3	1	LBO Customer	No	\$ 14,611	\$ 14,611	58%	(\$10)	\$964
6	25105A	2019	MAZDA	CX-9	32	Auction/Wholesale	No	\$ 35,187	\$ 35,187	101%	(\$195)	\$2,784
7	25124A	2015	HONDA	CRV	5	Auction/Wholesale	No	\$ 18,763	\$ 18,763	96%	\$1,000	\$3,953
8	25119A	2019	MAZDA	CX-5	7	Auction/Wholesale	No	\$ 27,829	\$ 27,829	98%	(\$1,578)	\$4,175
9	25123A	2015	Chevrolet	CRUZE	1	Auction/Wholesale	No	\$ 12,000	\$ 12,000	90%	\$950	\$1,005
10	25097A	2019	MAZDA	CX-3	50	Auction/Wholesale	No	\$ 21,924	\$ 21,924	96%	\$141	\$648
11	M22211A	2015	Chevrolet	TAHOE	15	Trade on New	No	\$ 33,449	\$ 33,449	95%	\$2,404	\$0
12	25122A	2019	MAZDA	MAZDA3	1	LBO Customer	No	\$ 13,123	\$ 13,123	62%	(\$203)	\$3,137
13	25107A	2019	MAZDA	CX-3	34	Auction/Wholesale	No	\$ 23,892	\$ 23,892	91%	(\$2,153)	\$514
14	25090A	2018	TOYOTA	RAV4	55	Auction/Wholesale	No	\$ 24,823	\$ 24,823	88%	(\$1,334)	\$288
15	M22210A	2018	HONDA	CIVIC	21	Trade on New	No	\$ 22,744	\$ 22,744	97%	\$581	\$1,906
16	25093A	2019	SUBARU	OUTBACK	48	Auction/Wholesale	No	\$ 27,992	\$ 27,992	90%	\$2,467	\$2,883
17	M21913R	2022	MAZDA	CX-5	8	Loaner	Yes	\$ 32,108	\$ 32,108	93%	\$3,155	\$525
18	M22177A	2014	MAZDA	MAZDA6	48	Trade on New	No	\$ 17,612	\$ 17,612	90%	\$2,415	\$209
19	25114A	2019	MAZDA	CX-5	16	Auction/Wholesale	No	\$ 28,600	\$ 28,600	98%	\$260	\$2,778
20	25141A	2016	FORD	FUSION	4	Auction/Wholesale	No	\$ 13,460	\$ 13,460	96%	\$1,000	\$1,893
21	25131A	2019	Chevrolet	EQUINOX	1	Auction/Wholesale	No	\$ 25,273	\$ 25,273	94%	\$1,000	\$580
22	M22251A	2020	MAZDA	CX-5	22	Trade on New	No	\$ 24,740	\$ 24,740	101%	(\$997)	\$209
23	M22234A	2020	SUBARU	FORESTER	58	Trade on New	No	\$ 30,294	\$ 30,294	93%	\$1,680	\$1,842
24	M21913S	2011	MAZDA	MAZDA3	7	Trade on Used	No	\$ 10,257	\$ 10,257	94%	\$1,534	\$0
25	M22001R	2022	MAZDA	CX-9	23	Loaner	Yes	\$ 37,622	\$ 37,622	88%	\$3,997	\$3,132
26	M22210B	2006	HONDA	ACCORD	9	Trade on New	No	\$ 2,200	\$ 2,200	60%	\$572	\$0
27	25136A	2019	MAZDA	CX-5	3	LBO Customer	No	\$ 20,483	\$ 20,483	97%	(\$51)	\$1,044

28	M22203A	2016	HONDA	CRV	36	Trade on New	No	\$	21,585	\$	21,585	96%	\$478	\$1,000
29	M21911R	2022	MAZDA	CX-5	8	Loaner	Yes	\$	33,975	\$	33,975	95%	\$2,085	\$809
30	25138A	2019	MAZDA	CX-5	1	LBO Customer	No	\$	17,340	\$	17,340	74%	\$0	\$4,338
31	25128A	2018	MAZDA	MAZDA3	9	Street/Curb Buy	No	\$	17,840	\$	17,840	93%	\$120	\$277
32	M22216A	2020	HONDA	CIVIC	29	Trade on New	No	\$	31,980	\$	31,980	98%	\$2,656	\$1,386
33	25144A	2019	MAZDA	CX-5	1	LBO Customer	No	\$	14,361	\$	14,361	68%	(\$145)	\$240
34	M21896R	2022	MAZDA	CX-5	3	Loaner	Yes	\$	33,148	\$	33,148	103%	\$3,090	\$789
35	M22233B	2011	HONDA	FIT	33	Trade on New	No	\$	10,740	\$	10,740	63%	\$3,411	\$0
36	25121A	2022	MAZDA	CX-9	22	Street/Curb Buy	No	\$	48,179	\$	48,179	102%	\$5,230	\$704
37	M22170B	2018	JEEP	WRANGLER	105	Trade on New	No	\$	27,442	\$	27,442	88%	(\$1,669)	\$2,806
38	M22249A	2019	NISSAN	ROGUE	34	Trade on New	No	\$	23,202	\$	23,202	97%	\$295	\$3,761
39	M22014R	2022	MAZDA	MAZDA3	20	Loaner	Yes	\$	23,999	\$	23,999	93%	(\$1,127)	\$2,399
40	25134A	2019	MAZDA	CX-5	9	Auction/Wholesale	No	\$	27,842	\$	27,842	102%	(\$935)	\$3,442
41	25132A	2019	MAZDA	CX-5	21	Auction/Wholesale	No	\$	25,223	\$	25,223	97%	(\$566)	\$610
42	M22250A	2020	MAZDA	CX-5	23	Trade on New	No	\$	30,914	\$	30,914	97%	(\$1,009)	\$229
43	25151A	2019	HONDA	CRV	2	Auction/Wholesale	No	\$	31,079	\$	31,079	95%	\$700	\$2,256
44	25130A	2021	MAZDA	CX-30	24	Auction/Wholesale	No	\$	27,999	\$	27,999	84%	\$2,899	\$447
45	M22217A	2019	MAZDA	CX-5	34	Trade on New	No	\$	24,748	\$	24,748	86%	\$2,468	\$209
46	25154A	2019	MAZDA	CX-5	1	LBO Customer	No	\$	18,408	\$	18,408	63%	(\$140)	\$2,725
47	M22227A	2021	MAZDA	CX-9	24	Trade on New	No	\$	39,716	\$	39,716	98%	(\$3,324)	\$2,453
48	25159A	2018	HONDA	PILOT	1	Auction/Wholesale	No	\$	27,894	\$	27,894	94%	\$109	\$845
49	25157A	2019	HONDA	CRV	9	Auction/Wholesale	No	\$	31,650	\$	31,650	95%	\$364	\$209
50	25158A	2017	HONDA	CRV	7	Auction/Wholesale	No	\$	24,995	\$	24,995	99%	\$1,000	\$0
51	25163A	2019	MAZDA	CX-3	2	LBO Customer	No	\$	16,298	\$	16,298	66%	(\$140)	\$2,603
52	25164A	2019	MAZDA	CX-3	1	LBO Customer	No	\$	12,392	\$	12,392	54%	(\$140)	\$543
53	M22226A	2019	SUBARU	IMPREZA	39	Trade on New	No	\$	21,498	\$	21,498	87%	\$1,718	\$0

## Scoreboard Totals

% Retailed of Non-Franchise Make	33%
Total # Retail Units	63
Avg. Days to Sale	20.4
Avg. Advertised Price (Time of Sale)	\$ 24,693
Avg. Transaction Price	\$ 24,693
Avg. Market Price at 100%	\$ 27,151
Avg. Price to Market % (Time of Sale)	91%
Avg. Transaction to Market	91%
Avg. Transactional Discount	\$ -
Avg. Front-End Gross	\$ 660
Avg. Finance Gross	\$ 1,316
PUVR	\$ 1,976
Total Gross (Units & PUVR)	\$ 124,458
GROI	141%
% with Trade	41%
Avg. Over/Under Allowance	\$0



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	BRANDON HANSEN
% Retailed of Non-New Franchise	33%	#DIV/0!	10%
Total # Retail Units	63	0	10
Avg. Days to Sale	20.4	#DIV/0!	21.2
Avg. Advertised Price (Time of Sale)	\$ 24,693	#DIV/0!	\$ 25,535
Avg. Transaction Price	\$ 24,693	#DIV/0!	\$ 25,535
Avg. Market Price at 100%	\$ 27,151	#DIV/0!	\$ 26,280
Avg. Price to Market % (Time of Sale)	91%	#DIV/0!	97%
Avg. Transaction to Market	91%	#DIV/0!	97%
Avg. Transactional Discount	\$ -	#DIV/0!	\$ -
Avg. Front-End Gross	\$ 660	#DIV/0!	\$ 129
Avg. Finance Gross	\$ 1,316	#DIV/0!	\$ 595
PUVR	\$ 1,976	#DIV/0!	\$ 724
Total Gross (Units & PUVR)	\$ 124,458	#DIV/0!	\$ 7,238
GROI	141%	#DIV/0!	48%
% with Trade	41%	#DIV/0!	60%
Avg. Over/Under Allowance	0	#DIV/0!	0



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

LISA FRIEDRICH	BILL NOLETTE	ELI MARA	
33%	39%	#DIV/0!	#DIV/0!
9	44	0	0
18.2	20.7	#DIV/0!	#DIV/0!
\$ 24,987	\$ 24,442	#DIV/0!	#DIV/0!
\$ 24,987	\$ 24,442	#DIV/0!	#DIV/0!
\$ 27,951	\$ 26,753	#DIV/0!	#DIV/0!
89%	91%	#DIV/0!	#DIV/0!
89%	91%	#DIV/0!	#DIV/0!
\$ -	\$ -	#DIV/0!	#DIV/0!
\$ 1,249	\$ 659	#DIV/0!	#DIV/0!
\$ 928	\$ 1,559	#DIV/0!	#DIV/0!
\$ 2,177	\$ 2,219	#DIV/0!	#DIV/0!
\$ 19,591	\$ 97,629	#DIV/0!	#DIV/0!
172%	158%	#DIV/0!	#DIV/0!
22%	41%	#DIV/0!	#DIV/0!
0	0	#DIV/0!	#DIV/0!





## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	DYANELLA LINARES	AL ARNOLD
% Retailed of Non-New Franchise	33%	33%	42%
Total # Retail Units	63	9	12
Avg. Days to Sale	20.4	20.2	25.6
Avg. Advertised Price (Time of Sale)	\$ 24,693	\$ 23,709	\$ 28,697
Avg. Transaction Price	\$ 24,693	\$ 23,709	\$ 28,697
Avg. Market Price at 100%	\$ 27,151	\$ 25,147	\$ 30,073
Avg. Price to Market % (Time of Sale)	91%	94%	95%
Avg. Transaction to Market	91%	94%	95%
Avg. Transactional Discount	\$ -	\$ -	\$ -
Avg. Front-End Gross	\$ 660	\$ 735	\$ 717
Avg. Finance Gross	\$ 1,316	\$ 809	\$ 1,297
PUVR	\$ 1,976	\$ 1,544	\$ 2,015
Total Gross (Units & PUVR)	\$ 124,458	\$ 13,893	\$ 24,178
GROI	141%	116%	99%
% with Trade	41%	44%	42%
Avg. Over/Under Allowance	0	0	0



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

BRANDON ACOSTA	DAVE SMALL	LISA WATSON	KRIS REINDEL
17%	13%	44%	56%
6	16	9	9
16.3	14.1	22.0	28.6
\$ 23,714	\$ 23,931	\$ 28,655	\$ 21,645
\$ 23,714	\$ 23,931	\$ 28,655	\$ 21,645
\$ 27,380	\$ 26,983	\$ 30,904	\$ 23,034
87%	89%	93%	94%
87%	89%	93%	94%
\$ -	\$ -	\$ -	\$ -
\$ 161	\$ 437	\$ 1,919	\$ 46
\$ 2,345	\$ 1,571	\$ 1,004	\$ 1,282
\$ 2,506	\$ 2,008	\$ 2,922	\$ 1,328
\$ 15,036	\$ 32,125	\$ 26,302	\$ 11,955
233%	214%	167%	77%
50%	38%	11%	67%
0	0	0	0

HOUSE			
50%	#DIV/0!	#DIV/0!	#DIV/0!
2	0	0	0
9.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 10,020	#DIV/0!	#DIV/0!	#DIV/0!
\$ 10,020	#DIV/0!	#DIV/0!	#DIV/0!
\$ 11,425	#DIV/0!	#DIV/0!	#DIV/0!
88%	#DIV/0!	#DIV/0!	#DIV/0!
88%	#DIV/0!	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!	#DIV/0!
\$ 346	#DIV/0!	#DIV/0!	#DIV/0!
\$ 139	#DIV/0!	#DIV/0!	#DIV/0!
\$ 485	#DIV/0!	#DIV/0!	#DIV/0!
\$ 969	#DIV/0!	#DIV/0!	#DIV/0!
193%	#DIV/0!	#DIV/0!	#DIV/0!
50%	#DIV/0!	#DIV/0!	#DIV/0!
0	#DIV/0!	#DIV/0!	#DIV/0!



























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	DYANELLA LINAAL ARNOLD	
% Retailed of Non-New Franchise	33%	33%	42%
Total # Retail Units	63	9	12
Avg. Days to Sale	20.4	20.2	25.6
Avg. Advertised Price (Time of Sale)	\$ 24,693	\$ 23,709	\$ 28,697
Avg. Transaction Price	\$ 24,693	\$ 23,709	\$ 28,697
Avg. Market Price at 100%	\$ 27,151	\$ 25,147	\$ 30,073
Avg. Price to Market % (Time of Sale)	91%	94%	95%
Avg. Transaction to Market	91%	94%	95%
Avg. Transactional Discount	\$ -	\$ -	\$ -
Avg. Front-End Gross	\$ 660	\$ 735	\$ 717
Avg. Finance Gross	\$ 1,316	\$ 809	\$ 1,297
PUVR	\$ 1,976	\$ 1,544	\$ 2,015
Total Gross (Units & PUVR)	\$ 124,458	\$ 13,893	\$ 24,178
GROI	141%	116%	99%
% with Trade	41%	0%	0%
Avg. Over/Under Allowance	0	0	0



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

DAVE SMALL	LISA WATSON	KRIS REINDEL	BRANDON ACO
13%	44%	56%	17%
16	9	9	6
14.1	22.0	28.6	16.3
\$ 23,931	\$ 28,655	\$ 21,645	\$ 23,714
\$ 23,931	\$ 28,655	\$ 21,645	\$ 23,714
\$ 26,983	\$ 30,904	\$ 23,034	\$ 27,380
89%	93%	94%	87%
89%	93%	94%	87%
\$ -	\$ -	\$ -	\$ -
\$ 437	\$ 1,919	\$ 46	\$ 161
\$ 1,571	\$ 1,004	\$ 1,282	\$ 2,345
\$ 2,008	\$ 2,922	\$ 1,328	\$ 2,506
\$ 32,125	\$ 26,302	\$ 11,955	\$ 15,036
214%	167%	77%	233%
0%	0%	0%	0%
0	0	0	0

HOUSE			
50%	#DIV/0!	#DIV/0!	#DIV/0!
2	0	0	0
9.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 10,020	#DIV/0!	#DIV/0!	#DIV/0!
\$ 10,020	#DIV/0!	#DIV/0!	#DIV/0!
\$ 11,425	#DIV/0!	#DIV/0!	#DIV/0!
88%	#DIV/0!	#DIV/0!	#DIV/0!
88%	#DIV/0!	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!	#DIV/0!
\$ 346	#DIV/0!	#DIV/0!	#DIV/0!
\$ 139	#DIV/0!	#DIV/0!	#DIV/0!
\$ 485	#DIV/0!	#DIV/0!	#DIV/0!
\$ 969	#DIV/0!	#DIV/0!	#DIV/0!
193%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
0	#DIV/0!	#DIV/0!	#DIV/0!

## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	63	7	56
Avg. Days to Sale	20.4	11.6	21.5
Avg. Advertised Price (Time of Sale)	\$ 24,693	\$ 31,667	\$ 23,821
Avg. Transaction Price	\$ 24,693	\$ 31,667	\$ 23,821
Avg. Market Price at 100%	\$ 27,151	\$ 33,429	\$ 26,027
Avg. Price to Market % (Time of Sale)	91%	95%	92%
Avg. Transaction to Market	91%	95%	92%
Avg. Transactional Discount	\$ -	\$ -	\$ -
Avg. Front-End Gross	\$ 660	\$ 2,044	\$ 486
Avg. Finance Gross	\$ 1,316	\$ 1,486	\$ 1,295
PUVR	\$ 1,976	\$ 3,530	\$ 1,781
Total Gross (Units & PUVR)	\$ 124,458	\$ 24,713	\$ 99,745
GROI	141%	347%	125%
% with Trade	41%	57%	39%
Avg. Over/Under Allowance	0	0	0



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	63	42	21
Avg. Days to Sale	20.4	18.0	25.2
Avg. Advertised Price (Time of Sale)	\$ 24,693	\$ 25,872	\$ 22,336
Avg. Transaction Price	\$ 24,693	\$ 25,872	\$ 22,336
Avg. Market Price at 100%	\$ 27,151	\$ 28,202	\$ 24,143
Avg. Price to Market % (Time of Sale)	91%	92%	93%
Avg. Transaction to Market	91%	92%	93%
Avg. Transactional Discount	\$ -	\$ -	\$ -
Avg. Front-End Gross	\$ 660	\$ 538	\$ 903
Avg. Finance Gross	\$ 1,316	\$ 1,340	\$ 1,267
PUVR	\$ 1,976	\$ 1,878	\$ 2,170
Total Gross (Units & PUVR)	\$ 124,458	\$ 78,888	\$ 45,570
GROI	141%	145%	139%
% with Trade	41%	33%	57%
Avg. Over/Under Allowance	0	0	0



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	63	18	2
% of Retail Units	100%	29%	3%
% Retailed of Non-New Franchise	33%	61%	0%
Avg. Days to Sale	20.4	31.1	28.0
Avg. Transaction Price	\$ 24,693	\$ 23,242	\$ 26,247
Avg. Transaction to Market %	91%	91%	97%
Avg. Transactional Discount	\$ -	\$ -	\$ -
Avg. Front End Gross	\$ 660	\$ 822	\$ 1,533
Avg. Finance Gross	\$ 1,316	\$ 1,052	\$ 1,192
PUVR	\$ 1,976	\$ 1,875	\$ 2,725
Total Gross (Units & PUVR)	\$ 124,458	\$ 33,741	\$ 5,449
GROI	141%	93%	133%
% with Trade	41%	50%	0%
Avg. Over/Under Allowance	0	0	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
4	24	7	8
6%	38%	11%	13%
0%	42%	0%	0%
17.5	21.2	11.6	1.4
\$ 30,073	\$ 25,660	\$ 31,667	\$ 15,877
95%	96%	95%	68%
\$ -	\$ -	\$ -	\$ -
\$ 2,180	\$ 62	\$ 2,044	\$ (104)
\$ 245	\$ 1,442	\$ 1,486	\$ 1,949
\$ 2,425	\$ 1,504	\$ 3,530	\$ 1,846
\$ 9,699	\$ 36,091	\$ 24,713	\$ 14,765
166%	99%	347%	3044%
25%	50%	57%	0%
0	0	0	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	63	47	8
% of Retail Units	100%	75%	13%
% Retailed of Non-New Franchise	33%	28%	50%
Avg. Days to Sale	20.4	11.5	35.8
Avg. Transaction Price	\$ 24,693	\$ 24,502	\$ 23,107
Avg. Transaction to Market %	91%	91%	89%
Avg. Transactional Discount	\$ -	\$ -	\$ -
Avg. Front End Gross	\$ 660	\$ 677	\$ 792
Avg. Finance Gross	\$ 1,316	\$ 1,344	\$ 1,060
PUVR	\$ 1,976	\$ 2,021	\$ 1,852
Total Gross (Units & PUVR)	\$ 124,458	\$ 94,980	\$ 14,812
GROI	141%	258%	81%
% with Trade	41%	43%	25%
Avg. Over/Under Allowance	0	0	0



46-60 days	61-90 days	90+ days
7	0	1
11%	0%	2%
43%	#DIV/0!	100%
50.6	#DIV/0!	105.0
\$ 27,399	#DIV/0!	\$ 27,442
94%	#DIV/0!	88%
\$ -	#DIV/0!	\$ -
\$ 724	#DIV/0!	\$ (1,669)
\$ 1,209	#DIV/0!	\$ 2,806
\$ 1,933	#DIV/0!	\$ 1,137
\$ 13,529	#DIV/0!	\$ 1,137
50%	#DIV/0!	14%
43%	#DIV/0!	100%
0	#DIV/0!	0