

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
ROBERT WILSON	WINNIE ANDERSON	AMBER IVEY
BRITTON SCHROEDER	BRITTON SCHROEDER	EASTON EASTERSON
	ERIC VOSS	DAVE NYLEN
		ERIC VOSS







Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CP O	Same Brand as New	Advertised Price (Time of Sale)	Transaction Price	Advertised Price to Market % (Time of Sale)	Market Price at 100%	Transaction to Market (%)	Transactional Discount (\$)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	No	\$ 15,000	\$ 13,800	95%	\$ 15,789	87%	\$ 1,200	\$1,500	\$500
1	22M018A	19	Mercedes-Benz	CLA250	69	Trade on New	Yes	NO	\$ 31,541	\$ 30,827	100%	\$ 31,541	98%	\$ 714	(\$2,652)	\$0
2	22L016A	20	Mercedes-Benz	GLB250	60	Trade on New	Yes	NO	\$ 39,487	\$ 38,500	100%	\$ 39,487	98%	\$ 987	\$1,467	\$0
3	22L072	22	Mercedes-Benz	GLC300	1	Loaner	No	Yes	\$ 50,635	\$ 50,635	100%	\$ 50,635	100%	\$ -	\$999	\$1,823
4	22P056	19	Mercedes-Benz	A220	99	Auction/Wholesale	Yes	Yes	\$ 36,748	\$ 36,748	110%	\$ 33,407	110%	\$ -	\$400	\$1,016
5	21L120A	3	Hummer	H2	23	Trade on New	No	No	\$ 19,995	\$ 18,000	98%	\$ 20,403	88%	\$ 1,995	\$2,371	\$0
6	22L067	22	Mercedes-Benz	GLB250	38	Loaner	No	Yes	\$ 45,995	\$ 45,995	100%	\$ 45,995	100%	\$ -	\$3,277	\$0
7	22P069	17	Ford	EXPLORER	26	Street/Curb Buy	No	No	\$ 25,995	\$ 25,000	97%	\$ 26,799	93%	\$ 995	\$1,067	\$2,431
8	22M022	22	Mercedes-Benz	A220	13	Loaner	No	Yes	\$ 39,995	\$ 39,995	94%	\$ 42,548	94%	\$ -	\$3,206	\$2,409
9	22P050A	14	Mercedes-Benz	C250	45	Trade on Used	No	Yes	\$ 15,995	\$ 14,600	83%	\$ 19,271	76%	\$ 1,395	\$517	\$0
10	22L032	22	Mercedes-Benz	GLB250	10	Loaner	No	Yes	\$ 44,995	\$ 44,055	96%	\$ 46,870	94%	\$ 940	\$2,180	\$975
11	22L070	22	Mercedes-Benz	GLB250	15	Loaner	No	Yes	\$ 46,525	\$ 44,656	99%	\$ 46,995	95%	\$ 1,869	\$3,828	\$200
12	22L057A	15	BMW	320I	119	Trade on New	No	No	\$ 17,851	\$ 17,851	97%	\$ 18,403	97%	\$ -	(\$1,158)	\$2,192
13	22P075	19	Mercedes-Benz	S560	1	LBO Customer	No	Yes	\$ 60,943	\$ 60,943	92%	\$ 66,242	92%	\$ -	\$0	\$1,398
14	22P017	20	Mercedes-Benz	GLB250	83	Auction/Wholesale	Yes	Yes	\$ 41,924	\$ 41,924	102%	\$ 41,102	102%	\$ -	(\$3,391)	\$0
15	22M010A	17	Mercedes-Benz	GLC300	119	Trade on New	No	Yes	\$ 28,893	\$ 28,000	103%	\$ 28,051	100%	\$ 893	(\$3,483)	\$1,113
16	22L067A	10	Mercedes-Benz	GLK350	17	Trade on New	No	Yes	\$ 16,995	\$ 15,681	114%	\$ 14,908	105%	\$ 1,314	\$2,215	\$0
17	21L120C	5	Chevrolet	CORVETTE	24	Trade on Used	No	No	\$ 24,987	\$ 24,987	84%	\$ 29,746	84%	\$ -	\$1,987	\$2,233
18	22P068A	21	Mercedes-Benz	C300	49	Street/Curb Buy	No	Yes	\$ 39,743	\$ 38,059	99%	\$ 40,144	95%	\$ 1,684	\$1,684	\$487
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20								Blank				#DIV/0!	#DIV/0!	BLANK		
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## Scoreboard Totals

% Retailed of Non-Franchise Make	33%
Total # Retail Units	18
Avg. Days to Sale	45.1
Avg. Advertised Price (Time of Sale)	\$ 34,958
Avg. Transaction Price	\$ 34,248
Avg. Market Price at 100%	\$ 35,591
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	96%
Avg. Transactional Discount	\$ 710
Avg. Front-End Gross	\$ 806
Avg. Finance Gross	\$ 904
PUVR	\$ 1,967
Total Gross (Units & PUVR)	\$ 35,411
GROI	46%
% with Trade	22%
Avg. Over/Under Allowance	\$0



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	RITTON SCHROEDER
% Retailed of Non-New Franchise	33%	#DIV/0!	33%
Total # Retail Units	18	0	18
Avg. Days to Sale	45.1	#DIV/0!	45.1
Avg. Advertised Price (Time of Sale)	\$ 34,958	#DIV/0!	\$ 34,958
Avg. Transaction Price	\$ 34,248	#DIV/0!	\$ 34,248
Avg. Market Price at 100%	\$ 35,591	#DIV/0!	\$ 35,697
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	98%
Avg. Transaction to Market	96%	#DIV/0!	96%
Avg. Transactional Discount	\$ 710	#DIV/0!	\$ 710
Avg. Front-End Gross	\$ 806	#DIV/0!	\$ 806
Avg. Finance Gross	\$ 904	#DIV/0!	\$ 904
PUVR	\$ 1,967	#DIV/0!	\$ 1,967
Total Gross (Units & PUVR)	\$ 35,411	#DIV/0!	\$ 35,411
GROI	46%	#DIV/0!	46%
% with Trade	22%	#DIV/0!	22%
Avg. Over/Under Allowance	0	#DIV/0!	0









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	AMBER IVEY	EASTON EASTERSON
% Retailed of Non-New Franchise	33%	14%	43%
Total # Retail Units	18	7	7
Avg. Days to Sale	45.1	32.6	36.9
Avg. Advertised Price (Time of Sale)	\$ 34,958	\$ 38,533	\$ 32,483
Avg. Transaction Price	\$ 34,248	\$ 37,568	\$ 31,723
Avg. Market Price at 100%	\$ 35,591	\$ 39,111	\$ 34,204
Avg. Price to Market % (Time of Sale)	98%	99%	95%
Avg. Transaction to Market	96%	96%	93%
Avg. Transactional Discount	\$ 710	\$ 965	\$ 760
Avg. Front-End Gross	\$ 806	\$ 901	\$ 1,191
Avg. Finance Gross	\$ 904	\$ 1,065	\$ 802
PUVR	\$ 1,967	\$ 1,966	\$ 1,993
Total Gross (Units & PUVR)	\$ 35,411	\$ 13,762	\$ 13,954
GROI	46%	58%	61%
% with Trade	22%	43%	0%
Avg. Over/Under Allowance	0	0	#DIV/0!



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

DAVE NYLEN			
50%	#DIV/0!	#DIV/0!	#DIV/0!
4	0	0	0
81.3	#DIV/0!	#DIV/0!	#DIV/0!
\$ 33,034	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,855	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,337	#DIV/0!	#DIV/0!	#DIV/0!
102%	#DIV/0!	#DIV/0!	#DIV/0!
102%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 179	#DIV/0!	#DIV/0!	#DIV/0!
\$ (33)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 802	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,909	#DIV/0!	#DIV/0!	#DIV/0!
\$ 7,636	#DIV/0!	#DIV/0!	#DIV/0!
26%	#DIV/0!	#DIV/0!	#DIV/0!
25%	#DIV/0!	#DIV/0!	#DIV/0!
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## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	WINNIE ANDERSON	
% Retailed of Non-New Franchise	33%	33%	#DIV/0!
Total # Retail Units	18	18	0
Avg. Days to Sale	45.1	45.1	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 34,958	\$ 34,958	#DIV/0!
Avg. Transaction Price	\$ 34,248	\$ 34,248	#DIV/0!
Avg. Market Price at 100%	\$ 35,591	\$ 35,697	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	98%	#DIV/0!
Avg. Transaction to Market	96%	96%	#DIV/0!
Avg. Transactional Discount	\$ 710	\$ 710	#DIV/0!
Avg. Front-End Gross	\$ 806	\$ 806	#DIV/0!
Avg. Finance Gross	\$ 904	\$ 904	#DIV/0!
PUVR	\$ 1,967	\$ 1,967	#DIV/0!
Total Gross (Units & PUVR)	\$ 35,411	\$ 35,411	#DIV/0!
GROI	46%	46%	#DIV/0!
% with Trade	22%	0%	#DIV/0!
Avg. Over/Under Allowance	0	0	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	18	4	14
Avg. Days to Sale	45.1	77.8	35.7
Avg. Advertised Price (Time of Sale)	\$ 34,958	\$ 37,425	\$ 33,461
Avg. Transaction Price	\$ 34,248	\$ 37,000	\$ 33,461
Avg. Market Price at 100%	\$ 35,591	\$ 36,384	\$ 35,501
Avg. Price to Market % (Time of Sale)	98%	103%	94%
Avg. Transaction to Market	96%	102%	94%
Avg. Transactional Discount	\$ 710	\$ 425	\$ 792
Avg. Front-End Gross	\$ 806	\$ (1,044)	\$ 1,335
Avg. Finance Gross	\$ 904	\$ 254	\$ 1,090
PUVR	\$ 1,967	\$ (169)	\$ 2,425
Total Gross (Units & PUVR)	\$ 35,411	\$ (677)	\$ 33,951
GROI	46%	-2%	73%
% with Trade	22%	0%	29%
Avg. Over/Under Allowance	0	#DIV/0!	0



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	18	12	6
Avg. Days to Sale	45.1	40.8	53.5
Avg. Advertised Price (Time of Sale)	\$ 34,958	\$ 39,116	\$ 25,861
Avg. Transaction Price	\$ 34,248	\$ 38,441	\$ 25,861
Avg. Market Price at 100%	\$ 35,591	\$ 39,681	\$ 27,730
Avg. Price to Market % (Time of Sale)	98%	99%	93%
Avg. Transaction to Market	96%	97%	93%
Avg. Transactional Discount	\$ 710	\$ 675	\$ 782
Avg. Front-End Gross	\$ 806	\$ 953	\$ 514
Avg. Finance Gross	\$ 904	\$ 785	\$ 1,143
PUVR	\$ 1,967	\$ 1,738	\$ 2,518
Total Gross (Units & PUVR)	\$ 35,411	\$ 20,853	\$ 15,108
GROI	46%	40%	66%
% with Trade	22%	33%	0%
Avg. Over/Under Allowance	0	0	#DIV/0!



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	18	6	2
% of Retail Units	100%	33%	11%
% Retailed of Non-New Franchise	33%	67%	50%
Avg. Days to Sale	45.1	67.8	34.5
Avg. Transaction Price	\$ 34,248	\$ 24,810	\$ 19,794
Avg. Transaction to Market %	96%	98%	80%
Avg. Transactional Discount	\$ 710	\$ 984	\$ 698
Avg. Front End Gross	\$ 806	\$ (207)	\$ 1,252
Avg. Finance Gross	\$ 904	\$ 551	\$ 1,117
PUVR	\$ 1,967	\$ 943	\$ 2,369
Total Gross (Units & PUVR)	\$ 35,411	\$ 5,660	\$ 4,737
GROI	46%	20%	125%
% with Trade	22%	17%	0%
Avg. Over/Under Allowance	0	-1,000	#DIV/0!



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
2	2	5	1
11%	11%	28%	6%
50%	0%	0%	0%
37.5	91.0	15.4	1.0
\$ 31,530	\$ 39,336	\$ 45,067	\$ 60,943
94%	106%	97%	92%
\$ 1,340	\$ -	\$ 562	\$ -
\$ 1,376	\$ (1,496)	\$ 2,698	\$ -
\$ 1,459	\$ 508	\$ 1,081	\$ 1,398
\$ 2,835	\$ (988)	\$ 3,779	\$ 1,398
\$ 5,669	\$ (1,975)	\$ 18,897	\$ 1,398
86%	-10%	196%	826%
50%	0%	40%	0%
#DIV/0!	#DIV/0!	1,000	#DIV/0!

BO OEM/Leasing	Central Fleet (Enterprise, etc)	Other
0	0	0
0%	0%	0%
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## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	18	9	2
% of Retail Units	100%	50%	11%
% Retailed of Non-New Franchise	33%	33%	0%
Avg. Days to Sale	45.1	14.4	41.5
Avg. Transaction Price	\$ 34,248	\$ 35,995	\$ 30,298
Avg. Transaction to Market %	96%	94%	88%
Avg. Transactional Discount	\$ 710	\$ 790	\$ 698
Avg. Front End Gross	\$ 806	\$ 1,984	\$ 1,897
Avg. Finance Gross	\$ 904	\$ 1,274	\$ -
PUVR	\$ 1,967	\$ 3,258	\$ 1,897
Total Gross (Units & PUVR)	\$ 35,411	\$ 29,322	\$ 3,794
GROI	46%	226%	54%
% with Trade	22%	11%	50%
Avg. Over/Under Allowance	0	1,000	#DIV/0!



46-60 days	61-90 days	90+ days
2	2	3
11%	11%	17%
50%	50%	33%
54.5	76.0	112.3
\$ 38,280	\$ 36,376	\$ 27,533
96%	100%	102%
\$ 1,336	\$ 357	\$ 298
\$ 1,576	\$ (3,022)	\$ (1,414)
\$ 244	\$ -	\$ 1,440
\$ 1,819	\$ (3,022)	\$ 27
\$ 3,638	\$ (6,043)	\$ 80
31%	-39%	0%
50%	0%	33%
#DIV/0!	#DIV/0!	-1,000