Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Jeffrey Tenenbaum	Matt Pesce	Daniel Freeman
Tyler Lavin	Robert Lane	James Brock
Nick Waeghe	Emily Rodriguez	Jamil Jeghir
Bob Lee	Brian Gonzales	Josh Lane
		Israel Ormeno
		Trai Evans
		Christian Durante
		Tamico Singletary
		Ulices Garcia
		Sal Medina
		Xavier Cardenas
		Christian Criste
		Corey Brewer
		Marcus Lewis
		Isai Rivera
		Simeon Angelov
		Chris Leoni
		Gina Gonzalez
		Omar Gallegos
		Martin Ochoa

New Car Franchise(s)
Chrysler
Dodge
Jeep
Ram

Unit #	Stock#	Year	Make	Model	Days in Stock
ex.	P123456	2015	Chevrolet	Equinox	30
1	320335	2020	Dodge	Charger	34
2	421140	2019	Nissan	NV 3500	5
3	320390	2021	Mercedes-Benz	GLB250W	17
4	320349	2022	Tesla	Y	27
5	421048	2014	Dodge	Charger	25
6	421079	2021	Subaru	WRX	19
7	421118	2008	Ford	Mystang	11
8	320261	2018	Jaguar	F-PACE	110
9	421137	2016	Hyundai	Sonata	9

10	421123	2018	Kia	Optima	12
11	320373	2017	Jeep	Wrangler	23
12	421004	2021	Dodge	Challenger	39
13	421162	2022	Kia	Telluride	2
14	320365	2021	Jeep	Wrangler	31
15	420994	2019	Kia	Sorrento	36
16	421135	2013	Jeep	Grand Cherokee	12
17	421072	2011	Toyota	Tacoma	24
18	320381	2021	Dodge	Charger	25
19	421138	2019	Ford	Explorer	12
20	320402	2020	Jeep	Wrangler	17
21	421011	2015	Dodge	Challenger	41
22	421059	2019	Ford	Explorer	30
23	421159	2014	Dodge	Durango	6
24	421094	2019	Ford	Edge	23
25	320398	2019	Dodge	Challenger	

26	320354	2021	BMW	X4	34
27	421036	2017	Chevrolet	Corvette	35
28	320347	2016	Mercedes-Benz	CLA250W	34
29	320376	2019	Volkswagen	Jetta	27
30	320401	2019	Dodge	Charger	20
31	320397	2020	Nissan	Rogue	24
32	320427	2020	BMW	X4	11
33	421164	2019	Ram	1500	4
34	320389	2021	Jeep	Wrangler	25
35	320403	2019	Toyota	Tundra	19
36	421152	2020	Ford	Transit	11
37	320405	2022	Mercedes-Benz	GLE350W	19
38	420988	2018	Toyota	Prius	47
39	421129	2014	Ram	1500	6
40	320345	2019	Mercedes-Benz	GLA250W	36
41	320374	2016	Chevrolet	Corvette	30

42	320368	2019	Dodge	Challenger	31
43	320404	2021	Jeep	Grand Cherokee	20
44	421128	2016	Dodge	Durango	15
45	320440	2022	Dodge	Durango	3
46	320391	2022	Ram	2500	27
47	320417	2021	Chevrolet	Suburban	17
48	421160	2018	Ford	Mustang	10
49	320433	2022	Tesla	Y	10
50	421205	2021	Ram	1500	1
51	320359	2019	Chevrolet	Camaro	38
52	220055	2020	Ram	1500	1
53	421192	2020	Kia	Stinger	3

Acquisition Source	CPO	Advertised Price (Time of Sale)	Transaction Price	Advertised Price to Market % (Time of Sale)
Trade on New	No	$ 15,000	$ 13,800	95%
Auction/Wholesale	No	$ 93,000	$ 92,390	114%
Trade on Used	No	$ 55,997	$ 56,500	98%
Auction/Wholesale	No	$ 38,997	$ 42,293	94%
Auction/Wholesale	No	$ 71,997	$ 71,417	99%
Trade on New	No	$ 17,997	$ 15,800	93%
Trade on Used	No	$ 35,700	$ 35,700	100%
Trade on Used	No	$ 21,792	$ 19,997	94%
Auction/Wholesale	No	$ 43,000	$ 44,735	94%
Trade on Used	No	$ 15,997	$ 14,685	89%

Trade on Used	No	$ 18,997	$ 21,592	96%
Auction/Wholesale	No	$ 35,997	$ 34,999	100%
Trade on New	No	$ 32,997	$ 32,810	92%
Trade on New	No	$ 48,997	$ 51,030	98%
Auction/Wholesale	No	$ 50,997	$ 50,495	97%
Trade on New	No	$ 19,997	$ 19,800	93%
Trade on Used	No	$ 17,997	$ 17,011	97%
Trade on Used	No	$ 19,997	$ 19,000	79%
Auction/Wholesale	No	$ 59,997	$ 59,000	101%
Trade on New	No	$ 30,997	$ 30,960	98%
Trade on Used	No	$ 47,997	$ 51,033	94%
Trade on New	No	$ 18,997	$ 15,881	91%
Trade on New	No	$ 39,997	$ 42,472	93%
Trade on New	No	$ 25,487	$ 29,165	96%
Trade on New	No	$ 26,997	$ 26,035	97%
Auction/Wholesale	No	$ 23,997	$ 23,799	92%

Auction/Wholesale	No	$ 59,700	$ 61,307	95%
Trade on New	No	$ 63,997	$ 61,295	96%
Auction/Wholesale	No	$ 21,997	$ 22,301	93%
Auction/Wholesale	No	$ 21,587	$ 21,999	101%
Auction/Wholesale	No	$ 24,500	$ 28,650	97%
Auction/Wholesale	No	$ 23,800	$ 22,997	94%
Auction/Wholesale	No	$ 48,997	$ 48,200	93%
Trade on New	No	$ 31,587	$ 31,587	90%
Auction/Wholesale	No	$ 86,997	$ 86,795	101%
Auction/Wholesale	No	$ 43,997	$ 43,997	97%
Trade on New	No	$ 46,997	$ 46,724	93%
Auction/Wholesale	No	$ 58,997	$ 58,976	95%
Trade on New	No	$ 25,997	$ 28,780	98%
Trade on New	No	$ 24,997	$ 24,999	95%
Auction/Wholesale	No	$ 27,700	$ 27,700	92%
Auction/Wholesale	No	$ 47,997	$ 47,997	102%

Auction/Wholesale	No	$ 40,997	$ 39,005	90%
Auction/Wholesale	No	$ 36,997	$ 42,789	97%
Trade on Used	No	$ 28,997	$ 28,732	94%
Auction/Wholesale	No	$ 41,997	$ 38,676	94%
Street/Curb Buy	No	$ 73,997	$ 73,999	98%
Auction/Wholesale	No	$ 79,000	$ 79,091	97%
Trade on Used	No	$ 25,700	$ 28,030	93%
Auction/Wholesale	No	$ 72,700	$ 71,000	98%
Trade on Used	No	$ 55,988	$ 55,988	94%
Auction/Wholesale	No	$ 27,997	$ 30,100	97%
LBO Customer	No	$ 21,424	$ 21,424	93%
Trade on New	No	$ 33,997	$ 33,997	96%

Front-End Gross	Finance Gross
$1,500	$500
$12,104	$3,824
$4,377	$5,349
$2,621	$1,985
($1,923)	$0
$1,705	$1,914
$1,587	$5,433
$1,850	
($6,463)	$6,508
($144)	$1,405

$3,319	$1,309
($2,472)	$1,438
($2,016)	$0
$4,387	$7,378
($2,611)	$2,794
($604)	$3,263
$2,309	$0
$521	$2,672
$1,762	$2,999
($787)	$1,162
$8,006	$5,155
($2,342)	$2,215
$279	$4,249
$3,918	$2,793
($1,141)	$0
($4,359)	$1,236

($281)	$725
$819	$3,699
($1,804)	$1,709
($2,023)	$3,419
$3,076	$3,522
($1,474)	$1,597
($1,534)	$1,045
$1,868	$2,586
$4,669	$3,872
$3,404	$4,143
$4,212	$660
($725)	$0
$767	$2,460
$974	($54)
($1,792)	$1,068
($648)	$64

$1,224	$5,494
$4,661	$3,064
$2,302	$0
($1,688)	$0
$1,994	$4,607
($1,117)	$0
$3,077	$5,399
($24)	$1,198
$3,883	$1,349
($2,400)	$2,873
($1,825)	$1,120
$2,858	$2,948

Scoreboard Totals

% Retailed of Non-Franchise Make	55%
Total # Retail Units	179
Avg. Days to Sale	26.2
Avg. Advertised Price (Time of Sale)	$ 36,262
Avg. Transaction Price	$ 36,573
Avg. Market Price at 100%	$ 37,943
Avg. Price to Market % (Time of Sale)	96%
Avg. Transaction to Market	96%
Avg. Transactional Discount	$ (311)
Avg. Front-End Gross	$ 609
Avg. Finance Gross	$ 2,378
PUVR	$ 2,947
Total Gross (Units & PUVR)	$ 527,521
GROI	111%
% with Trade	44%
Avg. Over/Under Allowance	($10)

Scoreboard

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Desk Manager	Totals	Bob Atwood	effrey Tenenbaum
% Retailed of Non-New Franchise	55%	#DIV/0!	58%
Total # Retail Units	179	0	71
Avg. Days to Sale	26.2	#DIV/0!	28.3
Avg. Advertised Price (Time of Sale)	$ 36,262	#DIV/0!	$ 38,336
Avg. Transaction Price	$ 36,573	#DIV/0!	$ 38,512
Avg. Market Price at 100%	$ 37,943	#DIV/0!	$ 39,977
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!	96%
Avg. Transaction to Market	96%	#DIV/0!	96%
Avg. Transactional Discount	$ (311)	#DIV/0!	$ (176)
Avg. Front-End Gross	$ 609	#DIV/0!	$ 328
Avg. Finance Gross	$ 2,378	#DIV/0!	$ 2,554
PUVR	$ 2,947	#DIV/0!	$ 2,881
Total Gross (Units & PUVR)	$ 527,521	#DIV/0!	$ 204,579
GROI	111%	#DIV/0!	95%
% with Trade	44%	#DIV/0!	42%
Avg. Over/Under Allowance	-10	#DIV/0!	119

NADA ACADEMY

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

Tyler Lavin	Nick Waeghe	Bob Lee	
52%	60%	48%	#DIV/0!
67	20	21	0
24.1	27.0	25.0	#DIV/0!
$ 34,746	$ 38,841	$ 31,629	#DIV/0!
$ 34,817	$ 39,857	$ 32,491	#DIV/0!
$ 36,360	$ 40,345	$ 32,978	#DIV/0!
96%	96%	96%	#DIV/0!
96%	99%	99%	#DIV/0!
$ (71)	$ (1,016)	$ (862)	#DIV/0!
$ 290	$ 1,026	$ 2,184	#DIV/0!
$ 2,095	$ 2,441	$ 2,641	#DIV/0!
$ 2,385	$ 3,223	$ 4,700	#DIV/0!
$ 159,792	$ 64,459	$ 98,691	#DIV/0!
102%	108%	208%	#DIV/0!
42%	60%	43%	#DIV/0!
220	-767	-161	#DIV/0!

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Scoreboard

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Sales Consultant	Totals	Mike Lucki	Matt Vollmers
% Retailed of Non-New Franchise	55%	#DIV/0!	#DIV/0!
Total # Retail Units	179	0	0
Avg. Days to Sale	26.2	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	$ 36,262	#DIV/0!	#DIV/0!
Avg. Transaction Price	$ 36,573	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	$ 37,943	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	96%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	$ (311)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	$ 609	#DIV/0!	#DIV/0!
Avg. Finance Gross	$ 2,378	#DIV/0!	#DIV/0!
PUVR	$ 2,947	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	$ 527,521	#DIV/0!	#DIV/0!
GROI	111%	#DIV/0!	#DIV/0!
% with Trade	44%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-10	#DIV/0!	#DIV/0!

NADA ACADEMY

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

Daniel Freeman	James Brock	Jamil Jeghir	Tamico Singletary
74%	36%	40%	65%
19	25	10	17
32.1	26.0	21.7	27.5
$ 44,180	$ 35,446	$ 34,747	$ 29,479
$ 44,752	$ 35,451	$ 34,044	$ 28,505
$ 45,604	$ 37,235	$ 35,304	$ 30,929
97%	95%	98%	95%
98%	95%	96%	92%
$ (572)	$ (4)	$ 703	$ 974
$ 512	$ 445	$ 222	$ (1,241)
$ 2,339	$ 2,040	$ 1,914	$ 1,333
$ 2,851	$ 2,485	$ 2,136	$ 91
$ 54,176	$ 62,113	$ 21,358	$ 1,552
71%	97%	104%	4%
42%	44%	40%	12%
1,544	-355	-729	-300

Christian Criste	Corey Brewer		
64%	41%	#DIV/0!	#DIV/0!
11	17	0	0
20.5	19.8	#DIV/0!	#DIV/0!
$ 38,654	$ 34,404	#DIV/0!	#DIV/0!
$ 38,554	$ 35,364	#DIV/0!	#DIV/0!
$ 41,178	$ 36,173	#DIV/0!	#DIV/0!
94%	95%	#DIV/0!	#DIV/0!
94%	98%	#DIV/0!	#DIV/0!
$ 99	$ (960)	#DIV/0!	#DIV/0!
$ 608	$ 1,475	#DIV/0!	#DIV/0!
$ 2,082	$ 3,100	#DIV/0!	#DIV/0!
$ 2,690	$ 4,575	#DIV/0!	#DIV/0!
$ 29,591	$ 77,782	#DIV/0!	#DIV/0!
123%	236%	#DIV/0!	#DIV/0!
55%	35%	#DIV/0!	#DIV/0!
583	417	#DIV/0!	#DIV/0!

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Scoreboard

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Finance Manager	Totals	Matt Pesce	Brian Gonzales
% Retailed of Non-New Franchise	55%	58%	49%
Total # Retail Units	179	48	35
Avg. Days to Sale	26.2	27.1	24.9
Avg. Advertised Price (Time of Sale)	$ 36,262	$ 37,493	$ 32,629
Avg. Transaction Price	$ 36,573	$ 37,886	$ 32,376
Avg. Market Price at 100%	$ 37,943	$ 39,143	$ 34,364
Avg. Price to Market % (Time of Sale)	96%	96%	95%
Avg. Transaction to Market	96%	97%	94%
Avg. Transactional Discount	$ (311)	$ (393)	$ 254
Avg. Front-End Gross	$ 609	$ 261	$ 570
Avg. Finance Gross	$ 2,378	$ 2,282	$ 2,246
PUVR	$ 2,947	$ 2,542	$ 2,752
Total Gross (Units & PUVR)	$ 527,521	$ 122,034	$ 96,319
GROI	111%	89%	123%
% with Trade	44%	0%	0%
Avg. Over/Under Allowance	-10	-50	-393

NADA ACADEMY

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

Emily Rodrigue	Robert Lane		
58%	53%	#DIV/0!	#DIV/0!
45	51	0	0
27.8	24.7	#DIV/0!	#DIV/0!
$ 38,070	$ 36,000	#DIV/0!	#DIV/0!
$ 38,397	$ 36,608	#DIV/0!	#DIV/0!
$ 39,603	$ 37,456	#DIV/0!	#DIV/0!
96%	96%	#DIV/0!	#DIV/0!
97%	98%	#DIV/0!	#DIV/0!
$ (327)	$ (608)	#DIV/0!	#DIV/0!
$ 472	$ 1,086	#DIV/0!	#DIV/0!
$ 2,518	$ 2,437	#DIV/0!	#DIV/0!
$ 2,878	$ 3,523	#DIV/0!	#DIV/0!
$ 129,501	$ 179,668	#DIV/0!	#DIV/0!
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0%	0%	#DIV/0!	#DIV/0!
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Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	179	0	179
Avg. Days to Sale	26.2	#DIV/0!	26.2
Avg. Advertised Price (Time of Sale)	$ 36,262	#DIV/0!	$ 36,573
Avg. Transaction Price	$ 36,573	#DIV/0!	$ 36,573
Avg. Market Price at 100%	$ 37,943	#DIV/0!	$ 37,843
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!	97%
Avg. Transaction to Market	96%	#DIV/0!	97%
Avg. Transactional Discount	$ (311)	#DIV/0!	$ (311)
Avg. Front-End Gross	$ 609	#DIV/0!	$ 609
Avg. Finance Gross	$ 2,378	#DIV/0!	$ 2,378
PUVR	$ 2,947	#DIV/0!	$ 2,947
Total Gross (Units & PUVR)	$ 527,521	#DIV/0!	$ 527,521
GROI	111%	#DIV/0!	111%
% with Trade	44%	#DIV/0!	44%
Avg. Over/Under Allowance	-10	#DIV/0!	-10

NADA ACADEMY

Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	179	81	98
Avg. Days to Sale	26.2	23.4	28.5
Avg. Advertised Price (Time of Sale)	$ 36,262	$ 38,946	$ 34,524
Avg. Transaction Price	$ 36,573	$ 39,052	$ 34,524
Avg. Market Price at 100%	$ 37,943	$ 40,333	$ 35,786
Avg. Price to Market % (Time of Sale)	96%	97%	96%
Avg. Transaction to Market	96%	97%	96%
Avg. Transactional Discount	$ (311)	$ (106)	$ (481)
Avg. Front-End Gross	$ 609	$ 1,044	$ 250
Avg. Finance Gross	$ 2,378	$ 2,586	$ 2,208
PUVR	$ 2,947	$ 3,566	$ 2,436
Total Gross (Units & PUVR)	$ 527,521	$ 288,820	$ 238,701
GROI	111%	141%	89%
% with Trade	44%	43%	45%
Avg. Over/Under Allowance	-10	-49	20

NADA ACADEMY

Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	179	50	49
% of Retail Units	100%	28%	27%
% Retailed of Non-New Franchise	55%	58%	55%
Avg. Days to Sale	26.2	25.4	17.3
Avg. Transaction Price	$ 36,573	$ 35,126	$ 31,794
Avg. Transaction to Market %	96%	94%	96%
Avg. Transactional Discount	$ (311)	$ 244	$ (150)
Avg. Front End Gross	$ 609	$ 1,112	$ 1,669
Avg. Finance Gross	$ 2,378	$ 2,190	$ 2,604
PUVR	$ 2,947	$ 3,215	$ 4,220
Total Gross (Units & PUVR)	$ 527,521	$ 160,738	$ 206,790
GROI	111%	130%	276%
% with Trade	44%	40%	45%
Avg. Over/Under Allowance	-10	-102	-546

NADA ACADEMY

Street/Curb buy	Auction/wholesale	Loaner	LBO customer
1	76	0	3
1%	42%	0%	2%
0%	55%	#DIV/0!	0%
27.0	33.5	#DIV/0!	1.0
$ 73,999	$ 40,559	#DIV/0!	$ 25,282
98%	99%	#DIV/0!	98%
$ (2)	$ (796)	#DIV/0!	$ -
$ 1,994	$ (387)	#DIV/0!	$ (302)
$ 4,607	$ 2,376	#DIV/0!	$ 1,038
$ 6,601	$ 1,989	#DIV/0!	$ 736
$ 6,601	$ 151,183	#DIV/0!	$ 2,209
119%	53%	#DIV/0!	1048%
100%	47%	#DIV/0!	0%
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BO OEM/Leasing co	ental Fleet (Enterprise, etc	Other
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Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	179	111	42
% of Retail Units	100%	62%	23%
% Retailed of Non-New Franchise	55%	51%	57%
Avg. Days to Sale	26.2	15.4	37.1
Avg. Transaction Price	$ 36,573	$ 38,102	$ 32,822
Avg. Transaction to Market %	96%	97%	96%
Avg. Transactional Discount	$ (311)	$ (235)	$ (185)
Avg. Front End Gross	$ 609	$ 1,723	$ (895)
Avg. Finance Gross	$ 2,378	$ 2,376	$ 2,078
PUVR	$ 2,947	$ 4,099	$ 1,183
Total Gross (Units & PUVR)	$ 527,521	$ 455,011	$ 49,679
GROI	111%	252%	35%
% with Trade	44%	46%	33%
Avg. Over/Under Allowance	-10	-18	408

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46-60 days	61-90 days	90+ days
19	5	1
11%	3%	1%
63%	80%	100%
50.5	65.0	110.0
$ 35,496	$ 39,150	$ 44,735
96%	93%	98%
$ (889)	$ (673)	$ (1,735)
$ (1,418)	$ (1,366)	$ (6,463)
$ 2,578	$ 3,543	$ 6,508
$ 1,161	$ 2,177	$ 45
$ 22,057	$ 10,885	$ 45
23%	31%	0%
63%	40%	0%
-592	750	#DIV/0!