









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	K3708A	2017	MAZDA	CX-5	12	Trade on New	NO	\$ 24,312	\$ 25,307	82%	\$1,507	\$0
2	TL1351A	2021	FORD	BRONCO SPORT	46	Trade on Used	NO	\$ 33,336	\$ 33,336	92%	(\$557)	\$1,867
3	L1317	2019	RAM	1500	85	Auction/Wholesale	YES	\$ 65,575	\$ 65,575	93%	(\$5,782)	\$4,734
4	K3705A	2019	CHEVROLET	SILVERADO	26	Trade on New	NO	\$ 43,647	\$ 43,647	97%	(\$2,551)	\$331
5	K3661A	2019	RAM	1500	26	Trade on New	YES	\$ 34,648	\$ 35,643	96%	(\$2,441)	\$20
6	L1344	2020	JEEP	WRANGLER	56	Auction/Wholesale	YES	\$ 41,824	\$ 41,824	94%	(\$3,526)	\$5,386
7	TL1403	2022	SUBARU	OUTLOOK	1	Trade on New	NO	\$ 34,975	\$ 34,975	92%	(\$177)	\$2,921
8	K3582A	2018	JEEP	G.C.	41	Trade on New	NO	\$ 29,725	\$ 29,725	98%	\$244	\$4,791
9	K3661B	2017	NISSAN	MAXIMA	54	Trade on Used	NO	\$ 20,211	\$ 20,211	100%	(\$13)	\$738
10	TL1269B	2018	HYUNDAI	ELANTRA	32	Trade on Used	NO	\$ 18,730	\$ 18,500	98%	(\$444)	\$3,165
11	L1381	2018	JEEP	WRANGLER	19	Auction/Wholesale	YES	\$ 38,620	\$ 38,620	100%	(\$1,305)	\$761
12	K3690A	2019	CHEVROLET	SILVERADO	47	Trade on New	NO	\$ 32,500	\$ 32,500	98%	\$1,587	\$1,926
13	K3389B	2017	JEEP	GRAND CHEROKEE	129	Trade on New	NO	\$ 21,257	\$ 21,257	94%	(\$6,300)	\$815
14	K3316B	2017	JEEP	COMPASS	92	Trade on New	YES	\$ 18,481	\$ 18,481	94%	(\$3,351)	\$1,421
15	TL12425	2019	JEEP	COMPASS	62	Auction/Wholesale	No	\$ 24,790	\$ 24,790	95%	(\$805)	\$4,187
16	LL1309	2020	RAM	1500	110	Loaner	NO	\$ 32,373	\$ 32,373	89%	(\$2,336)	\$4,747
17	K3701B	2019	HYUNDAI	ELANTRA	33	Trade on Used	NO	\$ 19,807	\$ 19,807	96%	(\$225)	\$2,035
18	L1256A	2021	TOYOTA	HIGHLANDER	74	Trade on New	NO	\$ 46,483	\$ 46,483	95%	(\$1,983)	\$5,412
19	L1421	2020	JEEP	G.C.	12	Auction/Wholesale	YES	\$ 38,774	\$ 38,774	101%	(\$1,141)	\$6,066
20	K36000B	2019	RAM	1500	35	Trade on New	YES	\$ 44,660	\$ 44,660	99%	(\$584)	\$1,182
21	L1421	2020	JEEP	G.C.	14	Auction/Wholesale	Yes	\$ 38,774	\$ 38,774	101%	(\$1,141)	\$5,861
22	L1364A	2015	HYUNDAI	GENESIS	18	Trade on Used	NO	\$ 26,519	\$ 26,519	101%	(\$425)	\$839
23	K3661C	2015	HONDA	CIVIC	15	Trade on Used	NO	\$ 19,727	\$ 19,727	99%	\$1,050	\$506
24	K3582B	2016	JEEP	WRANGLER	23	Trade on New	NO	\$ 27,802	\$ 27,802	98%	(\$1,122)	\$1,085
25	K3634A	2020	SUBARU	CROSSTREK	92	Trade on New	NO	\$ 24,350	\$ 24,350	90%	(\$949)	\$4,371
26	K3741A	2019	JEEP	G.C.	35	Trade on New	YES	\$ 37,273	\$ 37,273	98%	(\$3,882)	\$1,662
27	K3691B	2018	JEEP	WRANGLER	9	Trade on New	YES	\$ 29,688	\$ 29,688	99%	\$198	\$5,291

28	K3684A	2018	JEEP	COMPASS	23	Trade on New	NO	\$	22,895	\$	22,895	96%	\$835	\$2,837
29	TL1347A	2020	JEEP	CHEROKEE	10	Trade on Used	YES	\$	30,242	\$	31,207	97%	\$808	\$280
30	K3706A	2020	JEEP	WRANGLER	69	Trade on New	YES	\$	43,795	\$	43,795	98%	(\$1,171)	\$2,733
31	K3709A	2020	FORD	EXPLORER	75	Trade on New	NO	\$	44,530	\$	44,530	95%	(\$4,115)	\$2,523
32	K3527A	2021	GMC	SIERRA	10	Trade on New	NO	\$	57,978	\$	57,978	96%	(\$981)	\$826
33	K3759A	2017	NISSAN	ROGUE	10	Trade on New	NO	\$	19,889	\$	19,889	98%	\$514	\$960
34	TL1462	2019	ALFA ROMEO	STELVIO	1	Trade on Used	NO	\$	34,125	\$	34,125	97%	(\$2,369)	\$4,455
35	TL1460	2021	TOYOTA	TACOMA	1	Trade on New	NO	\$	40,250	\$	40,250	99%	(\$3,650)	\$0
36	L1444	2014	MERCEDES-BENZ	E-CLASS	10	Auction/Wholesale	NO	\$	29,562	\$	29,562	97%	(\$747)	\$0
37	K3680A	2019	JEEP	COMPASS	95	Trade on New	YES	\$	21,991	\$	21,991	98%	(\$5,534)	\$0
38	K3720B	2016	AUDI	A6	45	Trade on Used	NO	\$	21,492	\$	18,900	88%	(\$1,349)	\$2,444
39	L1400	2018	DODGE	DURANGO	38	Auction/Wholesale	YES	\$	33,876	\$	33,876	91%	(\$3,583)	\$1,750
40	K3642A	2021	BUICK	ENCORE	75	Trade on New	NO	\$	24,339	\$	24,339	92%	(\$2,243)	\$3,834
41	TL1463	2018	JEEP	GRAND CHEROKEE	1	Other	NO	\$	29,424	\$	29,424	94%	(\$2,402)	\$440
42	L1373	2020	JEEP	CHEROKEE	57	Auction/Wholesale	YES	\$	26,988	\$	26,988	96%	(\$695)	\$2,700
43	K3720A	2019	JEEP	CHEROKEE	49	Trade on New	NO	\$	35,696	\$	35,696	96%	(\$1,194)	\$2,073
44	TL1401	2020	TOYOTA	COROLLA	4	Auction/Wholesale	NO	\$	22,500	\$	22,500	97%	(\$1,045)	\$2,172
45	K3590A	2018	JEEP	wrangler	78	Trade on New	NO	\$	37,950	\$	37,950	89%	\$851	\$758
46	K3635A	2020	SUBARU	IMPREZA	53	Trade on New	NO	\$	24,160	\$	24,160	94%	(\$888)	\$1,717
47	L1377	2021	JEEP	G.C.	26	Auction/Wholesale	YES	\$	39,645	\$	39,645	100%	\$97	\$5,099
48	LL1313	2020	RAM	1500	90	Auction/Wholesale	NO	\$	38,270	\$	38,270	94%	(\$4,838)	\$326
49	K3470B	2017	BMW	3 SERIES	80	Trade on Used	NO		21975	\$	21,975	93%	(\$2,425)	\$1,810
50	TL1336A	2018	JEEP	COMPASS	73	Trade on Used	NO	\$	20,618	\$	21,613	102%	\$467	\$0
51	TL1332	2018	BMW	3 SEIRES	72	Trade on Used	NO	\$	26,500	\$	26,500	87%	(\$1,176)	\$1,778
52	L1378	2022	JEEP	GRAND WAG	21	Trade on Used	YES	\$	96,975	\$	96,975	100%	(\$5,610)	\$11,706
53	K3712A	2017	FORD	FOCUS	58	Trade on New	NO	\$	16,500	\$	14,561	90%	\$433	\$1,921

## Scoreboard Totals

% Retailed of Non-Franchise Make	47%
Total # Retail Units	60
Avg. Days to Sale	43.9
Avg. Advertised Price (Time of Sale)	\$ 32,321
Avg. Transaction Price	\$ 32,170
Avg. Market Price at 100%	\$ 33,791
Avg. Price to Market % (Time of Sale)	96%
Avg. Transaction to Market	95%
Avg. Transactional Discount	#REF!
Avg. Front-End Gross	\$ (1,531)
Avg. Finance Gross	\$ 2,412
PUVR	\$ 881
Total Gross (Units & PUVR)	\$ 52,849
GROI	22%
% with Trade	68%
Avg. Over/Under Allowance	\$147



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	47%	#DIV/0!	#DIV/0!
Total # Retail Units	60	0	0
Avg. Days to Sale	43.9	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 32,321	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 32,170	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 33,791	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#REF!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ (1,531)	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,412	#DIV/0!	#DIV/0!
PUVR	\$ 881	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 52,849	#DIV/0!	#DIV/0!
GROI	22%	#DIV/0!	#DIV/0!
% with Trade	68%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	147	#DIV/0!	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Mike Lucki	Matt Vollmers
% Retailed of Non-New Franchise	47%	#DIV/0!	#DIV/0!
Total # Retail Units	60	0	0
Avg. Days to Sale	43.9	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 32,321	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 32,170	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 33,791	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#REF!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ (1,531)	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,412	#DIV/0!	#DIV/0!
PUVR	\$ 881	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 52,849	#DIV/0!	#DIV/0!
GROI	22%	#DIV/0!	#DIV/0!
% with Trade	68%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	147	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	47%	#DIV/0!	#DIV/0!
Total # Retail Units	60	0	0
Avg. Days to Sale	43.9	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 32,321	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 32,170	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 33,791	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#REF!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ (1,531)	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,412	#DIV/0!	#DIV/0!
PUVR	\$ 881	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 52,849	#DIV/0!	#DIV/0!
GROI	22%	#DIV/0!	#DIV/0!
% with Trade	68%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	147	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	60	19	41
Avg. Days to Sale	43.9	46.2	42.9
Avg. Advertised Price (Time of Sale)	\$ 32,321	\$ 38,334	\$ 29,276
Avg. Transaction Price	\$ 32,170	\$ 38,416	\$ 29,276
Avg. Market Price at 100%	\$ 33,791	\$ 39,437	#REF!
Avg. Price to Market % (Time of Sale)	96%	97%	#REF!
Avg. Transaction to Market	95%	97%	#REF!
Avg. Transactional Discount	#REF!	\$ (82)	#REF!
Avg. Front-End Gross	\$ (1,531)	\$ (2,288)	\$ (1,180)
Avg. Finance Gross	\$ 2,412	\$ 3,435	\$ 1,937
PUVR	\$ 881	\$ 1,147	\$ 758
Total Gross (Units & PUVR)	\$ 52,849	\$ 21,791	\$ 31,058
GROI	22%	23%	22%
% with Trade	68%	74%	66%
Avg. Over/Under Allowance	147	457	-1



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	60	32	28
Avg. Days to Sale	43.9	51.3	35.4
Avg. Advertised Price (Time of Sale)	\$ 32,321	\$ 35,636	\$ 28,324
Avg. Transaction Price	\$ 32,170	\$ 35,536	\$ 28,324
Avg. Market Price at 100%	\$ 33,791	#REF!	\$ 30,721
Avg. Price to Market % (Time of Sale)	96%	#REF!	92%
Avg. Transaction to Market	95%	#REF!	92%
Avg. Transactional Discount	#REF!	#REF!	\$ 791
Avg. Front-End Gross	\$ (1,531)	\$ (1,980)	\$ (1,018)
Avg. Finance Gross	\$ 2,412	\$ 2,775	\$ 1,996
PUVR	\$ 881	\$ 795	\$ 979
Total Gross (Units & PUVR)	\$ 52,849	\$ 25,451	\$ 27,398
GROI	22%	16%	35%
% with Trade	68%	81%	54%
Avg. Over/Under Allowance	147	255	-50



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	60	29	14
% of Retail Units	100%	48%	23%
% Retailed of Non-New Franchise	47%	45%	79%
Avg. Days to Sale	43.9	50.2	38.8
Avg. Transaction Price	\$ 32,170	\$ 31,616	\$ 29,135
Avg. Transaction to Market %	95%	95%	92%
Avg. Transactional Discount	#REF!	\$ (22)	\$ 1,375
Avg. Front End Gross	\$ (1,531)	\$ (1,406)	\$ (969)
Avg. Finance Gross	\$ 2,412	\$ 2,070	\$ 2,407
PUVR	\$ 881	\$ 664	\$ 1,439
Total Gross (Units & PUVR)	\$ 52,849	\$ 19,260	\$ 20,144
GROI	22%	15%	46%
% with Trade	68%	69%	50%
Avg. Over/Under Allowance	147	154	100



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	15	1	0
0%	25%	2%	0%
#DIV/0!	27%	0%	#DIV/0!
#DIV/0!	34.9	110.0	#DIV/0!
#DIV/0!	\$ 36,244	\$ 32,373	#DIV/0!
#DIV/0!	#REF!	89%	#DIV/0!
#DIV/0!	#REF!	\$ -	#DIV/0!
#DIV/0!	\$ (2,184)	\$ (2,336)	#DIV/0!
#DIV/0!	\$ 3,051	\$ 4,747	#DIV/0!
#DIV/0!	\$ 866	\$ 2,411	#DIV/0!
#DIV/0!	\$ 12,996	\$ 2,411	#DIV/0!
#DIV/0!	25%	24%	#DIV/0!
#DIV/0!	80%	100%	#DIV/0!
#DIV/0!	380	-1,500	#DIV/0!

BO OEM/Leasing	Central Fleet (Enterprise, etc)	Other
0	0	1
0%	0%	2%
#DIV/0!	#DIV/0!	0%
#DIV/0!	#DIV/0!	1.0
#DIV/0!	#DIV/0!	\$ 29,424
#DIV/0!	#DIV/0!	94%
#DIV/0!	#DIV/0!	\$ -
#DIV/0!	#DIV/0!	\$ (2,402)
#DIV/0!	#DIV/0!	\$ 440
#DIV/0!	#DIV/0!	\$ (1,962)
#DIV/0!	#DIV/0!	\$ (1,962)
#DIV/0!	#DIV/0!	-2400%
#DIV/0!	#DIV/0!	100%
#DIV/0!	#DIV/0!	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	60	24	9
% of Retail Units	100%	40%	15%
% Retailed of Non-New Franchise	47%	54%	44%
Avg. Days to Sale	43.9	12.3	38.1
Avg. Transaction Price	\$ 32,170	\$ 34,744	\$ 28,018
Avg. Transaction to Market %	95%	98%	94%
Avg. Transactional Discount	#REF!	\$ (123)	\$ 435
Avg. Front End Gross	\$ (1,531)	\$ (1,086)	\$ (1,124)
Avg. Finance Gross	\$ 2,412	\$ 2,405	\$ 2,126
PUVR	\$ 881	\$ 1,318	\$ 1,001
Total Gross (Units & PUVR)	\$ 52,849	\$ 31,637	\$ 9,010
GROI	22%	111%	34%
% with Trade	68%	67%	78%
Avg. Over/Under Allowance	147	-7	79



46-60 days	61-90 days	90+ days
10	11	6
17%	18%	10%
50%	45%	17%
52.3	75.7	106.5
\$ 30,756	\$ 35,984	\$ 23,467
94%	#REF!	92%
\$ 869	#REF!	\$ 67
\$ (958)	\$ (2,111)	\$ (3,808)
\$ 2,420	\$ 2,554	\$ 2,592
\$ 1,462	\$ 443	\$ (1,215)
\$ 14,618	\$ 4,875	\$ (7,291)
33%	6%	-18%
60%	82%	50%
332	522	-750