

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CPO	Same Brand as New	Advertised Price (Time of Sale)	Transaction Price	Advertised Price to Market % (Time of Sale)	Transactional Discount (\$)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	No	\$ 15,000	\$ 13,800	92%	\$ 1,200	\$1,500	\$500
1	T192485A	2021	Dodge	DURANGO	73	Trade on New	No	Yes	\$ 40,840	\$ 43,309	106%	\$ (2,469)	3,019	19
2	P3861A	2021	Buick	ENCORE GX	144	Auction/Wholesale	No	No	\$ 25,356	\$ 25,356	100%	\$ -	(1,459)	3,272
3	P3868	2021	Ram	1500	142	Auction/Wholesale	No	Yes	\$ 55,386	\$ 55,836	101%	\$ (450)	(1,950)	4,311
4	P3911	2021	Dodge	DURANGO	78	Auction/Wholesale	No	Yes	\$ 36,226	\$ 36,323	100%	\$ (97)	(1,559)	4,305
5	P3950	2021	Jeep	WRANGLER	8	Auction/Wholesale		Yes	\$ 51,990	\$ 50,837	98%	\$ 1,153	2,792	802
6	P3961	2021	Chrysler	VOYAGER	5	Auction/Wholesale		Yes	\$ 24,990	\$ 23,400	94%	\$ 1,590	2,567	11
7	C128595A	2021	Jeep	RENEGADE	99	Trade on New		Yes	\$ 25,730	\$ 23,730	92%	\$ 2,000	450	905
8	P3922	2021	Jeep	GRAND CHER	19	Auction/Wholesale		Yes	\$ 41,592	\$ 41,592	100%	\$ -	5,443	1,266
9	P3921A	2021	Ram	1500	27	Auction/Wholesale	No	Yes	\$ 53,792	\$ 53,792	100%	\$ -	3,413	2,215
10	N822376A	2021	Ram	1500	93	Trade on New	No	Yes	\$ 42,390	\$ 43,040	102%	\$ (650)	(1,375)	812
11	N813253A	2021	Chevrolet	SILVERADO	48	Trade on New	No	No	\$ 35,703	\$ 35,703	100%	\$ -	1,631	1,384
12	P3931	2021	Ram	1500	22	Trade on New		Yes	\$ 42,792	\$ 42,471	99%	\$ 321	2,897	262
13	W267628A	2021	Jeep	WRANGLER	86	Trade on New		Yes	\$ 47,148	\$ 47,148	100%	\$ -	300	7,434
14	N343305B	2021	Mercedes-Benz	GLE	50	Street/Curb Buy	No	No	\$ 60,020	\$ 59,000	98%	\$ 1,020	3,798	8,171
15	G348506A	2021	Chevrolet	SILVERADO	46	Trade on New	No	No	\$ 51,195	\$ 51,900	101%	\$ (705)	4,193	2,085
16	P3889	2021	Ram	2500	156	Auction/Wholesale		Yes	\$ 45,235	\$ 45,335	100%	\$ (100)	(4,800)	2,613
17	N266370A	2021	Nissan	ALTIMA	62	Trade on New	No	No	\$ 26,799	\$ 25,501	95%	\$ 1,298	(102)	3,363
18	D520221B	2021	Jeep	CHEROKEE	67	Trade on New		Yes	\$ 24,215	\$ 24,215	100%	\$ -	3,050	396
19	P3865C	2020	Dodge	CHALLENGER	22	Auction/Wholesale		Yes	\$ 44,592	\$ 39,322	88%	\$ 5,270	721	2,042
20	P3868A	2020	Ram	2500	23	Auction/Wholesale		Yes	\$ 55,994	\$ 54,994	98%	\$ 1,000	2,565	1,231
21	P3921B	2020	Dodge	CHARGER	17	Auction/Wholesale		Yes	\$ 33,771	\$ 37,771	112%	\$ (4,000)	1,365	7,035
22	8577334A	2020	Toyota	4RUNNER	26	Trade on New		No	\$ 41,392	\$ 41,770	101%	\$ (378)	5,199	5,032
23	P3960	2020	Ram	1500 CLASS	5	Auction/Wholesale	No	Yes	\$ 26,990	\$ 26,995	100%	\$ (5)	3,228	4,103
24	G333738A	2020	Ram	3500	15	Trade on New		Yes	\$ 75,891	\$ 75,990	100%	\$ (99)	3,940	5,316
25	H245728A	2020	BMW	5 SERIES	42	Trade on New		No	\$ 57,993	\$ 57,927	100%	\$ 66	3,877	2
26	P3891	2020	Ram	1500	88	Auction/Wholesale		Yes	\$ 58,993	\$ 58,909	100%	\$ 84	(1,634)	4,365
27	P3897	2020	Jeep	CHEROKEE	77	Auction/Wholesale	No	Yes	\$ 26,809	\$ 26,809	100%	\$ -	(493)	3,061
28	P3927	2020	Dodge	DURANGO	18	Auction/Wholesale		Yes	\$ 35,592	\$ 35,971	101%	\$ (379)	1,365	2,465
29	P3865B	2020	Jeep	GLADIATOR	97	Auction/Wholesale	No	Yes	\$ 47,499	\$ 47,499	100%	\$ -	(2,195)	1,945
30	G197645H	2020	Chevrolet	IMPALA	92	Trade on New		No	\$ 23,953	\$ 23,953	100%	\$ -	(1,515)	2,251
31	P3906	2020	Jeep	WRANGLER U	116	Auction/Wholesale		Yes	\$ 40,911	\$ 40,911	100%	\$ -	(3,559)	2,327
32	C172960A	2020	Jeep	CHEROKEE	10	Trade on New	No	Yes	\$ 24,590	\$ 21,654	88%	\$ 2,936	335	774

33	P3877A	2020	Honda	ACCORD SED	94	Auction/Wholesale		No	\$	24,428	\$	24,428	100%	\$ -	(300)	3,635
34	W510669A	2020	Jeep	GLADIATOR	97	Trade on New		Yes	\$	40,909	\$	40,909	100%	\$ -	(2,820)	1,704
35	P3869A	2020	Ford	EXPLORER	132	Auction/Wholesale	No	No	\$	36,867	\$	36,867	100%	\$ -	(1,950)	3,035
36	N361506A	2019	Dodge	DURANGO	68	Trade on New	No	Yes	\$	25,645	\$	25,645	100%	\$ -	(500)	138
37	P3938	2019	Jeep	GRAND CARA	32	Auction/Wholesale		Yes	\$	22,637	\$	22,637	100%	\$ -	1,816	2,236
38	S191444A	2019	Toyota	TACOMA 4WD	81	Trade on New	No	No	\$	39,074	\$	39,074	100%	\$ -	(72)	632
39	P3881	2019	Ram	1500	107	Auction/Wholesale		Yes	\$	37,299	\$	39,990	107%	\$ (2,691)	2,759	4,113
40	P3939	2019	Chrysler	GRAND CARA	16	Street/Curb Buy		Yes	\$	23,971	\$	22,590	94%	\$ 1,381	1,450	24
41	P3891A	2019	Ford	SUPER DUTY	15	Street/Curb Buy	No	No	\$	50,990	\$	49,990	98%	\$ 1,000	8,073	844
42	P3918	2019	Nissan	FRONTIER	39	Auction/Wholesale	No	No	\$	25,394	\$	24,796	98%	\$ 598	1,350	420
43	8591732B	2019	Jeep	CHEROKEE	75	Street/Curb Buy		Yes	\$	22,673	\$	22,673	100%	\$ -	(550)	3,314
44	C155383A	2019	Jeep	GRAND CHER	21	Trade on New		Yes	\$	27,572	\$	27,998	102%	\$ (426)	2,738	2,109
45	P3879A	2019	Honda	RAV4	112	Street/Curb Buy	No	No	\$	28,680	\$	28,680	100%	\$ -	(1,300)	4,738
46	P3840	2018	Ram	2500	198	Street/Curb Buy		Yes	\$	43,662	\$	43,662	100%	\$ -	(3,579)	6,195
47	P3888B	2018	Jeep	WRANGLER	65	Street/Curb Buy		Yes	\$	38,448	\$	38,448	100%	\$ -	(150)	1,564

Scoreboard Totals

% Retailed of Non-Franchise Make	44%
Total # Retail Units	89
Avg. Days to Sale	48.4
Avg. Advertised Price (Time of Sale)	\$ 31,776
Avg. Transaction Price	\$ 31,352
Avg. Market Price at 100%	\$ 32,342
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 424
Avg. Front-End Gross	#DIV/0!
Avg. Finance Gross	\$ -
PUVR	\$ 4,107
Total Gross (Units & PUVR)	\$ 365,554
GROI	97%
% with Trade	49%
Avg. Over/Under Allowance	\$431



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	44%	#DIV/0!	#DIV/0!
Total # Retail Units	89	0	0
Avg. Days to Sale	48.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,776	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,352	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 32,342	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 424	#DIV/0!	#DIV/0!
Avg. Front-End Gross	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ -	#DIV/0!	#DIV/0!
PUVR	\$ 4,107	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 365,554	#DIV/0!	#DIV/0!
GROI	97%	#DIV/0!	#DIV/0!
% with Trade	49%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	431	#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	44%	#DIV/0!	#DIV/0!
Total # Retail Units	89	0	0
Avg. Days to Sale	48.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,776	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,352	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 32,342	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 424	#DIV/0!	#DIV/0!
Avg. Front-End Gross	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ -	#DIV/0!	#DIV/0!
PUVR	\$ 4,107	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 365,554	#DIV/0!	#DIV/0!
GROI	97%	#DIV/0!	#DIV/0!
% with Trade	49%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	431	#DIV/0!	#DIV/0!



Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Ryan	
% Retailed of Non-New Franchise	44%	39%	#DIV/0!
Total # Retail Units	89	38	0
Avg. Days to Sale	48.4	36.9	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,776	\$ 30,575	#DIV/0!
Avg. Transaction Price	\$ 31,352	\$ 30,113	#DIV/0!
Avg. Market Price at 100%	\$ 32,342	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 424	\$ 463	#DIV/0!
Avg. Front-End Gross	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ -	#DIV/0!	#DIV/0!
PUVR	\$ 4,107	\$ 4,828	#DIV/0!
Total Gross (Units & PUVR)	\$ 365,554	\$ 183,471	#DIV/0!
GROI	97%	157%	#DIV/0!
% with Trade	49%	0%	#DIV/0!
Avg. Over/Under Allowance	431	234	#DIV/0!



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	89	0	60
Avg. Days to Sale	48.4	#DIV/0!	44.3
Avg. Advertised Price (Time of Sale)	\$ 31,776	#DIV/0!	\$ 27,735
Avg. Transaction Price	\$ 31,352	#DIV/0!	\$ 27,735
Avg. Market Price at 100%	\$ 32,342	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 424	#DIV/0!	\$ 493
Avg. Front-End Gross	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ -	#DIV/0!	#DIV/0!
PUVR	\$ 4,107	#DIV/0!	\$ 4,169
Total Gross (Units & PUVR)	\$ 365,554	#DIV/0!	\$ 250,129
GROI	97%	#DIV/0!	122%
% with Trade	49%	#DIV/0!	42%
Avg. Over/Under Allowance	431	#DIV/0!	284



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	89	50	39
Avg. Days to Sale	48.4	50.0	46.5
Avg. Advertised Price (Time of Sale)	\$ 31,776	\$ 34,904	\$ 27,449
Avg. Transaction Price	\$ 31,352	\$ 34,396	\$ 27,449
Avg. Market Price at 100%	\$ 32,342	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 424	\$ 508	\$ 315
Avg. Front-End Gross	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ -	#DIV/0!	#DIV/0!
PUVR	\$ 4,107	\$ 3,770	\$ 4,540
Total Gross (Units & PUVR)	\$ 365,554	\$ 188,511	\$ 177,043
GROI	97%	79%	128%
% with Trade	49%	64%	31%
Avg. Over/Under Allowance	431	166	1,138



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	89	36	0
% of Retail Units	100%	40%	0%
% Retailed of Non-New Franchise	44%	50%	#DIV/0!
Avg. Days to Sale	48.4	40.6	#DIV/0!
Avg. Transaction Price	\$ 31,352	\$ 32,624	#DIV/0!
Avg. Transaction to Market %	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 424	\$ 477	#DIV/0!
Avg. Front End Gross	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ -	#DIV/0!	#DIV/0!
PUVR	\$ 4,107	\$ 4,451	#DIV/0!
Total Gross (Units & PUVR)	\$ 365,554	\$ 160,230	#DIV/0!
GROI	97%	121%	#DIV/0!
% with Trade	49%	47%	#DIV/0!
Avg. Over/Under Allowance	431	883	#DIV/0!



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
26	27	0	0
29%	30%	0%	0%
58%	22%	#DIV/0!	#DIV/0!
47.8	59.6	#DIV/0!	#DIV/0!
\$ 23,679	\$ 37,044	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
\$ 394	\$ 381	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,948	\$ 3,803	#DIV/0!	#DIV/0!
\$ 102,635	\$ 102,689	#DIV/0!	#DIV/0!
126%	62%	#DIV/0!	#DIV/0!
35%	67%	#DIV/0!	#DIV/0!
-50	244	#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	89	0	0
% of Retail Units	100%	0%	0%
% Retailed of Non-New Franchise	44%	#DIV/0!	#DIV/0!
Avg. Days to Sale	48.4	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,352	#DIV/0!	#DIV/0!
Avg. Transaction to Market %	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 424	#DIV/0!	#DIV/0!
Avg. Front End Gross	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ -	#DIV/0!	#DIV/0!
PUVR	\$ 4,107	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 365,554	#DIV/0!	#DIV/0!
GROI	97%	#DIV/0!	#DIV/0!
% with Trade	49%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	431	#DIV/0!	#DIV/0!



