

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CPO	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	U12328	2019	Chevrolet	SILVERADO	34	Trade on New	Yes	\$ 40,900	\$ 40,900	94%	\$2,777	\$5,055
2	U12360	2022	Chevrolet	TRAILBLAZER	26	Trade on Used	Yes	\$ 30,500	\$ 30,000	94%	\$2,420	\$1,198
3	U12389	2019	Chevrolet	SILVERADO	9	LBO Customer	Yes	\$ 29,275	\$ 29,275	105%	\$906	\$3,881
4	U12286	2017	Chevrolet	COLORADO	55	Trade on Used	YES	\$ 22,400	\$ 22,400	82%	(\$2,401)	\$3,416
5	U12374	2015	Chevrolet	CRUZE	17	Street/Curb Buy	Yes	\$ 14,500	\$ 12,800	127%	\$858	\$1,647
6	U12284	2020	BMW	3 SERIES	45	Trade on New	No	\$ 33,675	\$ 33,675	94%	\$1,968	\$1,092
7	U12410	2019	Chevrolet	TRAX	7	LBO Customer	Yes	\$ 15,960	\$ 15,960	90%	\$2,536	\$2,468
8	U12386	2021	Chevrolet	TRAX	11	Trade on New	Yes	\$ 25,000	\$ 25,000	106%	\$3,676	\$2,110
9	U12298	2020	Subaru	ASCENT	54	Trade on New	No	\$ 35,900	\$ 34,900	108%	\$252	\$1,487
10	U12363	2017	Chevrolet	CRUZE	26	Trade on Used	No	\$ 13,995	\$ 13,350	104%	\$1,663	\$1,033
11	U12415	2019	Chevrolet	EQUINOX	4	LBO Customer	Yes	\$ 22,500	\$ 22,500	90%	\$434	\$2,388
12	U12155	2019	GMC	TERRAIN	94	Trade on New	Yes	\$ 22,500	\$ 22,000	100%	(\$321)	\$26
13	U12421	2019	Chevrolet	SILVERADO	3	LBO Customer	Yes	\$ 34,500	\$ 34,500	100%	\$1,835	\$4,017
14	U12428	2019	Chevrolet	TAHOE	1	LBO Customer	Yes	\$ 33,706	\$ 33,706	90%	\$791	\$2,735
15	U12148	2020	GMC	YUKON XL	104	Rental Fleet (Enterprise, etc.)	YES	\$ 40,800	\$ 40,800	89%	(\$830)	\$0
16	U12393	2022	Chevrolet	SUBURBAN	18	Auction/Wholesale	No	\$ 75,900	\$ 74,000	90%	\$1,480	\$7,655
17	U12403	2021	Chevrolet	SUBURBAN	12	Trade on New	No	\$ 55,000	\$ 55,000	90%	\$4,639	\$4,312
18	U12390	2020	Chevrolet	EQUINOX	24	Trade on New	Yes	\$ 27,000	\$ 27,895	102%	\$876	\$2,342
19	U11716	2020	Chevrolet	EXPRESS CARGO	236	Auction/Wholesale	No	\$ 37,000	\$ 37,000	92%	(\$6,925)	\$0
20	U11997	2019	BMW	X3	155	Trade on New	No	\$ 34,490	\$ 34,490	86%	\$7,266	\$737
21	U12438	2020	Chevrolet	TRAVERSE	3	LBO Customer	Yes	\$ 23,366	\$ 23,366	90%	\$184	\$3,780
22	U12436	2019	Chevrolet	MALIBU	3	LBO Customer	Yes	\$ 21,195	\$ 21,195	90%	\$1,257	\$2,610
23	U12381	2019	Chevrolet	BLAZER	26	Auction/Wholesale	YES	\$ 30,900	\$ 30,800	82%	\$2,042	\$1,316
24	U11898	2019	Audi	Q7	187	Trade on New	No	\$ 36,500	\$ 35,500	83%	\$7,139	\$0
25	U12437	2019	Chevrolet	Equinox	3	LBO Customer	Yes	\$ 21,131	\$ 21,131	90%	\$508	\$1,564
26	U12233	2019	Chevrolet	TRAVERSE	73	Trade on New	Yes	\$ 31,000	\$ 31,000	80%	(\$1,505)	\$1,112
27	U12402	2017	Chevrolet	SUBURBAN	18	Trade on New	Yes	\$ 34,900	\$ 37,000	110%	\$3,383	\$3,529
28	U11799	2019	Chevrolet	TRAVERSE	205	Loaner	Yes	\$ 27,000	\$ 27,000	80%	(\$4,405)	\$4,565
29	U12231	2020	Ford	EXPEDITION MAX	44	Rental Fleet (Enterprise, etc.)	No	\$ 40,754	\$ 41,724	91%	\$1,844	\$2,656
30	U11863	2020	Maserati	LEVANTE	201	Street/Curb Buy	No	\$ 48,000	\$ 48,000	80%	(\$11,757)	\$0
31	U12308	2019	Chevrolet	BLAZER	51	Trade on New	Yes	\$ 36,000	\$ 36,000	105%	\$261	\$3,751
32	U12271	2017	BUICK	ENVISION	67	Street/Curb Buy	Yes	\$ 19,500	\$ 19,500	90%	(\$1,075)	\$744
33	U12401	2019	GMC	SIERRA 1500	24	Trade on New	Yes	\$ 36,990	\$ 36,900	105%	\$3,691	\$4,479
34	U12244	2019	Chevrolet	SILVERADO 1500	74	Auction/Wholesale	Yes	\$ 44,000	\$ 46,995	104%	(\$185)	\$4,852
35	U11992	2021	Chevrolet	TAHOE	164	Trade on New	Yes	\$ 68,500	\$ 68,000	99%	(\$9,266)	\$2,641
36	U11708	2021	Land Rover	RANGE ROVER	244	Trade on New	No	\$ 98,900	\$ 97,900	100%	(\$23,753)	\$259
37	U11134	2015	Chevrolet	SILVERADO	417	Auction/Wholesale	No	\$ 32,000	\$ 32,000	100%	(\$2,745)	\$1,194
38	U12305	2017	Chevrolet	SUBURBAN	59	Trade on New	No	\$ 30,000	\$ 30,000	90%	\$1,050	\$656
39	U12471N	2022	Chevrolet	MALIBU	1	Loaner	No	\$ 26,995	\$ 26,995	100%	\$3,283	\$2,550
40	U12049	2020	Chevrolet	SUBURBAN	145	Rental Fleet (Enterprise, etc.)	No	\$ 37,900	\$ 37,900	101%	(\$8,083)	\$1,595
41	U12457	2019	Chevrolet	SILVERADO 1500	8	LBO Customer	Yes	\$ 36,241	\$ 36,241	100%	\$358	\$6,474
42	U12423	2015	Mercedes-Benz	S550	21	Trade on New	No	\$ 39,900	\$ 39,900	101%	\$2,623	\$3,098
43	U12318	2020	Ford	EXPEDITION MAX	63	Rental Fleet (Enterprise, etc.)	No	\$ 37,000	\$ 37,000	100%	(\$2,019)	\$2,572
44	U12448	2018	Chevrolet	TRAX	16	Auction/Wholesale	Yes	\$ 18,900	\$ 18,900	100%	(\$58)	\$3,728
45	U12207	2021	AUDI	RSQ8	99	Street/Curb Buy	No	\$ 124,000	\$ 124,000	100%	(\$4,126)	\$395
46	U12441	2022	Chevrolet	TAHOE	19	Trade on New	Yes	\$ 70,000	\$ 70,000	97%	\$3,429	\$3,087

47	U12297	2014	Chevrolet	CORVETTE	83	Trade on New	No	\$	44,900	\$	44,900	98%	\$1,430	\$1,124
48	U12442	2018	Chevrolet	CAMARO	17	Auction/Wholesale	Yes	\$	39,900	\$	39,900	101%	\$3,873	\$2,157
49	U12319	2019	Chevrolet	EQUINOX	68	Trade on New	Yes	\$	21,900	\$	21,900	94%	(\$544)	\$0
50	U12242	2021	Chevrolet	MALIBU	89	Trade on New	Yes	\$	22,494	\$	22,494	97%	\$963	\$0
51	U12334	2019	Jeep	GRAND CHEROKEE	64	Trade on Used	No	\$	33,800	\$	33,800	102%	\$1,890	\$3,810
52	U12192	2019	Chevrolet	TRAVERSE	107	Trade on New	Yes	\$	27,000	\$	27,000	99%	(\$5,433)	\$2,346
53	U12493	2019	GMC	SIERRA 1500	8	Auction/Wholesale	No	\$	34,900	\$	34,900	101%	(\$2,097)	\$2,468

Scoreboard Totals

% Retailed of Non-Franchise Make	36%
Total # Retail Units	73
Avg. Days to Sale	61.1
Avg. Advertised Price (Time of Sale)	\$ 36,475
Avg. Transaction Price	\$ 36,426
Avg. Market Price at 100%	\$ 37,598
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 49
Avg. Front-End Gross	\$ 103
Avg. Finance Gross	\$ 2,367
PUVR	\$ 2,471
Total Gross (Units & PUVR)	\$ 180,348
GROI	40%
% with Trade	38%
Avg. Over/Under Allowance	\$21



Scoreboard

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Desk Manager	Totals	Bob Atwood	Mike Sassano
% Retailed of Non-New Franchise	36%	#DIV/0!	29%
Total # Retail Units	73	0	28
Avg. Days to Sale	61.1	#DIV/0!	55.7
Avg. Advertised Price (Time of Sale)	\$ 36,475	#DIV/0!	\$ 31,901
Avg. Transaction Price	\$ 36,426	#DIV/0!	\$ 31,917
Avg. Market Price at 100%	\$ 37,598	#DIV/0!	\$ 31,972
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	100%
Avg. Transaction to Market	97%	#DIV/0!	100%
Avg. Transactional Discount	\$ 49	#DIV/0!	\$ (16)
Avg. Front-End Gross	\$ 103	#DIV/0!	\$ 41
Avg. Finance Gross	\$ 2,367	#DIV/0!	\$ 2,421
PUVR	\$ 2,471	#DIV/0!	\$ 2,462
Total Gross (Units & PUVR)	\$ 180,348	#DIV/0!	\$ 68,936
GROI	40%	#DIV/0!	50%
% with Trade	38%	#DIV/0!	25%
Avg. Over/Under Allowance	21	#DIV/0!	0



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Carlos Barajas	Mike Moscatello	Shawn Reilly	
75%	38%	33%	#DIV/0!
4	29	12	0
83.3	74.5	34.0	#DIV/0!
\$ 40,148	\$ 37,427	\$ 43,625	#DIV/0!
\$ 39,900	\$ 37,248	\$ 43,804	#DIV/0!
\$ 41,696	\$ 40,267	\$ 43,964	#DIV/0!
96%	93%	99%	#DIV/0!
96%	93%	100%	#DIV/0!
\$ 248	\$ 179	\$ (179)	#DIV/0!
\$ (820)	\$ (120)	\$ 1,095	#DIV/0!
\$ 1,856	\$ 2,336	\$ 2,488	#DIV/0!
\$ 1,036	\$ 2,216	\$ 3,584	#DIV/0!
\$ 4,142	\$ 64,266	\$ 43,004	#DIV/0!
11%	29%	87%	#DIV/0!
25%	45%	58%	#DIV/0!
0	52	0	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Mike Lucki	Anthony Porras
% Retailed of Non-New Franchise	36%	#DIV/0!	43%
Total # Retail Units	73	0	7
Avg. Days to Sale	61.1	#DIV/0!	50.7
Avg. Advertised Price (Time of Sale)	\$ 36,475	#DIV/0!	\$ 38,786
Avg. Transaction Price	\$ 36,426	#DIV/0!	\$ 38,615
Avg. Market Price at 100%	\$ 37,598	#DIV/0!	\$ 40,686
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	95%
Avg. Transaction to Market	97%	#DIV/0!	95%
Avg. Transactional Discount	\$ 49	#DIV/0!	\$ 171
Avg. Front-End Gross	\$ 103	#DIV/0!	\$ 313
Avg. Finance Gross	\$ 2,367	#DIV/0!	\$ 1,926
PUVR	\$ 2,471	#DIV/0!	\$ 2,239
Total Gross (Units & PUVR)	\$ 180,348	#DIV/0!	\$ 15,676
GROI	40%	#DIV/0!	41%
% with Trade	38%	#DIV/0!	57%
Avg. Over/Under Allowance	21	#DIV/0!	0



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Carlos Barajas	Antonio Aguilar	Mike Depalma	Demian Garcia
50%	33%	40%	25%
8	9	20	12
44.0	74.4	72.3	52.3
\$ 42,686	\$ 34,853	\$ 34,400	\$ 41,106
\$ 42,558	\$ 34,697	\$ 34,280	\$ 41,339
\$ 44,649	\$ 36,304	\$ 36,259	\$ 42,132
96%	96%	95%	98%
95%	96%	95%	98%
\$ 128	\$ 156	\$ 120	\$ (233)
\$ 1,266	\$ (1,363)	\$ (864)	\$ 810
\$ 3,503	\$ 2,044	\$ 1,866	\$ 2,747
\$ 4,770	\$ 681	\$ 1,002	\$ 3,557
\$ 38,160	\$ 6,132	\$ 20,039	\$ 42,687
92%	9%	15%	59%
25%	44%	35%	33%
125	0	25	0

Khaled Khan	Christian Moira	JUAN BARRAGAN	
45%	#DIV/0!	0%	#DIV/0!
11	0	6	0
40.0	#DIV/0!	95.3	#DIV/0!
\$ 35,595	#DIV/0!	\$ 27,204	#DIV/0!
\$ 35,290	#DIV/0!	\$ 27,704	#DIV/0!
\$ 35,758	#DIV/0!	\$ 27,417	#DIV/0!
100%	#DIV/0!	99%	#DIV/0!
99%	#DIV/0!	101%	#DIV/0!
\$ 304	#DIV/0!	\$ (499)	#DIV/0!
\$ 1,562	#DIV/0!	\$ (359)	#DIV/0!
\$ 2,640	#DIV/0!	\$ 2,264	#DIV/0!
\$ 4,202	#DIV/0!	\$ 1,905	#DIV/0!
\$ 46,223	#DIV/0!	\$ 11,431	#DIV/0!
107%	#DIV/0!	26%	#DIV/0!
36%	#DIV/0!	50%	#DIV/0!
0	#DIV/0!	0	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Felipe Jaiman	Carlos Barajas
% Retailed of Non-New Franchise	36%	39%	75%
Total # Retail Units	73	31	4
Avg. Days to Sale	61.1	66.7	95.8
Avg. Advertised Price (Time of Sale)	\$ 36,475	\$ 40,906	\$ 55,571
Avg. Transaction Price	\$ 36,426	\$ 40,910	\$ 55,571
Avg. Market Price at 100%	\$ 37,598	\$ 42,655	\$ 57,006
Avg. Price to Market % (Time of Sale)	97%	96%	97%
Avg. Transaction to Market	97%	96%	97%
Avg. Transactional Discount	\$ 49	\$ (3)	\$ -
Avg. Front-End Gross	\$ 103	\$ (1,013)	\$ (507)
Avg. Finance Gross	\$ 2,367	\$ 2,906	\$ 99
PUVR	\$ 2,471	\$ 1,893	\$ (408)
Total Gross (Units & PUVR)	\$ 180,348	\$ 58,673	\$ (1,633)
GROI	40%	25%	-3%
% with Trade	38%	0%	0%
Avg. Over/Under Allowance	21	0	0



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Mark Endress			
29%	#DIV/0!	#DIV/0!	#DIV/0!
38	0	0	0
52.9	#DIV/0!	#DIV/0!	#DIV/0!
\$ 30,851	#DIV/0!	#DIV/0!	#DIV/0!
\$ 30,754	#DIV/0!	#DIV/0!	#DIV/0!
\$ 31,763	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 97	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,078	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,167	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,245	#DIV/0!	#DIV/0!	#DIV/0!
\$ 123,308	#DIV/0!	#DIV/0!	#DIV/0!
72%	#DIV/0!	#DIV/0!	#DIV/0!
5%	#DIV/0!	#DIV/0!	#DIV/0!
39	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	73	42	31
Avg. Days to Sale	61.1	41.8	87.3
Avg. Advertised Price (Time of Sale)	\$ 36,475	\$ 32,255	\$ 41,948
Avg. Transaction Price	\$ 36,426	\$ 32,351	\$ 41,948
Avg. Market Price at 100%	\$ 37,598	\$ 33,208	\$ 43,954
Avg. Price to Market % (Time of Sale)	97%	97%	95%
Avg. Transaction to Market	97%	97%	95%
Avg. Transactional Discount	\$ 49	\$ (96)	\$ 246
Avg. Front-End Gross	\$ 103	\$ 749	\$ (772)
Avg. Finance Gross	\$ 2,367	\$ 2,747	\$ 1,853
PUVR	\$ 2,471	\$ 3,496	\$ 1,081
Total Gross (Units & PUVR)	\$ 180,348	\$ 146,825	\$ 33,523
GROI	40%	93%	11%
% with Trade	38%	40%	35%
Avg. Over/Under Allowance	21	12	32



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	73	47	26
Avg. Days to Sale	61.1	52.3	77.1
Avg. Advertised Price (Time of Sale)	\$ 36,475	\$ 33,383	\$ 41,850
Avg. Transaction Price	\$ 36,426	\$ 33,426	\$ 41,850
Avg. Market Price at 100%	\$ 37,598	\$ 34,585	\$ 43,532
Avg. Price to Market % (Time of Sale)	97%	97%	96%
Avg. Transaction to Market	97%	97%	96%
Avg. Transactional Discount	\$ 49	\$ (43)	\$ 215
Avg. Front-End Gross	\$ 103	\$ 584	\$ (766)
Avg. Finance Gross	\$ 2,367	\$ 2,689	\$ 1,787
PUVR	\$ 2,471	\$ 3,273	\$ 1,021
Total Gross (Units & PUVR)	\$ 180,348	\$ 153,815	\$ 26,533
GROI	40%	67%	11%
% with Trade	38%	34%	46%
Avg. Over/Under Allowance	21	11	38



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	73	29	6
% of Retail Units	100%	40%	8%
% Retailed of Non-New Franchise	36%	38%	50%
Avg. Days to Sale	61.1	73.6	55.8
Avg. Transaction Price	\$ 36,426	\$ 37,419	\$ 26,425
Avg. Transaction to Market %	97%	97%	94%
Avg. Transactional Discount	\$ 49	\$ 76	\$ 358
Avg. Front End Gross	\$ 103	\$ 46	\$ (360)
Avg. Finance Gross	\$ 2,367	\$ 1,832	\$ 1,682
PUVR	\$ 2,471	\$ 1,878	\$ 1,322
Total Gross (Units & PUVR)	\$ 180,348	\$ 54,463	\$ 7,930
GROI	40%	25%	32%
% with Trade	38%	45%	50%
Avg. Over/Under Allowance	21	17	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
7	13	2	10
10%	18%	3%	14%
43%	31%	0%	0%
63.0	69.6	103.0	4.3
\$ 44,821	\$ 43,010	\$ 26,998	\$ 26,982
100%	99%	90%	94%
\$ 7	\$ (33)	\$ -	\$ 0
\$ (1,550)	\$ 905	\$ (561)	\$ 1,007
\$ 2,031	\$ 3,261	\$ 3,557	\$ 3,348
\$ 481	\$ 4,166	\$ 2,997	\$ 4,356
\$ 3,366	\$ 54,156	\$ 5,993	\$ 43,555
6%	50%	39%	1351%
43%	31%	100%	10%
0	77	0	0

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
1	5	0
1%	7%	0%
100%	80%	#DIV/0!
16.0	76.6	#DIV/0!
\$ 32,000	\$ 37,349	#DIV/0!
102%	96%	#DIV/0!
\$ -	\$ (79)	#DIV/0!
\$ 6,406	\$ (1,585)	#DIV/0!
\$ 2,762	\$ 1,928	#DIV/0!
\$ 9,167	\$ 343	#DIV/0!
\$ 9,167	\$ 1,717	#DIV/0!
645%	4%	#DIV/0!
0%	40%	#DIV/0!
0	0	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	73	36	4
% of Retail Units	100%	49%	5%
% Retailed of Non-New Franchise	36%	22%	50%
Avg. Days to Sale	61.1	14.4	39.3
Avg. Transaction Price	\$ 36,426	\$ 34,960	\$ 38,450
Avg. Transaction to Market %	97%	99%	96%
Avg. Transactional Discount	\$ 49	\$ 40	\$ (242)
Avg. Front End Gross	\$ 103	\$ 2,085	\$ 1,958
Avg. Finance Gross	\$ 2,367	\$ 3,228	\$ 2,745
PUVR	\$ 2,471	\$ 5,313	\$ 4,703
Total Gross (Units & PUVR)	\$ 180,348	\$ 191,275	\$ 18,811
GROI	40%	379%	112%
% with Trade	38%	42%	75%
Avg. Over/Under Allowance	21	28	125



46-60 days	61-90 days	90+ days
5	13	15
7%	18%	21%
40%	38%	60%
53.4	72.8	171.4
\$ 29,260	\$ 30,530	\$ 46,905
95%	96%	93%
\$ 200	\$ (138)	\$ 260
\$ (569)	\$ (282)	\$ (4,590)
\$ 1,883	\$ 1,586	\$ 1,039
\$ 1,314	\$ 1,304	\$ (3,551)
\$ 6,571	\$ 16,958	\$ (53,267)
30%	21%	-16%
60%	8%	40%
0	0	0