

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	U5018	2021	DODGE	CHARGER	21	Auction/Wholesale	Yes	\$ 41,190	\$ 41,190	101%	\$2,211	\$5,547
2	U4776A	2021	FORD	ESCAPE	90	Trade on Used	No	\$ 35,995	\$ 35,995	121%	\$3,514	\$2,913
3	U5011	2021	RAM	2500	19	Rental Fleet (Enterprise, et	Yes	\$ 70,675	\$ 70,675	101%	\$800	\$8,333
4	U4930	2017	RAM	1500	48	Auction/Wholesale	Yes	\$ 37,995	\$ 37,000	108%	\$3,881	\$2,031
5	U4985	2017	HYUNDAI	SANTA FE	35	Auction/Wholesale	No	\$ 25,034	\$ 25,034	106%	\$353	\$258
6	U4839	2020	JEEP	WRANGLER	124	Auction/Wholesale	Yes	\$ 35,418	\$ 35,418	102%	(\$1,756)	\$1,756
7	U5023	2014	RAM	3500	11	Auction/Wholesale	No	\$ 39,673	\$ 39,673	109%	\$5,774	\$1,453
8	U4975	2020	NISSAN	ROGUE	33	Auction/Wholesale	No	\$ 26,747	\$ 26,247	121%	\$3,192	\$3,770
9	U5004	2019	KIA	STINGER	25	Auction/Wholesale	No	\$ 37,445	\$ 37,445	101%	\$2,327	\$3,457
10	U4965	2020	RAM	1500	37	Auction/Wholesale	Yes	\$ 45,714	\$ 45,714	104%	\$5,602	\$6,674
11	22380B	2017	LINCOLN	MKX	45	Trade on Used	No	\$ 30,575	\$ 30,575	111%	\$4,909	\$3,169
12	U4880B	2020	CHEVROLET	SPARK	19	Trade on Used	No	\$ 17,868	\$ 17,868	119%	\$1,965	\$310
13	U5010	2021	RAM	2500	24	Auction/Wholesale	Yes	\$ 70,846	\$ 70,846	101%	\$4,358	\$5,116
14	U4856	2020	CHEVROLET	CORVETTE	114	Auction/Wholesale	No	\$ 84,995	\$ 84,995	99%	\$2,800	\$8,255
15	22297B	2017	TOYOTA	RAV 4	20	Trade on Used	No	\$ 25,601	\$ 25,601	105%	\$5,561	\$2,787
16	22323A	2022	HONDA	ACCORD	71	Trade on New	No	\$ 41,603	\$ 41,603	101%	\$5,723	\$0
17	U5038	2018	FORD	F-350	10	Street/Curb Buy	No	\$ 74,816	\$ 71,500	106%	\$9,116	\$564
18	U4925A	2019	FORD	F-150	57	Trade on Used	No	\$ 55,995	\$ 55,335	98%	\$9,290	\$4,131
19	U4978	2017	JEEP	RENEGADE	36	Auction/Wholesale	Yes	\$ 21,584	\$ 21,584	109%	\$1,688	\$2,141
20	22300B	2015	RAM	2500	34	Trade on Used	No	\$ 49,821	\$ 49,821	98%	\$3,357	\$733
21	U5022	2014	RAM	3500	17	Auction/Wholesale	No	\$ 39,907	\$ 39,907	106%	\$7,555	\$5,300
22	U5040	2019	CADILLAC	ESCALADE	7	Auction/Wholesale	No	\$ 68,781	\$ 68,781	107%	\$10,413	\$2,717
23	U5048	2021	JEEP	WRANGLER	6	Auction/Wholesale	No	\$ 47,679	\$ 47,679	106%	\$1,806	\$0
24	U5026	2015	FORD	F-150	17	Auction/Wholesale	No	\$ 29,431	\$ 29,431	107%	\$5,857	\$1,881
25	22310A	2019	RAM	1500	44	Trade on New	No	\$ 31,995	\$ 31,995	108%	\$7,063	\$2,377
26	22302B	2020	TOYOTA	HIGHLANDER	12	Trade on Used	No	\$ 35,250	\$ 35,250	97%	\$885	\$2,925
27	U4900A	2020	TOYOTA	COROLLA	27	Trade on Used	No	\$ 22,613	\$ 22,613	107%	\$3,790	\$2,398

28	U5033	2015	CADILLAC	CTS	19	Auction/Wholesale	No	\$	29,963	\$	29,963	103%	\$2,728	\$1,093
29	U5044	2018	DODGE	JOURNEY	20	Street/Curb Buy	Yes	\$	21,510	\$	21,510	101%	\$4,496	\$3,472
30	22300C	2006	DODGE	RAM 2500	5	Trade on Used	No	\$	20,986	\$	15,985	119%	\$2,160	\$862
31	U4999	2019	JEEP	CHEROKEE	34	Auction/Wholesale	Yes	\$	30,498	\$	30,498	108%	\$2,988	\$0
32	U4880C	2019	NISSAN	VERSA	13	Trade on Used	No	\$	17,322	\$	16,139	101%	\$1,807	\$2,129
33	U4826A	2020	HYUNDAI	ELANTRA	19	Trade on Used	No	\$	21,987	\$	21,987	105%	\$5,256	\$1,512
34	U4941A	2019	RAM	2500	23	Trade on Used	Yes	\$	79,627	\$	76,000	101%	\$6,596	\$5,908
35	U4947	2017	NISSAN	ALTIMA	53	Auction/Wholesale	No	\$	20,108	\$	20,108	108%	\$782	\$959
36	U4856A	2020	DODGE	CHARGER	8	Trade on Used	Yes	\$	58,375	\$	58,375	103%	\$8,511	\$3,040
37	22361A	2018	DODGE	DURANGO	24	Trade on New	No	\$	32,932	\$	32,925	111%	\$5,922	\$1,867
38	U5043	2019	RAM	1500	17	Auction/Wholesale	Yes	\$	47,700	\$	45,704	103%	\$7,695	\$1,411
39	U5002	2021	JEEP	GRAND CHEROKE	39	Auction/Wholesale	Yes	\$	49,040	\$	49,040	104%	\$5,942	\$3,422
40	22270B	2018	RAM	1500	17	Trade on Used	No	\$	30,029	\$	29,529	109%	\$2,390	\$1,798
41	22377A	2014	JEEP	GRAND CHEROKE	19	Trade on New	No	\$	19,575	\$	17,158	113%	\$3,078	\$556
42	22307A	2022	LINCOLN	CORSAIR	71	Trade on New	No	\$	45,338	\$	45,338	105%	\$2,408	\$3,518
43	U5035	2017	RAM	1500	23	Auction/Wholesale	No	\$	34,332	\$	34,332	115%	\$3,260	\$3,552
44	22356A	2022	JEEP	WAGONEER	8	Trade on New	Yes	\$	107,000	\$	107,000	108%	\$13,128	\$3,137
45	U4979	2017	RAM	2500	48	Auction/Wholesale	No	\$	61,595	\$	61,595	113%	\$5,345	\$2,173
46	U5027	2018	FORD	FUSION	23	Auction/Wholesale	No	\$	22,167	\$	20,965	105%	\$2,242	\$3,442
47	22364A	2018	DODGE	CHARGER	36	Trade on New	Yes	\$	27,595	\$	21,995	101%	\$2,802	\$0
48	U5059	2017	FORD	MUSTANG	4	Auction/Wholesale	No	\$	27,417	\$	27,417	111%	(\$3)	\$3,418
49	U4927	2019	CHEVROLET	MALIBU	68	Auction/Wholesale	No	\$	22,995	\$	18,995	107%	\$476	\$1,544
50	U4920A	2017	RAM	2500	63	Trade on Used	No	\$	44,995	\$	44,995	100%	\$5,641	\$1,115
51	22359A	2019	RAM	2500	59	Trade on New	No	\$	36,813	\$	34,759	103%	\$5,248	\$1,896
52	U5041	2020	DODGE	CHALLENGER	26	Auction/Wholesale	Yes	\$	33,993	\$	33,993	103%	\$2,038	\$401
53	32423A	2021	JEEP	GRAND CHEROKE	11	Trade on New	Yes	\$	37,525	\$	37,525	89%	\$3,459	\$963

Scoreboard Totals

% Retailed of Non-Franchise Make	45%
Total # Retail Units	200
Avg. Days to Sale	45.2
Avg. Advertised Price (Time of Sale)	\$ 37,191
Avg. Transaction Price	\$ 36,681
Avg. Market Price at 100%	\$ 36,456
Avg. Price to Market % (Time of Sale)	102%
Avg. Transaction to Market	101%
Avg. Transactional Discount	\$ 510
Avg. Front-End Gross	\$ 3,657
Avg. Finance Gross	\$ 2,275
PUVR	\$ 5,932
Total Gross (Units & PUVR)	\$ 1,186,396
GROI	129%
% with Trade	47%
Avg. Over/Under Allowance	(\$48)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	45%	#DIV/0!	#DIV/0!
Total # Retail Units	200	0	0
Avg. Days to Sale	45.2	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 37,191	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 36,681	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 36,456	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	102%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	101%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 510	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 3,657	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,275	#DIV/0!	#DIV/0!
PUVR	\$ 5,932	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 1,186,396	#DIV/0!	#DIV/0!
GROI	129%	#DIV/0!	#DIV/0!
% with Trade	47%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-48	#DIV/0!	#DIV/0!



Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Jose Montelongo	Nathan McSwain
% Retailed of Non-New Franchise	45%	56%	30%
Total # Retail Units	200	18	20
Avg. Days to Sale	45.2	47.1	67.7
Avg. Advertised Price (Time of Sale)	\$ 37,191	\$ 32,453	\$ 34,183
Avg. Transaction Price	\$ 36,681	\$ 32,247	\$ 33,899
Avg. Market Price at 100%	\$ 36,456	\$ 31,496	\$ 34,016
Avg. Price to Market % (Time of Sale)	102%	103%	100%
Avg. Transaction to Market	101%	102%	100%
Avg. Transactional Discount	\$ 510	\$ 206	\$ 284
Avg. Front-End Gross	\$ 3,657	\$ 3,179	\$ 2,381
Avg. Finance Gross	\$ 2,275	\$ 2,071	\$ 2,490
PUVR	\$ 5,932	\$ 5,250	\$ 4,871
Total Gross (Units & PUVR)	\$ 1,186,396	\$ 94,504	\$ 97,418
GROI	129%	125%	76%
% with Trade	47%	39%	45%
Avg. Over/Under Allowance	-48	-29	444



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

Matthew Romero	Melinda Cruz	Mark Wilson	Tony Lovato
48%	47%	69%	25%
21	15	16	16
32.2	40.7	54.3	36.9
\$ 36,141	\$ 37,149	\$ 36,025	\$ 51,066
\$ 36,141	\$ 36,730	\$ 35,845	\$ 50,692
\$ 35,333	\$ 37,218	\$ 35,609	\$ 49,985
102%	100%	101%	102%
102%	99%	101%	101%
\$ -	\$ 419	\$ 180	\$ 374
\$ 3,779	\$ 3,904	\$ 3,297	\$ 5,536
\$ 2,857	\$ 2,226	\$ 2,009	\$ 2,989
\$ 6,637	\$ 6,130	\$ 5,306	\$ 8,525
\$ 139,367	\$ 91,949	\$ 84,890	\$ 136,394
205%	147%	98%	164%
76%	47%	31%	38%
-418	286	200	568

Jason Graham	Maria Bustamante	Ruth Kimbell	Ron Bullhorse
35%	44%	80%	44%
20	9	10	16
40.7	66.8	67.3	45.0
\$ 36,775	\$ 39,995	\$ 44,958	\$ 37,704
\$ 36,496	\$ 39,804	\$ 44,626	\$ 36,963
\$ 36,802	\$ 39,844	\$ 42,763	\$ 37,739
100%	100%	105%	100%
99%	100%	104%	98%
\$ 279	\$ 190	\$ 332	\$ 740
\$ 4,116	\$ 3,445	\$ 3,457	\$ 4,569
\$ 2,216	\$ 2,407	\$ 2,971	\$ 2,215
\$ 6,332	\$ 5,853	\$ 6,428	\$ 6,784
\$ 126,641	\$ 52,676	\$ 64,280	\$ 108,547
153%	79%	77%	147%
40%	67%	70%	38%
-141	37	205	-214

Paola Tostado	Grant Savage		
50%	50%	#DIV/0!	#DIV/0!
10	2	0	0
52.4	40.5	#DIV/0!	#DIV/0!
\$ 32,564	\$ 37,333	#DIV/0!	#DIV/0!
\$ 31,990	\$ 37,333	#DIV/0!	#DIV/0!
\$ 32,545	\$ 35,217	#DIV/0!	#DIV/0!
100%	106%	#DIV/0!	#DIV/0!
98%	106%	#DIV/0!	#DIV/0!
\$ 574	\$ -	#DIV/0!	#DIV/0!
\$ 3,767	\$ 5,292	#DIV/0!	#DIV/0!
\$ 2,058	\$ 2,615	#DIV/0!	#DIV/0!
\$ 5,825	\$ 7,907	#DIV/0!	#DIV/0!
\$ 58,247	\$ 15,814	#DIV/0!	#DIV/0!
125%	188%	#DIV/0!	#DIV/0!
30%	100%	#DIV/0!	#DIV/0!
0	0	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Robert Henley	Mack Boyd
% Retailed of Non-New Franchise	45%	42%	48%
Total # Retail Units	200	95	105
Avg. Days to Sale	45.2	41.4	48.6
Avg. Advertised Price (Time of Sale)	\$ 37,191	\$ 37,758	\$ 36,677
Avg. Transaction Price	\$ 36,681	\$ 37,218	\$ 36,194
Avg. Market Price at 100%	\$ 36,456	\$ 37,429	\$ 35,882
Avg. Price to Market % (Time of Sale)	102%	101%	102%
Avg. Transaction to Market	101%	99%	101%
Avg. Transactional Discount	\$ 510	\$ 540	\$ 483
Avg. Front-End Gross	\$ 3,657	\$ 3,668	\$ 3,647
Avg. Finance Gross	\$ 2,275	\$ 2,329	\$ 2,226
PUVR	\$ 5,932	\$ 5,997	\$ 5,873
Total Gross (Units & PUVR)	\$ 1,186,396	\$ 569,706	\$ 616,690
GROI	129%	140%	120%
% with Trade	47%	0%	0%
Avg. Over/Under Allowance	-48	-121	4



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	200	64	136
Avg. Days to Sale	45.2	48.4	43.6
Avg. Advertised Price (Time of Sale)	\$ 37,191	\$ 43,879	\$ 33,546
Avg. Transaction Price	\$ 36,681	\$ 43,343	\$ 33,546
Avg. Market Price at 100%	\$ 36,456	\$ 43,386	\$ 33,432
Avg. Price to Market % (Time of Sale)	102%	101%	100%
Avg. Transaction to Market	101%	100%	100%
Avg. Transactional Discount	\$ 510	\$ 536	\$ 498
Avg. Front-End Gross	\$ 3,657	\$ 3,481	\$ 3,740
Avg. Finance Gross	\$ 2,275	\$ 2,633	\$ 2,107
PUVR	\$ 5,932	\$ 6,114	\$ 5,846
Total Gross (Units & PUVR)	\$ 1,186,396	\$ 391,297	\$ 795,099
GROI	129%	105%	144%
% with Trade	47%	52%	45%
Avg. Over/Under Allowance	-48	271	-220



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	200	110	90
Avg. Days to Sale	45.2	40.1	51.4
Avg. Advertised Price (Time of Sale)	\$ 37,191	\$ 41,877	\$ 31,007
Avg. Transaction Price	\$ 36,681	\$ 41,323	\$ 31,007
Avg. Market Price at 100%	\$ 36,456	\$ 41,218	\$ 30,994
Avg. Price to Market % (Time of Sale)	102%	102%	100%
Avg. Transaction to Market	101%	100%	100%
Avg. Transactional Discount	\$ 510	\$ 555	\$ 455
Avg. Front-End Gross	\$ 3,657	\$ 3,980	\$ 3,262
Avg. Finance Gross	\$ 2,275	\$ 2,387	\$ 2,138
PUVR	\$ 5,932	\$ 6,367	\$ 5,400
Total Gross (Units & PUVR)	\$ 1,186,396	\$ 700,384	\$ 486,012
GROI	129%	138%	122%
% with Trade	47%	45%	49%
Avg. Over/Under Allowance	-48	172	-298



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	200	41	59
% of Retail Units	100%	21%	30%
% Retailed of Non-New Franchise	45%	24%	54%
Avg. Days to Sale	45.2	39.3	30.4
Avg. Transaction Price	\$ 36,681	\$ 39,338	\$ 33,587
Avg. Transaction to Market %	101%	100%	99%
Avg. Transactional Discount	\$ 510	\$ 693	\$ 537
Avg. Front End Gross	\$ 3,657	\$ 3,963	\$ 4,079
Avg. Finance Gross	\$ 2,275	\$ 1,955	\$ 2,201
PUVR	\$ 5,932	\$ 5,919	\$ 6,280
Total Gross (Units & PUVR)	\$1,186,396	\$ 242,660	\$ 370,500
GROI	129%	138%	221%
% with Trade	47%	56%	44%
Avg. Over/Under Allowance	-48	361	-385



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
15	83	1	0
8%	42%	1%	0%
47%	49%	0%	#DIV/0!
27.9	62.5	5.0	#DIV/0!
\$ 34,578	\$ 36,865	\$ 92,481	#DIV/0!
96%	102%	98%	#DIV/0!
\$ 1,019	\$ 321	\$ -	#DIV/0!
\$ 3,308	\$ 3,222	\$ 10,442	#DIV/0!
\$ 1,953	\$ 2,498	\$ -	#DIV/0!
\$ 5,261	\$ 5,720	\$ 10,442	#DIV/0!
\$ 78,914	\$ 474,747	\$ 10,442	#DIV/0!
197%	89%	813%	#DIV/0!
47%	43%	100%	#DIV/0!
429	-50	0	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	1	0
0%	1%	0%
#DIV/0!	0%	#DIV/0!
#DIV/0!	19.0	#DIV/0!
#DIV/0!	\$ 70,675	#DIV/0!
#DIV/0!	101%	#DIV/0!
#DIV/0!	\$ -	#DIV/0!
#DIV/0!	\$ 800	#DIV/0!
#DIV/0!	\$ 8,333	#DIV/0!
#DIV/0!	\$ 9,133	#DIV/0!
#DIV/0!	\$ 9,133	#DIV/0!
#DIV/0!	245%	#DIV/0!
#DIV/0!	100%	#DIV/0!
#DIV/0!	-4,000	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	200	96	25
% of Retail Units	100%	48%	13%
% Retailed of Non-New Franchise	45%	40%	40%
Avg. Days to Sale	45.2	16.1	37.4
Avg. Transaction Price	\$ 36,681	\$ 38,112	\$ 31,065
Avg. Transaction to Market %	101%	99%	104%
Avg. Transactional Discount	\$ 510	\$ 607	\$ 468
Avg. Front End Gross	\$ 3,657	\$ 4,239	\$ 3,400
Avg. Finance Gross	\$ 2,275	\$ 2,158	\$ 2,280
PUVR	\$ 5,932	\$ 6,397	\$ 5,679
Total Gross (Units & PUVR)	\$ 1,186,396	\$ 614,136	\$ 141,983
GROI	129%	376%	176%
% with Trade	47%	48%	24%
Avg. Over/Under Allowance	-48	57	-167



46-60 days	61-90 days	90+ days
18	27	34
9%	14%	17%
39%	59%	56%
53.1	74.1	106.0
\$ 37,751	\$ 36,508	\$ 36,340
103%	103%	97%
\$ 657	\$ 457	\$ 231
\$ 3,957	\$ 3,043	\$ 2,530
\$ 1,613	\$ 2,520	\$ 2,758
\$ 5,571	\$ 5,563	\$ 5,288
\$ 100,274	\$ 150,206	\$ 179,797
100%	74%	49%
44%	59%	53%
-129	-282	-33