









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												
2	22T982A	2020	DODGE	JOURNEY	35	Trade on New	YES	\$ 24,730	\$ 23,000	104%	\$1,000	\$469
3												
4												
5	22X371	2021	RAM	2500	71	Auction/Wholesale	YES	\$ 47,513	\$ 47,513	100%	\$825	\$4,195
6												
7	22P579	2020	MITSUBISHI	OUTLANDER	1	Auction/Wholesale	YES	\$ 22,999	\$ 22,999	105%	\$2,797	\$3,027
8	22P481A	2014	NISSAN	PATHFINDER	74	Auction/Wholesale	YES	\$ 11,500	\$ 11,500	105%	(\$824)	\$1,785
9												
10												
11	22P584	2015	NISSAN	XTERRA	20	Auction/Wholesale	YES	\$ 26,416	\$ 26,416	103%	\$2,318	\$4,000
12	22T984A	2010	DODGE	RAM	39	Trade on New	YES	\$ 22,666	\$ 20,355	111%	\$5,104	\$0
13	22X388	2017	Chevrolet	TRAVERSE	78	Auction/Wholesale	YES	\$ 20,995	\$ 20,995	103%	\$1,000	\$1,366
14												
15	22T506B	2016	Chevrolet	2500	23	Trade on New	YES	\$ 33,997	\$ 42,997	102%	\$4,057	\$4,340
16	22K193	2015	JEEP	PATRIOT	3	Street/Curb Buy	YES	\$ 17,995	\$ 16,700	107%	\$3,161	\$2,955
17												
18	22P570	2020	Chevrolet	EQUINOX	18	Street/Curb Buy	YES	\$ 24,995	\$ 24,000	104%	\$2,783	\$134
19												
20	22P550A	2016	BUICK	REGAL	14	Trade on New	YES	\$ 16,647	\$ 16,647	103%	\$2,203	\$3,113
21	22P542	2020	JEEP	CHEROKEE	45	Auction/Wholesale	YES	\$ 49,999	\$ 29,886	96%	\$1,881	\$34
22	22T1103P	2019	Chevrolet	COLORADO	5	Auction/Wholesale	YES	\$ 33,854	\$ 33,854	104%	\$5,240	\$3,673
23	22P589	2020	MITSUBISHI	MIRAGE	5	Auction/Wholesale	YES	\$ 24,995	\$ 23,258	114%	\$2,040	\$2,050
24	22T1059A	2016	CHRYSLER	T & C	28	Trade on New	YES	\$ 19,650	\$ 19,150	102%	\$3,198	\$3,097
25	22X346	2019	FORD	EXPEDITION	107	Auction/Wholesale	YES	\$ 25,974	\$ 28,999	89%	\$1,765	\$4,943
26	22T1012A	2014	BUICK	LACROSSE	17	Trade on New	YES	\$ 14,620	\$ 16,084	103%	\$3,024	\$1,321
27	22X408	2021	HONDA	CR-V	53	Auction/Wholesale	YES	\$ 31,991	\$ 34,000	100%	\$3,550	\$3,143

28	22T1103A	2022	GMC	TERRAIN	15	Trade on New	YES	\$	32,738	\$	31,500	101%	\$2,444	\$3,263
29	22T981A	2022	CHRYSLER	PACIFICA	32	Trade on New	YES	\$	42,507	\$	42,507	103%	\$650	\$4,457
30	22T820A	2014	FORD	MUSTANG	128	Trade on New	YES	\$	26,999	\$	26,999	86%	\$4,150	\$4,543
31	22X390	2019	TOYOTA	RAV	84	Auction/Wholesale	YES	\$	21,497	\$	23,812	88%	\$300	\$3,826
32	22P575	2019	KIA	SOUL	19	Street/Curb Buy	YES	\$	14,937	\$	15,270	108%	\$2,920	\$1,554
33	22T1047A	2021	JEEP	GR CHEROKEE	49	Trade on New	YES	\$	48,999	\$	48,999	105%	\$8,479	\$5,037
34	22T989C	2016	Chevrolet	MALIBU	59	Trade on New	YES	\$	10,998	\$	10,998	102%	\$2,848	\$1,642
35	22X343	2018	FORD	EXPLORER	119	Auction/Wholesale	YES	\$	27,995	\$	27,995	110%	\$5,454	\$3,806
36														
37	22T666A	2022	RAM	1500	25	Trade on New	YES	\$	65,949	\$	65,950	103%	\$3,760	\$0
38	22X374	2018	RAM	LARAMIE	95	Auction/Wholesale	YES	\$	50,910	\$	50,910	91%	(\$5,220)	\$4,245
39	22T918A	2017	FORD	ESCAPE	19	Trade on New	YES	\$	16,889	\$	17,000	98%	\$3,750	\$2,059
40	22T1168A	2019	GMC	SIERRA	1	Trade on New	YES	\$	46,125	\$	42,200	102%	\$3,070	\$1,050
41														
42														
43	22X350	2020	RAM	3500	122	Auction/Wholesale	YES	\$	43,993	\$	43,994	79%	\$1,579	\$0
44	22X369	2020	JEEP	GLADIATOR	1	Auction/Wholesale	YES	\$	36,500	\$	36,500	92%	(\$6,773)	\$134
45	22T1156A	2018	JEEP	GR CHEROKEE	72	Trade on New	YES	\$	28,815	\$	28,815	101%	\$2,695	\$5,256
46														
47	22X360	2020	FORD	EXPEDITION	99	Trade on New	YES	\$	44,659	\$	44,659	88%	(\$8,263)	\$2,880
48	22X375	2013	FORD	F150	99	Auction/Wholesale	YES	\$	16,750	\$	16,500	92%	\$163	\$789
49	22T527A	2018	CHRYSLER	300	1	Trade on New	YES	\$	22,359	\$	20,410	101%	\$2,876	\$1,964
50	22P576	2020	Chevrolet	MALIBU	34	Auction/Wholesale	YES	\$	21,925	\$	21,410	106%	\$2,068	\$2,045
51	22X354	2018	FORD	F-150	126	Auction/Wholesale	YES	\$	20,919	\$	20,000	89%	(\$786)	\$993
52														
53	22T796A	2017	TOYOTA	HIGHLANDER	63	Trade on New	YES	\$	27,915	\$	27,915	96%	\$964	\$2,500

## Scoreboard Totals

% Retailed of Non-Franchise Make	92%
Total # Retail Units	77
Avg. Days to Sale	54.2
Avg. Advertised Price (Time of Sale)	\$ 28,669
Avg. Transaction Price	\$ 30,222
Avg. Market Price at 100%	\$ 29,133
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	104%
Avg. Transactional Discount	#VALUE!
Avg. Front-End Gross	\$ 1,729
Avg. Finance Gross	\$ 2,239
PUVR	\$ 3,968
Total Gross (Units & PUVR)	\$ 305,547
GROI	87%
% with Trade	34%
Avg. Over/Under Allowance	\$170



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	92%	#DIV/0!	#DIV/0!
Total # Retail Units	77	0	0
Avg. Days to Sale	54.2	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 28,669	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,222	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 29,133	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	104%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#VALUE!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,729	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,239	#DIV/0!	#DIV/0!
PUVR	\$ 3,968	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 305,547	#DIV/0!	#DIV/0!
GROI	87%	#DIV/0!	#DIV/0!
% with Trade	34%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	170	#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	92%	#DIV/0!	#DIV/0!
Total # Retail Units	77	0	0
Avg. Days to Sale	54.2	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 28,669	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,222	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 29,133	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	104%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#VALUE!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,729	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,239	#DIV/0!	#DIV/0!
PUVR	\$ 3,968	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 305,547	#DIV/0!	#DIV/0!
GROI	87%	#DIV/0!	#DIV/0!
% with Trade	34%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	170	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	92%	#DIV/0!	#DIV/0!
Total # Retail Units	77	0	0
Avg. Days to Sale	54.2	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 28,669	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,222	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 29,133	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	104%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#VALUE!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,729	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,239	#DIV/0!	#DIV/0!
PUVR	\$ 3,968	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 305,547	#DIV/0!	#DIV/0!
GROI	87%	#DIV/0!	#DIV/0!
% with Trade	34%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	170	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	77	77	0
Avg. Days to Sale	54.2	54.2	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 28,669	\$ 28,669	#DIV/0!
Avg. Transaction Price	\$ 30,222	\$ 30,222	#DIV/0!
Avg. Market Price at 100%	\$ 29,133	#VALUE!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#VALUE!	#DIV/0!
Avg. Transaction to Market	104%	#VALUE!	#DIV/0!
Avg. Transactional Discount	#VALUE!	#VALUE!	#DIV/0!
Avg. Front-End Gross	\$ 1,729	\$ 1,729	#DIV/0!
Avg. Finance Gross	\$ 2,239	\$ 2,239	#DIV/0!
PUVR	\$ 3,968	\$ 3,968	#DIV/0!
Total Gross (Units & PUVR)	\$ 305,547	\$ 305,547	#DIV/0!
GROI	87%	87%	#DIV/0!
% with Trade	34%	34%	#DIV/0!
Avg. Over/Under Allowance	170	170	#DIV/0!



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	77	6	71
Avg. Days to Sale	54.2	45.2	55.0
Avg. Advertised Price (Time of Sale)	\$ 28,669	\$ 22,262	\$ 30,950
Avg. Transaction Price	\$ 30,222	\$ 21,603	\$ 30,950
Avg. Market Price at 100%	\$ 29,133	\$ 22,502	#VALUE!
Avg. Price to Market % (Time of Sale)	98%	99%	#VALUE!
Avg. Transaction to Market	104%	96%	#VALUE!
Avg. Transactional Discount	#VALUE!	\$ 659	#VALUE!
Avg. Front-End Gross	\$ 1,729	\$ 1,610	\$ 1,739
Avg. Finance Gross	\$ 2,239	\$ 2,337	\$ 2,231
PUVR	\$ 3,968	\$ 3,947	\$ 3,970
Total Gross (Units & PUVR)	\$ 305,547	\$ 23,681	\$ 281,866
GROI	87%	146%	84%
% with Trade	34%	33%	34%
Avg. Over/Under Allowance	170	83	177



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	77	38	0
% of Retail Units	100%	49%	0%
% Retailed of Non-New Franchise	92%	89%	#DIV/0!
Avg. Days to Sale	54.2	42.0	#DIV/0!
Avg. Transaction Price	\$ 30,222	\$ 30,968	#DIV/0!
Avg. Transaction to Market %	104%	#VALUE!	#DIV/0!
Avg. Transactional Discount	#VALUE!	#VALUE!	#DIV/0!
Avg. Front End Gross	\$ 1,729	\$ 2,465	#DIV/0!
Avg. Finance Gross	\$ 2,239	\$ 2,054	#DIV/0!
PUVR	\$ 3,968	\$ 4,519	#DIV/0!
Total Gross (Units & PUVR)	\$ 305,547	\$ 171,723	#DIV/0!
GROI	87%	125%	#DIV/0!
% with Trade	34%	34%	#DIV/0!
Avg. Over/Under Allowance	170	256	#DIV/0!



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
4	35	0	0
5%	45%	0%	0%
100%	94%	#DIV/0!	#DIV/0!
34.8	69.7	#DIV/0!	#DIV/0!
\$ 27,199	\$ 29,757	#DIV/0!	#DIV/0!
102%	103%	#DIV/0!	#DIV/0!
\$ 3,032	\$ (1,090)	#DIV/0!	#DIV/0!
\$ 1,383	\$ 969	#DIV/0!	#DIV/0!
\$ 2,219	\$ 2,443	#DIV/0!	#DIV/0!
\$ 3,603	\$ 3,412	#DIV/0!	#DIV/0!
\$ 14,410	\$ 119,414	#DIV/0!	#DIV/0!
137%	59%	#DIV/0!	#DIV/0!
25%	34%	#DIV/0!	#DIV/0!
-786	186	#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	77	30	10
% of Retail Units	100%	39%	13%
% Retailed of Non-New Franchise	92%	90%	90%
Avg. Days to Sale	54.2	12.0	37.0
Avg. Transaction Price	\$ 30,222	\$ 24,783	\$ 27,819
Avg. Transaction to Market %	104%	99%	95%
Avg. Transactional Discount	#VALUE!	\$ 590	\$ 2,244
Avg. Front End Gross	\$ 1,729	\$ 3,048	\$ 2,019
Avg. Finance Gross	\$ 2,239	\$ 1,871	\$ 1,718
PUVR	\$ 3,968	\$ 4,919	\$ 3,737
Total Gross (Units & PUVR)	\$ 305,547	\$ 147,573	\$ 37,367
GROI	87%	594%	131%
% with Trade	34%	27%	30%
Avg. Over/Under Allowance	170	302	632



46-60 days	61-90 days	90+ days
5	14	18
6%	18%	23%
100%	93%	94%
52.6	76.8	117.0
\$ 25,547	\$ 37,999	\$ 35,871
97%	123%	#VALUE!
\$ 251	\$ (8,165)	#VALUE!
\$ 3,846	\$ 515	\$ (275)
\$ 2,366	\$ 3,202	\$ 2,359
\$ 6,212	\$ 3,717	\$ 2,084
\$ 31,060	\$ 52,035	\$ 37,512
166%	46%	18%
80%	29%	39%
-530	0	22