

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	p11862a	2016	Nissan	Altima	45	Trade on Used	No	\$ 14,985	\$ 14,207	90%	\$1,225	\$1,438
2	p12058a	2015	Dodge	Charger	20	Trade on Used	No	\$ 14,985	\$ 13,985	110%	\$975	\$795
3	229329b	2018	Jeep	Renegade	28	Trade on New	Yes	\$ 19,995	\$ 23,294	101%	\$1,284	\$1,904
4	p11571b	2014	Dodge	Caravan	39	Trade on Used	No	\$ 12,985	\$ 12,840	90%	\$3,200	\$1,807
5	p12234	2020	Nissan	Versa	27	Rental Fleet (Enterprise, etc.	No	\$ 19,784	\$ 21,985	105%	(\$188)	\$1,692
6	233033A	2020	Jeep	Renegade	5	Trade on New	Yes	\$ 21,900	\$ 21,500	90%	\$1,697	\$987
7	P12054	2019	Jeep	Cherokee	73	Rental Fleet (Enterprise, etc.	Yes	\$ 24,510	\$ 21,900	116%	(\$36)	\$3,155
8	229313a	2016	Ford	F150	5	Trade on New	No	\$ 30,995	\$ 29,612	119%	\$3,686	\$1,792
9	p12172	2020	Chrysler	Voyager	24	Rental Fleet (Enterprise, etc.	Yes	\$ 24,937	\$ 23,900	111%	\$2,556	\$4,299
10	p11863a	2019	Dodge	Charger	37	Trade on Used	Yes	\$ 33,320	\$ 30,895	99%	\$3,771	\$2,417
11	p10879	2020	Ram	1500	420	Rental Fleet (Enterprise, etc.	Yes	\$ 39,995	\$ 34,124	122%	(\$7,514)	\$6,718
12	p12112	2021	Chrysler	300	43	Rental Fleet (Enterprise, etc.	Yes	\$ 42,910	\$ 42,710	113%	\$2,451	\$3,975
13	231068b	2017	Mercedes-Benz	c350	22	Trade on Used	Yes	\$ 32,985	\$ 30,875	105%	\$467	\$775
14	231063a	2021	Jeep	Wrangler	60	Trade on New	Yes	\$ 50,920	\$ 51,495	101%	\$2,220	\$2,585
15	252033a	2021	Jeep	Wrangler	69	Trade on New	Yes	\$ 52,950	\$ 51,770	101%	(\$3,015)	\$1,798
16	p12147	2018	Nissan	pathfinder	37	Rental Fleet (Enterprise, etc.	No	\$ 36,600	\$ 24,474	121%	\$2,240	\$1,912
17	p11501a	2021	Dodge	Charger	132	Trade on Used	Yes	\$ 35,830	\$ 36,370	118%	\$956	\$3,744
18	p12094	2019	Ford	Transit	57	Rental Fleet (Enterprise, etc.	No	\$ 45,980	\$ 45,812	98%	\$1,432	\$0
19	p12184	2021	Infiniti	Q50	43	Street/Curb Buy	No	\$ 33,110	\$ 33,110	102%	\$829	\$285
20	p12224	2019	Nissan	sentra	15	Rental Fleet (Enterprise, etc.	No	\$ 22,910	\$ 19,801	125%	\$1,889	\$2,239
21	p12220	2019	Nissan	sentra	21	Rental Fleet (Enterprise, etc.	No	\$ 17,980	\$ 19,850	100%	(\$897)	\$1,835
22	246097a	2018	Jeep	Wrangler	36	Trade on New	Yes	\$ 35,910	\$ 42,976	102%	\$11,600	\$6,503
23	229183b	2020	Ford	Mustang	37	Trade on Used	No	\$ 32,610	\$ 31,100	117%	(\$3,474)	\$2,100
24	p12015	2021	Kia	soul	88	Rental Fleet (Enterprise, etc.	No	\$ 24,450	\$ 23,950	116%	(\$3,545)	\$2,033
25	229085a	2021	Toyota	tundra	65	Trade on Used	No	\$ 49,995	\$ 45,350	101%	\$1,063	\$3,206
26	233027a	2017	Jeep	renegade	16	Trade on New	Yes	\$ 15,985	\$ 14,735	111%	(\$221)	\$726
27	331005a	2018	Jeep	compass	20	Trade on New	Yes	\$ 20,967	\$ 27,300	99%	\$752	\$1,612
28	229137a	2022	Ram	1500	133	Trade on New	Yes	\$ 40,930	39755	95%	(\$1,710)	\$4,096
29	p12102	2020	Chevrolet	equinox	111	Rental Fleet (Enterprise, etc.	Yes					

30	239024A	2020	Jeep	CHEROKEE	80	Trade on New	Yes	\$ 25,910	\$ 25,600	104%	(\$2,683)	\$2,422
31	P12142A	2013	Hyundai	AZERA	7	Trade on Used	No	\$ 17,500	\$ 17,000	95%	(\$1,037)	\$399
32	229301A	2021	Mazda	3	82	Trade on New	No	\$ 26,994	\$ 26,895	93%	\$3,143	\$1,690
33	P12142A	2021	Mazda	6	46	rental Fleet (Enterprise, etc.	No	\$ 26,000	\$ 25,000	99%	\$1,559	\$194
34	P12162	2018	Kia	FORTE	20	rental Fleet (Enterprise, etc.	No	\$ 19,995	\$ 18,522	99%	(\$1,262)	\$2,221
35	229090a	2022	Ram	1500	284	Trade on New	Yes	\$ 94,985	\$ 87,900	89%	(\$5,456)	
36	p12154	2019	Nissan	pathfinder	57	rental Fleet (Enterprise, etc.	No	\$ 32,985	\$ 31,985	101%	(\$2,190)	\$3,233
37	p12192	2018	Nissan	sentra	39	Street/Curb Buy	No	\$ 17,985	\$ 18,985	99%	(\$1,855)	\$2,117
38	p11855	2020	Dodge	charger	30	rental Fleet (Enterprise, etc.	no	\$ 33,985	\$ 32,690	111%	\$160	\$2,545
39	259017a	2017	Chevrolet	Camaro	25	Trade on New	No	\$ 26,788	\$ 24,985	115%	\$1,500	\$3,544
40	259011a	2019	Ram	1500	35	Trade on New	Yes	\$ 40,985	\$ 39,490	105%	\$2,039	\$4,171
41	p12170	2020	Chevrolet	malibu	38	rental Fleet (Enterprise, etc.	Yes	\$ 24,550	\$ 25,985	101%	\$3,143	\$3,345
42	p12148	2016	Kia	soul	42	rental Fleet (Enterprise, etc.	No	\$ 15,930	\$ 17,930	95%	(\$2,634)	\$904
43	p11571a	2020	Ram	3500	58	Trade on Used	No	\$ 71,645	\$ 75,643	119%	\$9,537	\$4,190
44	229288a	2020	Dodge	charger	21	Trade on New	Yes	\$ 32,900	\$ 40,400	109%	\$3,567	\$6,405
45	p12155	2020	Chrysler	malibu	40	Auction/Wholesale	Yes	\$ 22,995	\$ 23,050	95%	\$1,443	\$1,143
46	p12282	2018	Jeep	grand cherokee	10	Auction/Wholesale	Yes	\$ 18,985	\$ 17,985	100%	\$1,069	\$2,633
47	246094a	2015	Dodge	journey	7	rental Fleet (Enterprise, etc.	No	\$ 12,095	\$ 14,044	85%	\$3,509	\$1,711
48	p12275	2020	Kia	forte	22	rental Fleet (Enterprise, etc.	No	\$ 20,995	\$ 19,324	110%	\$1,854	\$1,161
49	p12185	2018	Nissan	rouge	20	rental Fleet (Enterprise, etc.	No	\$ 19,995	\$ 19,330	95%	(\$3,953)	\$3,124
50	p12289	2013	Chrysler	caravan	7	Trade on New	No	\$ 4,000	\$ 4,000	75%	\$2,522	
51	233034a	2013	Chrysler	200	13	Trade on New	No	\$ 9,000	\$ 9,300	85%	\$4,249	\$938
52	259027a	2020	Ford	fusion	11	Trade on New	No	\$ 23,900	\$ 23,700	99%	(\$559)	\$2,685
53	214002a	2017	Ram	1500	51	Trade on New	No	\$ 24,985	\$ 27,870	115%	\$1,357	\$2,321

Scoreboard Totals

% Retailed of Non-Franchise Make	50%
Total # Retail Units	103
Avg. Days to Sale	48.9
Avg. Advertised Price (Time of Sale)	\$ 28,245
Avg. Transaction Price	\$ 83,815
Avg. Market Price at 100%	\$ 27,200
Avg. Price to Market % (Time of Sale)	104%
Avg. Transaction to Market	308%
Avg. Transactional Discount	#REF!
Avg. Front-End Gross	\$ 488
Avg. Finance Gross	\$ 2,346
PUVR	#REF!
Total Gross (Units & PUVR)	#REF!
GROI	#REF!
% with Trade	28%
Avg. Over/Under Allowance	(\$2,254)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Carlos Davila
% Retailed of Non-New Franchise	50%	#DIV/0!	40%
Total # Retail Units	103	0	25
Avg. Days to Sale	48.9	#DIV/0!	43.1
Avg. Advertised Price (Time of Sale)	\$ 28,245	#DIV/0!	\$ 34,236
Avg. Transaction Price	\$ 83,815	#DIV/0!	\$ 34,269
Avg. Market Price at 100%	\$ 27,200	#DIV/0!	\$ 32,867
Avg. Price to Market % (Time of Sale)	104%	#DIV/0!	104%
Avg. Transaction to Market	308%	#DIV/0!	104%
Avg. Transactional Discount	#REF!	#DIV/0!	\$ (33)
Avg. Front-End Gross	\$ 488	#DIV/0!	\$ 1,963
Avg. Finance Gross	\$ 2,346	#DIV/0!	\$ 2,362
PUVR	#REF!	#DIV/0!	\$ 4,325
Total Gross (Units & PUVR)	#REF!	#DIV/0!	\$ 108,118
GROI	#REF!	#DIV/0!	105%
% with Trade	28%	#DIV/0!	24%
Avg. Over/Under Allowance	-2,254	#DIV/0!	-2,500



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

Cesar Flores	George Nabbout	Guillermo Leal	
50%	78%	0%	#DIV/0!
66	9	2	0
52.3	38.8	22.0	#DIV/0!
\$ 27,055	\$ 22,733	\$ 17,443	#DIV/0!
\$ 113,080	\$ 21,648	\$ 17,170	#DIV/0!
\$ 26,346	\$ 21,097	\$ 19,381	#DIV/0!
103%	108%	90%	#DIV/0!
429%	103%	89%	#DIV/0!
\$ (87,366)	\$ 1,084	\$ 273	#DIV/0!
\$ 56	\$ (883)	\$ 2,449	#DIV/0!
\$ 2,357	\$ 2,448	\$ 1,397	#DIV/0!
\$ 2,341	\$ 1,293	\$ 3,846	#DIV/0!
\$ 154,517	\$ 11,639	\$ 7,691	#DIV/0!
14%	55%	366%	#DIV/0!
30%	33%	0%	#DIV/0!
-2,321	-1,467	#DIV/0!	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Roberto Garnica	Chris Alfaro
% Retailed of Non-New Franchise	50%	22%	50%
Total # Retail Units	103	18	10
Avg. Days to Sale	48.9	47.2	76.8
Avg. Advertised Price (Time of Sale)	\$ 28,245	\$ 25,248	\$ 26,717
Avg. Transaction Price	\$ 83,815	\$ 25,142	\$ 25,448
Avg. Market Price at 100%	\$ 27,200	\$ 24,254	\$ 24,652
Avg. Price to Market % (Time of Sale)	104%	104%	108%
Avg. Transaction to Market	308%	104%	103%
Avg. Transactional Discount	#REF!	\$ 106	\$ 1,269
Avg. Front-End Gross	\$ 488	\$ 1,005	\$ 200
Avg. Finance Gross	\$ 2,346	\$ 2,099	\$ 2,836
PUVR	#REF!	\$ 2,987	\$ 3,036
Total Gross (Units & PUVR)	#REF!	\$ 53,775	\$ 30,361
GROI	#REF!	91%	56%
% with Trade	28%	22%	30%
Avg. Over/Under Allowance	-2,254	-2,866	-4,833



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Jaron Richardson	Savanah Hayes	Armando Kahalil	Diego Moreno
50%	55%	69%	44%
10	11	13	9
37.9	39.8	53.4	51.9
\$ 28,279	\$ 26,306	\$ 35,431	\$ 30,203
\$ 29,625	\$ 25,707	\$ 33,798	\$ 664,490
\$ 26,966	\$ 25,591	\$ 36,563	\$ 29,092
105%	103%	97%	104%
110%	100%	92%	2284%
\$ (1,346)	\$ 599	\$ 1,633	\$ (634,288)
\$ 2,793	\$ 102	\$ (818)	\$ (611)
\$ 2,583	\$ 2,172	\$ 2,377	\$ 2,735
\$ 5,377	\$ 2,077	\$ 1,376	\$ 2,124
\$ 53,767	\$ 22,846	\$ 17,885	\$ 19,113
172%	73%	27%	2%
40%	18%	23%	44%
-1,763	-2,000	-750	-3,675

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Juan Davis	Ronald Valarezo
% Retailed of Non-New Franchise	50%	51%	48%
Total # Retail Units	103	51	48
Avg. Days to Sale	48.9	51.4	46.3
Avg. Advertised Price (Time of Sale)	\$ 28,245	\$ 28,887	\$ 28,123
Avg. Transaction Price	\$ 83,815	\$ 140,340	\$ 27,803
Avg. Market Price at 100%	\$ 27,200	\$ 27,759	\$ 27,364
Avg. Price to Market % (Time of Sale)	104%	104%	103%
Avg. Transaction to Market	308%	506%	102%
Avg. Transactional Discount	#REF!	\$ (111,452)	\$ 301
Avg. Front-End Gross	\$ 488	\$ 608	\$ 282
Avg. Finance Gross	\$ 2,346	\$ 2,383	\$ 2,376
PUVR	#REF!	\$ 2,897	\$ 2,613
Total Gross (Units & PUVR)	#REF!	\$ 147,751	\$ 125,415
GROI	#REF!	14%	73%
% with Trade	28%	0%	0%
Avg. Over/Under Allowance	-2,254	-2,380	-2,065



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Roberto Escalera			
33%	#DIV/0!	#DIV/0!	#DIV/0!
3	0	0	0
27.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 19,300	#DIV/0!	#DIV/0!	#DIV/0!
\$ 19,095	#DIV/0!	#DIV/0!	#DIV/0!
\$ 19,994	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 205	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,740	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,284	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,024	#DIV/0!	#DIV/0!	#DIV/0!
\$ 9,071	#DIV/0!	#DIV/0!	#DIV/0!
211%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	103	49	54
Avg. Days to Sale	48.9	61.5	37.4
Avg. Advertised Price (Time of Sale)	\$ 28,245	\$ 31,822	\$ 24,657
Avg. Transaction Price	\$ 83,815	\$ 150,368	\$ 24,657
Avg. Market Price at 100%	\$ 27,200	#DIV/0!	\$ 23,840
Avg. Price to Market % (Time of Sale)	104%	#DIV/0!	103%
Avg. Transaction to Market	308%	#DIV/0!	103%
Avg. Transactional Discount	#REF!	#REF!	\$ 409
Avg. Front-End Gross	\$ 488	\$ 821	\$ 192
Avg. Finance Gross	\$ 2,346	\$ 2,803	\$ 1,949
PUVR	#REF!	#REF!	\$ 2,105
Total Gross (Units & PUVR)	#REF!	#REF!	\$ 113,648
GROI	#REF!	#REF!	82%
% with Trade	28%	24%	31%
Avg. Over/Under Allowance	-2,254	-1,958	-2,527



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	103	52	51
Avg. Days to Sale	48.9	56.8	40.7
Avg. Advertised Price (Time of Sale)	\$ 28,245	\$ 30,701	\$ 25,138
Avg. Transaction Price	\$ 83,815	\$ 140,236	\$ 25,138
Avg. Market Price at 100%	\$ 27,200	\$ 30,055	#DIV/0!
Avg. Price to Market % (Time of Sale)	104%	102%	#DIV/0!
Avg. Transaction to Market	308%	467%	#DIV/0!
Avg. Transactional Discount	#REF!	\$ (111,705)	#REF!
Avg. Front-End Gross	\$ 488	\$ 1,233	\$ (287)
Avg. Finance Gross	\$ 2,346	\$ 2,821	\$ 1,880
PUVR	#REF!	\$ 3,921	#REF!
Total Gross (Units & PUVR)	#REF!	\$ 203,890	#REF!
GROI	#REF!	18%	#REF!
% with Trade	28%	27%	29%
Avg. Over/Under Allowance	-2,254	-2,892	-1,563



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	103	36	14
% of Retail Units	100%	35%	14%
% Retailed of Non-New Franchise	50%	19%	50%
Avg. Days to Sale	48.9	52.5	38.2
Avg. Transaction Price	\$ 83,815	\$ 190,247	\$ 27,559
Avg. Transaction to Market %	308%	378%	100%
Avg. Transactional Discount	#REF!	\$ (162,869)	\$ 664
Avg. Front End Gross	\$ 488	\$ 1,155	\$ 1,771
Avg. Finance Gross	\$ 2,346	\$ 2,855	\$ 2,069
PUVR	#REF!	\$ 3,812	\$ 3,840
Total Gross (Units & PUVR)	#REF!	\$ 137,222	\$ 53,762
GROI	#REF!	14%	131%
% with Trade	28%	33%	14%
Avg. Over/Under Allowance	-2,254	-3,125	-5,500



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
5	8	0	0
5%	8%	0%	0%
40%	75%	#DIV/0!	#DIV/0!
32.4	34.1	#DIV/0!	#DIV/0!
\$ 28,733	\$ 25,924	#DIV/0!	#DIV/0!
105%	108%	#DIV/0!	#DIV/0!
\$ (343)	\$ (996)	#DIV/0!	#DIV/0!
\$ 1,259	\$ 710	#DIV/0!	#DIV/0!
\$ 1,381	\$ 2,240	#DIV/0!	#DIV/0!
\$ 2,640	\$ 2,950	#DIV/0!	#DIV/0!
\$ 13,201	\$ 23,597	#DIV/0!	#DIV/0!
102%	120%	#DIV/0!	#DIV/0!
80%	63%	#DIV/0!	#DIV/0!
600	-2,240	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	40	0
0%	39%	0%
#DIV/0!	73%	#DIV/0!
#DIV/0!	54.3	#DIV/0!
#DIV/0!	\$ 24,702	#DIV/0!
#DIV/0!	#REF!	#DIV/0!
#DIV/0!	#REF!	#DIV/0!
#DIV/0!	\$ (734)	#DIV/0!
#DIV/0!	\$ 2,161	#DIV/0!
#DIV/0!	#REF!	#DIV/0!
#DIV/0!	#REF!	#DIV/0!
#DIV/0!	#REF!	#DIV/0!
#DIV/0!	15%	#DIV/0!
#DIV/0!	-1,517	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	103	43	23
% of Retail Units	100%	42%	22%
% Retailed of Non-New Franchise	50%	47%	52%
Avg. Days to Sale	48.9	17.0	39.2
Avg. Transaction Price	\$ 83,815	\$ 21,604	\$ 27,003
Avg. Transaction to Market %	308%	103%	102%
Avg. Transactional Discount	#REF!	\$ (157)	\$ 395
Avg. Front End Gross	\$ 488	\$ 968	\$ 1,711
Avg. Finance Gross	\$ 2,346	\$ 1,897	\$ 2,283
PUVR	#REF!	\$ 2,865	\$ 3,994
Total Gross (Units & PUVR)	#REF!	\$ 123,209	\$ 91,862
GROI	#REF!	282%	136%
% with Trade	28%	30%	22%
Avg. Over/Under Allowance	-2,254	-1,289	-1,940



46-60 days	61-90 days	90+ days
14	13	9
14%	13%	9%
71%	46%	22%
54.9	73.1	185.4
\$ 36,893	\$ 30,014	\$ 759,080
111%	100%	#REF!
\$ (678)	\$ 1,425	#REF!
\$ 497	\$ (1,514)	\$ (2,551)
\$ 2,029	\$ 2,888	\$ 4,884
\$ 2,525	\$ 1,373	\$ 2,334
\$ 35,351	\$ 17,854	\$ 21,002
45%	23%	1%
43%	23%	22%
-3,508	-1,500	-4,750