









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	P2060	2019	FORD	ECOSPORT	415	ntal Fleet (Enterprise, e	NO	\$ 18,999	\$ 18,999	100%	(\$6,371)	\$618
2	P2108	2020	Cadillac	XT6	328	Auction/Wholesale	No	\$ 48,777	\$ 48,777	104%	(\$9,664)	\$1,127
3	P2155	2019	Cadillac	ESCALADE	239	Auction/Wholesale	No	\$ 62,677	\$ 62,000	100%	(\$5,523)	\$3,378
4	P2192	2020	GMC	SIERRA	225	Auction/Wholesale	No	\$ 53,988	\$ 53,684	100%	(\$3,839)	\$133
5	P2163	2021	Chevrolet	TAHOE	221	Auction/Wholesale	No	\$ 72,333	\$ 72,333	101%	(\$8,102)	\$4,106
6	P2132A	2020	SUBARU	WRXSTI	218	Trade on New	No	\$ 42,789	\$ 42,789	100%	\$2,944	\$2,093
7	P2169	2021	GMC	SIERRA	212	Auction/Wholesale	No	\$ 59,888	\$ 59,888	100%	(\$2,798)	\$4,897
8	P2168	2021	Chevrolet	SILVERADO	210	Auction/Wholesale	No	\$ 54,988	\$ 54,988	100%	(\$2,722)	\$4,024
9	P2159	2021	Chevrolet	SILVERATO	208	Auction/Wholesale	No	\$ 63,777	\$ 63,777	100%	(\$913)	\$6,173
10	P2194	2021	Chevrolet	TAHOE	198	Auction/Wholesale	No	\$ 62,447	\$ 62,447	99%	(\$7,172)	\$133
11	P2215	2021	Chevrolet	TAHOE	127	Auction/Wholesale	No	\$ 62,477	\$ 62,477	100%	(\$5,528)	\$3,080
12	P2212	2020	GMC	SIERRA	123	Auction/Wholesale	No	\$ 53,678	\$ 55,777	100%	\$1,358	\$133
13	P2228	2019	Cadillac	ESCALADE	118	ntal Fleet (Enterprise, e	No	\$ 55,977	\$ 55,977	100%	(\$7,268)	\$4,161
14	220261A	2017	TOYOTA	TACOMA	114	Trade on New	No	\$ 37,340	\$ 37,444	104%	\$616	\$184
15	P2221	2022	Chevrolet	TAHOE	102	Auction/Wholesale	No	\$ 71,988	\$ 71,988	100%	\$133	\$1,088
16	220259A	2017	FORD	F150	99	Trade on New	No	\$ 32,000	\$ 33,333	100%	\$608	\$233
17	220230A	2017	BUICK	ENCLAVE	98	Trade on New	No	\$ 22,888	\$ 22,888	100%	\$561	\$1,860
18	P2211	2022	Chevrolet	CORVETTE	89	Auction/Wholesale	No	\$ 92,988	\$ 92,988	100%	(\$826)	\$2,799
19	P2204	2019	Chevrolet	SILVERADO	87	Auction/Wholesale	No	\$ 41,988	\$ 41,988	107%	(\$1,120)	\$133
20	230001A	2016	KIA	FORTE	74	Trade on New	No	\$ 12,000	\$ 14,999	105%	\$1,907	\$218
21	230024A	2016	NISSAN	SENTRA	71	Trade on Used	No	\$ 13,777	\$ 13,777	123%	\$6,604	\$1,226
22	P2224	2019	BUICK	ENCORE	71	ntal Fleet (Enterprise, e	No	\$ 17,334	\$ 17,444	100%	(\$573)	\$3,499
23	220275A	2021	Chevrolet	SILVERADO	67	Trade on New	No	\$ 47,777	\$ 47,777	102%	\$3,050	\$3,267
24	220257A	2021	TOYOTA	CAMRY	63	Trade on New	No	\$ 33,988	\$ 33,988	98%	\$4,551	\$2,920
25	230010B	2018	Chevrolet	COLORADO	62	Trade on Used	No	\$ 22,777	\$ 22,777	100%	\$3,010	\$614
26	220249A	2021	Chevrolet	SILVERADO	61	Trade on New	No	\$ 39,988	\$ 39,988	103%	\$4,197	\$3,113
27	P2233	2012	TOYOTA	CAMRY	60	Auction/Wholesale	No	\$ 20,000	\$ 21,388	100%	\$4,539	\$1,027

28	220227A	2018	Chevrolet	COLORADO	53	Trade on New	No	\$	29,988	\$	29,988	106%	\$3,615	\$3,594
29	P2234	2020	Chevrolet	MALIBU	50	ntal Fleet (Enterprise, e	No	\$	20,899	\$	20,899	104%	\$1,773	\$1,625
30	220158A	2019	Chevrolet	SILVERADO	48	Trade on New	No	\$	23,000	\$	23,777	101%	\$3,099	\$2,446
31	230007A	2018	Chevrolet	CAMARO	47	Trade on New	No	\$	36,707	\$	37,777	102%	\$5,150	\$4,076
32	220315A	2018	Chevrolet	SILVERADO	34	Trade on New	No	\$	36,343	\$	36,888	106%	\$3,831	\$1,530
33	220274A	2018	Chevrolet	SILVERADO	24	Trade on New	No	\$	36,766	\$	36,777	98%	\$5,716	\$0
34	220328A	2016	TOYOTA	COROLLA	23	Trade on New	NO	\$	14,974	\$	15,888	93%	\$5,781	\$2,559
35	220299A	2013	TOYOTA	COROLLA	19	Trade on New	NO	\$	14,080	\$	14,080	105%	\$5,770	\$133
36	220273A	2019	TOYOTA	TACOMA	19	Trade on New	NO	\$	39,988	\$	39,988	101%	\$5,312	\$3,463
37	220322A	2022	KIA	FORTE	18	TRADE ON NEW	NO	\$	22,291	\$	22,777	101%	\$4,618	\$2,008
38	P2241	2020	NISSAN	MAXIMA	15	ntal Fleet (Enterprise, e	NO	\$	21,988	\$	21,988	99%	\$1,522	\$758
39	220289A	2019	TOYOTA	CAMRY	14	TRADE ON NEW	NO	\$	25,000	\$	25,777	99%	\$3,215	\$2,388
40	P2242	2020	Chevrolet	IMPALA	12	ntal Fleet (Enterprise, e	No	\$	22,988	\$	22,988	98%	\$171	\$727
41	P2087	2019	Chevrolet	BLAZER	289	Auction/Wholesale	NO	\$	41,999	\$	41,999	105%	(\$7,414)	\$4,475
42	P2103	2021	Cadillac	XT6	252	Auction/Wholesale	NO	\$	57,777	\$	57,777	110%	(\$4,307)	\$3,635
43	P2094	2021	Chevrolet	SILVERADO	250	Auction/Wholesale	No	\$	59,999	\$	59,999	100%	(\$468)	\$5,108
44	P2111	2021	Chevrolet	BLAZER	219	Auction/Wholesale	NO	\$	47,777	\$	47,777	105%	(\$2,870)	\$3,549
45	P2207	2019	Chevrolet	BOLT	44	Auction/Wholesale	NO	\$	31,888	\$	31,888	108%	(\$175)	\$1,677
46	P2208	2021	GMC	ACADIA	53	Auction/Wholesale	NO	\$	32,695	\$	32,777	103%	(\$1,154)	\$2,789
47	P2164A	2018	Chevrolet	SILVERADO	57	Trade on Used	No	\$	68,388	\$	68,888	100%	\$5,367	\$956
48	P2203	2021	Chevrolet	SILVERADO	60	Auction/Wholesale	NO	\$	53,788	\$	53,788	99%	\$522	\$133
49	220113B	2019	HONDA	CIVIC	64	Trade on Used	NO	\$	25,454	\$	26,899	100%	\$4,036	\$1,555
50	P2195	2016	Chevrolet	SUBURBAN	66	Auction/Wholesale	No	\$	38,999	\$	38,999	105%	\$4,817	\$902
51	P2191	2020	NISSAN	ROGUE	71	ntal Fleet (Enterprise, e	NO	\$	20,477	\$	20,477	96%	\$813	\$585
52	P2190	2021	Chevrolet	SILVERADO	72	Auction/Wholesale	No	\$	43,999	\$	43,999	100%	(\$2)	\$3,626
53	P2186	2020	Chevrolet	SILVERADO	74	Auction/Wholesale	No	\$	38,777	\$	38,777	104%	\$1,187	\$2,295

## Scoreboard Totals

% Retailed of Non-Franchise Make	43%
Total # Retail Units	200
Avg. Days to Sale	72.1
Avg. Advertised Price (Time of Sale)	\$ 38,325
Avg. Transaction Price	\$ 38,673
Avg. Market Price at 100%	\$ 37,701
Avg. Price to Market % (Time of Sale)	102%
Avg. Transaction to Market	103%
Avg. Transactional Discount	\$ (348)
Avg. Front-End Gross	\$ 2,360
Avg. Finance Gross	\$ 2,418
PUVR	\$ 4,778
Total Gross (Units & PUVR)	\$ 955,565
GROI	62%
% with Trade	31%
Avg. Over/Under Allowance	\$110



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Christian Rodriguez
% Retailed of Non-New Franchise	43%	#DIV/0!	42%
Total # Retail Units	200	0	100
Avg. Days to Sale	72.1	#DIV/0!	68.0
Avg. Advertised Price (Time of Sale)	\$ 38,325	#DIV/0!	\$ 37,085
Avg. Transaction Price	\$ 38,673	#DIV/0!	\$ 37,496
Avg. Market Price at 100%	\$ 37,701	#DIV/0!	\$ 36,395
Avg. Price to Market % (Time of Sale)	102%	#DIV/0!	102%
Avg. Transaction to Market	103%	#DIV/0!	103%
Avg. Transactional Discount	\$ (348)	#DIV/0!	\$ (410)
Avg. Front-End Gross	\$ 2,360	#DIV/0!	\$ 2,608
Avg. Finance Gross	\$ 2,418	#DIV/0!	\$ 2,107
PUVR	\$ 4,778	#DIV/0!	\$ 4,715
Total Gross (Units & PUVR)	\$ 955,565	#DIV/0!	\$ 471,453
GROI	62%	#DIV/0!	67%
% with Trade	31%	#DIV/0!	31%
Avg. Over/Under Allowance	110	#DIV/0!	-17



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

Phillip Verduzco	Jose Zaragoza		
45%	25%	#DIV/0!	#DIV/0!
96	4	0	0
75.4	96.0	#DIV/0!	#DIV/0!
\$ 38,991	\$ 53,336	#DIV/0!	#DIV/0!
\$ 39,237	\$ 54,560	#DIV/0!	#DIV/0!
\$ 38,629	\$ 53,362	#DIV/0!	#DIV/0!
101%	100%	#DIV/0!	#DIV/0!
102%	102%	#DIV/0!	#DIV/0!
\$ (246)	\$ (1,225)	#DIV/0!	#DIV/0!
\$ 2,269	\$ (1,665)	#DIV/0!	#DIV/0!
\$ 2,727	\$ 2,789	#DIV/0!	#DIV/0!
\$ 4,996	\$ 1,124	#DIV/0!	#DIV/0!
\$ 479,618	\$ 4,494	#DIV/0!	#DIV/0!
61%	8%	#DIV/0!	#DIV/0!
30%	25%	#DIV/0!	#DIV/0!
241	0	#DIV/0!	#DIV/0!





## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Breanna Padilla	Andrew Martinez
% Retailed of Non-New Franchise	43%	41%	31%
Total # Retail Units	200	22	13
Avg. Days to Sale	72.1	62.0	78.8
Avg. Advertised Price (Time of Sale)	\$ 38,325	\$ 33,683	\$ 35,600
Avg. Transaction Price	\$ 38,673	\$ 34,126	\$ 35,825
Avg. Market Price at 100%	\$ 37,701	\$ 33,468	\$ 35,143
Avg. Price to Market % (Time of Sale)	102%	101%	101%
Avg. Transaction to Market	103%	102%	102%
Avg. Transactional Discount	\$ (348)	\$ (443)	\$ (226)
Avg. Front-End Gross	\$ 2,360	\$ 3,054	\$ 1,465
Avg. Finance Gross	\$ 2,418	\$ 2,027	\$ 2,504
PUVR	\$ 4,778	\$ 5,080	\$ 3,969
Total Gross (Units & PUVR)	\$ 955,565	\$ 111,766	\$ 51,595
GROI	62%	86%	51%
% with Trade	31%	45%	38%
Avg. Over/Under Allowance	110	50	-117



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Efren Murillo	Robert Putnam	Seth Siggorroa	Ruben Yanez
43%	42%	40%	42%
51	36	15	26
64.3	80.6	95.3	62.4
\$ 37,626	\$ 43,600	\$ 35,064	\$ 37,427
\$ 38,004	\$ 44,241	\$ 35,309	\$ 37,566
\$ 36,986	\$ 42,818	\$ 34,257	\$ 36,926
102%	102%	102%	101%
103%	103%	103%	102%
\$ (378)	\$ (640)	\$ (245)	\$ (139)
\$ 2,763	\$ 1,399	\$ 1,371	\$ 3,469
\$ 2,387	\$ 1,804	\$ 2,346	\$ 2,832
\$ 5,150	\$ 3,203	\$ 3,717	\$ 6,301
\$ 262,646	\$ 115,293	\$ 55,753	\$ 163,814
76%	32%	40%	97%
29%	42%	13%	15%
300	-127	0	0

Gilbert Garcia			
51%	#DIV/0!	#DIV/0!	#DIV/0!
37	0	0	0
75.5	#DIV/0!	#DIV/0!	#DIV/0!
\$ 39,827	#DIV/0!	#DIV/0!	#DIV/0!
\$ 40,024	#DIV/0!	#DIV/0!	#DIV/0!
\$ 39,637	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!	#DIV/0!
\$ (198)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,262	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,000	#DIV/0!	#DIV/0!	#DIV/0!
\$ 5,262	#DIV/0!	#DIV/0!	#DIV/0!
\$ 194,698	#DIV/0!	#DIV/0!	#DIV/0!
63%	#DIV/0!	#DIV/0!	#DIV/0!
27%	#DIV/0!	#DIV/0!	#DIV/0!
420	#DIV/0!	#DIV/0!	#DIV/0!



























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Jose Zaragoza	Christian Rodri
% Retailed of Non-New Franchise	43%	41%	42%
Total # Retail Units	200	130	24
Avg. Days to Sale	72.1	73.8	72.9
Avg. Advertised Price (Time of Sale)	\$ 38,325	\$ 39,659	\$ 35,135
Avg. Transaction Price	\$ 38,673	\$ 40,055	\$ 35,314
Avg. Market Price at 100%	\$ 37,701	\$ 38,985	\$ 35,213
Avg. Price to Market % (Time of Sale)	102%	102%	100%
Avg. Transaction to Market	103%	103%	100%
Avg. Transactional Discount	\$ (348)	\$ (396)	\$ (179)
Avg. Front-End Gross	\$ 2,360	\$ 2,213	\$ 2,480
Avg. Finance Gross	\$ 2,418	\$ 2,898	\$ 1,672
PUVR	\$ 4,778	\$ 5,111	\$ 4,152
Total Gross (Units & PUVR)	\$ 955,565	\$ 664,402	\$ 99,657
GROI	62%	62%	58%
% with Trade	31%	0%	38%
Avg. Over/Under Allowance	110	330	-537



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Efren Murillo			
50%	#DIV/0!	#DIV/0!	#DIV/0!
46	0	0	0
66.8	#DIV/0!	#DIV/0!	#DIV/0!
\$ 36,221	#DIV/0!	#DIV/0!	#DIV/0!
\$ 36,520	#DIV/0!	#DIV/0!	#DIV/0!
\$ 35,830	#DIV/0!	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!	#DIV/0!
102%	#DIV/0!	#DIV/0!	#DIV/0!
\$ (299)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,711	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,452	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,163	#DIV/0!	#DIV/0!	#DIV/0!
\$ 191,506	#DIV/0!	#DIV/0!	#DIV/0!
61%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
-167	#DIV/0!	#DIV/0!	#DIV/0!



## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	200	0	200
Avg. Days to Sale	72.1	#DIV/0!	72.1
Avg. Advertised Price (Time of Sale)	\$ 38,325	#DIV/0!	\$ 38,673
Avg. Transaction Price	\$ 38,673	#DIV/0!	\$ 38,673
Avg. Market Price at 100%	\$ 37,701	#DIV/0!	\$ 37,807
Avg. Price to Market % (Time of Sale)	102%	#DIV/0!	102%
Avg. Transaction to Market	103%	#DIV/0!	102%
Avg. Transactional Discount	\$ (348)	#DIV/0!	\$ (348)
Avg. Front-End Gross	\$ 2,360	#DIV/0!	\$ 2,360
Avg. Finance Gross	\$ 2,418	#DIV/0!	\$ 2,418
PUVR	\$ 4,778	#DIV/0!	\$ 4,778
Total Gross (Units & PUVR)	\$ 955,565	#DIV/0!	\$ 955,565
GROI	62%	#DIV/0!	62%
% with Trade	31%	#DIV/0!	31%
Avg. Over/Under Allowance	110	#DIV/0!	110



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	200	114	86
Avg. Days to Sale	72.1	68.1	77.4
Avg. Advertised Price (Time of Sale)	\$ 38,325	\$ 41,820	\$ 34,117
Avg. Transaction Price	\$ 38,673	\$ 42,110	\$ 34,117
Avg. Market Price at 100%	\$ 37,701	\$ 41,239	\$ 33,257
Avg. Price to Market % (Time of Sale)	102%	101%	103%
Avg. Transaction to Market	103%	102%	103%
Avg. Transactional Discount	\$ (348)	\$ (290)	\$ (425)
Avg. Front-End Gross	\$ 2,360	\$ 2,311	\$ 2,425
Avg. Finance Gross	\$ 2,418	\$ 2,584	\$ 2,199
PUVR	\$ 4,778	\$ 4,894	\$ 4,623
Total Gross (Units & PUVR)	\$ 955,565	\$ 557,968	\$ 397,597
GROI	62%	61%	63%
% with Trade	31%	33%	27%
Avg. Over/Under Allowance	110	272	-156



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	200	61	33
% of Retail Units	100%	31%	17%
% Retailed of Non-New Franchise	43%	51%	55%
Avg. Days to Sale	72.1	45.5	54.2
Avg. Transaction Price	\$ 38,673	\$ 33,075	\$ 32,144
Avg. Transaction to Market %	103%	104%	105%
Avg. Transactional Discount	\$ (348)	\$ (549)	\$ (426)
Avg. Front End Gross	\$ 2,360	\$ 4,587	\$ 4,403
Avg. Finance Gross	\$ 2,418	\$ 2,088	\$ 2,009
PUVR	\$ 4,778	\$ 6,675	\$ 6,412
Total Gross (Units & PUVR)	\$ 955,565	\$ 407,195	\$ 211,585
GROI	62%	160%	133%
% with Trade	31%	26%	33%
Avg. Over/Under Allowance	110	31	-42



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
5	83	0	0
3%	42%	0%	0%
40%	30%	#DIV/0!	#DIV/0!
28.0	101.4	#DIV/0!	#DIV/0!
\$ 31,615	\$ 48,634	#DIV/0!	#DIV/0!
109%	102%	#DIV/0!	#DIV/0!
\$ (849)	\$ (204)	#DIV/0!	#DIV/0!
\$ 4,473	\$ 455	#DIV/0!	#DIV/0!
\$ 1,443	\$ 2,979	#DIV/0!	#DIV/0!
\$ 5,916	\$ 3,434	#DIV/0!	#DIV/0!
\$ 29,580	\$ 285,046	#DIV/0!	#DIV/0!
241%	25%	#DIV/0!	#DIV/0!
40%	34%	#DIV/0!	#DIV/0!
0	371	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	18	0
0%	9%	0%
#DIV/0!	56%	#DIV/0!
#DIV/0!	72.4	#DIV/0!
#DIV/0!	\$ 25,646	#DIV/0!
#DIV/0!	99%	#DIV/0!
#DIV/0!	\$ (45)	#DIV/0!
#DIV/0!	\$ (738)	#DIV/0!
#DIV/0!	\$ 1,969	#DIV/0!
#DIV/0!	\$ 1,231	#DIV/0!
#DIV/0!	\$ 22,159	#DIV/0!
#DIV/0!	24%	#DIV/0!
#DIV/0!	22%	#DIV/0!
#DIV/0!	-825	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	200	63	32
% of Retail Units	100%	32%	16%
% Retailed of Non-New Franchise	43%	40%	38%
Avg. Days to Sale	72.1	18.9	36.0
Avg. Transaction Price	\$ 38,673	\$ 33,061	\$ 37,144
Avg. Transaction to Market %	103%	105%	104%
Avg. Transactional Discount	\$ (348)	\$ (401)	\$ (366)
Avg. Front End Gross	\$ 2,360	\$ 4,153	\$ 4,037
Avg. Finance Gross	\$ 2,418	\$ 2,227	\$ 2,315
PUVR	\$ 4,778	\$ 6,380	\$ 6,352
Total Gross (Units & PUVR)	\$ 955,565	\$ 401,968	\$ 203,277
GROI	62%	367%	171%
% with Trade	31%	30%	38%
Avg. Over/Under Allowance	110	79	375



46-60 days	61-90 days	90+ days
24	25	56
12%	13%	28%
42%	48%	48%
53.1	71.8	160.8
\$ 40,478	\$ 35,252	\$ 46,614
102%	104%	100%
\$ (388)	\$ (536)	\$ (177)
\$ 2,631	\$ 2,768	\$ (915)
\$ 2,401	\$ 2,193	\$ 2,799
\$ 5,032	\$ 4,961	\$ 1,884
\$ 120,775	\$ 124,020	\$ 105,525
84%	71%	9%
38%	32%	23%
170	-250	85