

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	FP7948LB	20	FORD	FUSION	1	LBO Customer	No	\$ 12,749	\$ 12,750	71%	\$500	\$0
2	FP7715	19	FORD	F-150	80	Other	No	\$ 34,000	\$ 34,000	91%	(\$2,213)	\$0
3	FP7775	19	FORD	MUSTANG	90	Other	No	\$ 32,500	\$ 32,500	90%	\$489	\$0
4	FP7904	19	Jeep	GR CHEROKEE	19	LBO Customer	No	\$ 32,500	\$ 33,500	99%	\$4,833	\$1,716
5	FP7902	15	Chevrolet	EXPRESS	20	Auction/Wholesale	No	\$ 31,000	\$ 31,000	106%	\$5,796	\$0
6	FN0998A	16	FORD	F-150	16	Trade on New	No	\$ 25,000	\$ 25,000	96%	\$91	\$0
7	FP7248A	16	FORD	FUSION	119	Trade on Used	No	\$ 11,000	\$ 11,000	86%	\$973	\$2,214
8	FP7949LB	19	FORD	FUSION	1	LBO Customer	No	\$ 12,326	\$ 12,326	68%	\$500	\$0
9	FP7704	12	TOYOTA	XB	81	Other	No	\$ 10,000	\$ 10,000	78%	\$4,060	\$626
10	FP7559	20	FORD	EXPLORER	127	LBO Customer	No	\$ 28,500	\$ 28,500	89%	(\$3,496)	\$0
11	FP7955LB	20	FORD	EXPEDITION	1	LBO Customer	No	\$ 37,800	\$ 37,800	85%	\$500	\$0
12	FP7191	99	FORD	MUSTANG	225	Street/Curb Buy	No	\$ 5,000	\$ 4,860	50%	(\$4,931)	\$0
13	FP7528	20	FORD	EXPLORER	144	LBO Customer	No	\$ 29,000	\$ 28,725	89%	(\$3,411)	\$2,000
14	FP7652	20	FORD	FUSION	97	LBO Customer	No	\$ 18,500	\$ 18,500	89%	(\$1,258)	\$1,238
15	FP7831DX	18	FORD	F-150	31	LBO Customer	No	\$ 27,000	\$ 26,500	96%	\$1,767	\$2,462
16	FP7403	18	FORD	EXPLORER	169	Auction/Wholesale	No	\$ 28,000	\$ 28,000	89%	(\$7,881)	\$1,438
17	FP7957LB	20	FORD	FUSION	11	LBO Customer	No	\$ 12,449	\$ 12,449	62%	\$500	\$0
18	FP7379A	20	AUDI	Q7	45	Trade on Used	No	\$ 44,000	\$ 44,000	97%	\$249	\$2,596
19	FP7699A	16	Chevrolet	TRAX	66	Trade on Used	No	\$ 16,500	\$ 16,500	92%	\$460	\$2,547
20	FP7841	12	JEEP	LIBERTY	47	Street/Curb Buy	No	\$ 10,750	\$ 10,500	94%	(\$36)	\$2,806
21	FP7958LB	19	FORD	FUSION	2	LBO Customer	No	\$ 12,011	\$ 12,011	64%	\$225	\$402
22	FP7746	18	Chevrolet	MALIBU	76	Street/Curb Buy	No	\$ 9,500	\$ 9,500	82%	\$2,482	\$0
23	FP7856	15	CHRYSLER	200	35	Auction/Wholesale	No	\$ 16,000	\$ 16,000	98%	\$572	\$0
24	FN1062A	17	FORD	FUSION	26	TRADE ON NEW	No	\$ 15,250	\$ 15,000	95%	\$1,387	\$0
25	FP7378A	15	JEEP	WRANGLER	165	Trade on Used	No	\$ 18,000	\$ 18,000	86%	(\$3,541)	\$1,029
26	FP7917	20	FORD	EXPLORER	21	LBO Customer	YES	\$ 32,500	\$ 32,400	97%	\$677	\$0
27	FP7962LB	19	FORD	F-150	19	LBO Customer	No	\$ 30,678	\$ 30,678	84%	\$500	\$616

28	FP7889	19	FORD	FUSION	31	LBO Customer	no	\$	17,500	\$ 17,500	98%	\$732	\$2,337
29	FP7913	20	FORD	FUSION	20	LBO Customer	YES	\$	19,000	\$ 19,000	95%	\$1,117	\$0
30	FP7801DW	20	HYUNDAI	SANTA FE	70	Other	No	\$	31,000	\$ 29,700	99%	(\$2,970)	\$323
31	FP7513	19	NISSAN	KICKS	145	Auction/Wholesale	No	\$	17,500	\$ 17,500	92%	(\$2,855)	\$489
32	FP7931	13	SUBARU	OUTBACK	13	Street/Curb Buy	No	\$	11,250	\$ 11,000	93%	\$2,073	\$1,112
33	FP7942DW	18	FORD	FUSION	20	Other	No	\$	16,750	\$ 17,000	97%	\$3,884	\$2,306
34	FP7934	14	CHRYSLER	300	16	Street/Curb Buy	No	\$	15,000	\$ 14,700	94%	\$340	\$237
35	FP7711	20	Chevrolet	BOLT	87	Other	No	\$	27,000	\$ 26,000	92%	(\$4,074)	\$404
36	FP7592	21	FORD	F-150	122	Other	No	\$	43,000	\$ 42,775	88%	(\$3,363)	\$1,329
37	FP7967LB	20	FORD	FUSION	1	LBO Customer	No	\$	12,997	\$ 12,997	73%	\$500	\$3,867
38	FP7901	8	CHRYSLER	SEBRING	25	Auction/Wholesale	No	\$	9,000	\$ 9,000	87%	\$1,718	\$124
39	FN0886A	21	FORD	MUSTANG	79	TRADE ON NEW	No	\$	36,500	\$ 36,500	95%	(\$1,945)	\$682
40	FP7573A	15	CHRYSLER	200	123	Trade on Used	No	\$	9,000	\$ 9,000	89%	(\$1,691)	\$119
41	FP7412	21	FORD	EXPEDITION	175	LBO Customer	YES	\$	51,000	\$ 51,000	94%	(\$5,876)	\$2,291
42	FP7852	19	FORD	EDGE	45	LBO Customer	YES	\$	24,500	\$ 24,500	93%	\$446	\$1,116
43	FP7840	18	Chevrolet	Equinox	46	Street/Curb Buy	No	\$	17,500	\$ 18,500	98%	\$2,070	\$1,657
44	FP7815	20	FORD	ECOSPORT	57	LBO Customer	YES	\$	18,500	\$ 19,000	96%	\$784	\$4,369
45	FP7985LB	19	FORD	ECOSPORT	1	LBO Customer	No	\$	11,958	\$ 11,958	58%	\$500	\$1,900
46	FP7951	16	GMC	YUKON	12	Auction/Wholesale	No	\$	27,500	\$ 27,500	100%	\$4,220	\$5,359
47	FP7842	20	FORD	EDGE	52	LBO Customer	No	\$	22,000	\$ 22,000	95%	\$3,281	\$0
48	FN0816A	11	FORD	MUSTANG	117	Trade on New	No	\$	10,750	\$ 10,550	77%	(\$1,185)	\$1,015
49	FP7968LB	20	FORD	FUSION	1	LBO Customer	No	\$	14,118	\$ 14,118	74%	\$500	\$850
50	FP7594	14	FORD	F-150	123	Street/Curb Buy	No	\$	17,000	\$ 18,000	87%	\$785	\$616
51	FP7620	1	PORSCHE	CARRERA	126	Street/Curb Buy	No	\$	23,500	\$ 23,500	85%	\$96	\$1,167
52	FP7777	19	Jeep	COMPASS	86	Other	No	\$	21,000	\$ 21,000	90%	(\$3,856)	\$4,032
53	FP7999LB	18	FORD	EXPLORER	1	LBO Customer	No	\$	17,330	\$ 17,330	63%	\$500	\$0

Scoreboard Totals

% Retailed of Non-Franchise Make	40%
Total # Retail Units	100
Avg. Days to Sale	54.0
Avg. Advertised Price (Time of Sale)	\$ 22,706
Avg. Transaction Price	\$ 22,670
Avg. Market Price at 100%	\$ 25,625
Avg. Price to Market % (Time of Sale)	89%
Avg. Transaction to Market	88%
Avg. Transactional Discount	\$ 36
Avg. Front-End Gross	\$ 436
Avg. Finance Gross	\$ 1,538
PUVR	\$ 1,974
Total Gross (Units & PUVR)	\$ 197,380
GROI	58%
% with Trade	13%
Avg. Over/Under Allowance	(\$208)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	BRAD RUMMER
% Retailed of Non-New Franchise	40%	#DIV/0!	44%
Total # Retail Units	100	0	91
Avg. Days to Sale	54.0	#DIV/0!	57.1
Avg. Advertised Price (Time of Sale)	\$ 22,706	#DIV/0!	\$ 22,642
Avg. Transaction Price	\$ 22,670	#DIV/0!	\$ 22,603
Avg. Market Price at 100%	\$ 25,625	#DIV/0!	\$ 24,950
Avg. Price to Market % (Time of Sale)	89%	#DIV/0!	91%
Avg. Transaction to Market	88%	#DIV/0!	91%
Avg. Transactional Discount	\$ 36	#DIV/0!	\$ 40
Avg. Front-End Gross	\$ 436	#DIV/0!	\$ 456
Avg. Finance Gross	\$ 1,538	#DIV/0!	\$ 1,587
PUVR	\$ 1,974	#DIV/0!	\$ 2,043
Total Gross (Units & PUVR)	\$ 197,380	#DIV/0!	\$ 185,927
GROI	58%	#DIV/0!	57%
% with Trade	13%	#DIV/0!	14%
Avg. Over/Under Allowance	-208	#DIV/0!	-208



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

BRYCEN COLLINS	MIKE GOLTZ	PAT KLEIN	DIGITAL DRIVEWAY
0%	0%	#DIV/0!	0%
3	4	0	2
4.3	5.5	#DIV/0!	84.5
\$ 12,454	\$ 25,949	#DIV/0!	\$ 34,500
\$ 12,454	\$ 25,949	#DIV/0!	\$ 34,500
\$ 19,502	\$ 31,581	#DIV/0!	\$ 37,266
64%	82%	#DIV/0!	93%
64%	82%	#DIV/0!	93%
\$ (0)	\$ 0	#DIV/0!	\$ -
\$ 500	\$ 500	#DIV/0!	\$ (728)
\$ -	\$ 2,182	#DIV/0!	\$ 341
\$ 500	\$ 2,682	#DIV/0!	\$ (387)
\$ 1,500	\$ 10,728	#DIV/0!	\$ (774)
334%	676%	#DIV/0!	-5%
0%	0%	#DIV/0!	0%
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

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Sales Consultant	Totals	CHRIS MARHOFER	JAKE LEAL
% Retailed of Non-New Franchise	40%	42%	50%
Total # Retail Units	100	19	14
Avg. Days to Sale	54.0	82.8	74.6
Avg. Advertised Price (Time of Sale)	\$ 22,706	\$ 19,303	\$ 23,339
Avg. Transaction Price	\$ 22,670	\$ 19,243	\$ 23,427
Avg. Market Price at 100%	\$ 25,625	\$ 21,184	\$ 25,513
Avg. Price to Market % (Time of Sale)	89%	91%	91%
Avg. Transaction to Market	88%	91%	92%
Avg. Transactional Discount	\$ 36	\$ 59	\$ (88)
Avg. Front-End Gross	\$ 436	\$ (272)	\$ 47
Avg. Finance Gross	\$ 1,538	\$ 830	\$ 1,592
PUVR	\$ 1,974	\$ 557	\$ 1,638
Total Gross (Units & PUVR)	\$ 197,380	\$ 10,591	\$ 22,938
GROI	58%	13%	34%
% with Trade	13%	11%	21%
Avg. Over/Under Allowance	-208	-750	-125



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

TERESA D'AGOSTIN	JASON HANA	NIPA RAHMAN	JOSH ARCOS
56%	#DIV/0!	64%	42%
16	0	14	12
72.7	#DIV/0!	41.9	56.6
\$ 24,766	#DIV/0!	\$ 29,478	\$ 22,688
\$ 24,689	#DIV/0!	\$ 29,395	\$ 22,603
\$ 26,663	#DIV/0!	\$ 30,398	\$ 23,848
93%	#DIV/0!	97%	95%
93%	#DIV/0!	97%	95%
\$ 77	#DIV/0!	\$ 82	\$ 85
\$ 199	#DIV/0!	\$ 2,124	\$ 606
\$ 1,601	#DIV/0!	\$ 3,576	\$ 1,413
\$ 1,801	#DIV/0!	\$ 5,700	\$ 2,019
\$ 28,810	#DIV/0!	\$ 79,794	\$ 24,234
36%	#DIV/0!	166%	57%
6%	#DIV/0!	14%	42%
#DIV/0!	#DIV/0!	250	#DIV/0!

NICK FRONTIERA	MOE DOUEIK	DARIN FOGLE	LEON STOUDEMIRE
17%	14%	0%	0%
6	7	6	2
3.3	18.4	2.7	1.0
\$ 17,330	\$ 22,403	\$ 15,376	\$ 14,286
\$ 17,330	\$ 22,360	\$ 15,376	\$ 14,286
\$ 23,208	\$ 27,218	\$ 21,688	\$ 20,398
75%	82%	71%	70%
75%	82%	71%	70%
\$ (0)	\$ 43	\$ 0	\$ (0)
\$ 677	\$ 81	\$ 475	\$ 500
\$ 970	\$ 985	\$ 1,302	\$ 280
\$ 1,647	\$ 1,065	\$ 1,777	\$ 780
\$ 9,880	\$ 7,457	\$ 10,664	\$ 1,560
1026%	93%	1561%	1965%
0%	0%	0%	0%
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

MARK FORTUNA		DIGITAL DRIVEWAY			
0%	0%	#DIV/0!	#DIV/0!		
2	2	0	0		
10.0	84.5	#DIV/0!	#DIV/0!		
\$ 22,648	\$ 34,500	#DIV/0!	#DIV/0!		
\$ 22,648	\$ 34,500	#DIV/0!	#DIV/0!		
\$ 28,273	\$ 37,266	#DIV/0!	#DIV/0!		
80%	93%	#DIV/0!	#DIV/0!		
80%	93%	#DIV/0!	#DIV/0!		
\$ (0)	\$ -	#DIV/0!	#DIV/0!		
\$ 426	\$ (728)	#DIV/0!	#DIV/0!		
\$ 688	\$ 341	#DIV/0!	#DIV/0!		
\$ 1,113	\$ (387)	#DIV/0!	#DIV/0!		
\$ 2,226	\$ (774)	#DIV/0!	#DIV/0!		
177%	-5%	#DIV/0!	#DIV/0!		
0%	0%	#DIV/0!	#DIV/0!		
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	KEVIN MAPLES	MIKE GOLTZ
% Retailed of Non-New Franchise	40%	42%	0%
Total # Retail Units	100	84	1
Avg. Days to Sale	54.0	57.6	19.0
Avg. Advertised Price (Time of Sale)	\$ 22,706	\$ 23,061	\$ 30,678
Avg. Transaction Price	\$ 22,670	\$ 23,048	\$ 30,678
Avg. Market Price at 100%	\$ 25,625	\$ 25,549	\$ 36,521
Avg. Price to Market % (Time of Sale)	89%	90%	84%
Avg. Transaction to Market	88%	90%	84%
Avg. Transactional Discount	\$ 36	\$ 13	\$ -
Avg. Front-End Gross	\$ 436	\$ 453	\$ 500
Avg. Finance Gross	\$ 1,538	\$ 1,711	\$ 616
PUVR	\$ 1,974	\$ 2,165	\$ 1,116
Total Gross (Units & PUVR)	\$ 197,380	\$ 181,821	\$ 1,116
GROI	58%	59%	69%
% with Trade	13%	0%	0%
Avg. Over/Under Allowance	-208	-208	#DIV/0!



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

LANE PAWLOWS	BRYCEN COLLIN	DIGITAL DRIVE	CHRIS MARHOF
0%	#DIV/0!	0%	63%
5	0	2	8
3.0	#DIV/0!	84.5	45.6
\$ 16,753	#DIV/0!	\$ 34,500	\$ 18,750
\$ 16,753	#DIV/0!	\$ 34,500	\$ 18,442
\$ 22,992	#DIV/0!	\$ 37,266	\$ 19,711
73%	#DIV/0!	93%	95%
73%	#DIV/0!	93%	94%
\$ 0	#DIV/0!	\$ -	\$ 309
\$ 500	#DIV/0!	\$ (728)	\$ 489
\$ -	#DIV/0!	\$ 341	\$ 1,100
\$ 500	#DIV/0!	\$ (387)	\$ 1,590
\$ 2,500	#DIV/0!	\$ (774)	\$ 12,717
358%	#DIV/0!	-5%	68%
0%	#DIV/0!	0%	0%
#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	100	8	91
Avg. Days to Sale	54.0	51.0	54.8
Avg. Advertised Price (Time of Sale)	\$ 22,706	\$ 28,031	\$ 22,185
Avg. Transaction Price	\$ 22,670	\$ 28,081	\$ 22,185
Avg. Market Price at 100%	\$ 25,625	\$ 30,351	\$ 24,863
Avg. Price to Market % (Time of Sale)	89%	92%	89%
Avg. Transaction to Market	88%	93%	89%
Avg. Transactional Discount	\$ 36	\$ (50)	\$ 44
Avg. Front-End Gross	\$ 436	\$ 120	\$ 454
Avg. Finance Gross	\$ 1,538	\$ 1,638	\$ 1,518
PUVR	\$ 1,974	\$ 1,758	\$ 1,972
Total Gross (Units & PUVR)	\$ 197,380	\$ 14,067	\$ 179,456
GROI	58%	44%	58%
% with Trade	13%	25%	12%
Avg. Over/Under Allowance	-208	-400	-113



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	100	60	40
Avg. Days to Sale	54.0	50.6	59.2
Avg. Advertised Price (Time of Sale)	\$ 22,706	\$ 22,482	\$ 22,938
Avg. Transaction Price	\$ 22,670	\$ 22,491	\$ 22,938
Avg. Market Price at 100%	\$ 25,625	\$ 26,045	\$ 24,177
Avg. Price to Market % (Time of Sale)	89%	86%	95%
Avg. Transaction to Market	88%	86%	95%
Avg. Transactional Discount	\$ 36	\$ (9)	\$ 104
Avg. Front-End Gross	\$ 436	\$ 53	\$ 1,010
Avg. Finance Gross	\$ 1,538	\$ 1,339	\$ 1,836
PUVR	\$ 1,974	\$ 1,392	\$ 2,846
Total Gross (Units & PUVR)	\$ 197,380	\$ 83,520	\$ 113,860
GROI	58%	44%	75%
% with Trade	13%	15%	10%
Avg. Over/Under Allowance	-208	-208	#DIV/0!



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	100	8	7
% of Retail Units	100%	8%	7%
% Retailed of Non-New Franchise	40%	25%	71%
Avg. Days to Sale	54.0	62.3	92.4
Avg. Transaction Price	\$ 22,670	\$ 20,912	\$ 18,214
Avg. Transaction to Market %	88%	92%	91%
Avg. Transactional Discount	\$ 36	\$ (6)	\$ -
Avg. Front End Gross	\$ 436	\$ 522	\$ (53)
Avg. Finance Gross	\$ 1,538	\$ 2,061	\$ 1,451
PUVR	\$ 1,974	\$ 2,583	\$ 1,397
Total Gross (Units & PUVR)	\$ 197,380	\$ 20,666	\$ 9,780
GROI	58%	71%	30%
% with Trade	13%	0%	29%
Avg. Over/Under Allowance	-208	#DIV/0!	300



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
10	18	0	42
10%	18%	0%	42%
80%	83%	#DIV/0!	5%
74.6	46.8	#DIV/0!	36.6
\$ 17,866	\$ 24,260	#DIV/0!	\$ 22,852
88%	96%	#DIV/0!	83%
\$ 134	\$ 14	#DIV/0!	\$ (15)
\$ 1,460	\$ 1,496	#DIV/0!	\$ 200
\$ 1,395	\$ 2,097	#DIV/0!	\$ 1,370
\$ 2,855	\$ 3,594	#DIV/0!	\$ 1,571
\$ 28,552	\$ 64,687	#DIV/0!	\$ 65,971
77%	114%	#DIV/0!	68%
10%	17%	#DIV/0!	12%
250	#DIV/0!	#DIV/0!	-450

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	0	15
0%	0%	15%
#DIV/0!	#DIV/0!	53%
#DIV/0!	#DIV/0!	75.5
#DIV/0!	#DIV/0!	\$ 26,472
#DIV/0!	#DIV/0!	91%
#DIV/0!	#DIV/0!	\$ 178
#DIV/0!	#DIV/0!	\$ (680)
#DIV/0!	#DIV/0!	\$ 1,195
#DIV/0!	#DIV/0!	\$ 515
#DIV/0!	#DIV/0!	\$ 7,722
#DIV/0!	#DIV/0!	9%
#DIV/0!	#DIV/0!	13%
#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	100	41	13
% of Retail Units	100%	41%	13%
% Retailed of Non-New Franchise	40%	29%	46%
Avg. Days to Sale	54.0	9.6	36.8
Avg. Transaction Price	\$ 22,670	\$ 21,459	\$ 24,000
Avg. Transaction to Market %	88%	85%	95%
Avg. Transactional Discount	\$ 36	\$ 50	\$ 19
Avg. Front End Gross	\$ 436	\$ 1,526	\$ 1,523
Avg. Finance Gross	\$ 1,538	\$ 1,486	\$ 2,059
PUVR	\$ 1,974	\$ 3,012	\$ 3,583
Total Gross (Units & PUVR)	\$ 197,380	\$ 123,495	\$ 46,574
GROI	58%	526%	146%
% with Trade	13%	5%	46%
Avg. Over/Under Allowance	-208	#DIV/0!	-433



46-60 days	61-90 days	90+ days
10	15	21
10%	15%	21%
40%	67%	38%
51.7	78.3	135.1
\$ 20,613	\$ 25,847	\$ 22,923
94%	91%	87%
\$ (38)	\$ 120	\$ (6)
\$ 1,521	\$ 116	\$ (2,655)
\$ 2,224	\$ 1,195	\$ 1,236
\$ 3,745	\$ 1,310	\$ (1,419)
\$ 37,447	\$ 19,655	\$ (29,791)
126%	23%	-16%
10%	7%	14%
-500	#DIV/0!	275