







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	13T511A	2021	Honda	Passport	57	Trade on New	Yes	\$ 33,200	\$ 37,900	96%	\$4,220	\$2,282
3	13p412	2016	Ford	Fusion	70	Auction/Wholesale	No	\$ 18,072	\$ 16,795	96%	(\$3,702)	\$273
4	13T550P	2020	Honda	Hr-v	3	Trade on New	Yes	\$ 27,800	\$ 26,900	94%	\$4,898	\$3,953
5	13t547A	2019	Ford	Ecosport	7	Trade on New	No	\$ 20,995	\$ 20,012	99%	\$3,459	\$2,664
6	13X236	2019	Kia	Sorento	58	Auction/Wholesale	No	\$ 24,454	\$ 25,309	102%	\$948	\$129
7	13T558A	2020	Honda	Cr-v	3	Trade on New	Yes	\$ 35,000	\$ 36,900	97%	\$8,472	\$2,645
8	13T488C	2014	Chevrolet	Impala	16	Trade on Used	No	\$ 12,750	\$ 10,951	103%	(\$233)	\$723
9												
10	13T544A	2017	Ford	Fusion	14	Trade on New	No	\$ 18,995	\$ 16,000	104%	\$3,830	\$0
11	13P428A	2010	Mitsubishi	Outlander	6	Trade on Used	No	\$ 6,800	\$ 3,001	105%	\$2,121	\$0
12	13X210B	2017	Ford	Explorer	1	Trade on Used	No	\$ 27,750	\$ 27,000	98%	\$3,860	\$739
13	13C216A	2021	Honda	Civic	4	Trade on New	Yes	\$ 28,155	\$ 25,779	97%	\$3,031	\$4,057
14	13T538B	2013	Dodge	Journey	20	Trade on Used	No	\$ 10,000	\$ 6,399	101%	\$1,512	\$1,576
15	13P361B	2011	Honda	Cr-v	8	Trade on Used	No	\$ 17,800	\$ 15,250	106%	\$2,745	\$742
16	13X235	2020	Nissan	Altima	62	Trade on Used	No	\$ 20,137	\$ 24,995	99%	\$4,112	\$855
17	13T456R	2021	Honda	Hr-v	38	Trade on Used	Yes	\$ 24,990	\$ 24,964	98%	\$3,175	\$4,398
18	13T514B	2010	Chrysler	Town and c	23	Trade on Used	No	\$ 5,995	\$ 6,000	119%	\$2,452	\$0
19	13X236A	2015	Ford	Fusion	6	Trade on Used	No	\$ 13,995	\$ 13,995	101%	\$3,660	\$2,034
20												
21	13P409	2020	Ford	Edge	86	Auction/Wholesale	No	\$ 24,700	\$ 26,995	98%	\$2,820	\$5,142
22	13P401	2019	Ford	Escape	94	Auction/Wholesale	No	\$ 23,400	\$ 22,475	96%	(\$1,484)	\$0
23	13X220	2020	Jeep	Renegade	96	Auction/Wholesale	No	\$ 23,400	\$ 21,319	100%	(\$2,706)	\$3,166
24	13P428B	2020	Honda	Civic	24	Trade on Used	Yes	\$ 26,550	\$ 25,985	98%	\$4,668	\$1,445
25	13T530B	2015	Honda	CR-V	1	Trade on Used	No	\$ 19,800	\$ 20,500	107%	\$5,123	\$1,259
26	13X225	2020	Dodge	Journey	100	Auction/Wholesale	No	\$ 20,800	\$ 19,999	96%	(\$820)	\$2,705
27	13P440	2020	Gmc	Terrain	19	Auction/Wholesale	No	\$ 26,700	\$ 26,700	101%	\$2,707	\$2,930
28	13X243	2020	Kia	Sportage	74	Auction/Wholesale	No	\$ 19,839	\$ 22,946	99%	\$3,063	\$1,838
29	13T539A	2017	Honda	Hr-v	11	Trade on New	Yes	\$ 21,662	\$ 23,900	104%	\$7,719	\$361
30	13T565A	2008	Honda	Odyssey	4	Trade on New	No	\$ 7,500	\$ 6,449	110%	\$4,088	\$0
31	13T559A	2020	Honda	Cr-v	6	Trade on New	Yes	\$ 28,990	\$ 28,695	99%	\$3,412	\$100

32	13X200	2019	Honda	Pilot	151	Auction/Wholesale	No	\$	26,312	\$	23,843	101%	(\$1,762)	\$4,334
33														
34	13X250A	2020	Honda	Cr-v	22	Trade on Used	Yes	\$	28,700	\$	29,675	100%	\$5,938	\$100
35	13P384A	2012	Chevrolet	Cruze	27	Trade on Used	No	\$	8,990	\$	6,749	107%	\$2,115	\$0
36	13T456S	2013	Ford	Escape	2	Trade on Used	No	\$	10,233	\$	8,278	102%	\$2,974	\$0
37	13T570A	2010	Honda	Accord	1	Trade on New	No	\$	13,995	\$	13,700	92%	\$5,524	\$0
38										\$	-			
39	13X250B	2015	Honda	Cr-v	0	Trade on Used	No	\$	19,400	\$	18,383	96%	\$2,872	\$0
40	13X253	2008	Jeep	Wrangler	4	Auction/Wholesale	No	\$	12,800	\$	10,176	100%	\$1,394	\$2,566
41	13P443	2020	Buick	Encore	24	Auction/Wholesale	No	\$	22,979	\$	22,979	102%	\$805	\$2,395
42	13T547C	2021	Honda	Civic	16	Trade on Used	Yes	\$	25,970	\$	27,225	101%	\$5,562	\$3,893
43	13T562A	2017	Kia	Optima	14	Trade on New	No	\$	15,995	\$	14,995	103%	\$4,222	\$1,729
44														
45	13P442	2021	Ram	1500	27	Auction/Wholesale	No	\$	40,730	\$	41,892	102%	\$4,787	\$5,077
46	13X250C	2008	Honda	Cr-v	4	Auction/Wholesale	No	\$	5,800	\$	3,382	87%	\$1,498	\$0
47	13T485A	2020	Honda	Pilot	25	Trade on New	Yes	\$	31,840	\$	30,166	98%	\$1,196	\$1,442
48														
49	13P475	2022	Honda	Hr-v	7	Auction/Wholesale	Yes	\$	27,795	\$	32,514	102%	\$6,792	\$5,007
50	13T560A	2021	Honda	Cr-v	0	Trade on New	Yes	\$	31,089	\$	32,514	100%	\$5,307	\$4,148
51	13P423	2021	Kia	Sportage	77	Auction/Wholesale	No	\$	21,780	\$	21,780	98%	(\$1,299)	\$145
52	13P459	2019	Honda	Cr-v	15	Auction/Wholesale	Yes	\$	27,800	\$	28,995	107%	\$4,135	\$3,182
53	13X242	2018	Chevrolet	Trax	85	Auction/Wholesale	No	\$	19,995	\$	19,995	118%	(\$270)	\$3,709

## Scoreboard Totals

% Retailed of Non-Franchise Make	61%
Total # Retail Units	74
Avg. Days to Sale	27.1
Avg. Advertised Price (Time of Sale)	\$ 20,886
Avg. Transaction Price	\$ 20,048
Avg. Market Price at 100%	\$ 20,702
Avg. Price to Market % (Time of Sale)	101%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 296
Avg. Front-End Gross	\$ 2,737
Avg. Finance Gross	\$ 1,718
PUVR	\$ 4,455
Total Gross (Units & PUVR)	\$ 329,687
GROI	295%
% with Trade	34%
Avg. Over/Under Allowance	(\$48)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Jeff Conn
% Retailed of Non-New Franchise	61%	#DIV/0!	54%
Total # Retail Units	74	0	28
Avg. Days to Sale	27.1	#DIV/0!	31.9
Avg. Advertised Price (Time of Sale)	\$ 20,886	#DIV/0!	\$ 21,198
Avg. Transaction Price	\$ 20,048	#DIV/0!	\$ 20,832
Avg. Market Price at 100%	\$ 20,702	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 296	#DIV/0!	\$ 366
Avg. Front-End Gross	\$ 2,737	#DIV/0!	\$ 3,265
Avg. Finance Gross	\$ 1,718	#DIV/0!	\$ 1,330
PUVR	\$ 4,455	#DIV/0!	\$ 4,595
Total Gross (Units & PUVR)	\$ 329,687	#DIV/0!	\$ 128,663
GROI	295%	#DIV/0!	249%
% with Trade	34%	#DIV/0!	21%
Avg. Over/Under Allowance	-48	#DIV/0!	-45



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

Brad Bunch	Denton Calfee	Jason Buxman	
66%	100%	50%	#DIV/0!
35	3	8	0
19.7	48.7	33.8	#DIV/0!
\$ 19,427	\$ 19,248	\$ 26,791	#DIV/0!
\$ 18,796	\$ 20,879	\$ 27,481	#DIV/0!
\$ 19,505	\$ 18,876	\$ 25,602	#DIV/0!
100%	102%	105%	#DIV/0!
96%	111%	107%	#DIV/0!
\$ 632	\$ (1,632)	\$ (690)	#DIV/0!
\$ 2,384	\$ 1,873	\$ 2,759	#DIV/0!
\$ 1,843	\$ 1,753	\$ 2,514	#DIV/0!
\$ 4,227	\$ 3,626	\$ 5,273	#DIV/0!
\$ 147,960	\$ 10,877	\$ 42,187	#DIV/0!
410%	128%	205%	#DIV/0!
34%	33%	75%	#DIV/0!
-139	-333	449	#DIV/0!





## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Jason Deters	Dave Pellman
% Retailed of Non-New Franchise	61%	40%	58%
Total # Retail Units	74	15	24
Avg. Days to Sale	27.1	29.5	27.8
Avg. Advertised Price (Time of Sale)	\$ 20,886	\$ 19,326	\$ 23,553
Avg. Transaction Price	\$ 20,048	\$ 17,940	\$ 23,936
Avg. Market Price at 100%	\$ 20,702	\$ 19,327	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	100%	#DIV/0!
Avg. Transaction to Market	97%	93%	#DIV/0!
Avg. Transactional Discount	\$ 296	\$ 1,386	\$ (384)
Avg. Front-End Gross	\$ 2,737	\$ 2,078	\$ 3,136
Avg. Finance Gross	\$ 1,718	\$ 977	\$ 1,813
PUVR	\$ 4,455	\$ 3,056	\$ 4,949
Total Gross (Units & PUVR)	\$ 329,687	\$ 45,834	\$ 118,785
GROI	295%	208%	268%
% with Trade	34%	27%	50%
Avg. Over/Under Allowance	-48	-216	185



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

Denton Calfee	Melissa Downs	Paul Havermale	Dion Soubasis
75%	100%	71%	75%
4	1	7	12
36.0	3.0	28.9	19.3
\$ 28,813	\$ 11,995	\$ 20,310	\$ 18,286
\$ 29,029	\$ 11,463	\$ 20,382	\$ 18,208
\$ 28,907	\$ 11,995	\$ 20,050	\$ 17,708
100%	100%	101%	103%
100%	96%	102%	103%
\$ (217)	\$ 532	\$ (72)	\$ 78
\$ 3,347	\$ 3,659	\$ 2,458	\$ 2,911
\$ 3,103	\$ 110	\$ 1,745	\$ 1,797
\$ 6,450	\$ 3,769	\$ 4,203	\$ 4,708
\$ 25,802	\$ 3,769	\$ 29,423	\$ 56,497
222%	3945%	257%	484%
0%	0%	14%	42%
0	0	-202	-172

Kevin Bussey	Kylee Ann Moore	Melissa Downs	
80%	50%	100%	#DIV/0!
5	6	1	0
9.0	45.8	3.0	#DIV/0!
\$ 14,821	\$ 21,243	\$ 11,995	#DIV/0!
\$ 14,097	\$ 20,136	\$ 11,463	#DIV/0!
\$ 14,472	\$ 21,778	\$ 11,995	#DIV/0!
102%	98%	100%	#DIV/0!
97%	92%	96%	#DIV/0!
\$ 724	\$ 1,107	\$ 532	#DIV/0!
\$ 3,031	\$ 1,962	\$ 3,659	#DIV/0!
\$ 1,056	\$ 2,895	\$ 110	#DIV/0!
\$ 4,087	\$ 4,857	\$ 3,769	#DIV/0!
\$ 20,435	\$ 29,143	\$ 3,769	#DIV/0!
1160%	189%	3945%	#DIV/0!
20%	33%	0%	#DIV/0!
-250	0	0	#DIV/0!



























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Joshua Bock	Anthony Urgo
% Retailed of Non-New Franchise	61%	64%	56%
Total # Retail Units	74	45	16
Avg. Days to Sale	27.1	26.1	33.9
Avg. Advertised Price (Time of Sale)	\$ 20,886	\$ 21,199	\$ 20,695
Avg. Transaction Price	\$ 20,048	\$ 20,927	\$ 20,331
Avg. Market Price at 100%	\$ 20,702	\$ 20,983	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	101%	#DIV/0!
Avg. Transaction to Market	97%	100%	#DIV/0!
Avg. Transactional Discount	\$ 296	\$ 273	\$ 364
Avg. Front-End Gross	\$ 2,737	\$ 2,692	\$ 2,207
Avg. Finance Gross	\$ 1,718	\$ 2,058	\$ 1,590
PUVR	\$ 4,455	\$ 4,750	\$ 3,798
Total Gross (Units & PUVR)	\$ 329,687	\$ 213,743	\$ 60,761
GROI	295%	313%	198%
% with Trade	34%	0%	0%
Avg. Over/Under Allowance	-48	-9	106



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

Brad Bunch			
54%	#DIV/0!	#DIV/0!	#DIV/0!
13	0	0	0
22.2	#DIV/0!	#DIV/0!	#DIV/0!
\$ 20,036	#DIV/0!	#DIV/0!	#DIV/0!
\$ 19,741	#DIV/0!	#DIV/0!	#DIV/0!
\$ 20,128	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 296	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,548	#DIV/0!	#DIV/0!	#DIV/0!
\$ 697	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,245	#DIV/0!	#DIV/0!	#DIV/0!
\$ 55,183	#DIV/0!	#DIV/0!	#DIV/0!
348%	#DIV/0!	#DIV/0!	#DIV/0!
23%	#DIV/0!	#DIV/0!	#DIV/0!
-370	#DIV/0!	#DIV/0!	#DIV/0!



## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	74	20	54
Avg. Days to Sale	27.1	17.4	30.6
Avg. Advertised Price (Time of Sale)	\$ 20,886	\$ 28,926	\$ 17,230
Avg. Transaction Price	\$ 20,048	\$ 29,660	\$ 17,230
Avg. Market Price at 100%	\$ 20,702	\$ 29,183	#DIV/0!
Avg. Price to Market % (Time of Sale)	101%	99%	#DIV/0!
Avg. Transaction to Market	97%	102%	#DIV/0!
Avg. Transactional Discount	\$ 296	\$ (734)	\$ 678
Avg. Front-End Gross	\$ 2,737	\$ 4,636	\$ 2,034
Avg. Finance Gross	\$ 1,718	\$ 2,277	\$ 1,511
PUVR	\$ 4,455	\$ 6,913	\$ 3,545
Total Gross (Units & PUVR)	\$ 329,687	\$ 138,252	\$ 191,435
GROI	295%	483%	242%
% with Trade	34%	40%	31%
Avg. Over/Under Allowance	-48	13	-70



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	74	29	45
Avg. Days to Sale	27.1	18.3	32.6
Avg. Advertised Price (Time of Sale)	\$ 20,886	\$ 24,646	\$ 18,014
Avg. Transaction Price	\$ 20,048	\$ 24,586	\$ 18,014
Avg. Market Price at 100%	\$ 20,702	#DIV/0!	\$ 18,207
Avg. Price to Market % (Time of Sale)	101%	#DIV/0!	99%
Avg. Transaction to Market	97%	#DIV/0!	99%
Avg. Transactional Discount	\$ 296	\$ 60	\$ 449
Avg. Front-End Gross	\$ 2,737	\$ 4,022	\$ 1,910
Avg. Finance Gross	\$ 1,718	\$ 1,820	\$ 1,652
PUVR	\$ 4,455	\$ 5,842	\$ 3,562
Total Gross (Units & PUVR)	\$ 329,687	\$ 169,411	\$ 160,276
GROI	295%	469%	218%
% with Trade	34%	34%	33%
Avg. Over/Under Allowance	-48	9	-84



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	74	20	26
% of Retail Units	100%	27%	35%
% Retailed of Non-New Franchise	61%	35%	62%
Avg. Days to Sale	27.1	11.0	12.8
Avg. Transaction Price	\$ 20,048	\$ 22,910	\$ 15,777
Avg. Transaction to Market %	97%	95%	94%
Avg. Transactional Discount	\$ 296	\$ 255	\$ 728
Avg. Front End Gross	\$ 2,737	\$ 4,140	\$ 3,329
Avg. Finance Gross	\$ 1,718	\$ 1,365	\$ 1,380
PUVR	\$ 4,455	\$ 5,505	\$ 4,710
Total Gross (Units & PUVR)	\$ 329,687	\$ 110,093	\$ 122,449
GROI	295%	786%	842%
% with Trade	34%	25%	23%
Avg. Over/Under Allowance	-48	-227	36



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
1	27	0	0
1%	36%	0%	0%
0%	81%	#DIV/0!	#DIV/0!
4.0	53.1	#DIV/0!	#DIV/0!
\$ 12,781	\$ 23,794	#DIV/0!	#DIV/0!
#DIV/0!	100%	#DIV/0!	#DIV/0!
\$ 4,019	\$ (227)	#DIV/0!	#DIV/0!
\$ 2,459	\$ 1,139	#DIV/0!	#DIV/0!
\$ 915	\$ 2,334	#DIV/0!	#DIV/0!
\$ 3,374	\$ 3,473	#DIV/0!	#DIV/0!
\$ 3,374	\$ 93,772	#DIV/0!	#DIV/0!
2376%	99%	#DIV/0!	#DIV/0!
0%	52%	#DIV/0!	#DIV/0!
0	3	#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	74	49	5
% of Retail Units	100%	66%	7%
% Retailed of Non-New Franchise	61%	57%	40%
Avg. Days to Sale	27.1	10.4	35.8
Avg. Transaction Price	\$ 20,048	\$ 18,718	\$ 30,919
Avg. Transaction to Market %	97%	#DIV/0!	106%
Avg. Transactional Discount	\$ 296	\$ 701	\$ (1,202)
Avg. Front End Gross	\$ 2,737	\$ 3,372	\$ 3,415
Avg. Finance Gross	\$ 1,718	\$ 1,598	\$ 2,167
PUVR	\$ 4,455	\$ 4,970	\$ 5,582
Total Gross (Units & PUVR)	\$ 329,687	\$ 243,516	\$ 27,911
GROI	295%	917%	182%
% with Trade	34%	27%	60%
Avg. Over/Under Allowance	-48	-23	-200



46-60 days	61-90 days	90+ days
2	7	6
3%	9%	8%
50%	100%	83%
57.5	74.1	109.3
\$ 31,605	\$ 22,269	\$ 22,365
108%	107%	94%
\$ (2,778)	\$ (1,283)	\$ 1,042
\$ 2,584	\$ 884	\$ (1,436)
\$ 1,206	\$ 1,833	\$ 2,422
\$ 3,790	\$ 2,716	\$ 985
\$ 7,579	\$ 19,015	\$ 5,912
75%	59%	15%
50%	43%	33%
0	-59	0