









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	41268A	17	FORD	EDGE	87	Trade on New	YES	\$ 20,499	\$ 19,865	96%	\$1,905	\$505
2	41708A	21	FORD	ESCAPE	15	Trade on New	YES	\$ 28,999	\$ 28,999	100%	\$2,583	\$2,001
3	40713A	19	FORD	EDGE	278	Trade on New	No	\$ 23,925	\$ 23,925	89%	\$100	\$3,568
4	41648A	19	HONDA	PILOT	81	Trade on New	YES	\$ 33,099	\$ 33,099	90%	\$1,046	\$2,768
5	41305A	21	FORD	EXPLORER	41	Trade on New	YES	\$ 33,999	\$ 33,399	95%	\$2,739	\$2,221
6	40249B	15	FORD	EXPLORER	63	Trade on New	YES	\$ 19,400	\$ 19,400	85%	\$2,228	\$1,749
7	40271A	18	FORD	EXPLORER	400	Trade on New	YES	\$ 30,125	\$ 30,125	60%	\$1,035	\$2,538
8	40353B	16	JEEP	RENEGADE	53	TRADE ON USED	YES	\$ 17,299	\$ 15,299	70%	\$1,658	\$2,985
9	40995A	21	FORD	F150	266	TRADE ON NEW	YES	\$ 74,999	\$ 74,999	75%	\$420	\$1,315
10	40474B	12	FORD	ESCAPE	4	TRADE ON USED	No	\$ 6,999	\$ 4,310	80%	\$400	\$0
11	41715A	17	FORD	CMAX	8	TRADE ON NEW	YES	\$ 12,999	\$ 11,899	73%	\$1,983	\$1,542
12	40474A	19	FORD	ESCAPE	387	TRADE ON NEW	YES	\$ 24,625	\$ 24,625	90%	\$300	\$225
13	40669A	20	FORD	EXPLORER	458	Trade on New	YES	\$ 43,525	\$ 43,525	80%	\$700	\$1,359
14	40980A	18	FORD	EXPLORER	252	TRADE ON NEW	YES	\$ 27,225	\$ 27,225	85%	\$300	\$1,015
15	41633A	19	FORD	TRANSIT CONN	33	TRADE ON NEW	No	\$ 24,999	\$ 24,999	80%	\$3,029	\$1,200
16	40606A	19	FORD	EDGE	320	TRADE ON NEW	No	\$ 23,225	\$ 23,225	90%	\$235	\$1,437
17	41109A	21	FORD	F150	16	TRADE ON NEW	YES	\$ 47,299	\$ 46,000	85%	\$2,753	\$1,938
18	40934A	20	FORD	FUSION	56	TRADE ON NEW	No	\$ 21,425	\$ 20,425	90%	\$700	\$2,538
19	39993A	19	FORD	EXPEDITION	588	TRADE ON NEW	YES	\$ 48,925	\$ 48,225	80%	(\$325)	\$225
20	41463A	21	FORD	BRONCO SPORT	12	TRADE ON NEW	YES	\$ 31,299	\$ 31,299	85%	\$2,477	\$305
21	41089A	19	MAZDA	CX5	247	TRADE ON NEW	YES	\$ 25,125	\$ 25,000	85%	\$200	\$2,568
22	40249A	18	FORD	EXPLORER	338	TRADE ON NEW	YES	\$ 28,125	\$ 28,125	85%	\$2,325	\$1,015
23	40224A	19	FORD	EXPLORER	15	TRADE ON NEW	YES	\$ 28,899	\$ 28,999	90%	\$1,704	\$1,328
24	41337A	12	SCION	TC	89	TRADE ON NEW	No	\$ 9,999	\$ 9,999	85%	\$1,582	\$1,756
25	40859A	19	FORD	F150	174	TRADE ON NEW	YES	\$ 32,925	\$ 32,500	80%	\$2,150	\$1,913
26	41321A	18	FORD	F150	106	TRADE ON NEW	No	\$ 35,000	\$ 33,500	85%	\$5,190	\$1,978
27	41434A	16	FORD	ESCAPE	47	TRADE ON NEW	No	\$ 16,999	\$ 13,599	80%	\$1,198	\$2,261



## Scoreboard Totals

% Retailed of Non-Franchise Make	100%
Total # Retail Units	47
Avg. Days to Sale	152.7
Avg. Advertised Price (Time of Sale)	\$ 31,069
Avg. Transaction Price	\$ 30,275
Avg. Market Price at 100%	\$ 36,708
Avg. Price to Market % (Time of Sale)	85%
Avg. Transaction to Market	82%
Avg. Transactional Discount	\$ 794
Avg. Front-End Gross	\$ 1,777
Avg. Finance Gross	\$ 1,724
PUVR	\$ 3,501
Total Gross (Units & PUVR)	\$ 164,566
GROI	27%
% with Trade	21%
Avg. Over/Under Allowance	(\$1,331)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	100%	#DIV/0!	#DIV/0!
Total # Retail Units	47	0	0
Avg. Days to Sale	152.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,069	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,275	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 36,708	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	85%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	82%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 794	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,777	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,724	#DIV/0!	#DIV/0!
PUVR	\$ 3,501	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 164,566	#DIV/0!	#DIV/0!
GROI	27%	#DIV/0!	#DIV/0!
% with Trade	21%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-1,331	#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	100%	#DIV/0!	#DIV/0!
Total # Retail Units	47	0	0
Avg. Days to Sale	152.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,069	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,275	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 36,708	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	85%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	82%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 794	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,777	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,724	#DIV/0!	#DIV/0!
PUVR	\$ 3,501	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 164,566	#DIV/0!	#DIV/0!
GROI	27%	#DIV/0!	#DIV/0!
% with Trade	21%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-1,331	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	100%	#DIV/0!	#DIV/0!
Total # Retail Units	47	0	0
Avg. Days to Sale	152.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,069	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,275	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 36,708	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	85%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	82%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 794	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,777	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,724	#DIV/0!	#DIV/0!
PUVR	\$ 3,501	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 164,566	#DIV/0!	#DIV/0!
GROI	27%	#DIV/0!	#DIV/0!
% with Trade	21%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-1,331	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	47	34	13
Avg. Days to Sale	152.7	160.8	131.5
Avg. Advertised Price (Time of Sale)	\$ 31,069	\$ 32,713	\$ 25,424
Avg. Transaction Price	\$ 30,275	\$ 32,130	\$ 25,424
Avg. Market Price at 100%	\$ 36,708	\$ 38,599	\$ 32,848
Avg. Price to Market % (Time of Sale)	85%	85%	77%
Avg. Transaction to Market	82%	83%	77%
Avg. Transactional Discount	\$ 794	\$ 582	\$ 1,347
Avg. Front-End Gross	\$ 1,777	\$ 1,847	\$ 1,597
Avg. Finance Gross	\$ 1,724	\$ 1,677	\$ 1,846
PUVR	\$ 3,501	\$ 3,524	\$ 3,443
Total Gross (Units & PUVR)	\$ 164,566	\$ 119,808	\$ 44,758
GROI	27%	25%	37%
% with Trade	21%	26%	8%
Avg. Over/Under Allowance	-1,331	-1,573	0



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	47	0	47
Avg. Days to Sale	152.7	#DIV/0!	152.7
Avg. Advertised Price (Time of Sale)	\$ 31,069	#DIV/0!	\$ 30,275
Avg. Transaction Price	\$ 30,275	#DIV/0!	\$ 30,275
Avg. Market Price at 100%	\$ 36,708	#DIV/0!	\$ 37,008
Avg. Price to Market % (Time of Sale)	85%	#DIV/0!	82%
Avg. Transaction to Market	82%	#DIV/0!	82%
Avg. Transactional Discount	\$ 794	#DIV/0!	\$ 794
Avg. Front-End Gross	\$ 1,777	#DIV/0!	\$ 1,777
Avg. Finance Gross	\$ 1,724	#DIV/0!	\$ 1,724
PUVR	\$ 3,501	#DIV/0!	\$ 3,501
Total Gross (Units & PUVR)	\$ 164,566	#DIV/0!	\$ 164,566
GROI	27%	#DIV/0!	27%
% with Trade	21%	#DIV/0!	21%
Avg. Over/Under Allowance	-1,331	#DIV/0!	-1,331



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	47	41	4
% of Retail Units	100%	87%	9%
% Retailed of Non-New Franchise	100%	100%	100%
Avg. Days to Sale	152.7	165.3	42.5
Avg. Transaction Price	\$ 30,275	\$ 31,732	\$ 16,777
Avg. Transaction to Market %	82%	83%	66%
Avg. Transactional Discount	\$ 794	\$ 729	\$ 1,797
Avg. Front End Gross	\$ 1,777	\$ 1,768	\$ 1,515
Avg. Finance Gross	\$ 1,724	\$ 1,712	\$ 1,800
PUVR	\$ 3,501	\$ 3,480	\$ 3,314
Total Gross (Units & PUVR)	\$ 164,566	\$ 142,666	\$ 13,256
GROI	27%	24%	167%
% with Trade	21%	22%	25%
Avg. Over/Under Allowance	-1,331	-1,417	-300



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	2	0	0
0%	4%	0%	0%
#DIV/0!	100%	#DIV/0!	#DIV/0!
#DIV/0!	114.5	#DIV/0!	#DIV/0!
#DIV/0!	\$ 27,413	#DIV/0!	#DIV/0!
#DIV/0!	82%	#DIV/0!	#DIV/0!
#DIV/0!	\$ 113	#DIV/0!	#DIV/0!
#DIV/0!	\$ 2,496	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,826	#DIV/0!	#DIV/0!
#DIV/0!	\$ 4,322	#DIV/0!	#DIV/0!
#DIV/0!	\$ 8,644	#DIV/0!	#DIV/0!
#DIV/0!	50%	#DIV/0!	#DIV/0!
#DIV/0!	0%	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#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	47	9	4
% of Retail Units	100%	19%	9%
% Retailed of Non-New Franchise	100%	100%	100%
Avg. Days to Sale	152.7	12.9	38.0
Avg. Transaction Price	\$ 30,275	\$ 31,423	\$ 29,662
Avg. Transaction to Market %	82%	80%	85%
Avg. Transactional Discount	\$ 794	\$ 1,138	\$ 325
Avg. Front End Gross	\$ 1,777	\$ 2,198	\$ 2,125
Avg. Finance Gross	\$ 1,724	\$ 1,539	\$ 1,628
PUVR	\$ 3,501	\$ 3,737	\$ 3,753
Total Gross (Units & PUVR)	\$ 164,566	\$ 33,637	\$ 15,010
GROI	27%	332%	120%
% with Trade	21%	33%	0%
Avg. Over/Under Allowance	-1,331	-4,200	0



46-60 days	61-90 days	90+ days
5	8	21
11%	17%	45%
100%	100%	100%
52.2	74.8	288.1
\$ 24,264	\$ 26,033	\$ 32,947
76%	85%	82%
\$ 1,580	\$ 816	\$ 540
\$ 2,301	\$ 1,895	\$ 1,361
\$ 2,684	\$ 1,562	\$ 1,655
\$ 4,985	\$ 3,457	\$ 3,016
\$ 24,924	\$ 27,654	\$ 63,341
142%	64%	11%
20%	0%	29%
-300	0	-1,720