









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	UC4666	2021	Volkswagen	GTI	76	Street/Curb Buy	Yes	\$ 40,985	\$ 38,594	100%	\$54	\$324
2	23029A	2018	Audi	A4	100	Trade on New	No	\$ 31,827	\$ 28,795	103%	\$2,200	\$0
3	23163A	2019	Volkswagen	Jetta	8	Trade on New	Yes	\$ 26,385	\$ 25,734	98%	\$3,464	\$0
4	UC4673	2022	Tesla	Model Y	78	Street/Curb Buy	No	\$ 72,995	\$ 70,090	100%	\$0	\$0
5	UC4705	2019	Volkswagen	Jetta	49	Street/Curb Buy	Yes	\$ 28,985	\$ 27,246	96%	\$1,800	\$0
6	UC4708	2021	Volkswagen	Jetta	49	Street/Curb Buy	Yes	\$ 28,985	\$ 27,000	96%	-\$1	\$0
7	UC4753	2021	Volkswagen	Jetta	21	Street/Curb Buy	Yes	\$ 29,985	\$ 27,500	97%	\$18	\$0
8	UC4595	2019	Volkswagen	GTI	127	Street/Curb Buy	Yes	\$ 34,985	\$ 34,200	100%	\$1,550	\$1,095
9	23196A	2008	Volkswagen	Jetta	1	Trade on New	No	\$ 5,995	\$ 5,200	96%	\$2,287	\$0
10	UC4644	2022	Mercedes-Benz	GLA250	105	Street/Curb Buy	No	\$ 57,985	\$ 52,500	100%	\$1,250	\$1,267
11	23096A	2019	Volkswagen	Atlas	31	Trade on New	Yes	\$ 41,985	\$ 40,000	98%	\$682	\$0
12	23157A	2019	Volkswagen	Atlas	13	Trade on New	Yes	\$ 41,985	\$ 40,698	98%	\$1,584	\$1,370
13	UC4763	2023	Audi	Q4 eTron	19	Street/Curb Buy	No	\$ 75,985	\$ 74,000	100%	\$890	\$3,018
14	23088A	2019	Volkswagen	Jetta	58	Trade on New	Yes	\$ 22,985	\$ 23,500	96%	\$4,223	\$999
15	UC4766	2018	Toyota	RAV 4	13	Street/Curb Buy	No	\$ 32,995	\$ 31,500	100%	\$0	\$0
16	UC4781	2018	Volkswagen	Golf R	6	Street/Curb Buy	Yes	\$ 38,985	\$ 39,510	102%	-\$198	\$610
17	UC4628	2019	Volkswagen	Golf	106	Street/Curb Buy	Yes	\$ 29,985	\$ 27,935	100%	-\$3,317	\$299
18	UC4672B	2011	Volkswagen	Golf	3	Trade on Used	No	\$ 10,985	\$ 8,710	100%	\$1,977	\$0
19	UC4657	2019	Volkswagen	Atlas	99	Street/Curb Buy	Yes	\$ 43,985	\$ 39,800	105%	-\$56	\$0
20	UC4718	2022	Tesla	Model 3	57	Street/Curb Buy	No	\$ 54,985	\$ 49,000	100%	\$99	\$0
21	UC4757	2021	BMW	228i	31	Street/Curb Buy	No	\$ 44,985	\$ 50,931	105%	\$991	\$5,747
22	23117A	2019	Volkswagen	Tiguan	10	Trade on New	Yes	\$ 29,985	\$ 32,329	99%	\$2,331	\$1,110
23	UC4718A	2011	BMW	128i	1	Trade on Used	No	\$ 5,000	\$ 5,000	100%	\$201	\$0
24	23132A	2017	Volkswagen	Golf	13	Trade on New	Yes	\$ 21,985	\$ 21,985	100%	\$2,821	\$1,148
25	23162A	2019	Volkswagen	Golf	16	Trade on New	Yes	\$ 26,985	\$ 25,823	100%	\$1,683	\$0
26	UC4712	2021	Volkswagen	GTI	67	Street/Curb Buy	Yes	\$ 39,485	\$ 37,510	102%	-\$1,748	\$0
27	UC4774	2019	Volkswagen	Golf R	8	Street/Curb Buy	Yes	\$ 44,985	\$ 43,000	105%	-\$305	\$1,144
28	UC4774A	2018	BMW	M2	1	Trade on Used	No	\$ 58,995	\$ 58,000	105%	\$1,334	\$1,065
29	23156A	2020	Volkswagen	Tiguan	37	Trade on New	Yes	\$ 34,985	\$ 36,940	99%	\$1,850	\$1,250

30	UC4734	2022	Volkswagen	GTI	58	Street/Curb Buy	Yes	\$	46,985	\$	47,627	100%	\$4,886	\$3,626
31	UC4774B	2019	Audi	S5	1	Trade on Used	No	\$	47,800	\$	47,800	101%	\$1,835	\$0
32	UC4778	2018	Volkswagen	Atlas	4	Street/Curb Buy	Yes	\$	31,985	\$	34,195	95%	-\$612	\$1,017
33	UC4783	2021	Volkswagen	GTI	11	Street/Curb Buy	Yes	\$	39,485	\$	39,000	100%	\$0	\$3,060
34	UC4746	2021	Mercedes-Benz	GLC300	44	Street/Curb Buy	No	\$	58,595	\$	58,000	98%	\$1,900	\$796
35	UC4705	2019	Volkswagen	Jetta	66	Street/Curb Buy	Yes	\$	28,985	\$	29,956	96%	-\$3,445	\$1,481
36	UC4595	2019	Volkswagen	GTI	145	Street/Curb Buy	Yes	\$	34,985	\$	32,500	100%	-\$1,809	\$2,506
37	23208A	2019	Volkswagen	Golf	8	Trade on New	Yes	\$	26,985	\$	26,000	100%	\$3,233	\$1,300
38	UC4601	2018	Mercedes-Benz	E400	155	Street/Curb Buy	No	\$	64,985	\$	62,000	95%	\$3,433	\$642
39	UC4764	2022	Volkswagen	Tiguan	28	Street/Curb Buy	Yes	\$	40,985	\$	40,059	95%	\$2,150	\$731
40	UC4733	2019	Volkswagen	GTI	64	Street/Curb Buy	Yes	\$	34,985	\$	33,000	100%	-\$1,109	\$1,505
41	23006A	2018	Mercedes-Benz	GLC300	112	Trade on New	No	\$	36,985	\$	36,929	100%	\$3,936	\$2,502
42	UC4640A	2019	Toyota	Prius C	94	Trade on Used	No	\$	25,985	\$	23,950	100%	\$2,168	\$1,379
43	UC4658	2022	Volkswagen	Taos	112	Street/Curb Buy	Yes	\$	35,985	\$	33,000	105%	-\$804	\$897
44	UC4716	2022	Tesla	Model 3	70	Street/Curb Buy	No	\$	54,985	\$	49,500	92%	\$0	\$0
45	UC4747	2015	Volkswagen	Beetle	31	Street/Curb Buy	No	\$	21,985	\$	22,399	95%	\$1,017	\$1,747
46	23198A	2017	Subaru	Impreza	24	Trade on New	No	\$	22,985	\$	20,750	98%	-\$596	\$986
47	22-417	2022	Volkswagen	Tiguan	201	Street/Curb Buy	Yes	\$	42,500	\$	40,200	100%	\$2,102	\$661
48	UC4695	2020	Tesla	Model 3	86	Street/Curb Buy	No	\$	71,985	\$	74,125	92%	\$0	\$5,171
49	23122A	2019	Volkswagen	Jetta	57	Trade on New	Yes	\$	21,985	\$	22,990	98%	\$3,067	\$1,095
50	UC4691	2019	Volkswagen	Beetle	73	Street/Curb Buy	Yes	\$	32,995	\$	32,995	95%	\$3,528	\$1,886
51	UC4745A	2016	Volkswagen	Golf	23	Trade on Used	Yes	\$	15,985	\$	17,936	100%	\$493	\$2,225
52	UC4754	2021	Volkswagen	Jetta	48	Street/Curb Buy	Yes	\$	33,985	\$	29,822	96%	-\$6,882	\$0
53	UC4755	2021	Volkswagen	Jetta	48	Street/Curb Buy	Yes	\$	33,985	\$	32,000	96%	-\$3,618	\$0

## Scoreboard Totals

% Retailed of Non-Franchise Make	32%
Total # Retail Units	112
Avg. Days to Sale	46.6
Avg. Advertised Price (Time of Sale)	\$ 35,921
Avg. Transaction Price	\$ 35,053
Avg. Market Price at 100%	\$ 36,484
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	96%
Avg. Transactional Discount	\$ 868
Avg. Front-End Gross	\$ 1,112
Avg. Finance Gross	\$ 907
PUVR	\$ 2,019
Total Gross (Units & PUVR)	\$ 226,110
GROI	44%
% with Trade	26%
Avg. Over/Under Allowance	\$190



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	32%	#DIV/0!	#DIV/0!
Total # Retail Units	112	0	0
Avg. Days to Sale	46.6	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 35,921	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 35,053	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 36,484	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	96%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 868	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,112	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 907	#DIV/0!	#DIV/0!
PUVR	\$ 2,019	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 226,110	#DIV/0!	#DIV/0!
GROI	44%	#DIV/0!	#DIV/0!
% with Trade	26%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	190	#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	32%	#DIV/0!	#DIV/0!
Total # Retail Units	112	0	0
Avg. Days to Sale	46.6	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 35,921	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 35,053	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 36,484	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	96%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 868	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,112	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 907	#DIV/0!	#DIV/0!
PUVR	\$ 2,019	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 226,110	#DIV/0!	#DIV/0!
GROI	44%	#DIV/0!	#DIV/0!
% with Trade	26%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	190	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	32%	#DIV/0!	#DIV/0!
Total # Retail Units	112	0	0
Avg. Days to Sale	46.6	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 35,921	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 35,053	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 36,484	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	96%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 868	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,112	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 907	#DIV/0!	#DIV/0!
PUVR	\$ 2,019	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 226,110	#DIV/0!	#DIV/0!
GROI	44%	#DIV/0!	#DIV/0!
% with Trade	26%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	190	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	112	71	41
Avg. Days to Sale	46.6	45.5	48.5
Avg. Advertised Price (Time of Sale)	\$ 35,921	\$ 32,619	\$ 40,172
Avg. Transaction Price	\$ 35,053	\$ 32,096	\$ 40,172
Avg. Market Price at 100%	\$ 36,484	\$ 33,094	\$ 42,302
Avg. Price to Market % (Time of Sale)	98%	99%	95%
Avg. Transaction to Market	96%	97%	95%
Avg. Transactional Discount	\$ 868	\$ 522	\$ 1,467
Avg. Front-End Gross	\$ 1,112	\$ 877	\$ 1,519
Avg. Finance Gross	\$ 907	\$ 895	\$ 928
PUVR	\$ 2,019	\$ 1,771	\$ 2,448
Total Gross (Units & PUVR)	\$ 226,110	\$ 125,759	\$ 100,351
GROI	44%	44%	45%
% with Trade	26%	21%	34%
Avg. Over/Under Allowance	190	167	214



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	112	76	36
Avg. Days to Sale	46.6	43.2	53.8
Avg. Advertised Price (Time of Sale)	\$ 35,921	\$ 31,490	\$ 43,677
Avg. Transaction Price	\$ 35,053	\$ 30,967	\$ 43,677
Avg. Market Price at 100%	\$ 36,484	\$ 31,963	\$ 45,969
Avg. Price to Market % (Time of Sale)	98%	99%	95%
Avg. Transaction to Market	96%	97%	95%
Avg. Transactional Discount	\$ 868	\$ 523	\$ 1,597
Avg. Front-End Gross	\$ 1,112	\$ 912	\$ 1,534
Avg. Finance Gross	\$ 907	\$ 870	\$ 984
PUVR	\$ 2,019	\$ 1,782	\$ 2,518
Total Gross (Units & PUVR)	\$ 226,110	\$ 135,461	\$ 90,649
GROI	44%	48%	39%
% with Trade	26%	20%	39%
Avg. Over/Under Allowance	190	167	214



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	112	39	16
% of Retail Units	100%	35%	14%
% Retailed of Non-New Franchise	32%	26%	56%
Avg. Days to Sale	46.6	34.5	34.7
Avg. Transaction Price	\$ 35,053	\$ 29,900	\$ 30,011
Avg. Transaction to Market %	96%	97%	98%
Avg. Transactional Discount	\$ 868	\$ 360	\$ 530
Avg. Front End Gross	\$ 1,112	\$ 2,248	\$ 1,333
Avg. Finance Gross	\$ 907	\$ 847	\$ 685
PUVR	\$ 2,019	\$ 3,096	\$ 2,018
Total Gross (Units & PUVR)	\$ 226,110	\$ 120,728	\$ 32,291
GROI	44%	108%	70%
% with Trade	26%	23%	44%
Avg. Over/Under Allowance	190	222	71



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
57	0	0	0
51%	0%	0%	0%
30%	#DIV/0!	#DIV/0!	#DIV/0!
58.2	#DIV/0!	#DIV/0!	#DIV/0!
\$ 39,993	#DIV/0!	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,311	#DIV/0!	#DIV/0!	#DIV/0!
\$ 272	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,010	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,282	#DIV/0!	#DIV/0!	#DIV/0!
\$ 73,091	#DIV/0!	#DIV/0!	#DIV/0!
20%	#DIV/0!	#DIV/0!	#DIV/0!
23%	#DIV/0!	#DIV/0!	#DIV/0!
231	#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	112	56	11
% of Retail Units	100%	50%	10%
% Retailed of Non-New Franchise	32%	30%	45%
Avg. Days to Sale	46.6	13.0	34.8
Avg. Transaction Price	\$ 35,053	\$ 31,258	\$ 44,901
Avg. Transaction to Market %	96%	98%	99%
Avg. Transactional Discount	\$ 868	\$ 64	\$ 504
Avg. Front End Gross	\$ 1,112	\$ 1,365	\$ 2,306
Avg. Finance Gross	\$ 907	\$ 898	\$ 1,234
PUVR	\$ 2,019	\$ 2,263	\$ 3,540
Total Gross (Units & PUVR)	\$ 226,110	\$ 126,727	\$ 38,942
GROI	44%	200%	82%
% with Trade	26%	21%	45%
Avg. Over/Under Allowance	190	42	400



46-60 days	61-90 days	90+ days
14	13	18
13%	12%	16%
7%	38%	44%
53.4	75.0	132.6
\$ 33,363	\$ 44,415	\$ 35,390
95%	93%	91%
\$ 1,015	\$ 1,581	\$ 2,965
\$ 1,040	\$ (18)	\$ 467
\$ 766	\$ 981	\$ 790
\$ 1,807	\$ 964	\$ 1,257
\$ 25,292	\$ 12,527	\$ 22,622
37%	10%	10%
29%	31%	22%
250	375	125