

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	222322UCAB	2010	Toyota	Rav 4	25	Trade on Used	No	\$ 10,681	\$ 9,772	99%	\$3,062	\$0
2	2221077HA	2013	Ford	Cmax	25	Trade on New	No	\$ 9,615	\$ 9,615	95%	\$3,197	\$0
3	222364UC	2014	Honda	Pilot	9	Street/Curb Buy	No	\$ 19,795	\$ 19,300	97%	\$3,070	\$957
4	222371UC	2019	Honda	HRV	1	LBO Customer	No	\$ 14,014	\$ 14,014	78%	\$0	\$2,330
5	222366UCA	2016	Honda	HRV	7	Trade on Used	No	\$ 5,500	\$ 5,500	45%	\$0	\$0
6	222297UCA	2022	Honda	CRV	16	Trade on Used	No	\$ 34,442	\$ 35,221	88%	\$2,966	\$0
7	222346UC	2020	Honda	CRV	25	Auction/Wholesale	No	\$ 28,668	\$ 27,713	101%	\$1,306	\$2,147
8	222352UC	2017	Honda	Accord	17	Street/Curb Buy	No	\$ 19,100	\$ 18,800	79%	\$2,757	\$1,215
9	2753HAAA20	2012	Kia	Forte	68	Trade on Used	No	\$ 7,539	\$ 7,539	101%	\$1,894	\$0
10	222316UC	2013	Jeep	Wrangler	78	Street/Curb Buy	No	\$ 15,595	\$ 15,128	91%	\$1,126	\$0
11	2221094HA	2016	Cadillac	CT6	36	Trade on New	No	\$ 32,300	\$ 32,000	98%	\$4,614	\$256
12	2221113HA	2013	Ford	Escape	26	Trade on New	No	\$ 12,750	\$ 12,750	95%	\$2,941	\$0
13	223074HA	2022	Honda	CR-V	37	Trade on New	No	\$ 36,172	\$ 35,526	102%	\$1,383	\$500
14	222357UC	2019	Honda	Civic	16	Auction/Wholesale	No	\$ 24,440	\$ 24,332	103%	\$1,321	\$0
15	222327UC	2019	Honda	Civic Si	64	Street/Curb Buy	No	\$ 23,513	\$ 23,513	96%	\$883	\$1,547
16	223089HA	2013	Honda	Accord	23	Trade on New	No	\$ 17,547	\$ 17,347	96%	\$1,347	\$0
17	222311UCA	2016	BUICK	VERENO	33	TRADE ON USED	NO	\$ 11,614	\$ 10,822	93%	\$3,054	\$1,008
18	222834HAA	2018	FORD	EXPLORER	125	TRADE ON USED	NO	\$ 20,460	\$ 18,962	97%	(\$3,982)	\$1,273
19	223097HA	2017	Honda	CR-V	38	TRADE ON NEW	NO	\$ 19,573	\$ 18,961	88%	\$1,149	\$0
20	222344UC	2020	Chevrolet	Silverado	45	Street/Curb Buy	No	\$ 43,800	\$ 42,500	96%	\$2,350	\$1,500
21	222368UC	2009	Cadillac	DTS	14	Street/Curb Buy	No	\$ 10,000	\$ 9,278	95%	\$1,710	\$0
22	223120HA	2019	Honda	ODYSSEY	17	TRADE ON NEW	No	\$ 37,683	\$ 35,598	88%	\$1,150	\$642
23	222983HA	2022	Honda	PILOT	32	Trade on New	No	\$ 35,256	\$ 35,256	86%	\$3,156	\$1,325
24	2221021HA	2020	Honda	ODYSSEY	40	Trade on New	No	\$ 36,439	\$ 36,439	96%	\$1,396	\$2,442
25	222356UC	2018	Toyota	TACOMA	27	Auction/Wholesale	No	\$ 34,500	\$ 33,500	96%	\$458	\$1,309
26	2223555Uc	2015	Honda	PILOT	27	TRADE ON USED	NO	\$ 16,887	\$ 16,887	77%	\$4,800	\$0
27	223133HA	2017	ACURA	RDX	9	TRADE ON NEW	NO	\$ 13,500	\$ 12,777	59%	\$3,580	\$0

28	2221111HA	2021	Subaru	CROSSTREX	19	TRADE ON USED	NO	\$	27,811	\$	27,811	94%	\$1,143	\$1,062
29	222353UCA	2016	Subaru	FORESTER	29	TRADE ON USED	No	\$	20,573	\$	20,000	96%	\$763	\$1,097
30	222984HA	2018	Honda	PILOT	1	TRADE ON NEW	NO	\$	26,850	\$	26,800	85%	\$3,452	\$2,249
31	222938HA	2021	Honda	Accord	109	Trade on New	No	\$	30,265	\$	29,982	95%	(\$2,151)	\$0
32	222360UC	2008		SX4	25	Street/Curb Buy	NO	\$	6,500	\$	4,794	63%	\$1,000	\$0
33	222372UC	2013	Honda	Odyssey	12	Street/Curb Buy	No	\$	18,995	\$	17,068	92%	\$2,600	\$0
34	223083HA	2017	Hyundai	Santa Fe	30	Trade on New	No	\$	12,100	\$	10,736	68%	\$1,470	\$0
35	223073HA	2018	Honda	CRV	54	Trade on New	No	\$	22,853	\$	23,281	89%	\$1,726	\$2,894
36	222367UC	2021	Ford	RANGER	23	Street/Curb Buy	NO	\$	38,032	\$	37,231	99%	\$2,662	\$3,579
37	222376UC	2017	Hyundai	TUCSON	12	Auction/Wholesale	NO	\$	19,696	\$	19,696	101%	\$1,414	\$903
38	222338UC	2018	Honda	ACCORD	58	Auction/Wholesale	No	\$	25,900	\$	25,000	99%	(\$1,602)	\$0
39	223137HA	2018	Honda	CRV	16	Trade on New	No	\$	26,583	\$	26,000	104%	\$3,518	\$2,133
40	223072HA	2017	Volkswagen	JETTA	25	TRADE ON NEW	NO	\$	18,099	\$	17,477	94%	\$1,771	\$0
41	2181016HA	2015	Honda	CRV	39	Trade on New	NO	\$	18,713	\$	18,713	99%	\$6,147	\$0
42	222385UCA	2021	HONDA	ODYSSEY	5	Street/Curb Buy	No	\$	39,100	\$	39,100	88%	\$4,868	\$1,475
43	2221064HA	2018	Honda	CIVIC	23	TRADE ON NEW	No	\$	19,832	\$	19,832	95%	\$1,777	\$1,083
44	223055HA	2013	Toyota	TACOMA	5	TRADE ON NEW	No	\$	15,000	\$	15,000	87%	\$2,526	\$0
45	2221073HAA	2019	Honda	PASSPORT	30	Trade on New	NO	\$	35,335	\$	35,252	101%	\$4,807	\$1,487
46	223122HA	2020	Honda	CR-V	25	Trade on New	NO	\$	32,199	\$	30,999	101%	(\$442)	\$0
47	222358UC	2022	Hyundai	SANTA FE	34	Auction/Wholesale	NO	\$	30,420	\$	30,420	95%	\$404	\$3,219
48	223008UC	2019	Chevrolet	EQUINOX	1	Trade on New	NO	\$	18,600	\$	18,100	116%	\$2,781	\$200
49	2221105HA	2018	Honda	CIVIC	32	TRADE ON NEW	NO	\$	18,511	\$	18,511	89%	\$2,964	\$1,974
50	2221028HA	2015	HONDA	ODYSSEY	58	TRADE ON NEW	NO	\$	10,842	\$	9,517	42%	\$4,984	\$868
51	222361UC	2011	Honda	PILOT	33	Street/Curb Buy	NO	\$	12,513	\$	11,900	92%	\$1,543	\$473
52	2221060HA	2020	Honda	ODYSSEY	4	Trade on New	No	\$	36,995	\$	36,895	98%	\$2,908	\$785
53	223104HA	2015	Kia	SOUL	25	Trade on New	NO	\$	12,456	\$	11,956	96%	\$2,708	\$0

Scoreboard Totals

% Retailed of Non-Franchise Make	46%
Total # Retail Units	199
Avg. Days to Sale	24.8
Avg. Advertised Price (Time of Sale)	\$ 22,298
Avg. Transaction Price	\$ 21,915
Avg. Market Price at 100%	\$ 23,879
Avg. Price to Market % (Time of Sale)	93%
Avg. Transaction to Market	92%
Avg. Transactional Discount	\$ 383
Avg. Front-End Gross	\$ 1,861
Avg. Finance Gross	\$ 917
PUVR	\$ 2,778
Total Gross (Units & PUVR)	\$ 552,829
GROI	184%
% with Trade	35%
Avg. Over/Under Allowance	\$261



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	46%	#DIV/0!	#DIV/0!
Total # Retail Units	199	0	0
Avg. Days to Sale	24.8	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 22,298	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 21,915	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 23,879	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	93%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	92%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 383	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,861	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 917	#DIV/0!	#DIV/0!
PUVR	\$ 2,778	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 552,829	#DIV/0!	#DIV/0!
GROI	184%	#DIV/0!	#DIV/0!
% with Trade	35%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	261	#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	46%	#DIV/0!	#DIV/0!
Total # Retail Units	199	0	0
Avg. Days to Sale	24.8	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 22,298	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 21,915	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 23,879	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	93%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	92%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 383	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,861	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 917	#DIV/0!	#DIV/0!
PUVR	\$ 2,778	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 552,829	#DIV/0!	#DIV/0!
GROI	184%	#DIV/0!	#DIV/0!
% with Trade	35%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	261	#DIV/0!	#DIV/0!



Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	46%	#DIV/0!	#DIV/0!
Total # Retail Units	199	0	0
Avg. Days to Sale	24.8	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 22,298	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 21,915	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 23,879	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	93%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	92%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 383	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,861	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 917	#DIV/0!	#DIV/0!
PUVR	\$ 2,778	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 552,829	#DIV/0!	#DIV/0!
GROI	184%	#DIV/0!	#DIV/0!
% with Trade	35%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	261	#DIV/0!	#DIV/0!



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	199	0	200
Avg. Days to Sale	24.8	#DIV/0!	24.8
Avg. Advertised Price (Time of Sale)	\$ 22,298	#DIV/0!	\$ 21,915
Avg. Transaction Price	\$ 21,915	#DIV/0!	\$ 21,915
Avg. Market Price at 100%	\$ 23,879	#DIV/0!	\$ 23,796
Avg. Price to Market % (Time of Sale)	93%	#DIV/0!	92%
Avg. Transaction to Market	92%	#DIV/0!	92%
Avg. Transactional Discount	\$ 383	#DIV/0!	\$ 383
Avg. Front-End Gross	\$ 1,861	#DIV/0!	\$ 1,861
Avg. Finance Gross	\$ 917	#DIV/0!	\$ 917
PUVR	\$ 2,778	#DIV/0!	\$ 2,778
Total Gross (Units & PUVR)	\$ 552,829	#DIV/0!	\$ 555,607
GROI	184%	#DIV/0!	184%
% with Trade	35%	#DIV/0!	35%
Avg. Over/Under Allowance	261	#DIV/0!	261



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	199	107	92
Avg. Days to Sale	24.8	22.8	27.1
Avg. Advertised Price (Time of Sale)	\$ 22,298	\$ 22,850	\$ 21,403
Avg. Transaction Price	\$ 21,915	\$ 22,515	\$ 21,403
Avg. Market Price at 100%	\$ 23,879	\$ 24,279	\$ 23,382
Avg. Price to Market % (Time of Sale)	93%	94%	92%
Avg. Transaction to Market	92%	93%	92%
Avg. Transactional Discount	\$ 383	\$ 335	\$ 424
Avg. Front-End Gross	\$ 1,861	\$ 2,004	\$ 1,705
Avg. Finance Gross	\$ 917	\$ 920	\$ 922
PUVR	\$ 2,778	\$ 2,924	\$ 2,627
Total Gross (Units & PUVR)	\$ 552,829	\$ 312,898	\$ 241,709
GROI	184%	205%	163%
% with Trade	35%	31%	39%
Avg. Over/Under Allowance	261	346	192



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	199	83	29
% of Retail Units	100%	42%	15%
% Retailed of Non-New Franchise	46%	41%	66%
Avg. Days to Sale	24.8	25.1	27.8
Avg. Transaction Price	\$ 21,915	\$ 22,125	\$ 18,850
Avg. Transaction to Market %	92%	91%	85%
Avg. Transactional Discount	\$ 383	\$ 445	\$ 412
Avg. Front End Gross	\$ 1,861	\$ 2,355	\$ 2,238
Avg. Finance Gross	\$ 917	\$ 747	\$ 663
PUVR	\$ 2,778	\$ 3,102	\$ 2,901
Total Gross (Units & PUVR)	\$ 552,829	\$ 257,453	\$ 84,125
GROI	184%	201%	200%
% with Trade	35%	28%	45%
Avg. Over/Under Allowance	261	200	170



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
42	41	0	3
21%	21%	0%	2%
38%	56%	#DIV/0!	0%
21.4	28.1	#DIV/0!	1.0
\$ 21,446	\$ 24,286	#DIV/0!	\$ 17,955
91%	98%	#DIV/0!	89%
\$ 406	\$ 209	#DIV/0!	\$ (33)
\$ 1,896	\$ 581	#DIV/0!	\$ -
\$ 910	\$ 1,306	#DIV/0!	\$ 2,125
\$ 2,806	\$ 1,887	#DIV/0!	\$ 2,125
\$ 117,848	\$ 77,355	#DIV/0!	\$ 6,376
220%	99%	#DIV/0!	4261%
33%	46%	#DIV/0!	0%
342	388	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
2	0	0
1%	0%	0%
0%	#DIV/0!	#DIV/0!
9.0	#DIV/0!	#DIV/0!
\$ 24,827	#DIV/0!	#DIV/0!
76%	#DIV/0!	#DIV/0!
\$ 1,115	#DIV/0!	#DIV/0!
\$ 4,227	#DIV/0!	#DIV/0!
\$ 1,999	#DIV/0!	#DIV/0!
\$ 6,225	#DIV/0!	#DIV/0!
\$ 12,450	#DIV/0!	#DIV/0!
1003%	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	199	142	32
% of Retail Units	100%	71%	16%
% Retailed of Non-New Franchise	46%	44%	47%
Avg. Days to Sale	24.8	15.2	37.3
Avg. Transaction Price	\$ 21,915	\$ 21,352	\$ 24,487
Avg. Transaction to Market %	92%	91%	94%
Avg. Transactional Discount	\$ 383	\$ 432	\$ 242
Avg. Front End Gross	\$ 1,861	\$ 2,156	\$ 1,598
Avg. Finance Gross	\$ 917	\$ 808	\$ 1,365
PUVR	\$ 2,778	\$ 2,964	\$ 2,963
Total Gross (Units & PUVR)	\$ 552,829	\$ 420,883	\$ 94,822
GROI	184%	329%	117%
% with Trade	35%	33%	34%
Avg. Over/Under Allowance	261	195	350



46-60 days	61-90 days	90+ days
17	7	2
9%	4%	1%
59%	57%	50%
52.8	68.7	117.0
\$ 23,401	\$ 17,226	\$ 24,472
88%	90%	92%
\$ 282	\$ 138	\$ 891
\$ 980	\$ 637	\$ (3,067)
\$ 1,186	\$ 498	\$ 637
\$ 2,166	\$ 1,134	\$ (2,430)
\$ 36,822	\$ 7,940	\$ (4,860)
63%	35%	-31%
35%	71%	0%
-68	833	#DIV/0!