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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	G092164A	18	Kia	SORENTO	17	Trade on New	No	\$ 15,961	\$ 15,500.00	98%	\$ (2,043.91)	\$ 1,272.60
2	G100551A	18	Kia	SPORTAGE	15	Trade on New	No	\$ 15,861	\$ 15,860.60	93%	\$ 826.20	\$ -
3	3807A	19	Volkswagen	JETTA	28	Trade on New	No	\$ 16,291	\$ 17,336.00	92%	\$ (610.34)	\$ -
4	E560776A	14	Volkswagen	JETTA SEDAN	42	Trade on New	No	\$ 8,193	\$ 8,403.75	89%	\$ (2,113.55)	\$ -
5	G091155B	14	Dodge	GRAND CARAVAN	36	Trade on Used	No	\$ 12,791	\$ 14,248.30	113%	\$ 4,278.70	\$ 707.83
6	7633659	19	Kia	SOUL	7	Street/Curb Buy	No	\$ 17,981	\$ 18,676.00	96%	\$ 24.44	\$ 2,459.32
7	3952A	20	Acura	RDX	12	Trade on New	No	\$ 36,791	\$ 38,486.00	99%	\$ 3,068.86	\$ 3,102.34
8	4167A	15	Jeep	CHEROKEE	36	Trade on New	No	\$ 11,892	\$ 10,925.76	97%	\$ 1,050.65	\$ -
9	G367309A	18	Honda	ACCORD SEDAN	12	Trade on New	No	\$ 21,981	\$ 21,981.00	98%	\$ 751.44	\$ 2,298.70
10	4386A	21	Jeep	GRAND CHEROKEE L	60	Trade on New	No	\$ 37,281	\$ 36,784.00	96%	\$ (793.18)	\$ 2,060.00
11	E525491	23	Kia	RIO	20	Street/Curb Buy	YES	\$ 17,792	\$ 18,891.00	84%	\$ (793.60)	\$ 212.83
12	G201017A	17	Ford	F-150	12	Trade on New	No	\$ 33,481	\$ 31,511.00	97%	\$ 118.25	\$ 4,982.83
13	G094405A	23	Kia	K5	18	Trade on New	YES	\$ 28,291	\$ 28,291.00	95%	\$ (1,467.35)	\$ 2,814.00
14	G095014A	21	Jeep	GRAND CHEROKEE	28	Trade on New	No	\$ 30,282	\$ 31,000.00	94%	\$ 348.88	\$ 5,261.68
15	7439150A	17	Kia	FORTE	23	Trade on New	No	\$ 10,491	\$ 9,053.00	94%	\$ (2,606.97)	\$ 801.00
16	4112A	19	Kia	SORENTO	8	Trade on New	No	\$ 18,311	\$ 18,400.00	96%	\$ (757.88)	\$ 3,376.83
17	E580114A	20	Chevrolet	MALIBU	24	Trade on New	No	\$ 19,582	\$ 21,000.00	94%	\$ (150.15)	\$ 3,217.46
18	G090048A	21	Hyundai	TUCSON	70	Trade on New	No	\$ 24,574	\$ 24,574.00	95%	\$ (3,928.39)	\$ 982.00
19	E571699A	23	Kia	FORTE	41	Trade on New	YES	\$ 21,492	\$ 22,492.00	93%	\$ (3,776.00)	\$ -
20	7427059A	20	Kia	SOUL	10	Trade on New	YES	\$ 18,911	\$ 21,606.00	98%	\$ (608.39)	\$ 1,978.79
21	4389B	21	Kia	SORENTO	19	Trade on Used	YES	\$ 34,522	\$ 37,217.00	96%	\$ 20.41	\$ 3,397.00
22	7438986A	20	Kia	ROGUE SPORT	9	Trade on New	No	\$ 19,741	\$ 19,741.00	95%	\$ (1,098.63)	\$ 2,419.34
23	G098718B	14	Kia	SOUL	15	Trade on Used	No	\$ 10,961	\$ 10,961.00	96%	\$ (565.19)	\$ -
24	G357873A	17	Honda	RIDGELINE	38	Trade on New	No	\$ 25,393	\$ 26,000.00	94%	\$ 645.17	\$ -
25	G092298A	21	Kia	SELTO	17	Trade on New	YES	\$ 21,591	\$ 22,750.00	94%	\$ (1,271.05)	\$ 918.52
26	G199959A	21	Chevrolet	SILVERADO 1500	28	Trade on New	No	\$ 37,282	\$ 39,977.00	94%	\$ 3,482.77	\$ 2,162.67
27	E525491A	11	Honda	INSIGHT	10	Trade on New	No	\$ 7,991	\$ 9,391.00	99%	\$ 2,656.33	\$ 1,173.15
28	4375A	20	Kia	SPORTAGE	32	Trade on New	YES	\$ 21,481	\$ 21,670.00	97%	\$ 1,225.36	\$ -
29	6130395A	14	Mini	COOPER HARDTOP	31	Trade on New	No	\$ 16,492	\$ 18,587.00	101%	\$ 3,942.14	\$ 1,598.99

30	4008A	15	Chevrolet	TAHOE	22	Trade on New	No	\$	28,581	\$ 29,282.98	97%	\$ 959.65	\$ -
31	G199794C	15	Toyota	COROLLA	21	Trade on Used	No	\$	9,971	\$ 9,971.00	91%	\$ 367.96	\$ 1,392.80
32	G373597A	15	Kia	SORENTO	16	Trade on New	No	\$	12,981	\$ 13,175.00	95%	\$ 973.49	\$ 1,595.27
33	4074B	16	Dodge	CHARGER	47	Trade on Used	No	\$	23,383	\$ 23,000.00	95%	\$ (1,227.93)	\$ 3,299.00
34	4249A	16	Lexus	NX 200T	29	Trade on New	No	\$	18,541	\$ 19,000.00	95%	\$ 912.19	\$ 2,403.20
35	G099190A	20	Kia	SPORTAGE	16	Trade on New	YES	\$	24,482	\$ 25,176.00	99%	\$ (709.10)	\$ 2,197.00
36	G094405B	19	Kia	FORTE	11	Trade on Used	No	\$	15,971	\$ 16,500.00	96%	\$ (1,702.49)	\$ 2,793.03
37	7439097A	21	Kia	SELTOS	18	Trade on New	YES	\$	22,291	\$ 22,900.00	96%	\$ (1,612.73)	\$ 1,412.83
38	G375946A	20	Kia	TELLURIDE	18	Trade on New	No	\$	34,981	\$ 37,676.00	96%	\$ 3,212.82	\$ 3,103.33
39	E574051A	22	Kia	RIO	28	Trade on New	YES	\$	16,991	\$ 19,686.00	89%	\$ (1,728.81)	\$ 2,626.14
40	G203541A	21	Nissan	ALTIMA	23	Trade on New	No	\$	24,562	\$ 25,612.00	96%	\$ 1,353.46	\$ 1,908.63
41	G358349A	20	Lexus	ES	27	Trade on New	No	\$	35,782	\$ 34,024.00	96%	\$ (1,507.23)	\$ -
42	3754A	17	Jeep	CHEROKEE	23	Trade on New	No	\$	17,592	\$ 16,000.00	90%	\$ (2,132.61)	\$ 2,945.46
43	7793945	20	Kia	SPORTAGE	23	Street/Curb Buy	YES	\$	20,981	\$ 20,481.00	96%	\$ (133.05)	\$ -
44	G104952A	20	Kia	SPORTAGE	38	Trade on New	No	\$	24,291	\$ 25,600.00	97%	\$ (1,346.77)	\$ -
45	G364829A	16	Chevrolet	TRAVERSE	26	Trade on New	No	\$	17,072	\$ 19,767.00	73%	\$ (3,276.79)	\$ 3,254.13
46	E549286A	13	Jeep	WRANGLER	24	Trade on New	No	\$	18,792	\$ 18,500.00	92%	\$ (670.80)	\$ -
47	3932B	16	Dodge	200	26	Trade on Used	No	\$	12,992	\$ 14,337.00	93%	\$ (85.07)	\$ 931.00
48	4352A	20	Kia	FORTE	84	Trade on New	No	\$	17,274	\$ 19,969.00	90%	\$ (1,396.94)	\$ 2,193.00
49	G094427A	14	Hyundai	ACCENT	45	Trade on New	No	\$	6,394	\$ 8,080.15	83%	\$ 1,684.73	\$ 800.00
50	G103503A	18	Hyundai	SANTA FE SPORT	45	Trade on New	No	\$	19,721	\$ 17,770.00	98%	\$ (1,514.85)	\$ 2,945.77
51	G452448	19	Kia	SORENTO	20	Street/Curb Buy	No	\$	28,992	\$ 28,992.00	95%	\$ (43.81)	\$ 613.05
52	G099190B	18	Kia	SORENTO	14	Street/Curb Buy	No	\$	17,991	\$ 20,257.65	92%	\$ (231.64)	\$ -
53	G171731A	20	Kia	SORENTO	19	Trade on New	YES	\$	23,992	\$ 26,000.00	96%	\$ 496.48	\$ 4,060.04

Scoreboard Totals

% Retailed of Non-Franchise Make	51%
Total # Retail Units	175
Avg. Days to Sale	25.4
Avg. Advertised Price (Time of Sale)	\$ 21,213
Avg. Transaction Price	\$ 21,963
Avg. Market Price at 100%	\$ 14,792
Avg. Price to Market % (Time of Sale)	143%
Avg. Transaction to Market	148%
Avg. Transactional Discount	\$ (749)
Avg. Front-End Gross	\$ (468)
Avg. Finance Gross	\$ 1,748
PUVR	\$ 1,238
Total Gross (Units & PUVR)	\$ 216,708
GROI	80%
% with Trade	40%
Avg. Over/Under Allowance	\$23



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	51%	Err:502	Err:502
Total # Retail Units	175	0	0
Avg. Days to Sale	25.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 21,213	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 21,963	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 14,792	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	143%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	148%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (749)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ (468)	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,748	#DIV/0!	#DIV/0!
PUVR	\$ 1,238	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 216,708	#DIV/0!	#DIV/0!
GROI	80%	#DIV/0!	#DIV/0!
% with Trade	40%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	23	#DIV/0!	#DIV/0!



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Scoreboard

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Sales Consultant	Totals	Mike Lucki	Matt Vollmers
% Retailed of Non-New Franchise	51%	Err:502	Err:502
Total # Retail Units	175	0	0
Avg. Days to Sale	25.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 21,213	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 21,963	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 14,792	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	143%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	148%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (749)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ (468)	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,748	#DIV/0!	#DIV/0!
PUVR	\$ 1,238	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 216,708	#DIV/0!	#DIV/0!
GROI	80%	#DIV/0!	#DIV/0!
% with Trade	40%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	23	#DIV/0!	#DIV/0!



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Scoreboard

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Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	51%	Err:502	Err:502
Total # Retail Units	175	0	0
Avg. Days to Sale	25.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 21,213	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 21,963	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 14,792	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	143%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	148%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (749)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ (468)	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,748	#DIV/0!	#DIV/0!
PUVR	\$ 1,238	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 216,708	#DIV/0!	#DIV/0!
GROI	80%	#DIV/0!	#DIV/0!
% with Trade	40%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	23	#DIV/0!	#DIV/0!



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Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	175	61	138
Avg. Days to Sale	25.4	20.7	27.5
Avg. Advertised Price (Time of Sale)	\$ 21,213	\$ 25,454	\$ 20,021
Avg. Transaction Price	\$ 21,963	\$ 26,344	\$ 20,021
Avg. Market Price at 100%	\$ 14,792	\$ 26,376	\$ 20,939
Avg. Price to Market % (Time of Sale)	143%	97%	96%
Avg. Transaction to Market	148%	100%	96%
Avg. Transactional Discount	\$ (749)	\$ (890)	\$ (687)
Avg. Front-End Gross	\$ (468)	\$ (1,087)	\$ (204)
Avg. Finance Gross	\$ 1,748	\$ 2,063	\$ 1,613
PUVR	\$ 1,238	\$ 838	\$ 1,413
Total Gross (Units & PUVR)	\$ 216,708	\$ 51,110	\$ 195,054
GROI	80%	55%	93%
% with Trade	40%	Err:502	Err:502
Avg. Over/Under Allowance	23	46	13



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	175	83	89
Avg. Days to Sale	25.4	20.6	30.4
Avg. Advertised Price (Time of Sale)	\$ 21,213	\$ 22,266	\$ 20,603
Avg. Transaction Price	\$ 21,963	\$ 23,003	\$ 20,603
Avg. Market Price at 100%	\$ 14,792	\$ 23,157	\$ 21,034
Avg. Price to Market % (Time of Sale)	143%	96%	98%
Avg. Transaction to Market	148%	99%	98%
Avg. Transactional Discount	\$ (749)	\$ (737)	\$ (769)
Avg. Front-End Gross	\$ (468)	\$ (728)	\$ (257)
Avg. Finance Gross	\$ 1,748	\$ 1,766	\$ 1,704
PUVR	\$ 1,238	\$ 1,038	\$ 1,447
Total Gross (Units & PUVR)	\$ 216,708	\$ 86,131	\$ 128,764
GROI	80%	79%	83%
% with Trade	40%	Err:502	Err:502
Avg. Over/Under Allowance	23	37	-7



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	175	162	24
% of Retail Units	100%	93%	14%
% Retailed of Non-New Franchise	51%	48%	46%
Avg. Days to Sale	25.4	26.0	27.0
Avg. Transaction Price	\$ 21,963	\$ 22,205	\$ 20,164
Avg. Transaction to Market %	148%	102%	99%
Avg. Transactional Discount	\$ (749)	\$ (701)	\$ (977)
Avg. Front End Gross	\$ (468)	\$ (562)	\$ (281)
Avg. Finance Gross	\$ 1,748	\$ 1,744	\$ 2,053
PUVR	\$ 1,238	\$ 1,160	\$ 2,019
Total Gross (Units & PUVR)	\$ 216,708	\$ 187,921	\$ 48,456
GROI	80%	72%	134%
% with Trade	40%	Err:502	Err:502
Avg. Over/Under Allowance	23	26	4



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
13	0	0	0
7%	0%	0%	0%
8%	#DIV/0!	#DIV/0!	#DIV/0!
14.4	#DIV/0!	#DIV/0!	#DIV/0!
\$ 22,211	#DIV/0!	#DIV/0!	#DIV/0!
101%	#DIV/0!	#DIV/0!	#DIV/0!
\$ (927)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 259	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,280	#DIV/0!	#DIV/0!	#DIV/0!
\$ 887	#DIV/0!	#DIV/0!	#DIV/0!
\$ 11,530	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
Err:502	Err:502	Err:502	Err:502
19	#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!
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!
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Err:502	Err:502	Err:502
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Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	175	121	26
% of Retail Units	100%	69%	15%
% Retailed of Non-New Franchise	51%	Err:502	Err:502
Avg. Days to Sale	25.4	20.5	36.7
Avg. Transaction Price	\$ 21,963	\$ 22,216	\$ 19,093
Avg. Transaction to Market %	148%	98%	130%
Avg. Transactional Discount	\$ (749)	\$ (662)	\$ (1,342)
Avg. Front End Gross	\$ (468)	\$ (346)	\$ (679)
Avg. Finance Gross	\$ 1,748	\$ 1,865	\$ 1,146
PUVR	\$ 1,238	\$ 1,519	\$ 468
Total Gross (Units & PUVR)	\$ 216,708	\$ 183,772	\$ 12,162
GROI	80%	120%	24%
% with Trade	40%	Err:502	Err:502
Avg. Over/Under Allowance	23	0	-19



46-60 days	61-90 days	90+ days
16	6	0
9%	3%	0%
Err:502	Err:502	Err:502
34.0	54.0	#DIV/0!
\$ 21,089	\$ 19,152	#DIV/0!
99%	95%	#DIV/0!
\$ (577)	\$ (771)	#DIV/0!
\$ (1,123)	\$ (1,231)	#DIV/0!
\$ 1,649	\$ 1,064	#DIV/0!
\$ 526	\$ (167)	#DIV/0!
\$ 8,419	\$ (1,003)	#DIV/0!
26%	-6%	#DIV/0!
Err:502	Err:502	Err:502
-30	0	#DIV/0!