









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	G1600A	18	GMC	Yukon	7	Trade on New	No	\$ 39,711	\$ 39,718	102%	\$6,306	\$4,558
2	G1574A	19	Buick	Encore	24	Trade on New	No	\$ 17,508	\$ 17,081	95%	\$687	\$1,925
3	P1329	21	GMC	Terrain	42	Auction/Wholesale	Yes	\$ 25,162	\$ 26,000	101%	(\$859)	\$995
4	C2550a	22	Chevrolet	Traverse	7	Trade on New	Yes	\$ 31,905	\$ 34,725	100%	\$5,183	\$4,895
5	P1329A	18	Chevrolet	Equinox	1	Trade on Used	Yes	\$ 20,959	\$ 18,640	111%	\$3,682	\$3,435
6	C2550b	18	Chevrolet	Equinox	1	Trade on Used	Yes	\$ 21,308	\$ 15,161	113%	(\$1,413)	\$2,467
7	P1355	22	Chevrolet	Silverado	14	Auction/Wholesale	Yes	\$ 55,691	\$ 57,000	96%	(\$1,021)	\$3,192
8	P1401	18	Chevrolet	Equinox	4	Auction/Wholesale	Yes	\$ 19,695	\$ 17,415	101%	(\$1,551)	\$2,196
9	C2611a	20	Chevrolet	Equinox	4	Trade on New	Yes	\$ 25,663	\$ 25,750	101%	\$1,310	\$2,745
10	P1352	22	Chevrolet	Blazer	15	Auction/Wholesale	No	\$ 33,824	\$ 32,339	104%	(\$658)	\$4,061
11	P1347	20	Ford	Fusion	21	Auction/Wholesale	No	\$ 20,365	\$ 24,753	93%	\$3,236	\$1,465
12	G1584A	23	GMC	Sierra 2500	32	Trade on New	Yes	\$ 81,857	\$ 78,076	99%	\$3,927	\$2,877
13	C2617A	19	GMC	Acadia	7	Trade on New	Yes	\$ 27,303	\$ 25,600	109%	(\$1,844)	\$2,651
14	G1590A	22	Chevrolet	Silverado	3	Trade on New	Yes	\$ 53,493	\$ 56,895	101%	\$6,739	\$4,956
15	P1348	20	Ford	F-150	22	Auction/Wholesale	No	\$ 30,324	\$ 39,124	94%	\$2,880	\$4,208
16	P1402	19	Jeep	Cherokee	8	Auction/Wholesale	No	\$ 19,852	\$ 20,874	95%	\$3,796	\$3,770
17	P1343	21	GMC	Terrain	30	Auction/Wholesale	Yes	\$ 24,387	\$ 27,952	98%	\$1,152	\$884
18	C2340A	19	Chevrolet	Blazer	12	Trade on New	Yes	\$ 33,362	\$ 32,302	103%	\$1,795	\$1,957
19	B1309A	18	Buick	Encore	7	Trade on New	No	\$ 21,494	\$ 21,100	105%	(\$570)	\$2,291
20	P1404	19	Buick	Encore	6	Auction/Wholesale	No	\$ 22,895	\$ 20,820	103%	(\$2,223)	\$3,054
21	P1345	20	Chevrolet	Malibu	30	Auction/Wholesale	Yes	\$ 19,268	\$ 20,966	90%	\$689	\$2,108
22	C2610A	20	Ford	Mustang	20	Trade on New	No	\$ 40,339	\$ 40,339	103%	\$5,500	\$1,205
23	C2340B	21	Kia	Sportage	21	Trade on Used	No	\$ 22,958	\$ 21,459	103%	\$923	\$2,248
24	P1359	19	Chevrolet	Equinox	19	Auction/Wholesale	No	\$ 18,072	\$ 19,913	93%	\$357	\$1,892
25	C2613A	23	GMC	Yukon XL	19	Trade on New	Yes	\$ 97,165	\$ 97,165	96%	\$4,802	\$375
26	B1304A	15	Jeep	Cherokee	4	Trade on New	No	\$ 16,677	\$ 16,000	113%	\$2,795	\$2,850

27	G1601A	21	Ford	Expedition	5	Trade on New	No	\$	48,857	\$	49,857	103%	\$7,826	\$7,176
28	P1334	21	GMC	Terrain	48	Auction/Wholesale	Yes	\$	24,778	\$	29,935	96%	\$1,581	\$3,443
29	P1354	22	Chevrolet	Trailblazer	27	Auction/Wholesale	No	\$	33,260	\$	44,895	106%	\$11,953	\$3,152
30	P1330	20	Ford	Mustang	59	Auction/Wholesale	No	\$	25,352	\$	24,083	106%	(\$1,533)	\$500
31	C2356B	20	Ram	1500	21	Trade on Used	No	\$	39,088	\$	32,923	103%	(\$2,671)	\$4,742
32	G1607A	22	GMC	Yukon XL	4	Trade on New	Yes	\$	58,982	\$	58,982	103%	(\$2,512)	\$1,283
33	C2619A	21	Ram	1500	7	Trade on New	No	\$	31,450	\$	33,597	106%	\$5,688	\$4,291
34	P1403	21	Ford	Ecosport	20	Auction/Wholesale	No	\$	21,126	\$	22,012	98%	\$854	\$2,153
35	C2643A	21	Hyundai	Elantra	6	Trade on New	No	\$	25,611	\$	26,904	103%	(\$1,069)	\$2,580
36	P1431	20	Jeep	Cherokee	1	Auction/Wholesale	No	\$	60,235	\$	60,235	102%	\$1,106	\$2,023
37	C2645A	20	Ford	Fusion	2	Trade on New	No	\$	23,766	\$	23,418	99%	\$2,256	\$1,927
38	P1355A	21	Chevrolet	Silverado	23	Trade on New	Yes	\$	37,743	\$	35,416	105%	\$1,882	\$1,591
39	G1608A	22	Chevrolet	Tahoe	12	Trade on New	Yes	\$	75,143	\$	75,144	103%	\$4,400	\$3,535
40	P1411	20	Infiniti	Qx80	14	Auction/Wholesale	No	\$	37,939	\$	41,939	95%	\$3,856	\$2,302
41	P1346	20	Dodge	Caravan	48	Auction/Wholesale	No	\$	20,943	\$	22,483	99%	(\$1,884)	\$1,584
42	C2483A	19	Chevrolet	Silverado	4	Trade on New	No	\$	41,816	\$	43,995	105%	\$6,825	\$7,670
43	G1584B	17	Chevrolet	Silverado 2500	22	Trade on Used	No	\$	56,331	\$	56,976	103%	\$6,579	\$4,556
44	P1404	19	Buick	Encore	26	Auction/Wholesale	No	\$	22,895	\$	19,057	103%	\$5,602	\$1,058
45	C2636A	19	Chevrolet	Trax	15	Trade on New	No	\$	20,111	\$	20,341	116%	\$1,787	\$2,402
46	P1344	21	GMC	Acadia	51	Auction/Wholesale	Yes	\$	42,066	\$	50,655	95%	(\$1,774)	\$1,286
47	G1601B	19	Nissan	Rogue	17	Trade on Used	No	\$	22,885	\$	22,100	103%	(\$650)	\$505
48	C2531A	19	Chevrolet	Silverado	67	Trade on New	No	\$	36,822	\$	34,870	96%	(\$721)	\$1,295
49	P1347	20	Ford	Fusion	21	Auction/Wholesale	No	\$	21,268	\$	24,999	93%	\$3,087	\$2,453
50	P1342	19	Chevrolet	Trax	53	Auction/Wholesale	Yes	\$	15,746	\$	18,271	94%	(\$2,314)	\$2,263
51	P1326	21	Chevrolet	Camaro	78	Auction/Wholesale	Yes	\$	26,137	\$	27,840	91%	\$1,731	\$1,835
52	P1431A	13	Chevrolet	Corvette	10	Trade on Used	No	\$	35,895	\$	35,893	98%	\$5,727	\$779
53	G1622A	21	Chevrolet	Suburban	14	Trade on New	Yes	\$	70,807	\$	77,997	102%	\$8,042	\$4,421

## Scoreboard Totals

% Retailed of Non-Franchise Make	33%
Total # Retail Units	73
Avg. Days to Sale	20.0
Avg. Advertised Price (Time of Sale)	\$ 35,051
Avg. Transaction Price	\$ 35,936
Avg. Market Price at 100%	\$ 34,568
Avg. Price to Market % (Time of Sale)	101%
Avg. Transaction to Market	104%
Avg. Transactional Discount	\$ (885)
Avg. Front-End Gross	\$ 2,362
Avg. Finance Gross	\$ 2,515
PUVR	\$ 4,877
Total Gross (Units & PUVR)	\$ 356,030
GROI	244%
% with Trade	34%
Avg. Over/Under Allowance	\$37



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Michael X Terry
% Retailed of Non-New Franchise	33%	#DIV/0!	50%
Total # Retail Units	73	0	14
Avg. Days to Sale	20.0	#DIV/0!	25.3
Avg. Advertised Price (Time of Sale)	\$ 35,051	#DIV/0!	\$ 32,439
Avg. Transaction Price	\$ 35,936	#DIV/0!	\$ 33,420
Avg. Market Price at 100%	\$ 34,568	#DIV/0!	\$ 32,439
Avg. Price to Market % (Time of Sale)	101%	#DIV/0!	100%
Avg. Transaction to Market	104%	#DIV/0!	103%
Avg. Transactional Discount	\$ (885)	#DIV/0!	\$ (981)
Avg. Front-End Gross	\$ 2,362	#DIV/0!	\$ 447
Avg. Finance Gross	\$ 2,515	#DIV/0!	\$ 1,990
PUVR	\$ 4,877	#DIV/0!	\$ 2,437
Total Gross (Units & PUVR)	\$ 356,030	#DIV/0!	\$ 34,117
GROI	244%	#DIV/0!	104%
% with Trade	34%	#DIV/0!	43%
Avg. Over/Under Allowance	37	#DIV/0!	-1,518



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

Kris Trujillo	Chris Merrick	Dominic Hill	
29%	29%	0%	#DIV/0!
34	24	1	0
18.0	19.6	26.0	#DIV/0!
\$ 38,337	\$ 32,426	\$ 22,895	#DIV/0!
\$ 39,580	\$ 32,946	\$ 19,057	#DIV/0!
\$ 37,666	\$ 32,224	\$ 22,228	#DIV/0!
102%	101%	103%	#DIV/0!
105%	102%	86%	#DIV/0!
\$ (1,243)	\$ (519)	\$ 3,838	#DIV/0!
\$ 3,309	\$ 2,002	\$ 5,602	#DIV/0!
\$ 2,623	\$ 2,730	\$ 1,058	#DIV/0!
\$ 5,932	\$ 4,732	\$ 6,660	#DIV/0!
\$ 201,676	\$ 113,577	\$ 6,660	#DIV/0!
300%	264%	484%	#DIV/0!
38%	21%	100%	#DIV/0!
544	135	2,200	#DIV/0!





## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Markeith Henderso	DT Black
% Retailed of Non-New Franchise	33%	57%	11%
Total # Retail Units	73	14	9
Avg. Days to Sale	20.0	20.3	28.8
Avg. Advertised Price (Time of Sale)	\$ 35,051	\$ 25,629	\$ 43,601
Avg. Transaction Price	\$ 35,936	\$ 27,674	\$ 45,372
Avg. Market Price at 100%	\$ 34,568	\$ 25,298	\$ 43,871
Avg. Price to Market % (Time of Sale)	101%	101%	99%
Avg. Transaction to Market	104%	109%	103%
Avg. Transactional Discount	\$ (885)	\$ (2,045)	\$ (1,771)
Avg. Front-End Gross	\$ 2,362	\$ 1,948	\$ 2,160
Avg. Finance Gross	\$ 2,515	\$ 2,653	\$ 2,014
PUVR	\$ 4,877	\$ 4,601	\$ 4,174
Total Gross (Units & PUVR)	\$ 356,030	\$ 64,407	\$ 37,570
GROI	244%	295%	115%
% with Trade	34%	29%	56%
Avg. Over/Under Allowance	37	-536	-694



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

Justin Nwosu	Justin Garcia	Roger Bueno	Ethan Gonzalez
33%	17%	57%	17%
9	6	7	6
26.7	10.7	24.6	10.5
\$ 30,941	\$ 37,072	\$ 44,624	\$ 26,108
\$ 31,345	\$ 37,127	\$ 45,509	\$ 24,282
\$ 30,674	\$ 36,570	\$ 43,414	\$ 25,075
101%	101%	103%	104%
102%	102%	105%	97%
\$ (404)	\$ (55)	\$ (885)	\$ 1,826
\$ 496	\$ 3,165	\$ 3,370	\$ 3,164
\$ 1,880	\$ 3,558	\$ 2,032	\$ 1,330
\$ 2,376	\$ 6,723	\$ 5,402	\$ 4,495
\$ 21,387	\$ 40,338	\$ 37,812	\$ 26,967
102%	611%	174%	635%
11%	33%	43%	33%
-222	333	71	617

Noah Saenz	Israel Sanchez	Alberto Casas Jr	Elijah Brady
0%	33%	0%	0%
5	6	1	3
12.4	12.0	22.0	28.7
\$ 34,580	\$ 32,694	\$ 74,873	\$ 23,832
\$ 33,546	\$ 34,332	\$ 76,500	\$ 23,668
\$ 33,018	\$ 32,467	\$ 74,873	\$ 24,544
105%	101%	100%	97%
102%	106%	102%	96%
\$ 1,034	\$ (1,638)	\$ (1,627)	\$ 163
\$ (40)	\$ 3,552	\$ 4,093	\$ 497
\$ 1,868	\$ 3,731	\$ 3,556	\$ 2,259
\$ 1,828	\$ 7,283	\$ 7,649	\$ 2,755
\$ 9,140	\$ 43,700	\$ 7,649	\$ 8,266
158%	636%	164%	146%
20%	50%	0%	0%
300	500	0	0

Adrian Morin			
57%	#DIV/0!	#DIV/0!	#DIV/0!
7	0	0	0
19.6	#DIV/0!	#DIV/0!	#DIV/0!
\$ 46,023	#DIV/0!	#DIV/0!	#DIV/0!
\$ 48,174	#DIV/0!	#DIV/0!	#DIV/0!
\$ 46,163	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
104%	#DIV/0!	#DIV/0!	#DIV/0!
\$ (2,150)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,709	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,690	#DIV/0!	#DIV/0!	#DIV/0!
\$ 8,399	#DIV/0!	#DIV/0!	#DIV/0!
\$ 58,794	#DIV/0!	#DIV/0!	#DIV/0!
321%	#DIV/0!	#DIV/0!	#DIV/0!
57%	#DIV/0!	#DIV/0!	#DIV/0!
1,107	#DIV/0!	#DIV/0!	#DIV/0!

























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Ben Dickerson	Phillip Perez
% Retailed of Non-New Franchise	33%	26%	37%
Total # Retail Units	73	27	46
Avg. Days to Sale	20.0	20.5	19.7
Avg. Advertised Price (Time of Sale)	\$ 35,051	\$ 34,525	\$ 35,360
Avg. Transaction Price	\$ 35,936	\$ 35,089	\$ 36,434
Avg. Market Price at 100%	\$ 34,568	\$ 34,130	\$ 34,975
Avg. Price to Market % (Time of Sale)	101%	101%	101%
Avg. Transaction to Market	104%	103%	104%
Avg. Transactional Discount	\$ (885)	\$ (564)	\$ (1,074)
Avg. Front-End Gross	\$ 2,362	\$ 1,918	\$ 2,622
Avg. Finance Gross	\$ 2,515	\$ 2,546	\$ 2,498
PUVR	\$ 4,877	\$ 4,464	\$ 5,119
Total Gross (Units & PUVR)	\$ 356,030	\$ 120,539	\$ 235,491
GROI	244%	223%	257%
% with Trade	34%	0%	0%
Avg. Over/Under Allowance	37	-20	71







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	73	32	41
Avg. Days to Sale	20.0	22.4	18.1
Avg. Advertised Price (Time of Sale)	\$ 35,051	\$ 41,753	\$ 30,673
Avg. Transaction Price	\$ 35,936	\$ 42,680	\$ 30,673
Avg. Market Price at 100%	\$ 34,568	\$ 41,394	\$ 29,409
Avg. Price to Market % (Time of Sale)	101%	101%	104%
Avg. Transaction to Market	104%	103%	104%
Avg. Transactional Discount	\$ (885)	\$ (928)	\$ (852)
Avg. Front-End Gross	\$ 2,362	\$ 2,350	\$ 2,371
Avg. Finance Gross	\$ 2,515	\$ 2,450	\$ 2,567
PUVR	\$ 4,877	\$ 4,799	\$ 4,938
Total Gross (Units & PUVR)	\$ 356,030	\$ 153,581	\$ 202,449
GROI	244%	181%	319%
% with Trade	34%	47%	24%
Avg. Over/Under Allowance	37	148	-50



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	73	49	24
Avg. Days to Sale	20.0	21.5	17.0
Avg. Advertised Price (Time of Sale)	\$ 35,051	\$ 38,067	\$ 30,103
Avg. Transaction Price	\$ 35,936	\$ 38,793	\$ 30,103
Avg. Market Price at 100%	\$ 34,568	\$ 37,608	\$ 28,649
Avg. Price to Market % (Time of Sale)	101%	101%	105%
Avg. Transaction to Market	104%	103%	105%
Avg. Transactional Discount	\$ (885)	\$ (727)	\$ (1,209)
Avg. Front-End Gross	\$ 2,362	\$ 2,482	\$ 2,116
Avg. Finance Gross	\$ 2,515	\$ 2,492	\$ 2,563
PUVR	\$ 4,877	\$ 4,974	\$ 4,679
Total Gross (Units & PUVR)	\$ 356,030	\$ 243,735	\$ 112,295
GROI	244%	215%	328%
% with Trade	34%	35%	33%
Avg. Over/Under Allowance	37	101	-94



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	73	37	9
% of Retail Units	100%	51%	12%
% Retailed of Non-New Franchise	33%	30%	33%
Avg. Days to Sale	20.0	15.4	13.4
Avg. Transaction Price	\$ 35,936	\$ 40,242	\$ 27,876
Avg. Transaction to Market %	104%	104%	96%
Avg. Transactional Discount	\$ (885)	\$ (646)	\$ 1,934
Avg. Front End Gross	\$ 2,362	\$ 3,177	\$ 1,606
Avg. Finance Gross	\$ 2,515	\$ 2,794	\$ 2,505
PUVR	\$ 4,877	\$ 5,971	\$ 4,111
Total Gross (Units & PUVR)	\$ 356,030	\$ 220,926	\$ 36,998
GROI	244%	348%	395%
% with Trade	34%	35%	11%
Avg. Over/Under Allowance	37	311	-222



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	27	0	0
0%	37%	0%	0%
#DIV/0!	37%	#DIV/0!	#DIV/0!
#DIV/0!	28.6	#DIV/0!	#DIV/0!
#DIV/0!	\$ 32,722	#DIV/0!	#DIV/0!
#DIV/0!	106%	#DIV/0!	#DIV/0!
#DIV/0!	\$ (2,153)	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,496	#DIV/0!	#DIV/0!
#DIV/0!	\$ 2,138	#DIV/0!	#DIV/0!
#DIV/0!	\$ 3,634	#DIV/0!	#DIV/0!
#DIV/0!	\$ 98,106	#DIV/0!	#DIV/0!
#DIV/0!	140%	#DIV/0!	#DIV/0!
#DIV/0!	41%	#DIV/0!	#DIV/0!
#DIV/0!	-252	#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	73	60	5
% of Retail Units	100%	82%	7%
% Retailed of Non-New Franchise	33%	37%	0%
Avg. Days to Sale	20.0	13.7	36.8
Avg. Transaction Price	\$ 35,936	\$ 35,844	\$ 42,589
Avg. Transaction to Market %	104%	104%	102%
Avg. Transactional Discount	\$ (885)	\$ (881)	\$ (434)
Avg. Front End Gross	\$ 2,362	\$ 2,740	\$ 1,983
Avg. Finance Gross	\$ 2,515	\$ 2,623	\$ 2,696
PUVR	\$ 4,877	\$ 5,363	\$ 4,679
Total Gross (Units & PUVR)	\$ 356,030	\$ 321,786	\$ 23,396
GROI	244%	393%	107%
% with Trade	34%	33%	60%
Avg. Over/Under Allowance	37	141	900



46-60 days	61-90 days	90+ days
6	2	0
8%	3%	0%
33%	0%	#DIV/0!
51.5	72.5	#DIV/0!
\$ 32,847	\$ 31,355	#DIV/0!
108%	94%	#DIV/0!
\$ (1,636)	\$ 125	#DIV/0!
\$ (484)	\$ 505	#DIV/0!
\$ 1,602	\$ 1,565	#DIV/0!
\$ 1,118	\$ 2,070	#DIV/0!
\$ 6,708	\$ 4,140	#DIV/0!
24%	33%	#DIV/0!
33%	0%	#DIV/0!
-1,708	0	#DIV/0!