









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	K23282	22	RAM	RAM 1500	31	Auction/Wholesale	no	\$ 51,960	\$ 51,960	98%	(\$307)	\$0
2	t23155b	20	mitsubishi	mirage	47	Trade on Used	No	\$ 14,960	\$ 14,400	82%	\$1,511	\$1,537
3	K23122	21	JEEP	grand cherokee	87	Auction/Wholesale	NO	\$ 44,999	\$ 41,999	93%	\$3,248	\$954
4	K23243	23	MAZDA	CX-5	49	Auction/Wholesale	No	\$ 36,990	\$ 35,990	89%	\$3,880	\$2,277
5	67060B	21	TOYOTA	PRIUS	14	Trade on Used	Yes	\$ 32,590	\$ 31,000	94%	\$1,161	\$1,230
6	k23329	19	toyota	tundra	1	LBO Customer	No	\$ 29,450	\$ 29,450	93%	\$0	\$1,320
7	t23270b	14	TOYOTA	rav4	4	Trade on Used	No	\$ 16,390	\$ 15,999	74%	\$4,044	\$0
8	67265a	21	TOYOTA	tacoma	6	Trade on New	No	\$ 44,990	\$ 42,999	90%	\$5,730	\$1,523
9	K23302	19	TOYOTA	4RUNNER	17	Auction/Wholesale	No	\$ 41,190	\$ 39,990	96%	\$192	\$3,295
10	66845A	21	KIA	SELTOS	5	Trade on New	No	\$ 26,990	\$ 23,700	74%	\$318	\$2,722
11	66984A	19	TOYOTA	HIGHLANDER	48	Trade on New	No	\$ 28,990	\$ 29,170	83%	\$2,643	\$5,223
12	66896A	21	TOYOTA	tacoma	5	Trade on New	Yes	\$ 44,990	\$ 44,990	94%	\$4,482	\$507
13	66786B	18	HYUNDAI	ELANTRA	4	Trade on Used	No	\$ 15,490	\$ 15,190	89%	\$2,549	\$3,629
14	67246a	21	TOYOTA	4runner	18	Trade on New	Yes	\$ 37,999	\$ 37,990	91%	\$4,000	\$2,265
15	K23262A	11	TOYOTA	SIENNA	6	Trade on Used	No	\$ 17,280	\$ 14,880	84%	\$1,719	\$0
16	K23225	22	HONDA	RIDGELINE	52	Auction/Wholesale	No	\$ 44,490	\$ 44,420	95%	\$3,223	\$2,205
17	66976A	20	TOYOTA	CAMRY	14	Trade on New	Yes	\$ 33,490	\$ 33,490	92%	\$5,383	\$2,258
18	66921A	21	TOYOTA	COROLLA	14	Trade on New	Yes	\$ 22,990	\$ 24,999	88%	\$1,025	\$4,024
19	K23342	20	TOYOTA	COROLLA	1	LBO Customer	No	\$ 15,406	\$ 15,406	100%	\$0	\$1,256
20	T23270A	19	TOYOTA	SIENNA	7	Trade on Used	Yes	\$ 32,740	\$ 31,370	88%	\$3,586	\$1,511
21	66955A	13	TOYOTA	HIGHLANDER	32	Trade on New	No	\$ 15,180	\$ 12,000	72%	\$1,544	\$384
22	66815A	17	TOYOTA	CAMRY	2	Trade on New	No	\$ 16,490	\$ 16,990	89%	\$2,596	\$1,600
23	67280A	22	TOYOTA	tacoma	13	Trade on New	No	\$ 55,890	\$ 54,509	90%	\$3,628	\$200
24	67164A	14	SUBARU	CROSSTREK	3	Trade on New	No	\$ 16,990	\$ 16,990	93%	\$4,081	\$1,445
25	66329A1A	17	FORD	F150	71	Trade on Used	No	\$ 32,790	\$ 32,799	92%	\$2,020	\$356
26	K23091A	17	JEEP	RENEGADE	22	Trade on Used	No	\$ 18,390	\$ 18,830	88%	\$2,670	\$415
27	K23324	20	TOYOTA	RAV4	8	Auction/Wholesale	Yes	\$ 44,999	\$ 42,990	92%	\$6,659	\$3,757

28	66844A	15	TOYOTA	TACOMA	5	Trade on New	No	\$	32,490	\$	30,990	87%	\$2,470	\$3,937
29	K23314	14	TOYOTA	TUNDRA	2	Auction/Wholesale	No	\$	33,790	\$	33,790	91%	\$4,292	\$2,220
30	67140A	19	TOYOTA	CAMRY	32	Trade on New	Yes	\$	30,460	\$	30,265	93%	\$2,032	\$1,471
31	67045a	17	HONDA	pilot	5	Trade on New	No	\$	26,490	\$	27,000	86%	(\$1,709)	\$3,723
32	66859B	19	FORD	FUSION	15	Trade on Used	No	\$	20,380	\$	18,450	89%	\$3,119	\$2,058
33	67058A	20	TOYOTA	COROLLA	5	Trade on New	Yes	\$	21,460	\$	20,995	76%	\$3,117	\$2,452
34	67261A	20	TOYOTA	TACOMA	5	Trade on New	Yes	\$	41,990	\$	40,990	93%	\$3,258	\$2,845
35	66863A	21	TOYOTA	tacoma	17	Trade on New	No	\$	42,999	\$	40,990	95%	\$1,331	\$2,149
36	66786A	18	TOYOTA	TUNDRA	15	Trade on New	No	\$	45,990	\$	45,990	93%	\$3,674	\$4,016
37	K23312A	21	TOYOTA	VENZA	4	Trade on Used	Yes	\$	36,990	\$	36,990	90%	\$3,767	\$1,948
38	67186A	22	LEXUS	RX350	25	Trade on New	No	\$	51,280	\$	51,480	95%	\$2,749	\$200
39	K23339	20	TOYOTA	rav4	1	LBO Customer	No	\$	22,089	\$	22,089	91%	\$0	\$0
40	K23252	21	NISSAN	ROGUE	37	Auction/Wholesale	No	\$	27,480	\$	27,490	89%	\$2,813	\$2,481
41	K23267	22	CHRYSLER	PACIFICA	23	Auction/Wholesale	No	\$	36,270	\$	36,270	93%	\$2,597	\$4,324
42	K23221A	17	TOYOTA	rav4	5	Auction/Wholesale	Yes	\$	26,990	\$	25,758	87%	\$3,024	\$0
43	K23238A	17	Chevrolet	Equinox	17	Trade on Used	No	\$	22,990	\$	19,500	85%	\$3,095	\$1,862
44	K23103A	13	TOYOTA	rav4	19	Auction/Wholesale	No	\$	17,980	\$	17,980	87%	\$2,607	\$0
45	66883A	23	LEXUS	NX	13	Trade on New	No	\$	50,890	\$	50,124	92%	\$2,046	\$2,774
46	67110A	18	TOYOTA	rav4	33	Trade on New	Yes	\$	27,990	\$	27,490	77%	\$2,575	\$2,866
47	67061A	17	Chevrolet	MALIBU	26	Trade on New	No	\$	15,460	\$	14,490	81%	\$1,864	\$1,063
48	K23080	20	HYUNDAI	IONIQ	99	Auction/Wholesale	No	\$	19,990	\$	19,990	82%	\$2,011	\$3,227
49	K23259	22	TOYOTA	HIGHLANDER	29	Auction/Wholesale	Yes	\$	45,690	\$	45,690	102%	\$464	\$1,526
50	K23194A	16	TOYOTA	HIGHLANDER	45	Trade on Used	No	\$	25,980	\$	23,800	88%	\$729	\$1,271
51	K23220	21	TOYOTA	COROLLA	51	Auction/Wholesale	Yes	\$	22,800	\$	22,800	100%	(\$132)	\$200
52	K23139	21	AUDI	Q3	72	Auction/Wholesale	No	\$	30,380	\$	30,380	91%	\$599	\$400
53	66939A	19	TOYOTA	CAMRY	27	Trade on New	Yes	\$	27,460	\$	27,460	87%	\$3,411	\$1,947

## Scoreboard Totals

% Retailed of Non-Franchise Make	32%
Total # Retail Units	200
Avg. Days to Sale	23.3
Avg. Advertised Price (Time of Sale)	\$ 32,157
Avg. Transaction Price	\$ 31,603
Avg. Market Price at 100%	\$ 36,327
Avg. Price to Market % (Time of Sale)	89%
Avg. Transaction to Market	87%
Avg. Transactional Discount	\$ 553
Avg. Front-End Gross	\$ 2,610
Avg. Finance Gross	\$ 1,823
PUVR	\$ 4,433
Total Gross (Units & PUVR)	\$ 886,607
GROI	217%
% with Trade	42%
Avg. Over/Under Allowance	\$255



## 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	200	0	0
Avg. Days to Sale	23.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 32,157	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,603	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 36,327	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	89%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	87%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 553	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,610	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,823	#DIV/0!	#DIV/0!
PUVR	\$ 4,433	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 886,607	#DIV/0!	#DIV/0!
GROI	217%	#DIV/0!	#DIV/0!
% with Trade	42%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	255	#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	200	0	0
Avg. Days to Sale	23.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 32,157	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,603	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 36,327	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	89%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	87%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 553	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,610	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,823	#DIV/0!	#DIV/0!
PUVR	\$ 4,433	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 886,607	#DIV/0!	#DIV/0!
GROI	217%	#DIV/0!	#DIV/0!
% with Trade	42%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	255	#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	200	0	0
Avg. Days to Sale	23.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 32,157	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,603	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 36,327	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	89%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	87%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 553	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,610	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,823	#DIV/0!	#DIV/0!
PUVR	\$ 4,433	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 886,607	#DIV/0!	#DIV/0!
GROI	217%	#DIV/0!	#DIV/0!
% with Trade	42%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	255	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	200	86	114
Avg. Days to Sale	23.3	20.9	25.1
Avg. Advertised Price (Time of Sale)	\$ 32,157	\$ 35,945	\$ 29,022
Avg. Transaction Price	\$ 31,603	\$ 35,025	\$ 29,022
Avg. Market Price at 100%	\$ 36,327	\$ 40,721	\$ 33,043
Avg. Price to Market % (Time of Sale)	89%	88%	88%
Avg. Transaction to Market	87%	86%	88%
Avg. Transactional Discount	\$ 553	\$ 920	\$ 277
Avg. Front-End Gross	\$ 2,610	\$ 2,852	\$ 2,427
Avg. Finance Gross	\$ 1,823	\$ 1,986	\$ 1,701
PUVR	\$ 4,433	\$ 4,838	\$ 4,127
Total Gross (Units & PUVR)	\$ 886,607	\$ 416,077	\$ 470,530
GROI	217%	238%	204%
% with Trade	42%	44%	40%
Avg. Over/Under Allowance	255	599	-4



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	200	136	64
Avg. Days to Sale	23.3	18.7	33.1
Avg. Advertised Price (Time of Sale)	\$ 32,157	\$ 33,750	\$ 28,642
Avg. Transaction Price	\$ 31,603	\$ 32,997	\$ 28,642
Avg. Market Price at 100%	\$ 36,327	\$ 38,156	\$ 32,495
Avg. Price to Market % (Time of Sale)	89%	88%	88%
Avg. Transaction to Market	87%	86%	88%
Avg. Transactional Discount	\$ 553	\$ 753	\$ 130
Avg. Front-End Gross	\$ 2,610	\$ 2,705	\$ 2,408
Avg. Finance Gross	\$ 1,823	\$ 1,812	\$ 1,848
PUVR	\$ 4,433	\$ 4,516	\$ 4,256
Total Gross (Units & PUVR)	\$ 886,607	\$ 614,215	\$ 272,392
GROI	217%	263%	162%
% with Trade	42%	46%	33%
Avg. Over/Under Allowance	255	401	-174



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	200	96	37
% of Retail Units	100%	48%	19%
% Retailed of Non-New Franchise	32%	30%	49%
Avg. Days to Sale	23.3	18.9	26.4
Avg. Transaction Price	\$ 31,603	\$ 32,095	\$ 26,338
Avg. Transaction to Market %	87%	85%	106%
Avg. Transactional Discount	\$ 553	\$ 692	\$ 163
Avg. Front End Gross	\$ 2,610	\$ 2,961	\$ 2,668
Avg. Finance Gross	\$ 1,823	\$ 1,792	\$ 1,590
PUVR	\$ 4,433	\$ 4,753	\$ 4,258
Total Gross (Units & PUVR)	\$ 886,607	\$ 456,314	\$ 157,533
GROI	217%	282%	220%
% with Trade	42%	44%	38%
Avg. Over/Under Allowance	255	179	-175



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	61	0	6
0%	31%	0%	3%
#DIV/0!	28%	#DIV/0!	0%
#DIV/0!	30.6	#DIV/0!	1.0
#DIV/0!	\$ 35,024	#DIV/0!	\$ 21,430
#DIV/0!	90%	#DIV/0!	97%
#DIV/0!	\$ 627	#DIV/0!	\$ -
#DIV/0!	\$ 2,282	#DIV/0!	\$ (48)
#DIV/0!	\$ 2,111	#DIV/0!	\$ 843
#DIV/0!	\$ 4,393	#DIV/0!	\$ 795
#DIV/0!	\$ 267,993	#DIV/0!	\$ 4,767
#DIV/0!	148%	#DIV/0!	1335%
#DIV/0!	46%	#DIV/0!	0%
#DIV/0!	591	#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	200	149	26
% of Retail Units	100%	75%	13%
% Retailed of Non-New Franchise	32%	30%	23%
Avg. Days to Sale	23.3	12.2	37.4
Avg. Transaction Price	\$ 31,603	\$ 31,693	\$ 32,322
Avg. Transaction to Market %	87%	92%	87%
Avg. Transactional Discount	\$ 553	\$ 507	\$ 602
Avg. Front End Gross	\$ 2,610	\$ 2,715	\$ 2,364
Avg. Finance Gross	\$ 1,823	\$ 1,799	\$ 1,593
PUVR	\$ 4,433	\$ 4,514	\$ 3,957
Total Gross (Units & PUVR)	\$ 886,607	\$ 672,641	\$ 102,877
GROI	217%	421%	118%
% with Trade	42%	44%	46%
Avg. Over/Under Allowance	255	164	730



46-60 days	61-90 days	90+ days
10	9	6
5%	5%	3%
30%	56%	100%
51.5	76.7	112.0
\$ 28,284	\$ 34,985	\$ 26,706
88%	87%	89%
\$ 1,264	\$ 960	\$ (298)
\$ 2,386	\$ 2,445	\$ 1,667
\$ 2,196	\$ 1,938	\$ 2,636
\$ 4,582	\$ 4,383	\$ 4,303
\$ 45,821	\$ 39,450	\$ 25,818
113%	59%	52%
20%	33%	33%
651	373	150