

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	J2420A	2020	Jeep	Grand Cherokee	5	Trade on New	No	\$ 34,974	\$ 34,970	103%	\$5,253	\$2,324
2	JL856	2020	Jeep	Compass	10	Auction/Wholesale	No	\$ 24,250	\$ 24,488	103%	\$1,295	\$4,302
3	JL852	2018	Dodge	Journey	14	Auction/Wholesale	No	\$ 17,987	\$ 17,950	104%	\$460	\$2,525
4	JL855	2020	Jeep	Cherokee	7	Auction/Wholesale	No	\$ 26,948	\$ 26,948	100%	\$2,055	\$3,847
5	H19228A	2016	Hyundai	Santa Fe	22	Trade on Used	No	\$ 15,399	\$ 15,376	106%	\$1,363	\$1,038
6	JL847	2016	Lexus	RX350	21	Auction/Wholesale	No	\$ 29,747	\$ 29,747	95%	\$67	\$1,492
7	UJ436A	2012	Nissan	Juke	16	Trade on Used	No	\$ 9,494	\$ 9,995	100%	\$2,263	\$789
8	J2307A	2018	Jeep	Cherokee	24	Trade on New	No	\$ 23,497	\$ 23,667	101%	\$1,499	\$1,927
9	JL744A	2015	Jeep	Cherokee	102	Trade on Used	No	\$ 17,498	\$ 16,929	101%	(\$2,656)	\$1,123
10	JL818	2019	Jeep	Grand Cherokee	89	Auction/Wholesale	No	\$ 56,678	\$ 56,678	98%	(\$1,410)	\$5,938
11	J2286C	2014	Mercedes-Benz	E350 W4	8	Trade on Used	No	\$ 18,897	\$ 16,897	108%	\$2,617	\$874
12	N11399A	2021	Ram	3500	207	Trade on New	No	\$ 72,598	\$ 72,499	96%	(\$1,516)	\$0
13	JL763	2022	Jeep	Wrangler	187	Auction/Wholesale	No	\$ 41,596	\$ 41,596	94%	(\$5,767)	\$4,975
14	J2405A	2021	Ram	1500	26	Trade on New	No	\$ 49,985	\$ 49,985	100%	\$1,899	\$0
15	JL786	2017	Chevrolet	Sonic	156	Auction/Wholesale	No	\$ 12,484	\$ 14,995	90%	(\$1,978)	\$784
16	JL839	2021	Ram	Promaster 3500	29	Auction/Wholesale	No	\$ 46,747	\$ 46,747	100%	\$2,312	\$4,213
17	J2173A	2010	Nissan	Murano	17	Trade on New	No	\$ 7,898	\$ 7,750	94%	\$1,537	\$0
18	UJ421A	2021	Jeep	Wrangler	170	Trade on Used	No	\$ 47,963	\$ 47,963	98%	(\$8,620)	\$1,295
19	J2430A	2017	Jeep	Grand Cherokee	8	Trade on New	No	\$ 28,987	\$ 28,987	103%	\$5,117	\$2,616
20	JL722	2021	Dodge	Challenger	267	Auction/Wholesale	No	\$ 33,692	\$ 31,750	95%	(\$5,286)	\$3,410
21	H19070A	2018	Nissan	Armada	8	Trade on New	No	\$ 27,976	\$ 27,976	102%	\$2,974	\$2,142
22	ML117	2015	Mercedes-Benz	C300 4Matic	36	Auction/Wholesale	No	\$ 23,876	\$ 23,876	104%	\$1,285	\$1,808
23	JL726	2019	Dodge	Durnago	251	Auction/Wholesale	No	\$ 35,985	\$ 35,985	93%	(\$5,246)	\$5,478
24	J2286B	2017	Jeep	Grand Cherokee	18	Trade on Used	No	\$ 30,696	\$ 30,707	97%	\$4,476	\$0
25	JL845	2016	Ford	F150	17	Auction/Wholesale	No	\$ 18,986	\$ 18,986	98%	\$2,817	\$778
26	UJ479	2021	Jeep	Compass	8	Street/Curb Buy	No	\$ 24,986	\$ 23,975	99%	\$3,071	\$1,286
27	JL822	2021	Ram	Promaster 3500	56	Auction/Wholesale	No	\$ 47,145	\$ 46,500	100%	\$1,153	\$1,000
28	UJ436	2019	Chevrolet	Blazer	195	Street/Curb Buy	No	\$ 27,985	\$ 27,880	94%	(\$3,714)	\$4,495

29	UJ477	2020	Jeep	Compass	21	Street/Curb Buy	No	\$	23,784	\$	23,784	99%	\$4,011	\$2,787
30	J2362A	2020	Lexus	NX 300	41	Trade on New	No	\$	33,698	\$	33,667	97%	\$4,472	\$0
31	J2392A	2020	Jeep	Grand Cherokee	8	Trade on New	No	\$	34,995	\$	35,600	105%	\$746	\$3,741
32	J2170B	2020	Ford	F150	145	Trade on Used	No	\$	47,850	\$	42,750	80%	\$2,332	\$0
33	UJ476	2020	Ram	1500	18	Street/Curb Buy	No	\$	55,995	\$	55,995	99%	\$4,595	\$4,829
34	JL747A	2020	Toyota	Camry	113	Trade on Used	No	\$	20,895	\$	20,895	97%	\$512	\$2,310
35	ML111	2018	Ford	Ecosport	40	Auction/Wholesale	No	\$	20,476	\$	20,476	101%	\$1,456	\$2,055
36	JL827	2018	Jeep	Cherokee	27	Auction/Wholesale	No	\$	23,998	\$	23,998	100%	(\$38)	\$3,493
37	JL749	2018	Dodge	Durnago	182	Auction/Wholesale	No	\$	26,489	\$	26,400	93%	\$340	\$4,130
38	j2337a	2020	Jeep	Wrangler	28	Trade on new	No	\$	42,795	\$	42,795	98%	\$3,072	\$1,290
39	JL816	2020	Chrysler	Pacifica	71	Auction/Wholesale	No	\$	27,684	\$	27,294	97%	\$934	\$1,836
40	JL732B	2018	BMW	M5	109	Trade on Used	No	\$	66,984	\$	66,984	99%	\$664	\$441
41	JL769	2018	Dodge	Challenger	160	Auction/Wholesale	No	\$	26,498	\$	26,498	93%	\$1,038	\$3,061
42	J2219A	2021	Kia	Forte	244	Trade on New	No	\$	19,998	\$	18,139	94%	(\$3,097)	\$1,830
43	J2132A	2020	Jeep	Gladiator	189	Trade on New	No	\$	33,994	\$	33,994	95%	(\$4,352)	\$2,735
44	J2343B	2017	Hyundai	Tucson	18	Trade on Used	No	\$	17,494	\$	17,201	96%	\$812	\$0
45	J2161A	2022	Ram	1500	134	Trade on New	No	\$	54,986	\$	54,986	97%	(\$4,625)	\$4,646
46	UJ481	2022	GMC	Sierra	15	Street/Curb Buy	No	\$	69,986	\$	68,486	100%	\$2,768	\$3,666
47	JL636	2018	Ram	1500	431	Auction/Wholesale	No	\$	30,794	\$	30,700	91%	(\$5,120)	\$4,006
48	JL826	2019	Ram	Promaster 2500	50	Auction/Wholesale	No	\$	34,784	\$	34,784	101%	\$2,089	\$0
49	JL851	2019	Ford	Taurus	36	Auction/Wholesale	No	\$	21,991	\$	21,991	109%	(\$584)	\$2,248
50	JL816A	2011	Hyundai	Venue	40	Trade on Used	No	\$	17,691	\$	17,191	93%	\$1,955	\$146
51	N11763A	2015	Ram	1500	19	Trade on New	No	\$	21,891	\$	21,891	100%	\$580	\$1,774
52	WH11752	2021	Chevrolet	Malibu	5	Rental Fleet (Enterprise, etc.)	No	\$	22,376	\$	20,000	105%	(\$1,367)	\$4,921
53	J2416A	2022	Jeep	Grand Cherokee	31	Trade on new	No	\$	48,591	\$	49,793	102%	\$2,905	\$5,672









## Scoreboard Totals

% Retailed of Non-Franchise Make	40%
Total # Retail Units	84
Avg. Days to Sale	65.2
Avg. Advertised Price (Time of Sale)	\$ 30,124
Avg. Transaction Price	\$ 29,788
Avg. Market Price at 100%	\$ 30,624
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 336
Avg. Front-End Gross	\$ 575
Avg. Finance Gross	\$ 2,039
PUVR	\$ 2,614
Total Gross (Units & PUVR)	\$ 219,588
GROI	48%
% with Trade	37%
Avg. Over/Under Allowance	\$626



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	40%	#DIV/0!	#DIV/0!
Total # Retail Units	84	0	0
Avg. Days to Sale	65.2	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,124	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 29,788	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 30,624	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 336	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 575	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,039	#DIV/0!	#DIV/0!
PUVR	\$ 2,614	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 219,588	#DIV/0!	#DIV/0!
GROI	48%	#DIV/0!	#DIV/0!
% with Trade	37%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	626	#DIV/0!	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Zach	Indy
% Retailed of Non-New Franchise	40%	17%	37%
Total # Retail Units	84	12	19
Avg. Days to Sale	65.2	88.8	68.7
Avg. Advertised Price (Time of Sale)	\$ 30,124	\$ 33,749	\$ 29,200
Avg. Transaction Price	\$ 29,788	\$ 33,589	\$ 28,882
Avg. Market Price at 100%	\$ 30,624	#DIV/0!	\$ 29,497
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	99%
Avg. Transaction to Market	97%	#DIV/0!	98%
Avg. Transactional Discount	\$ 336	\$ 159	\$ 318
Avg. Front-End Gross	\$ 575	\$ 95	\$ (435)
Avg. Finance Gross	\$ 2,039	\$ 1,371	\$ 2,795
PUVR	\$ 2,614	\$ 1,465	\$ 2,361
Total Gross (Units & PUVR)	\$ 219,588	\$ 17,584	\$ 44,853
GROI	48%	18%	43%
% with Trade	37%	33%	37%
Avg. Over/Under Allowance	626	375	143

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Derrick	
% Retailed of Non-New Franchise	40%	34%	#DIV/0!
Total # Retail Units	84	58	0
Avg. Days to Sale	65.2	70.9	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,124	\$ 31,503	#DIV/0!
Avg. Transaction Price	\$ 29,788	\$ 31,144	#DIV/0!
Avg. Market Price at 100%	\$ 30,624	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 336	\$ 359	#DIV/0!
Avg. Front-End Gross	\$ 575	\$ 554	#DIV/0!
Avg. Finance Gross	\$ 2,039	\$ 2,469	#DIV/0!
PUVR	\$ 2,614	\$ 3,023	#DIV/0!
Total Gross (Units & PUVR)	\$ 219,588	\$ 175,323	#DIV/0!
GROI	48%	49%	#DIV/0!
% with Trade	37%	0%	#DIV/0!
Avg. Over/Under Allowance	626	720	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	84	0	84
Avg. Days to Sale	65.2	#DIV/0!	65.2
Avg. Advertised Price (Time of Sale)	\$ 30,124	#DIV/0!	\$ 29,788
Avg. Transaction Price	\$ 29,788	#DIV/0!	\$ 29,788
Avg. Market Price at 100%	\$ 30,624	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 336	#DIV/0!	\$ 336
Avg. Front-End Gross	\$ 575	#DIV/0!	\$ 575
Avg. Finance Gross	\$ 2,039	#DIV/0!	\$ 2,039
PUVR	\$ 2,614	#DIV/0!	\$ 2,614
Total Gross (Units & PUVR)	\$ 219,588	#DIV/0!	\$ 219,588
GROI	48%	#DIV/0!	48%
% with Trade	37%	#DIV/0!	37%
Avg. Over/Under Allowance	626	#DIV/0!	626



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	84	50	34
Avg. Days to Sale	65.2	66.0	64.0
Avg. Advertised Price (Time of Sale)	\$ 30,124	\$ 31,990	\$ 26,679
Avg. Transaction Price	\$ 29,788	\$ 31,901	\$ 26,679
Avg. Market Price at 100%	\$ 30,624	#DIV/0!	\$ 28,258
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	94%
Avg. Transaction to Market	97%	#DIV/0!	94%
Avg. Transactional Discount	\$ 336	\$ 88	\$ 700
Avg. Front-End Gross	\$ 575	\$ 563	\$ 595
Avg. Finance Gross	\$ 2,039	\$ 2,308	\$ 1,643
PUVR	\$ 2,614	\$ 2,870	\$ 2,237
Total Gross (Units & PUVR)	\$ 219,588	\$ 143,522	\$ 76,066
GROI	48%	49%	47%
% with Trade	37%	38%	35%
Avg. Over/Under Allowance	626	653	583



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	84	22	18
% of Retail Units	100%	26%	21%
% Retailed of Non-New Franchise	40%	32%	44%
Avg. Days to Sale	65.2	68.0	54.9
Avg. Transaction Price	\$ 29,788	\$ 33,525	\$ 27,606
Avg. Transaction to Market %	97%	97%	93%
Avg. Transactional Discount	\$ 336	\$ 287	\$ 696
Avg. Front End Gross	\$ 575	\$ 1,020	\$ 1,430
Avg. Finance Gross	\$ 2,039	\$ 1,897	\$ 967
PUVR	\$ 2,614	\$ 2,917	\$ 2,396
Total Gross (Units & PUVR)	\$ 219,588	\$ 64,170	\$ 43,135
GROI	48%	46%	57%
% with Trade	37%	45%	44%
Avg. Over/Under Allowance	626	566	1,156



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
7	34	0	2
8%	40%	0%	2%
43%	44%	#DIV/0!	0%
41.7	79.2	#DIV/0!	0.0
\$ 34,970	\$ 27,945	#DIV/0!	\$ 26,387
98%	98%	#DIV/0!	#DIV/0!
\$ 374	\$ 129	#DIV/0!	\$ -
\$ 1,754	\$ (267)	#DIV/0!	\$ (825)
\$ 2,562	\$ 2,529	#DIV/0!	\$ 1,629
\$ 4,316	\$ 2,262	#DIV/0!	\$ 804
\$ 30,215	\$ 76,904	#DIV/0!	\$ 1,608
107%	37%	#DIV/0!	#DIV/0!
29%	32%	#DIV/0!	0%
500	318	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	1	0
0%	1%	0%
#DIV/0!	100%	#DIV/0!
#DIV/0!	5.0	#DIV/0!
#DIV/0!	\$ 20,000	#DIV/0!
#DIV/0!	94%	#DIV/0!
#DIV/0!	\$ 2,376	#DIV/0!
#DIV/0!	\$ (1,367)	#DIV/0!
#DIV/0!	\$ 4,921	#DIV/0!
#DIV/0!	\$ 3,555	#DIV/0!
#DIV/0!	\$ 3,555	#DIV/0!
#DIV/0!	1280%	#DIV/0!
#DIV/0!	0%	#DIV/0!
#DIV/0!	#DIV/0!	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	84	40	11
% of Retail Units	100%	48%	13%
% Retailed of Non-New Franchise	40%	38%	55%
Avg. Days to Sale	65.2	16.2	37.8
Avg. Transaction Price	\$ 29,788	\$ 26,364	\$ 27,200
Avg. Transaction to Market %	97%	97%	101%
Avg. Transactional Discount	\$ 336	\$ 341	\$ (47)
Avg. Front End Gross	\$ 575	\$ 2,058	\$ 1,051
Avg. Finance Gross	\$ 2,039	\$ 1,878	\$ 2,043
PUVR	\$ 2,614	\$ 3,936	\$ 3,094
Total Gross (Units & PUVR)	\$ 219,588	\$ 157,443	\$ 34,036
GROI	48%	332%	108%
% with Trade	37%	35%	55%
Avg. Over/Under Allowance	626	458	583



46-60 days	61-90 days	90+ days
6	3	21
7%	4%	25%
50%	33%	43%
53.7	74.3	184.2
\$ 31,116	\$ 33,964	\$ 37,384
98%	97%	92%
\$ 168	\$ 130	\$ 652
\$ 1,399	\$ (275)	\$ (2,450)
\$ 1,438	\$ 3,066	\$ 2,461
\$ 2,836	\$ 2,792	\$ 11
\$ 17,018	\$ 8,375	\$ 233
61%	40%	0%
50%	67%	29%
1,000	0	1,083