









Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CPO	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	I127608I	22	Chevrolet	Traverse	7	Trade on New	YES	\$ 40,000	\$ 42,988	93%	\$7,264	\$2,777
2	I138253P	20	Chevrolet	Colorado	28	Street/Curb Buy	yes	\$ 34,132	\$ 35,132	98%	\$941	\$3,539
3	L100471t	11	Ford	Focus	23	Trade on New	no	\$ 8,000	\$ 5,857	93%	\$2,864	\$0
4	S215703T	19	Hyundai	Kona	16	Trade on New	yes	\$ 20,000	\$ 20,000	98%	\$2,533	\$3,182
5	L254453L	20	Chevrolet	Traverse	18	Trade on New	yes	\$ 30,982	\$ 30,982	99%	\$4,450	\$4,266
6	I285662I	19	Chevrolet	Traverse	21	Trade on New	yes	\$ 27,142	\$ 30,988	94%	\$8,724	\$5,918
7	L115415L	21	Chevrolet	Camaro	1	Trade on New	yes	\$ 30,988	\$ 30,788	97%	\$5,638	\$6,656
8	L177593T	16	Chevrolet	Cruze	12	Trade on New	no	\$ 10,988	\$ 10,546	94%	\$2,558	\$0
9	Lc34091t	14	ford	Escape	14	Trade on New	no	\$ 12,531	\$ 14,988	98%	\$2,755	\$215
10	S097033T	22	Toyota	Tacoma	61	Trade on New	no	\$ 40,000	\$ 37,687	101%	(\$24)	\$0
11	M191479T	20	Chevrolet	Trax	30	Trade on New	yes	\$ 18,912	\$ 17,632	97%	\$172	\$4,417
12	LC40046L	20	Ford	Explorer	29	Trade on New	yes	\$ 30,582	\$ 33,943	100%	\$5,730	\$7,765
13	I506862L	20	Chevrolet	Equinox	45	Trade on New	yes	\$ 22,713	\$ 22,713	96%	(\$254)	\$6,256
14	L268664P	20	Chevrolet	Express	52	Street/Curb Buy	yes	\$ 41,724	\$ 43,619	97%	\$2,388	\$6,671
15	C127913T	22	Toyota	Tacoma	19	Trade on New	no	\$ 44,586	\$ 45,481	96%	\$4,299	\$5,679
16	c482249t	20	Subaru	Forester	47	Trade on New	yes	\$ 26,714	\$ 28,788	90%	\$2,996	\$2,866
17	I139353I	20	Chevrolet	Malibu	19	Trade on New	yes	\$ 20,312	\$ 25,800	84%	\$8,005	\$5,874
18	I614823I	20	Chevrolet	Equinox	31	Trade on New	yes	\$ 19,783	\$ 21,500	94%	\$2,892	\$4,886
19	I352762I	21	Chevrolet	Trax	19	Trade on New	yes	\$ 19,742	\$ 23,988	101%	\$1,013	\$215
20	i160747p	21	Chevrolet	Colorado	37	Street/Curb Buy	yes	\$ 26,263	\$ 25,263	96%	\$1,670	\$1,311
21	I354806I	22	GMC	Yukon	26	Street/Curb Buy	yes	\$ 82,412	\$ 82,412	98%	\$1,995	\$2,367
22	L793907L	20	Kia	Sportage	33	Trade on New	yes	\$ 24,888	\$ 21,453	98%	\$6,147	\$7,950
23	S257342T	18	Hyundai	Elantra	5	Trade on New	no	\$ 16,888	\$ 15,731	101%	(\$163)	\$789
24	cw39950t	17	BMW	x3	33	Trade on New	no	\$ 23,000	\$ 21,943	98%	\$3,361	\$5,274
25	ia04031p	19	Ford	Transit	63	Street/Curb Buy	no	\$ 38,796	\$ 40,625	90%	\$4,691	\$3,768
26	I140483p	21	Chevrolet	Camaro	65	Street/Curb Buy	yes	\$ 48,504	\$ 48,615	99%	(\$1,872)	\$99
27	L314823L	20	Chevrolet	Equinox	24	Trade on New	yes	\$ 26,700	\$ 22,742	101%	\$5,670	\$5,380
28	I206488I	20	Chevrolet	Silverado	27	Trade on New	yes	\$ 35,988	\$ 35,000	100%	\$6,823	\$4,852

29	i117714p	21	Chevrolet	Colorado	22	Street/Curb Buy	yes	\$	44,500	\$	33,612	108%	\$3,133	\$3,357
30	l232767l	20	Chevrolet	Trax	9	Trade on New	yes	\$	18,871	\$	19,148	102%	\$2,007	\$0
31	i131170p	18	Volkswagen	Tigua	52	Street/Curb Buy	yes	\$	15,564	\$	17,500	98%	\$2,705	\$5,371
32	l235799t	21	Chevrolet	traverse	35	Trade on New	yes	\$	32,983	\$	34,988	97%	\$4,929	\$2,051
33	s485325t	17	Hyundai	sante fe	23	Trade on New	yes	\$	18,612	\$	18,477	102%	\$2,068	\$1,143
34	i1312151p	15	GMC	Terrain	15	Street/Curb Buy	no	\$	17,742	\$	17,732	103%	\$1,690	\$2,180
35	l500321t	23	Chevrolet	Corvette	11	Trade on New	no	\$	100,346	\$	100,000	94%	\$11,305	\$375
36	l331016t	19	Chevrolet	Equinox	21	Trade on New	yes	\$	20,312	\$	23,988	99%	\$4,356	\$8,569
37	c037600l	20	acura	MDX	51	Trade on New	yes	\$	36,374	\$	36,843	103%	\$970	\$0
38	i353566p	15	ford	mustang	24	Street/Curb Buy	no	\$	28,312	\$	27,910	102%	\$2,187	\$5,362
39	m919920l	19	buick	encore	54	Trade on New	yes	\$	19,614	\$	19,614	100%	(\$834)	\$8,759
40	m763250t	19	subaru	impreza	42	trade on New	no	\$	21,763	\$	21,280	101%	\$1,196	\$2,425
41	i429341l	19	nissan	sentra	16	Trade on New	yes	\$	17,346	\$	16,971	99%	\$1,092	\$0
42	i311043l	39	Chevrolet	Silverado	39	Trade on New	yes	\$	43,483	\$	44,178	104%	(\$23)	\$0
43	i508884p	57	kia	forte	57	Street/Curb Buy	yes	\$	23,315	\$	26,610	104%	\$2,012	\$4,425
44	i011089l	52	acura	tl	52	Street/Curb Buy	yes	\$	37,834	\$	37,834	99%	\$177	\$500
45	o092755p	19	toyota	tacoma	14	Street/Curb Buy	yes	\$	29,531	\$	30,531	97%	\$3,675	\$1,580
46	L180994T	17	Chevrolet	Camaro	38	Trade on New	yes	\$	20,213	\$	21,700	102%	\$3,863	\$6,834
47	l612590l	20	Chevrolet	Equinox	18	Trade on New	yes	\$	28,541	\$	31,888	97%	\$4,979	\$5,896
48	imc74768l	19	Ford	f-150	15	Street/Curb Buy	no	\$	33,312	\$	38,636	100%	\$4,628	\$1,040
49	c172743t	20	GMC	Terrain	38	Trade on New	yes	\$	25,983	\$	24,500	99%	\$770	\$1,605
50	im006019p	20	Kia	telluride	12	Street/Curb Buy	no	\$	36,231	\$	38,300	104%	\$3,349	\$6,818
51	il457319p	21	Chevrolet	suburban	19	Street/Curb Buy	yes	\$	59,462	\$	58,900	91%	\$4,567	\$11,227
52	i100725p	20	chevrolet	Corvette	46	Street/Curb Buy	yes	\$	87,838	\$	88,838	101%	\$2,275	\$1,700
53	l160960l	21	Chevrolet	Traverse	35	Trade on New	yes	\$	27,123	\$	27,968	93%	\$2,802	\$6,501

## Scoreboard Totals

% Retailed of Non-Franchise Make	52%
Total # Retail Units	91
Avg. Days to Sale	32.7
Avg. Advertised Price (Time of Sale)	\$ 29,166
Avg. Transaction Price	\$ 29,864
Avg. Market Price at 100%	\$ 29,428
Avg. Price to Market % (Time of Sale)	99%
Avg. Transaction to Market	101%
Avg. Transactional Discount	\$ (698)
Avg. Front-End Gross	\$ 2,646
Avg. Finance Gross	\$ 3,333
PUVR	\$ 5,980
Total Gross (Units & PUVR)	\$ 544,143
GROI	221%
% with Trade	38%
Avg. Over/Under Allowance	(\$57)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	52%	#DIV/0!	#DIV/0!
Total # Retail Units	91	0	0
Avg. Days to Sale	32.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 29,166	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 29,864	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 29,428	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	101%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (698)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,646	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 3,333	#DIV/0!	#DIV/0!
PUVR	\$ 5,980	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 544,143	#DIV/0!	#DIV/0!
GROI	221%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-57	#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	52%	#DIV/0!	#DIV/0!
Total # Retail Units	91	0	0
Avg. Days to Sale	32.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 29,166	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 29,864	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 29,428	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	101%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (698)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,646	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 3,333	#DIV/0!	#DIV/0!
PUVR	\$ 5,980	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 544,143	#DIV/0!	#DIV/0!
GROI	221%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-57	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	52%	#DIV/0!	#DIV/0!
Total # Retail Units	91	0	0
Avg. Days to Sale	32.7	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 29,166	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 29,864	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 29,428	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	101%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (698)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,646	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 3,333	#DIV/0!	#DIV/0!
PUVR	\$ 5,980	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 544,143	#DIV/0!	#DIV/0!
GROI	221%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-57	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	91	61	30
Avg. Days to Sale	32.7	33.7	30.5
Avg. Advertised Price (Time of Sale)	\$ 29,166	\$ 29,424	\$ 29,450
Avg. Transaction Price	\$ 29,864	\$ 30,067	\$ 29,450
Avg. Market Price at 100%	\$ 29,428	\$ 29,992	\$ 28,782
Avg. Price to Market % (Time of Sale)	99%	98%	102%
Avg. Transaction to Market	101%	100%	102%
Avg. Transactional Discount	\$ (698)	\$ (644)	\$ (807)
Avg. Front-End Gross	\$ 2,646	\$ 2,633	\$ 2,673
Avg. Finance Gross	\$ 3,333	\$ 3,730	\$ 2,526
PUVR	\$ 5,980	\$ 6,363	\$ 5,199
Total Gross (Units & PUVR)	\$ 544,143	\$ 388,167	\$ 155,976
GROI	221%	226%	208%
% with Trade	38%	39%	37%
Avg. Over/Under Allowance	-57	-111	56



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	91	44	47
Avg. Days to Sale	32.7	31.3	33.9
Avg. Advertised Price (Time of Sale)	\$ 29,166	\$ 31,540	\$ 27,528
Avg. Transaction Price	\$ 29,864	\$ 32,359	\$ 27,528
Avg. Market Price at 100%	\$ 29,428	\$ 32,205	\$ 27,149
Avg. Price to Market % (Time of Sale)	99%	98%	101%
Avg. Transaction to Market	101%	100%	101%
Avg. Transactional Discount	\$ (698)	\$ (819)	\$ (584)
Avg. Front-End Gross	\$ 2,646	\$ 3,061	\$ 2,259
Avg. Finance Gross	\$ 3,333	\$ 3,849	\$ 2,850
PUVR	\$ 5,980	\$ 6,909	\$ 5,109
Total Gross (Units & PUVR)	\$ 544,143	\$ 304,016	\$ 240,127
GROI	221%	245%	197%
% with Trade	38%	45%	32%
Avg. Over/Under Allowance	-57	-185	60



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	91	64	0
% of Retail Units	100%	70%	0%
% Retailed of Non-New Franchise	52%	47%	#DIV/0!
Avg. Days to Sale	32.7	29.1	#DIV/0!
Avg. Transaction Price	\$ 29,864	\$ 27,324	#DIV/0!
Avg. Transaction to Market %	101%	101%	#DIV/0!
Avg. Transactional Discount	\$ (698)	\$ (730)	#DIV/0!
Avg. Front End Gross	\$ 2,646	\$ 3,074	#DIV/0!
Avg. Finance Gross	\$ 3,333	\$ 3,391	#DIV/0!
PUVR	\$ 5,980	\$ 6,465	#DIV/0!
Total Gross (Units & PUVR)	\$ 544,143	\$ 413,753	#DIV/0!
GROI	221%	293%	#DIV/0!
% with Trade	38%	39%	#DIV/0!
Avg. Over/Under Allowance	-57	-48	#DIV/0!



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
27	0	0	0
30%	0%	0%	0%
63%	#DIV/0!	#DIV/0!	#DIV/0!
41.2	#DIV/0!	#DIV/0!	#DIV/0!
\$ 35,884	#DIV/0!	#DIV/0!	#DIV/0!
104%	#DIV/0!	#DIV/0!	#DIV/0!
\$ (621)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,633	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,196	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,829	#DIV/0!	#DIV/0!	#DIV/0!
\$ 130,390	#DIV/0!	#DIV/0!	#DIV/0!
118%	#DIV/0!	#DIV/0!	#DIV/0!
37%	#DIV/0!	#DIV/0!	#DIV/0!
-80	#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!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	91	49	18
% of Retail Units	100%	54%	20%
% Retailed of Non-New Franchise	52%	49%	50%
Avg. Days to Sale	32.7	17.7	37.2
Avg. Transaction Price	\$ 29,864	\$ 29,729	\$ 26,458
Avg. Transaction to Market %	101%	102%	99%
Avg. Transactional Discount	\$ (698)	\$ (817)	\$ (221)
Avg. Front End Gross	\$ 2,646	\$ 3,468	\$ 2,371
Avg. Finance Gross	\$ 3,333	\$ 3,611	\$ 3,612
PUVR	\$ 5,980	\$ 7,079	\$ 5,983
Total Gross (Units & PUVR)	\$ 544,143	\$ 346,889	\$ 107,701
GROI	221%	485%	219%
% with Trade	38%	47%	33%
Avg. Over/Under Allowance	-57	-48	-90



46-60 days	61-90 days	90+ days
15	9	0
16%	10%	0%
53%	67%	#DIV/0!
52.8	71.7	#DIV/0!
\$ 31,610	\$ 34,501	#DIV/0!
106%	100%	#DIV/0!
\$ (960)	\$ (561)	#DIV/0!
\$ 1,082	\$ 1,333	#DIV/0!
\$ 2,751	\$ 2,229	#DIV/0!
\$ 3,833	\$ 3,562	#DIV/0!
\$ 57,495	\$ 32,058	#DIV/0!
83%	52%	#DIV/0!
20%	33%	#DIV/0!
80	-267	#DIV/0!