

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CPO	Same Brand as New	Advertised Price (Time of Sale)	Transaction Price	Advertised Price to Market % (Time of Sale)	Market Price at 100%	Transaction to Market (%)	Transactional Discount (\$)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	No	\$ 15,000	\$ 13,800	95%	\$ 15,789	87%	\$ 1,200	\$1,500	\$500
1	08462A	2018	Dodge	Journey	33	Trade on New	No	Yes	\$ 22,500	\$ 21,500	108%	\$ 20,833	103%	\$ 1,000	\$3,091	\$864
2	A2508	2006	Ford	Ranger	87	Auction/Wholesale	No	No	\$ 12,999	\$ 12,999	100%	\$ 12,999	100%	\$ -	\$0	\$0
3	A2453	2020	Ford	F-150	158	Auction/Wholesale	No	No	\$ 31,500	\$ 31,500	95%	\$ 33,158	95%	\$ -	\$700	\$2,864
4	08490A	2020	Jeep	Grand Cher	6	Trade on New	No	Yes	\$ 34,000	\$ 34,000	100%	\$ 34,000	100%	\$ -	\$2,711	\$1,653
5	A2475	2020	Dodge	Grand Cara	139	Auction/Wholesale	No	Yes	\$ 21,999	\$ 21,999	109%	\$ 20,183	109%	\$ -	\$758	\$2,579
6	A2427A	2015	Dodge	Dart	15	Trade on Used	No	Yes	\$ 12,989	\$ 11,989	106%	\$ 12,254	98%	\$ 1,000	\$3,201	\$1,300
7	A2537	2017	Dodge	Journey	22	Auction/Wholesale	No	Yes	\$ 15,988	\$ 15,988	107%	\$ 14,942	107%	\$ -	\$2,847	\$2,475
8	A2528	2019	Dodge	Grand Cara	33	Auction/Wholesale	No	Yes	\$ 22,999	\$ 22,140	124%	\$ 18,548	119%	\$ 859	\$1,063	\$0
9	A2498	2018	Chevrolet	Equinox	104	Auction/Wholesale	No	No	\$ 18,400	\$ 17,900	102%	\$ 18,039	99%	\$ 500	\$84	\$2,551
10	A2501	2017	Ram	1500	104	Auction/Wholesale	No	Yes	\$ 28,488	\$ 27,555	101%	\$ 28,206	98%	\$ 933	(\$1,560)	\$1,868
11	08446A	2017	Jeep	Compass	73	Trade on New	No	Yes	\$ 22,450	\$ 22,450	100%	\$ 22,450	100%	\$ -	\$3,659	\$2,106
12	A2542	2016	Jeep	Cherokee	17	Auction/Wholesale	No	Yes	\$ 21,988	\$ 21,988	121%	\$ 18,172	121%	\$ -	\$1,237	\$1,989
13	08423A	2020	Jeep	Compass	7	Trade on New	No	Yes	\$ 25,500	\$ 25,500	104%	\$ 24,519	104%	\$ -	\$1,664	\$2,192
14	A2504	2015	Jeep	Grand Cher	101	Auction/Wholesale	No	Yes	\$ 23,950	\$ 23,950	113%	\$ 21,195	113%	\$ -	(\$1,136)	\$2,905
15	A2535	2020	Chrysler	Pacifica	35	Auction/Wholesale	No	Yes	\$ 28,975	\$ 28,975	101%	\$ 28,688	101%	\$ -	\$2,055	\$1,673
16	A2487	2014	Ford	Taurus	124	Auction/Wholesale	No	No	\$ 14,500	\$ 13,380	97%	\$ 14,948	90%	\$ 1,120	(\$1,771)	\$1,178
17	08444B	2015	Jeep	Wrangler	43	Trade on Used	No	Yes	\$ 20,000	\$ 19,500	98%	\$ 20,408	96%	\$ 500	\$3,050	\$1,920
18	A2553	2020	Jeep	Grand Cher	15	Auction/Wholesale	No	Yes	\$ 31,888	\$ 31,888	109%	\$ 29,255	109%	\$ -	\$1,680	\$2,470
19	A2502	2018	Ram	1500	111	Auction/Wholesale	No	Yes	\$ 33,688	\$ 33,688	100%	\$ 33,688	100%	\$ -	\$154	\$2,582
20	A2529	2016	Jeep	Grand Cher	47	Auction/Wholesale	No	Yes	\$ 19,989	\$ 19,989	99%	\$ 20,191	99%	\$ -	\$1,565	\$2,419
21	A2445	2018	Ford	Fusion	189	Auction/Wholesale	No	No	\$ 15,990	\$ 15,700	100%	\$ 15,990	98%	\$ 290	(\$2,007)	\$0
22	A2425	2017	Ford	Fusion	229	Auction/Wholesale	No	No	\$ 12,990	\$ 12,990	99%	\$ 13,121	99%	\$ -	(\$1,851)	\$0
23	A2490	2014	Jeep	Cherokee	133	Auction/Wholesale	No	Yes	\$ 14,999	\$ 14,309	103%	\$ 14,562	98%	\$ 690	(\$2,064)	\$1,462
24	08462B	2016	Dodge	Journey	23	Trade on Used	No	Yes	\$ 14,888	\$ 14,888	106%	\$ 14,045	106%	\$ -	\$3,877	\$0
25	08484A	2019	Chevrolet	Traverse	44	Trade on New	No	No	\$ 31,966	\$ 30,700	101%	\$ 31,650	97%	\$ 1,266	\$3,030	\$0
26	08434A	2010	Ram	1500	6	Trade on New	No	Yes	\$ 16,988	\$ 16,988	110%	\$ 15,444	110%	\$ -	\$3,152	\$1,287
27	A2542A	2010	Dodge	Grand Cara	1	Trade on Used	No	Yes	\$ 7,988	\$ 7,988	115%	\$ 6,946	115%	\$ -	\$3,394	\$20
28	A2543	2019	Jeep	Cherokee	37	Auction/Wholesale	No	Yes	\$ 28,450	\$ 28,450	109%	\$ 26,101	109%	\$ -	\$2,504	\$3,564
29	A2442	2019	Chevrolet	Blazer	198	Auction/Wholesale	No	No	\$ 31,888	\$ 31,988	101%	\$ 31,572	101%	\$ (100)	(\$1,170)	\$500
30	08486A	2020	Jeep	Compass	9	Trade on New	No	Yes	\$ 24,989	\$ 24,908	100%	\$ 24,989	100%	\$ 81	\$1,548	\$3,036
31	A2524	2015	Jeep	Renegade	80	Auction/Wholesale	No	Yes	\$ 13,999	\$ 14,299	100%	\$ 13,999	102%	\$ (300)	\$725	\$0
32	A2544	2020	Jeep	Cherokee	40	Auction/Wholesale	No	Yes	\$ 25,500	\$ 25,015	105%	\$ 24,286	103%	\$ 485	\$800	\$540
33	A2522	2016	Jeep	Renegade	89	Auction/Wholesale	No	Yes	\$ 16,999	\$ 16,999	100%	\$ 16,999	100%	\$ -	\$737	\$1,940
34	A2488	2014	Jeep	Cherokee	146	Auction/Wholesale	No	Yes	\$ 15,999	\$ 15,999	111%	\$ 14,414	111%	\$ -	(\$422)	\$1,848
35	A2505	2016	Ram	1500	126	Auction/Wholesale	No	Yes	\$ 32,000	\$ 31,000	107%	\$ 29,907	104%	\$ 1,000	(\$1,766)	\$991
36	A2427B	2014	Ford	Transit	34	Trade on Used	No	No	\$ 15,388	\$ 15,388	103%	\$ 14,940	103%	\$ -	\$4,266	\$1,896
37	A2489	2018	Ram	1500	151	Auction/Wholesale	No	Yes	\$ 21,750	\$ 21,249	95%	\$ 22,895	93%	\$ 501	(\$268)	\$0
38	08486B	2014	Jeep	Grand Cher	11	Trade on Used	No	Yes	\$ 11,999	\$ 11,358	96%	\$ 12,499	91%	\$ 641	\$2,449	\$1,019
39	A2481	2018	Fiat	500X	162	Auction/Wholesale	No	No	\$ 17,500	\$ 17,500	96%	\$ 18,229	96%	\$ -	(\$2,186)	\$2,570
40	08517A	2021	Ram	1500	15	Trade on New	No	Yes	\$ 40,488	\$ 41,088	104%	\$ 38,931	106%	\$ (600)	\$2,550	\$2,949
41	A2516A	2015	Toyota	Sienna	62	Trade on Used	No	No	\$ 17,998	\$ 17,998	95%	\$ 18,945	95%	\$ -	\$2,329	\$2,006
42	A2536	2021	Chrysler	Pacifica	67	Auction/Wholesale	No	Yes	\$ 27,421	\$ 27,421	100%	\$ 27,421	100%	\$ -	\$61	\$953

43	A2492	2015	Jeep	Cherokee	153	Auction/Wholesale	No	Yes	\$ 14,999	\$ 14,999	100%	\$ 14,999	100%	\$ -	(\$484)	\$2,095
44	A2496	2019	Chrysler	Pacifica	144	Auction/Wholesale	No	Yes	\$ 32,175	\$ 32,300	111%	\$ 28,986	111%	\$ (125)	\$370	\$1,034
45	08498A	2020	Ram	1500	17	Trade on New	No	Yes	\$ 41,988	\$ 41,988	105%	\$ 39,989	105%	\$ -	\$2,176	\$490
46	A2583	2021	Ram	1500	8	Auction/Wholesale	No	Yes	\$ 39,988	\$ 39,988	103%	\$ 38,823	103%	\$ -	\$1,788	\$957
47	08500A	2016	Chevrolet	Trax	9	Trade on New	No	No	\$ 11,888	\$ 11,888	100%	\$ 11,888	100%	\$ -	\$4,925	\$2,320
48	A2453A	2010	Ford	F150	49	Trade on Used	No	No	\$ 11,888	\$ 11,888	117%	\$ 10,161	117%	\$ -	\$3,303	\$1,083
49	08516A	2016	Chrysler	Town & Cou	15	Trade on New	No	Yes	\$ 19,200	\$ 18,500	99%	\$ 19,394	95%	\$ 700	\$3,140	\$2,281
50	08494A	2016	Jeep	Cherokee	37	Trade on New	No	Yes	\$ 14,738	\$ 14,738	101%	\$ 14,592	101%	\$ -	\$2,213	\$1,768
51	08510A	2019	Jeep	Compass	14	Trade on New	No	Yes	\$ 21,488	\$ 21,218	101%	\$ 21,275	100%	\$ 270	\$3,456	\$1,223
52	A2586	2022	Jeep	Grand Cher	14	Auction/Wholesale	No	Yes	\$ 47,888	\$ 46,000	107%	\$ 44,755	103%	\$ 1,888	\$1,418	\$2,201
53	08516B	2007	Ford	F150	5	Trade on Used	No	No	\$ 3,000	\$ 3,000	100%	\$ 3,000	100%	\$ -	\$1,998	\$0

Scoreboard Totals

% Retailed of Non-Franchise Make	30%
Total # Retail Units	86
Avg. Days to Sale	57.4
Avg. Advertised Price (Time of Sale)	\$ 22,195
Avg. Transaction Price	\$ 22,049
Avg. Market Price at 100%	\$ 21,683
Avg. Price to Market % (Time of Sale)	102%
Avg. Transaction to Market	102%
Avg. Transactional Discount	\$ 146
Avg. Front-End Gross	\$ 1,705
Avg. Finance Gross	\$ 1,431
PUVR	\$ 3,136
Total Gross (Units & PUVR)	\$ 269,664
GROI	89%
% with Trade	41%
Avg. Over/Under Allowance	\$43



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Randy Wilt
% Retailed of Non-New Franchise	30%	#DIV/0!	33%
Total # Retail Units	86	0	70
Avg. Days to Sale	57.4	#DIV/0!	56.7
Avg. Advertised Price (Time of Sale)	\$ 22,195	#DIV/0!	\$ 21,735
Avg. Transaction Price	\$ 22,049	#DIV/0!	\$ 21,594
Avg. Market Price at 100%	\$ 21,683	#DIV/0!	\$ 21,186
Avg. Price to Market % (Time of Sale)	102%	#DIV/0!	103%
Avg. Transaction to Market	102%	#DIV/0!	102%
Avg. Transactional Discount	\$ 146	#DIV/0!	\$ 141
Avg. Front-End Gross	\$ 1,705	#DIV/0!	\$ 1,789
Avg. Finance Gross	\$ 1,431	#DIV/0!	\$ 1,507
PUVR	\$ 3,136	#DIV/0!	\$ 3,296
Total Gross (Units & PUVR)	\$ 269,664	#DIV/0!	\$ 230,698
GROI	89%	#DIV/0!	97%
% with Trade	41%	#DIV/0!	40%
Avg. Over/Under Allowance	43	#DIV/0!	8



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

Scooter Malloy			
19%	#DIV/0!	#DIV/0!	#DIV/0!
16	0	0	0
60.3	#DIV/0!	#DIV/0!	#DIV/0!
\$ 24,207	#DIV/0!	#DIV/0!	#DIV/0!
\$ 24,038	#DIV/0!	#DIV/0!	#DIV/0!
\$ 23,373	#DIV/0!	#DIV/0!	#DIV/0!
104%	#DIV/0!	#DIV/0!	#DIV/0!
103%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 168	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,336	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,099	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,435	#DIV/0!	#DIV/0!	#DIV/0!
\$ 38,966	#DIV/0!	#DIV/0!	#DIV/0!
60%	#DIV/0!	#DIV/0!	#DIV/0!
44%	#DIV/0!	#DIV/0!	#DIV/0!
192	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Eric Brauher	Matt Thomas
% Retailed of Non-New Franchise	30%	36%	29%
Total # Retail Units	86	22	31
Avg. Days to Sale	57.4	48.3	42.5
Avg. Advertised Price (Time of Sale)	\$ 22,195	\$ 20,537	\$ 21,719
Avg. Transaction Price	\$ 22,049	\$ 20,356	\$ 21,589
Avg. Market Price at 100%	\$ 21,683	\$ 20,104	\$ 20,948
Avg. Price to Market % (Time of Sale)	102%	102%	104%
Avg. Transaction to Market	102%	101%	103%
Avg. Transactional Discount	\$ 146	\$ 181	\$ 130
Avg. Front-End Gross	\$ 1,705	\$ 1,658	\$ 2,410
Avg. Finance Gross	\$ 1,431	\$ 1,225	\$ 1,290
PUVR	\$ 3,136	\$ 2,883	\$ 3,700
Total Gross (Units & PUVR)	\$ 269,664	\$ 63,431	\$ 114,697
GROI	89%	106%	145%
% with Trade	41%	41%	35%
Avg. Over/Under Allowance	43	49	70



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

Jon Frost	Tom Hale	House	
28%	25%	33%	#DIV/0!
18	12	3	0
71.6	87.4	72.7	#DIV/0!
\$ 22,567	\$ 21,975	\$ 37,925	#DIV/0!
\$ 22,560	\$ 21,757	\$ 37,329	#DIV/0!
\$ 22,255	\$ 21,198	\$ 36,776	#DIV/0!
101%	104%	103%	#DIV/0!
101%	103%	102%	#DIV/0!
\$ 7	\$ 218	\$ 596	#DIV/0!
\$ 1,314	\$ 734	\$ 986	#DIV/0!
\$ 1,711	\$ 1,748	\$ 1,451	#DIV/0!
\$ 3,024	\$ 2,482	\$ 2,438	#DIV/0!
\$ 54,438	\$ 29,785	\$ 7,313	#DIV/0!
67%	47%	32%	#DIV/0!
61%	25%	33%	#DIV/0!
-39	-83	700	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Dee Lancaster	Jill Malloy
% Retailed of Non-New Franchise	30%	34%	17%
Total # Retail Units	86	68	18
Avg. Days to Sale	57.4	57.6	56.6
Avg. Advertised Price (Time of Sale)	\$ 22,195	\$ 21,295	\$ 25,594
Avg. Transaction Price	\$ 22,049	\$ 21,185	\$ 25,313
Avg. Market Price at 100%	\$ 21,683	\$ 20,794	\$ 24,611
Avg. Price to Market % (Time of Sale)	102%	102%	104%
Avg. Transaction to Market	102%	102%	103%
Avg. Transactional Discount	\$ 146	\$ 110	\$ 281
Avg. Front-End Gross	\$ 1,705	\$ 1,809	\$ 1,311
Avg. Finance Gross	\$ 1,431	\$ 1,511	\$ 1,129
PUVR	\$ 3,136	\$ 3,320	\$ 2,440
Total Gross (Units & PUVR)	\$ 269,664	\$ 225,740	\$ 43,924
GROI	89%	98%	61%
% with Trade	41%	0%	0%
Avg. Over/Under Allowance	43	9	171



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	86	0	86
Avg. Days to Sale	57.4	#DIV/0!	57.4
Avg. Advertised Price (Time of Sale)	\$ 22,195	#DIV/0!	\$ 22,049
Avg. Transaction Price	\$ 22,049	#DIV/0!	\$ 22,049
Avg. Market Price at 100%	\$ 21,683	#DIV/0!	\$ 21,593
Avg. Price to Market % (Time of Sale)	102%	#DIV/0!	102%
Avg. Transaction to Market	102%	#DIV/0!	102%
Avg. Transactional Discount	\$ 146	#DIV/0!	\$ 146
Avg. Front-End Gross	\$ 1,705	#DIV/0!	\$ 1,705
Avg. Finance Gross	\$ 1,431	#DIV/0!	\$ 1,431
PUVR	\$ 3,136	#DIV/0!	\$ 3,136
Total Gross (Units & PUVR)	\$ 269,664	#DIV/0!	\$ 269,664
GROI	89%	#DIV/0!	89%
% with Trade	41%	#DIV/0!	41%
Avg. Over/Under Allowance	43	#DIV/0!	43



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	86	60	26
Avg. Days to Sale	57.4	51.8	70.2
Avg. Advertised Price (Time of Sale)	\$ 22,195	\$ 24,196	\$ 17,446
Avg. Transaction Price	\$ 22,049	\$ 24,044	\$ 17,446
Avg. Market Price at 100%	\$ 21,683	\$ 23,350	\$ 17,538
Avg. Price to Market % (Time of Sale)	102%	104%	99%
Avg. Transaction to Market	102%	103%	99%
Avg. Transactional Discount	\$ 146	\$ 152	\$ 131
Avg. Front-End Gross	\$ 1,705	\$ 1,656	\$ 1,817
Avg. Finance Gross	\$ 1,431	\$ 1,543	\$ 1,171
PUVR	\$ 3,136	\$ 3,200	\$ 2,988
Total Gross (Units & PUVR)	\$ 269,664	\$ 191,981	\$ 77,683
GROI	89%	92%	88%
% with Trade	41%	42%	38%
Avg. Over/Under Allowance	43	26	81



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	86	20	22
% of Retail Units	100%	23%	26%
% Retailed of Non-New Franchise	30%	20%	55%
Avg. Days to Sale	57.4	21.4	28.4
Avg. Transaction Price	\$ 22,049	\$ 24,483	\$ 13,360
Avg. Transaction to Market %	102%	102%	99%
Avg. Transactional Discount	\$ 146	\$ 226	\$ (44)
Avg. Front End Gross	\$ 1,705	\$ 3,123	\$ 2,839
Avg. Finance Gross	\$ 1,431	\$ 1,566	\$ 971
PUVR	\$ 3,136	\$ 4,689	\$ 3,810
Total Gross (Units & PUVR)	\$ 269,664	\$ 93,779	\$ 83,810
GROI	89%	322%	361%
% with Trade	41%	45%	36%
Avg. Over/Under Allowance	43	-77	97



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
1	43	0	0
1%	50%	0%	0%
0%	23%	#DIV/0!	#DIV/0!
15.0	89.9	#DIV/0!	#DIV/0!
\$ 14,500	\$ 25,538	#DIV/0!	#DIV/0!
98%	103%	#DIV/0!	#DIV/0!
\$ (1,000)	\$ 232	#DIV/0!	#DIV/0!
\$ 2,306	\$ 451	#DIV/0!	#DIV/0!
\$ 224	\$ 1,631	#DIV/0!	#DIV/0!
\$ 2,530	\$ 2,082	#DIV/0!	#DIV/0!
\$ 2,530	\$ 89,545	#DIV/0!	#DIV/0!
419%	33%	#DIV/0!	#DIV/0!
100%	40%	#DIV/0!	#DIV/0!
1,000	48	#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	86	36	16
% of Retail Units	100%	42%	19%
% Retailed of Non-New Franchise	30%	25%	31%
Avg. Days to Sale	57.4	13.7	38.8
Avg. Transaction Price	\$ 22,049	\$ 20,888	\$ 23,499
Avg. Transaction to Market %	102%	101%	103%
Avg. Transactional Discount	\$ 146	\$ 63	\$ 244
Avg. Front End Gross	\$ 1,705	\$ 2,821	\$ 2,431
Avg. Finance Gross	\$ 1,431	\$ 1,299	\$ 1,609
PUVR	\$ 3,136	\$ 4,120	\$ 4,041
Total Gross (Units & PUVR)	\$ 269,664	\$ 148,322	\$ 64,650
GROI	89%	519%	159%
% with Trade	41%	36%	44%
Avg. Over/Under Allowance	43	49	-31



46-60 days	61-90 days	90+ days
6	9	19
7%	10%	22%
17%	44%	37%
53.3	72.7	149.8
\$ 17,381	\$ 19,861	\$ 25,540
108%	101%	100%
\$ 331	\$ (44)	\$ 253
\$ 1,621	\$ 1,396	\$ (849)
\$ 1,260	\$ 1,336	\$ 1,629
\$ 2,881	\$ 2,732	\$ 780
\$ 17,284	\$ 24,590	\$ 14,818
112%	68%	7%
17%	56%	47%
0	33	111