









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	H3W555286A	2011	Volkswagen	JETTA	66	Trade on New	No	\$ 7,913	\$ 8,608	93%	\$185	\$1,982
2	H2X179216A	2022	BMW	X5	49	Trade on New	No	\$ 65,999	\$ 64,495	112%	\$11,076	\$7,048
3	HP13293	2019	Chrysler	PACIFICA	39	Street/Curb Buy	Yes	\$ 26,558	\$ 26,403	99%	\$377	\$901
4	HP13249A	2015	Jeep	WRANGLER	36	Trade on Used	Yes	\$ 26,405	\$ 26,805	101%	\$3,121	\$4,675
5	H3W605818A	2021	Kia	STINGER	8	Trade on New	No	\$ 29,435	\$ 28,327	91%	\$1,260	\$1,792
6	H3W571248A	2017	Jeep	WRANGLER	8	Trade on New	Yes	\$ 31,935	\$ 30,500	102%	\$1,270	\$2,293
7	HP13263A	2021	Lexus	ES350	44	Trade on Used	No	\$ 41,635	\$ 40,937	96%	\$298	\$2,991
8	H3W571252A	2019	Jeep	WRANGLER	15	Trade on New	Yes	\$ 34,984	\$ 36,604	97%	\$444	\$4,082
9	H3W621894A	2017	Volkswagen	GOLF	55	Trade on New	No	\$ 15,974	\$ 16,974	81%	(\$449)	\$1,032
10	HP13311	2014	Toyota	SIENNA	36	Street/Curb Buy	No	\$ 18,532	\$ 17,032	86%	(\$100)	\$774
11	HP13300	2020	Jeep	G. CHEROKEE	36	Street/Curb Buy	Yes	\$ 31,967	\$ 29,650	96%	\$3,878	\$2,741
12	HP13336	2019	Jeep	G. CHEROKEE	2	Street/Curb Buy	Yes	\$ 28,987	\$ 29,483	95%	\$7,043	\$3,218
13	HP13344	2022	Jeep	GLADIATOR	3	Other	Yes	\$ 55,905	\$ 55,819	100%	\$415	\$574
14	HP13346	2019	Jeep	WRANGLER	23	Street/Curb Buy	Yes	\$ 39,644	\$ 39,125	100%	\$1,090	\$2,341
15	H3W571257A	2021	Mercedes-Benz	AMG GT 53	9	Trade on New	No	\$ 87,935	\$ 86,191	96%	\$8,257	\$6,146
16	H3W611642A	2019	Jeep	WRANGLER	14	Trade on New	Yes	\$ 30,441	\$ 32,039	95%	\$3,199	\$4,231
17	H3W656006A	2022	Audi	A3	27	Trade on New	No	\$ 33,449	\$ 33,738	99%	(\$460)	\$2,679
18	H3G800359A	2019	Dodge	CHARGER	14	Trade on New	Yes	\$ 32,835	\$ 33,300	100%	(\$1,862)	\$4,350
19	H3G537115A	2021	Volkswagen	TIGUAN	23	Trade on New	No	\$ 21,948	\$ 22,400	94%	\$2,661	\$2,980
20	HP13331	2020	Jeep	WRANGLER	18	Street/Curb Buy	Yes	\$ 35,980	\$ 36,975	98%	\$851	\$1,280
21	HP13319	2020	BMW	X5	39	Street/Curb Buy	No	\$ 46,035	\$ 45,247	94%	\$1,872	\$954
22	HP13302	2022	Jeep	G. CHEROKEE	38	Other	Yes	\$ 44,636	\$ 46,370	101%	(\$106)	\$3,714
23	H3W617768A	2020	Jeep	COMPASS	10	Trade on New	Yes	\$ 23,335	\$ 23,835	102%	\$2,266	\$4,303
24	H3G819006A	2019	Volkswagen	TIGUAN	10	Trade on New	No	\$ 23,935	\$ 23,283	96%	\$670	\$3,668
25	H2G760508A	2014		HARLEY-DAVIDSO	39	Trade on New	No	\$ 14,935	\$ 12,068	72%	\$2,733	\$0
26	HP13090A	2016	Jeep	G. CHEROKEE	32	Trade on Used	Yes	\$ 20,142	\$ 21,492	93%	\$692	\$2,853
27	H3W617788A	2021	Chevrolet	TRAILBLAZER	52	Trade on New	No	\$ 19,832	\$ 19,980	91%	(\$962)	\$3,307
28	H3W670427A	2019	Lexus	NX300	13	Trade on New	No	\$ 31,435	\$ 33,310	97%	\$3,991	\$5,387
29	H3M505155A	2015	Mazda	MAZDA5	21	Trade on New	No	\$ 13,968	\$ 11,950	95%	(\$92)	\$2,252
30	H3W606393A	2021	Porsche	MACAN	45	Trade on New	No	\$ 48,909	\$ 48,402	91%	\$1,994	\$774
31	H3X529851A	2020	Jeep	WRANGLER	19	Trade on New	Yes	\$ 30,974	\$ 30,974	94%	\$2,893	\$3,476

32	HP13323	2020	Jeep	WRANGLER	31	Street/Curb Buy	Yes	\$	37,135	\$	39,934	99%	\$5,479	\$9,285
33	H2X179216B	2016	Jeep	G. CHEROKEE	15	Trade on Used	Yes	\$	21,015	\$	19,385	95%	(\$705)	\$3,925
34	H3G537116A	2017	Jeep	WRANGLER	17	Trade on New	Yes	\$	34,635	\$	35,634	99%	\$1,134	\$2,170
35	HP13332	2021	Ram	5500	19	Street/Curb Buy	No	\$	64,316	\$	64,716	96%	\$9,459	\$7,495
36	HP13309	2022	Jeep	WRANGLER	46	Other	Yes	\$	37,966	\$	39,261	90%	(\$1,405)	\$2,335
37	HP13343	2022	Jeep	GLADIATOR	12	Other	Yes	\$	55,898	\$	59,700	100%	\$5,191	\$1,906
38	HP13347	2021	Jeep	WRANGLER	14	Street/Curb Buy	Yes	\$	50,924	\$	44,628	102%	\$2,714	\$774
39	H3G537113A	2021	Jeep	G. CHEROKEE	25	Trade on New	Yes	\$	41,499	\$	39,399	100%	(\$6)	\$3,011
40	H3W617770A	2020	Jeep	WRANGLER	24	Trade on New	Yes	\$	36,949	\$	39,948	97%	\$7,369	\$7,369
41	HP13245	2020	Chrysler	PACIFICA	100	Street/Curb Buy	Yes	\$	37,406	\$	37,080	97%	(\$3,651)	\$774
42	HP13329	2022	Jeep	COMPASS	30	Other	Yes	\$	26,610	\$	30,983	95%	\$3,134	\$4,217
43	H3W611645A	2019	Dodge	CHALLENGER	13	Trade on New	Yes	\$	24,735	\$	23,878	98%	\$943	\$3,378
44	HP13289A	2020	Jeep	WRANGLER	31	Trade on Used	Yes	\$	37,508	\$	37,511	97%	\$4,203	\$857
45	H2M228292A	2014	Ford	F-150	68	Trade on New	No	\$	14,229	\$	16,327	75%	\$2,498	\$829
46	HP13266	2022	Volvo	XC40	86	Auction/Wholesale	No	\$	43,158	\$	43,058	95%	(\$5,000)	\$2,873
47	H3W610083A	2020	Kia	NIRO EV	1	Trade on New	No	\$	30,185	\$	31,185	95%	\$3,845	\$3,451
48	H3M500455A	2017	Chrysler	PACIFICA	25	Trade on New	Yes	\$	26,670	\$	26,290	98%	(\$1,816)	\$574
49	H3A528643A	2020	Jeep	CHEROKEE	12	Trade on New	Yes	\$	27,635	\$	28,523	105%	\$2,307	\$4,063
50	HP13293A	2014	BMW	535I	21	Trade on Used	No	\$	16,694	\$	14,788	96%	(\$139)	\$774
51	HP13330	2022	Jeep	COMPASS	33	Other	Yes	\$	26,650	\$	28,048	95%	\$357	\$874
52	HP13338	2017	Chevrolet	SILVERADO	18	Street/Curb Buy	No	\$	43,801	\$	40,653	95%	\$5,852	\$5,666
53	H2W224330B	2010	Nissan	ALTIMA	52	Trade on Used	No	\$	6,916	\$	5,519	101%	\$363	\$814

## Scoreboard Totals

% Retailed of Non-Franchise Make	41%
Total # Retail Units	119
Avg. Days to Sale	29.4
Avg. Advertised Price (Time of Sale)	\$ 31,542
Avg. Transaction Price	\$ 31,238
Avg. Market Price at 100%	\$ 32,667
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	96%
Avg. Transactional Discount	\$ 305
Avg. Front-End Gross	\$ 1,709
Avg. Finance Gross	\$ 3,028
PUVR	\$ 4,737
Total Gross (Units & PUVR)	\$ 563,686
GROI	186%
% with Trade	31%
Avg. Over/Under Allowance	\$28



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	41%	#DIV/0!	#DIV/0!
Total # Retail Units	119	0	0
Avg. Days to Sale	29.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,542	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,238	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 32,667	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	96%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 305	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,709	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 3,028	#DIV/0!	#DIV/0!
PUVR	\$ 4,737	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 563,686	#DIV/0!	#DIV/0!
GROI	186%	#DIV/0!	#DIV/0!
% with Trade	31%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	28	#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	41%	#DIV/0!	#DIV/0!
Total # Retail Units	119	0	0
Avg. Days to Sale	29.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,542	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,238	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 32,667	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	96%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 305	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,709	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 3,028	#DIV/0!	#DIV/0!
PUVR	\$ 4,737	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 563,686	#DIV/0!	#DIV/0!
GROI	186%	#DIV/0!	#DIV/0!
% with Trade	31%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	28	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	41%	#DIV/0!	#DIV/0!
Total # Retail Units	119	0	0
Avg. Days to Sale	29.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,542	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,238	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 32,667	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	96%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 305	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,709	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 3,028	#DIV/0!	#DIV/0!
PUVR	\$ 4,737	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 563,686	#DIV/0!	#DIV/0!
GROI	186%	#DIV/0!	#DIV/0!
% with Trade	31%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	28	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	119	74	46
Avg. Days to Sale	29.4	24.9	36.7
Avg. Advertised Price (Time of Sale)	\$ 31,542	\$ 32,980	\$ 28,605
Avg. Transaction Price	\$ 31,238	\$ 32,874	\$ 28,605
Avg. Market Price at 100%	\$ 32,667	\$ 33,604	\$ 30,926
Avg. Price to Market % (Time of Sale)	97%	98%	92%
Avg. Transaction to Market	96%	98%	92%
Avg. Transactional Discount	\$ 305	\$ 106	\$ 625
Avg. Front-End Gross	\$ 1,709	\$ 1,618	\$ 1,856
Avg. Finance Gross	\$ 3,028	\$ 3,145	\$ 2,841
PUVR	\$ 4,737	\$ 4,762	\$ 4,696
Total Gross (Units & PUVR)	\$ 563,686	\$ 352,395	\$ 216,028
GROI	186%	210%	161%
% with Trade	31%	34%	26%
Avg. Over/Under Allowance	28	82	-60



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	119	70	49
Avg. Days to Sale	29.4	25.1	35.4
Avg. Advertised Price (Time of Sale)	\$ 31,542	\$ 32,374	\$ 30,163
Avg. Transaction Price	\$ 31,238	\$ 32,264	\$ 30,163
Avg. Market Price at 100%	\$ 32,667	\$ 32,869	\$ 32,404
Avg. Price to Market % (Time of Sale)	97%	98%	93%
Avg. Transaction to Market	96%	98%	93%
Avg. Transactional Discount	\$ 305	\$ 110	\$ 531
Avg. Front-End Gross	\$ 1,709	\$ 1,695	\$ 1,708
Avg. Finance Gross	\$ 3,028	\$ 3,111	\$ 2,971
PUVR	\$ 4,737	\$ 4,806	\$ 4,679
Total Gross (Units & PUVR)	\$ 563,686	\$ 336,411	\$ 229,279
GROI	186%	214%	158%
% with Trade	31%	34%	27%
Avg. Over/Under Allowance	28	87	-56



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	119	69	18
% of Retail Units	100%	58%	15%
% Retailed of Non-New Franchise	41%	48%	56%
Avg. Days to Sale	29.4	27.6	31.1
Avg. Transaction Price	\$ 31,238	\$ 30,029	\$ 22,168
Avg. Transaction to Market %	96%	96%	93%
Avg. Transactional Discount	\$ 305	\$ (122)	\$ 898
Avg. Front End Gross	\$ 1,709	\$ 1,942	\$ 967
Avg. Finance Gross	\$ 3,028	\$ 3,013	\$ 2,754
PUVR	\$ 4,737	\$ 4,955	\$ 3,721
Total Gross (Units & PUVR)	\$ 563,686	\$ 341,885	\$ 66,970
GROI	186%	215%	195%
% with Trade	31%	29%	22%
Avg. Over/Under Allowance	28	135	-222



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
20	1	0	0
17%	1%	0%	0%
25%	100%	#DIV/0!	#DIV/0!
28.8	86.0	#DIV/0!	#DIV/0!
\$ 35,528	\$ 43,058	#DIV/0!	#DIV/0!
91%	95%	#DIV/0!	#DIV/0!
\$ 2,199	\$ 100	#DIV/0!	#DIV/0!
\$ 2,460	\$ (5,000)	#DIV/0!	#DIV/0!
\$ 3,494	\$ 2,873	#DIV/0!	#DIV/0!
\$ 5,954	\$ (2,127)	#DIV/0!	#DIV/0!
\$ 119,074	\$ (2,127)	#DIV/0!	#DIV/0!
209%	-21%	#DIV/0!	#DIV/0!
40%	0%	#DIV/0!	#DIV/0!
-290	0	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	0	12
0%	0%	10%
#DIV/0!	#DIV/0!	0%
#DIV/0!	#DIV/0!	33.8
#DIV/0!	#DIV/0!	\$ 43,660
#DIV/0!	#DIV/0!	99%
#DIV/0!	#DIV/0!	\$ (1,271)
#DIV/0!	#DIV/0!	\$ 790
#DIV/0!	#DIV/0!	\$ 2,762
#DIV/0!	#DIV/0!	\$ 3,552
#DIV/0!	#DIV/0!	\$ 42,621
#DIV/0!	#DIV/0!	87%
#DIV/0!	#DIV/0!	42%
#DIV/0!	#DIV/0!	318

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	119	73	26
% of Retail Units	100%	61%	22%
% Retailed of Non-New Franchise	41%	33%	38%
Avg. Days to Sale	29.4	16.9	38.4
Avg. Transaction Price	\$ 31,238	\$ 32,613	\$ 29,275
Avg. Transaction to Market %	96%	96%	93%
Avg. Transactional Discount	\$ 305	\$ 527	\$ 204
Avg. Front End Gross	\$ 1,709	\$ 2,058	\$ 1,477
Avg. Finance Gross	\$ 3,028	\$ 3,230	\$ 2,605
PUVR	\$ 4,737	\$ 5,288	\$ 4,082
Total Gross (Units & PUVR)	\$ 563,686	\$ 386,044	\$ 106,132
GROI	186%	345%	131%
% with Trade	31%	33%	35%
Avg. Over/Under Allowance	28	-17	-18



46-60 days	61-90 days	90+ days
14	5	2
12%	4%	2%
71%	80%	50%
51.9	72.0	104.0
\$ 32,726	\$ 21,488	\$ 20,528
95%	91%	76%
\$ (417)	\$ (539)	\$ 663
\$ 1,958	\$ (1,044)	\$ (2,875)
\$ 3,358	\$ 2,405	\$ 387
\$ 5,316	\$ 1,360	\$ (2,488)
\$ 74,421	\$ 6,802	\$ (4,976)
113%	32%	-42%
29%	0%	0%
357	0	0