

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
AARON DUNN	DAVE WILLIAMS	CONNOR SHCOONOVER
	JARETT WILLIAMS	JARETT WILLIAMS
		LEVI HUNTER
		JOE WALKER
		HOUSE





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			GMC	Sierra Dump	18	Auction/Wholesale	No	\$ 74,991	\$ 74,991	112%	\$9,443	\$0
2			GMC	Sierra	10	Auction/Wholesale	No	\$ 33,689	\$ 33,189	97%	\$180	\$0
3			GMC	Sierra 2500	51	Trade on New	No	\$ 61,391	\$ 60,000	105%	(\$420)	\$1,900
4			Ram	2500	24	Loaner/Rental Fleet	No	\$ 44,985	\$ 44,985	95%	\$11,766	\$989
5			Ford	Mustang	18	Auction/Wholesale	No	\$ 27,989	\$ 27,989	99%	\$2,365	\$0
6			Mini	Mini	19	Auction/Wholesale	No	\$ 13,649	\$ 13,649	110%	\$574	\$0
7			GMC	Savanna	77	Auction/Wholesale	No	\$ 44,485	\$ 44,000	98%	\$4,695	\$0
8			Chevrolet	Blazer	65	Trade on New	No	\$ 28,995	\$ 28,995	97%	(\$597)	\$1,543
9			Mini	Mini	74	Auction/Wholesale	No	\$ 9,994	\$ 9,994	85%	(\$1,627)	\$1,013
10			Chevrolet	Traverse	29	Trade on New	No	\$ 28,619	\$ 28,619	97%	\$1,177	\$2,627
11			Mini	Mini	30	Auction/Wholesale	No	\$ 12,489	\$ 11,989	96%	\$4,509	\$409
12			Chevrolet	Silverado	19	Auction/Wholesale	No	\$ 53,989	\$ 53,989	99%	\$1,756	\$1,192
13			Ram	2500	7	Trade on New	No	\$ 33,989	\$ 33,489	93%	\$1,150	\$2,612
14			Nissan	Rogue	34	Auction/Wholesale	No	\$ 15,989	\$ 15,812	97%	\$1,466	\$506
15			Chevrolet	Equinox	77	Trade on New	No	\$ 23,995	\$ 23,195	98%	(\$886)	\$611
16			Dodge	Charger	30	Auction/Wholesale	No	\$ 38,989	\$ 38,989	99%	\$750	\$1,848
17			Chevrolet	Corvette	3	Auction/Wholesale	No	\$ 68,385	\$ 68,300	97%	\$4,300	\$4,631
18			GMC	Sierra	30	Auction/Wholesale	No	\$ 33,989	\$ 33,589	95%	\$616	\$1,629
19			Jeep	Compass	21	Auction/Wholesale	No	\$ 11,989	\$ 11,400	100%	(\$412)	\$0
20			Chevrolet	Silverado 3500	84	Trade on New	No	\$ 24,900	\$ 24,000	86%	\$365	\$0
21		Chevrolet	Chevrolet	Malibu	5	Street/Curb Buy	No	\$ 12,972	\$ 12,279	90%	\$6	\$586
22			Toyota	4Runner	50	Auction/Wholesale	No	\$ 29,989	\$ 29,000	94%	\$2,103	\$1,739
23			Chevrolet	Silverado	73	Auction/Wholesale	No	\$ 26,487	\$ 26,487	84%	(\$557)	\$2,206
24			Land Rover	Evoque	5	Auction/Wholesale	No	\$ 25,789	\$ 24,789	93%	\$2,028	\$996
25			Chevrolet	Silverado	9	Auction/Wholesale	No	\$ 68,989	\$ 68,000	93%	\$2,169	\$1,179
26			GMC	Gvan	1	Auction/Wholesale	No	\$ 45,950	\$ 45,950	107%	\$700	\$6,255
27			Nissan	Altima	1	Trade on New	No	\$ 27,989	\$ 27,989	100%	\$989	\$2,702
28			Toyota	Tundra	37	Trade on New	No	\$ 18,898	\$ 17,989	104%	\$2,627	\$0
29			Jeep	Compass	53	Auction/Wholesale	No	\$ 19,991	\$ 19,991	95%	(\$193)	\$932
30			Ford	Escape	79	Loaner/Rental Fleet	No	\$ 10,991	\$ 10,991	92%	(\$2,369)	\$0
31			Chevrolet	Trailblazer	73	Trade on New	No	\$ 21,991	\$ 21,991	93%	(\$1,226)	\$0



## Scoreboard Totals

% Retailed of Non-Franchise Make	67%
Total # Retail Units	36
Avg. Days to Sale	37.1
Avg. Advertised Price (Time of Sale)	\$ 30,113
Avg. Transaction Price	\$ 29,800
Avg. Market Price at 100%	\$ 31,323
Avg. Price to Market % (Time of Sale)	96%
Avg. Transaction to Market	95%
Avg. Transactional Discount	\$ 314
Avg. Front-End Gross	\$ 1,380
Avg. Finance Gross	\$ 1,175
PUVR	\$ 2,555
Total Gross (Units & PUVR)	\$ 91,987
GROI	83%
% with Trade	44%
Avg. Over/Under Allowance	(\$68)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	AARON DUNN	
% Retailed of Non-New Franchise	67%	67%	#DIV/0!
Total # Retail Units	36	36	0
Avg. Days to Sale	37.1	37.1	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,113	\$ 30,113	#DIV/0!
Avg. Transaction Price	\$ 29,800	\$ 29,800	#DIV/0!
Avg. Market Price at 100%	\$ 31,323	\$ 31,019	#DIV/0!
Avg. Price to Market % (Time of Sale)	96%	97%	#DIV/0!
Avg. Transaction to Market	95%	96%	#DIV/0!
Avg. Transactional Discount	\$ 314	\$ 314	#DIV/0!
Avg. Front-End Gross	\$ 1,380	\$ 1,380	#DIV/0!
Avg. Finance Gross	\$ 1,175	\$ 1,175	#DIV/0!
PUVR	\$ 2,555	\$ 2,555	#DIV/0!
Total Gross (Units & PUVR)	\$ 91,987	\$ 91,987	#DIV/0!
GROI	83%	83%	#DIV/0!
% with Trade	44%	44%	#DIV/0!
Avg. Over/Under Allowance	-68	-68	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	CONNOR SHCOONO	JARETT WILLIAMS
% Retailed of Non-New Franchise	67%	67%	60%
Total # Retail Units	36	12	10
Avg. Days to Sale	37.1	38.6	30.9
Avg. Advertised Price (Time of Sale)	\$ 30,113	\$ 22,831	\$ 43,551
Avg. Transaction Price	\$ 29,800	\$ 22,747	\$ 43,106
Avg. Market Price at 100%	\$ 31,323	\$ 24,053	\$ 43,728
Avg. Price to Market % (Time of Sale)	96%	95%	100%
Avg. Transaction to Market	95%	95%	99%
Avg. Transactional Discount	\$ 314	\$ 83	\$ 445
Avg. Front-End Gross	\$ 1,380	\$ 218	\$ 2,250
Avg. Finance Gross	\$ 1,175	\$ 1,058	\$ 1,304
PUVR	\$ 2,555	\$ 1,275	\$ 3,554
Total Gross (Units & PUVR)	\$ 91,987	\$ 15,300	\$ 35,544
GROI	83%	52%	96%
% with Trade	44%	42%	50%
Avg. Over/Under Allowance	-68	-45	-100



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

LEVI HUNTER	JOE WALKER	HOUSE	
70%	100%	0%	#DIV/0!
10	3	1	0
38.4	34.0	77.0	#DIV/0!
\$ 21,519	\$ 45,140	\$ 23,995	#DIV/0!
\$ 21,062	\$ 44,978	\$ 23,195	#DIV/0!
\$ 23,059	\$ 45,230	\$ 24,485	#DIV/0!
93%	100%	98%	#DIV/0!
91%	99%	95%	#DIV/0!
\$ 456	\$ 162	\$ 800	#DIV/0!
\$ 831	\$ 5,720	\$ (886)	#DIV/0!
\$ 871	\$ 2,415	\$ 611	#DIV/0!
\$ 1,701	\$ 8,135	\$ (275)	#DIV/0!
\$ 17,013	\$ 24,405	\$ (275)	#DIV/0!
76%	192%	-6%	#DIV/0!
40%	67%	0%	#DIV/0!
-89	0	0	#DIV/0!





























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	DAVE WILLIAMS	
% Retailed of Non-New Franchise	67%	67%	#DIV/0!
Total # Retail Units	36	36	0
Avg. Days to Sale	37.1	37.1	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,113	\$ 30,113	#DIV/0!
Avg. Transaction Price	\$ 29,800	\$ 29,800	#DIV/0!
Avg. Market Price at 100%	\$ 31,323	\$ 31,019	#DIV/0!
Avg. Price to Market % (Time of Sale)	96%	97%	#DIV/0!
Avg. Transaction to Market	95%	96%	#DIV/0!
Avg. Transactional Discount	\$ 314	\$ 314	#DIV/0!
Avg. Front-End Gross	\$ 1,380	\$ 1,380	#DIV/0!
Avg. Finance Gross	\$ 1,175	\$ 1,175	#DIV/0!
PUVR	\$ 2,555	\$ 2,555	#DIV/0!
Total Gross (Units & PUVR)	\$ 91,987	\$ 91,987	#DIV/0!
GROI	83%	83%	#DIV/0!
% with Trade	44%	0%	#DIV/0!
Avg. Over/Under Allowance	-68	-68	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	36	0	36
Avg. Days to Sale	37.1	#DIV/0!	37.1
Avg. Advertised Price (Time of Sale)	\$ 30,113	#DIV/0!	\$ 29,800
Avg. Transaction Price	\$ 29,800	#DIV/0!	\$ 29,800
Avg. Market Price at 100%	\$ 31,323	#DIV/0!	\$ 31,019
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!	96%
Avg. Transaction to Market	95%	#DIV/0!	96%
Avg. Transactional Discount	\$ 314	#DIV/0!	\$ 314
Avg. Front-End Gross	\$ 1,380	#DIV/0!	\$ 1,380
Avg. Finance Gross	\$ 1,175	#DIV/0!	\$ 1,175
PUVR	\$ 2,555	#DIV/0!	\$ 2,555
Total Gross (Units & PUVR)	\$ 91,987	#DIV/0!	\$ 91,987
GROI	83%	#DIV/0!	83%
% with Trade	44%	#DIV/0!	43%
Avg. Over/Under Allowance	-68	#DIV/0!	-68



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	36	12	24
Avg. Days to Sale	37.1	42.9	34.2
Avg. Advertised Price (Time of Sale)	\$ 30,113	\$ 32,826	\$ 28,431
Avg. Transaction Price	\$ 29,800	\$ 32,537	\$ 28,431
Avg. Market Price at 100%	\$ 31,323	\$ 34,908	\$ 29,074
Avg. Price to Market % (Time of Sale)	96%	94%	98%
Avg. Transaction to Market	95%	93%	98%
Avg. Transactional Discount	\$ 314	\$ 289	\$ 326
Avg. Front-End Gross	\$ 1,380	\$ 671	\$ 1,735
Avg. Finance Gross	\$ 1,175	\$ 1,298	\$ 1,113
PUVR	\$ 2,555	\$ 1,969	\$ 2,848
Total Gross (Units & PUVR)	\$ 91,987	\$ 23,625	\$ 68,362
GROI	83%	51%	106%
% with Trade	44%	0%	67%
Avg. Over/Under Allowance	-68	-149	-26



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	36	12	0
% of Retail Units	100%	33%	0%
% Retailed of Non-New Franchise	67%	50%	#DIV/0!
Avg. Days to Sale	37.1	46.1	#DIV/0!
Avg. Transaction Price	\$ 29,800	\$ 26,154	#DIV/0!
Avg. Transaction to Market %	95%	95%	#DIV/0!
Avg. Transactional Discount	\$ 314	\$ 375	#DIV/0!
Avg. Front End Gross	\$ 1,380	\$ 304	#DIV/0!
Avg. Finance Gross	\$ 1,175	\$ 1,265	#DIV/0!
PUVR	\$ 2,555	\$ 1,569	#DIV/0!
Total Gross (Units & PUVR)	\$ 91,987	\$ 18,826	#DIV/0!
GROI	83%	47%	#DIV/0!
% with Trade	44%	58%	#DIV/0!
Avg. Over/Under Allowance	-68	-108	#DIV/0!



Street/Curb buy	Auction/wholesale	Loaner/rental fleet	LBO customer
1	20	3	0
3%	56%	8%	0%
0%	75%	100%	#DIV/0!
5.0	30.1	58.7	#DIV/0!
\$ 12,279	\$ 33,604	\$ 24,859	#DIV/0!
85%	96%	89%	#DIV/0!
\$ 693	\$ 286	\$ 130	#DIV/0!
\$ 6	\$ 1,754	\$ 3,654	#DIV/0!
\$ 586	\$ 1,277	\$ 330	#DIV/0!
\$ 592	\$ 3,031	\$ 3,984	#DIV/0!
\$ 592	\$ 60,617	\$ 11,952	#DIV/0!
347%	108%	98%	#DIV/0!
100%	30%	67%	#DIV/0!
-1,000	47	-333	#DIV/0!



## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	36	19	3
% of Retail Units	100%	53%	8%
% Retailed of Non-New Franchise	67%	68%	100%
Avg. Days to Sale	37.1	16.1	34.3
Avg. Transaction Price	\$ 29,800	\$ 35,482	\$ 17,264
Avg. Transaction to Market %	95%	97%	96%
Avg. Transactional Discount	\$ 314	\$ 277	\$ 362
Avg. Front End Gross	\$ 1,380	\$ 2,331	\$ 1,269
Avg. Finance Gross	\$ 1,175	\$ 1,508	\$ 770
PUVR	\$ 2,555	\$ 3,839	\$ 2,039
Total Gross (Units & PUVR)	\$ 91,987	\$ 72,938	\$ 6,117
GROI	83%	242%	124%
% with Trade	44%	42%	0%
Avg. Over/Under Allowance	-68	83	0



46-60 days	61-90 days	90+ days
5	9	0
14%	25%	0%
80%	44%	#DIV/0!
50.2	75.0	#DIV/0!
\$ 27,715	\$ 23,139	#DIV/0!
97%	90%	#DIV/0!
\$ 476	\$ 286	#DIV/0!
\$ 448	\$ (71)	#DIV/0!
\$ 1,191	\$ 597	#DIV/0!
\$ 1,639	\$ 526	#DIV/0!
\$ 8,195	\$ 4,737	#DIV/0!
42%	11%	#DIV/0!
100%	33%	#DIV/0!
-420	-199	#DIV/0!