Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
		Abby Gorani
		Gio Scalaro
		Alan Reichenthal
		Luis Valencia
	Carmine Lofaro	
	Eddie Jones	
Eddie Jones		
		Eddie Jones
		Deniz Maden
		Keeno Parker
		Max Morganstein
		John Penaloza
		Jason Tinnes
	Aminabat Niebles	

New Car Franchise(s)
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Lamborghini

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)	Transactional Discount ($)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	No	$ 15,000	$ 13,800	95%	$ 1,200	$1,500	$500
1	A284P	1989	PORSCHE	911 TURBO CAB	203	Auction/Wholesale	no	No	$ 157,500	$ 157,500	106%	$ -	$15,846	$0
2	A309PT	2011	LAMBORGHINI	GALLARDO	36	Trade on Used	no	Yes	$ 124,995	$ 120,000	102%	$ 4,995	$9,397	$5,000
3	A288P	1966	LAND ROVER	DEFENDER 109	177	Auction/Wholesale	no	No	$ 45,995	$ 37,000	115%	$ 8,995	$3,300	$0
4	A328P	2016	LAMBORGHINI	AVENTADOR SV	39	Street/Curb Buy	no	Yes	$ 383,500	$ 383,500	120%	$ -	$13,244	$180
5	A317P	2019	LAMBORGHINI	URUS	31	Street/Curb Buy	no	Yes	$ 240,495	$ 240,495	115%	$ -	$17,146	$2,298
6	A258PT	2018	DODGE	CHALLENGER HELLCA	46	Auction/Wholesale	no	No	$ 63,000	$ 63,000	103%	$ -	$11,960	$4,500
7	A328PT	2018	LAMBORGHINI	PERFORMANTE	13	Trade on Used	no	Yes	$ 260,000	$ 260,000	100%	$ -	$13,770	$5,302
8	A309PTT	2016	Chevrolet	CORVETTE	18	Trade on Used	no	No	$ 40,000	$ 40,000	99%	$ -	$8,200	$0
9	A200T	2020	PORSCHE	911 CABRIOLET	41	Trade on New	no	No	$ 116,500	$ 116,500	101%	$ -	$15,500	$0
10	A312P	2018	PORSCHE	GT3	59	Auction/Wholesale	no	No	$ 159,000	$ 159,000	101%	$ -	$7,970	$0
11	A326P	2018	PORSCHE	911 C4S	47	Auction/Wholesale	no	No	$ 107,000	$ 107,000	102%	$ -	$8,056	$0
12	A297P	1991	LAND ROVER	DEFENDER	183	Auction/Wholesale	no	No	$ 124,995	$ 119,750	107%	$ 5,245	$14,729	$0
13	A311P	2017	LAMBORGHINI	HURACAN SPYDER	100	Auction/Wholesale	no	Yes	$ 210,995	$ 207,500	98%	$ 3,495	$10,300	$5,332
14	A225PT	2019	PORSCHE	911 CARRERA T COUI	70	Trade on Used	no	No	$ 94,995	$ 91,500	97%	$ 3,495	$1,887	$2,178
15	A310P	2019	BMW	M2 COMPETITION	67	Auction/Wholesale	no	No	$ 79,995	$ 79,995	99%	$ -	$5,456	$5,495
16	A314P	1992	LAND ROVER	DEFENDER	71	Auction/Wholesale	no	No	$ 119,995	$ 106,500	103%	$ 13,495	$317	$0
17	A330P	2018	PORSCHE	MACAN	46	Auction/Wholesale	no	No	$ 47,995	$ 44,750	99%	$ 3,245	$2,191	$3,200
18	A313P	2017	LAMBORGHINI	HURACAN AVIO	82	Street/Curb Buy	no	Yes	$ 232,000	$ 232,000	98%	$ -	$19,797	$0
19	A291PT	1967	Pontiac	GTO	176	Trade on Used	no	No	$ 79,995	$ 72,500	120%	$ 7,495	$9,488	$0
20	A335P	2017	AUDI	R8 SPYDER	29	Street/Curb Buy	no	No	$ 132,000	$ 132,000	127%	$ -	$6,724	$1,189
21	A343P	2020	LAMBORGHINI	URUS	14	Street/Curb Buy	no	Yes	$ 254,995	$ 254,995	103%	$ -	$25,755	$0
22	A307PT	1960	PORSCHE	356B	152	Auction/Wholesale	no	No	$ 102,500	$ 102,500	125%	$ -	$8,481	$0
23	A247P	2007	LAMBORGHINI	GALLARDO	508	Auction/Wholesale	no	Yes	$ 105,499	$ 103,100	101%	$ 2,399	$427	$0
24	A185T	2018	PORSCHE	GT2 RS	156	Trade on New	no	No	$ 328,000	$ 328,000	99%	$ -	$22,512	$0
25	A311PT	2015	MERCEDES-BENZ	G63 AMG	20	Trade on Used	no	No	$ 78,995	$ 78,995	96%	$ -	$8,418	$2,956
26	A334P	2017	LAMBORGHINI	HURACAN SPYDER	46	Auction/Wholesale	no	Yes	$ 215,000	$ 215,000	98%	$ -	$11,071	$4,540
27	A313PT	2017	BMW	M4 COUPE	21	Trade on Used	no	No	$ 50,987	$ 50,987	106%	$ -	$8,141	$0
28	A215	2021	LAMBORGHINI	URUS	10	Loaner	No	Yes	$ 251,398	$ 251,398	115%	$ -	$8,035	$10,446

29	A327P	2018	PORSCHE	718 CAYMAN	85	Auction/Wholesale	No	No	$ 60,995	$ 57,595	101%	$ 3,400	$1,819	$0
30	A315P	2020	MERCEDES-BENZ	S63 AMG SEDAN	111	Auction/Wholesale	no	No	$ 142,595	$ 139,000	103%	$ 3,595	$11,288	$4,798
31	A350P	2019	BMW	I8 ROADSTER	33	Auction/Wholesale	no	No	$ 115,000	$ 115,000	105%	$ -	$5,650	$0
32	A311PTT	2015	MASERATI	QUATTROPORTE	22	Trade on Used	no	No	$ 30,000	$ 30,000	103%	$ -	$8,207	$0
33	A363P	2021	LAMBORGHINI	URUS	4	Street/Curb Buy	no	Yes	$ 265,000	$ 265,000	104%	$ -	$20,143	$0
34	A301P	2008	LAMBORGHINI	GALLARDO SPYDER	230	Auction/Wholesale	no	Yes	$ 115,995	$ 103,000	103%	$ 12,995	$3,636	$0
35	A329P	2015	LAMBORGHINI	HURACAN CP	102	Street/Curb Buy	no	Yes	$ 202,345	$ 198,595	101%	$ 3,750	$13,514	$0
36	A213T	2013	ROLLS-ROYCE	GHOST	37	Trade on New	No	No	$ 139,000	$ 139,000	106%	$ -	$15,960	$761
37	A124P	1977	PORSCHE	911 RSR TRIBUTE	1,062	Auction/Wholesale	no	No	$ 159,895	$ 155,000	98%	$ 4,895	($14,077)	$0
38	A291PTT	2018	PORSCHE	PANAMERA	65	Trade on Used	no	No	$ 139,595	$ 135,000	128%	$ 4,595	$3,140	$1,790
39	A368P	2018	BMW	M3	19	Auction/Wholesale	no	No	$ 69,996	$ 67,500	107%	$ 2,496	$5,150	$0
40	A295P	2017	LAMBORGHINI	AVENTADOR SV	252	Street/Curb Buy	No	Yes	$ 489,405	$ 489,405	115%	$ -	$55,709	$0
41	A139P	2013	FORD	BOSS 302 MUSTANG	1,012	Auction/Wholesale	no	No	$ 69,995	$ 58,000	110%	$ 11,995	($8,335)	$0
42	A369P	2014	Lamborghini	FERRARI FF	19	Auction/Wholesale	No	Yes	$ 153,500	$ 153,500	98%	$ -	$12,788	$0
43	A320P	2019	AUDI	Q8	135	Auction/Wholesale	no	No	$ 69,995	$ 61,000	97%	$ 8,995	($4,991)	$1,571
44	A362P	2013	LAMBORGHINI	GALLARDO SPYDER	39	Auction/Wholesale	No	Yes	$ 157,985	$ 157,985	105%	$ -	$10,042	$3,958
45	A215T	2018	LAMBORGHINI	HURACAN SPYDER	42	Trade on New	No	Yes	$ 229,995	$ 229,995	103%	$ -	$20,519	$6,540
46	A124PT	1965	FORD	BACKDRAFT COBRA	21	Trade on Used	No	No	$ 62,000	$ 62,000	101%	$ -	$12,225	$400
47	A355P	2018	BMW	M3	79	Auction/Wholesale	no	No	$ 74,995	$ 68,750	102%	$ 6,245	$5,588	$0
48	A360P	2020	LAMBORGHINI	URUS	81	Auction/Wholesale	no	Yes	$ 274,995	$ 269,995	102%	$ 5,000	$5,665	$4,300
49	A364P	1991	LAND ROVER	DEFENDER 90	75	Auction/Wholesale	No	No	$ 79,795	$ 79,795	102%	$ -	$9,210	$657
50	A373P	2020	BMW	M4 COUPE	52	Auction/Wholesale	No	No	$ 89,995	$ 85,000	115%	$ 4,995	$2,331	$0
51	A333P	2016	LAMBORGHINI	AVENTADOR RDSTR	142	Street/Curb Buy	no	Yes	$ 365,985	$ 365,985	117%	$ -	$26,246	$11,961
52	A372P	1966	LAMBORGHINI	FERRARI 330GT	62	Auction/Wholesale	no	Yes	$ 325,000	$ 325,000	120%	$ -	$56,506	$2,764
53	A390P	2019	LAMBORGHINI	URUS	10	Street/Curb Buy	no	Yes	$ 259,995	$ 259,995	103%	$ -	$17,811	$0

Scoreboard Totals

% Retailed of Non-Franchise Make	33%
Total # Retail Units	200
Avg. Days to Sale	149.8
Avg. Advertised Price (Time of Sale)	$ 209,340
Avg. Transaction Price	$ 194,163
Avg. Market Price at 100%	$ 201,085
Avg. Price to Market % (Time of Sale)	104%
Avg. Transaction to Market	97%
Avg. Transactional Discount	$ 15,177
Avg. Front-End Gross	$ 9,576
Avg. Finance Gross	$ 2,933
PUVR	$ 12,509
Total Gross (Units & PUVR)	$ 2,501,811
GROI	15%
% with Trade	28%
Avg. Over/Under Allowance	($239)

Scoreboard

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Desk Manager	Totals	Eddie Jones	
% Retailed of Non-New Franchise	33%	33%	#DIV/0!
Total # Retail Units	200	200	0
Avg. Days to Sale	149.8	149.8	#DIV/0!
Avg. Advertised Price (Time of Sale)	$ 209,340	$ 209,340	#DIV/0!
Avg. Transaction Price	$ 194,163	$ 194,163	#DIV/0!
Avg. Market Price at 100%	$ 201,085	$ 201,366	#DIV/0!
Avg. Price to Market % (Time of Sale)	104%	104%	#DIV/0!
Avg. Transaction to Market	97%	96%	#DIV/0!
Avg. Transactional Discount	$ 15,177	$ 15,177	#DIV/0!
Avg. Front-End Gross	$ 9,576	$ 9,576	#DIV/0!
Avg. Finance Gross	$ 2,933	$ 2,933	#DIV/0!
PUVR	$ 12,509	$ 12,509	#DIV/0!
Total Gross (Units & PUVR)	$ 2,501,811	$ 2,501,811	#DIV/0!
GROI	15%	15%	#DIV/0!
% with Trade	28%	28%	#DIV/0!
Avg. Over/Under Allowance	-239	-239	#DIV/0!

NADA ACADEMY

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Scoreboard

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Sales Consultant	Totals	Alan Reichenthal	Luis Valencia
% Retailed of Non-New Franchise	33%	28%	13%
Total # Retail Units	200	43	39
Avg. Days to Sale	149.8	138.5	145.1
Avg. Advertised Price (Time of Sale)	$ 209,340	$ 298,207	$ 179,870
Avg. Transaction Price	$ 194,163	$ 238,550	$ 179,077
Avg. Market Price at 100%	$ 201,085	$ 284,581	$ 176,324
Avg. Price to Market % (Time of Sale)	104%	105%	102%
Avg. Transaction to Market	97%	84%	102%
Avg. Transactional Discount	$ 15,177	$ 59,657	$ 793
Avg. Front-End Gross	$ 9,576	$ 14,894	$ 7,289
Avg. Finance Gross	$ 2,933	$ 4,315	$ 2,402
PUVR	$ 12,509	$ 19,209	$ 9,690
Total Gross (Units & PUVR)	$ 2,501,811	$ 825,988	$ 377,927
GROI	15%	21%	13%
% with Trade	28%	37%	15%
Avg. Over/Under Allowance	-239	-669	-936

NADA ACADEMY

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

Deniz Maden	Keeno Parker	Max Morganstein	Abby Gorani
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Gio Scalaro	Eddie Jones		
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Scoreboard

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Finance Manager	Totals	Eddie Jones	Carmine Lofaro
% Retailed of Non-New Franchise	33%	38%	#DIV/0!
Total # Retail Units	200	152	0
Avg. Days to Sale	149.8	144.8	#DIV/0!
Avg. Advertised Price (Time of Sale)	$ 209,340	$ 203,041	#DIV/0!
Avg. Transaction Price	$ 194,163	$ 184,384	#DIV/0!
Avg. Market Price at 100%	$ 201,085	$ 195,464	#DIV/0!
Avg. Price to Market % (Time of Sale)	104%	104%	#DIV/0!
Avg. Transaction to Market	97%	94%	#DIV/0!
Avg. Transactional Discount	$ 15,177	$ 18,656	#DIV/0!
Avg. Front-End Gross	$ 9,576	$ 8,442	#DIV/0!
Avg. Finance Gross	$ 2,933	$ 2,538	#DIV/0!
PUVR	$ 12,509	$ 10,980	#DIV/0!
Total Gross (Units & PUVR)	$ 2,501,811	$ 1,668,980	#DIV/0!
GROI	15%	15%	#DIV/0!
% with Trade	28%	27%	#DIV/0!
Avg. Over/Under Allowance	-239	4	#DIV/0!

NADA ACADEMY

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Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	200	13	187
Avg. Days to Sale	149.8	92.2	153.8
Avg. Advertised Price (Time of Sale)	$ 209,340	$ 354,024	$ 183,122
Avg. Transaction Price	$ 194,163	$ 352,993	$ 183,122
Avg. Market Price at 100%	$ 201,085	$ 336,918	$ 191,942
Avg. Price to Market % (Time of Sale)	104%	105%	95%
Avg. Transaction to Market	97%	105%	95%
Avg. Transactional Discount	$ 15,177	$ 1,030	$ 16,160
Avg. Front-End Gross	$ 9,576	$ 16,516	$ 9,093
Avg. Finance Gross	$ 2,933	$ 11,777	$ 2,318
PUVR	$ 12,509	$ 28,294	$ 11,412
Total Gross (Units & PUVR)	$ 2,501,811	$ 367,818	$ 2,133,993
GROI	15%	31%	15%
% with Trade	28%	46%	26%
Avg. Over/Under Allowance	-239	-1,308	-165

NADA ACADEMY

Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	200	135	65
Avg. Days to Sale	149.8	144.1	161.6
Avg. Advertised Price (Time of Sale)	$ 209,340	$ 257,773	$ 104,703
Avg. Transaction Price	$ 194,163	$ 237,236	$ 104,703
Avg. Market Price at 100%	$ 201,085	$ 248,681	$ 103,095
Avg. Price to Market % (Time of Sale)	104%	104%	102%
Avg. Transaction to Market	97%	95%	102%
Avg. Transactional Discount	$ 15,177	$ 20,537	$ 4,045
Avg. Front-End Gross	$ 9,576	$ 11,496	$ 5,587
Avg. Finance Gross	$ 2,933	$ 3,968	$ 784
PUVR	$ 12,509	$ 15,464	$ 6,371
Total Gross (Units & PUVR)	$ 2,501,811	$ 2,087,668	$ 414,143
GROI	15%	16%	14%
% with Trade	28%	31%	20%
Avg. Over/Under Allowance	-239	-458	215

NADA ACADEMY

Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	200	15	36
% of Retail Units	100%	8%	18%
% Retailed of Non-New Franchise	33%	27%	39%
Avg. Days to Sale	149.8	54.4	58.9
Avg. Transaction Price	$ 194,163	$ 221,211	$ 137,042
Avg. Transaction to Market %	97%	102%	102%
Avg. Transactional Discount	$ 15,177	$ -	$ 2,456
Avg. Front End Gross	$ 9,576	$ 17,511	$ 11,138
Avg. Finance Gross	$ 2,933	$ 2,153	$ 1,520
PUVR	$ 12,509	$ 19,664	$ 12,657
Total Gross (Units & PUVR)	$2,501,811	$ 294,967	$ 455,661
GROI	15%	59%	56%
% with Trade	28%	33%	33%
Avg. Over/Under Allowance	-239	420	-486

NADA ACADEMY

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9%	65%	2%	0%
6%	36%	0%	#DIV/0!
85.7	194.2	188.3	#DIV/0!
$ 299,538	$ 188,461	$ 392,466	#DIV/0!
107%	103%	104%	#DIV/0!
$ 514	$ 22,622	$ 6,665	#DIV/0!
$ 19,225	$ 6,895	$ 11,744	#DIV/0!
$ 4,603	$ 3,020	$ 10,599	#DIV/0!
$ 23,828	$ 9,915	$ 22,343	#DIV/0!
$ 405,074	$ 1,279,079	$ 67,030	#DIV/0!
33%	10%	11%	#DIV/0!
18%	26%	67%	#DIV/0!
397	-189	-6,333	#DIV/0!

BO OEM/Leasing co	ental Fleet (Enterprise, etc	Other
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Age	Totals	0-30 days	31-45 days
Total # Retail Units	200	40	18
% of Retail Units	100%	20%	9%
% Retailed of Non-New Franchise	33%	28%	22%
Avg. Days to Sale	149.8	16.1	38.1
Avg. Transaction Price	$ 194,163	$ 181,640	$ 194,057
Avg. Transaction to Market %	97%	104%	105%
Avg. Transactional Discount	$ 15,177	$ 676	$ 1,517
Avg. Front End Gross	$ 9,576	$ 13,063	$ 13,134
Avg. Finance Gross	$ 2,933	$ 3,526	$ 2,406
PUVR	$ 12,509	$ 16,589	$ 15,540
Total Gross (Units & PUVR)	$ 2,501,811	$ 663,557	$ 279,720
GROI	15%	205%	76%
% with Trade	28%	35%	28%
Avg. Over/Under Allowance	-239	88	-219

NADA ACADEMY

46-60 days	61-90 days	90+ days
18	30	93
9%	15%	47%
44%	33%	34%
51.1	73.2	272.8
$ 197,921	$ 192,964	$ 199,436
104%	112%	99%
$ 763	$ 80,115	$ 6,063
$ 16,470	$ 11,904	$ 5,351
$ 4,200	$ 3,130	$ 2,503
$ 20,670	$ 15,034	$ 7,855
$ 372,052	$ 451,006	$ 730,476
74%	38%	5%
11%	33%	26%
-556	-1,150	-31