









Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CP O	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	350246C	16	HONDA	PILOT	34	Trade on Used	No	\$ 18,498	\$ 18,498	95%	\$2,663	\$0
2	345018A	21	HYUNDAI	IONIQ	71	Trade on Used	No	\$ 28,888	\$ 28,888	91%	\$476	\$3,738
3	D50063A	20	VOLVO	XC90	20	Trade on New	No	\$ 43,998	\$ 43,998	102%	\$2,698	\$1,736
4	338630A	16	VOLVO	S60	24	Trade on New	No	\$ 18,998	\$ 18,998	99%	\$3,342	\$600
5	356330A	14	ACURA	MDX	7	Trade on New	No	\$ 14,998	\$ 14,998	104%	\$3,692	\$0
6	VP3389A	15	TOYOTA	RAV4	38	Trade on Used	No	\$ 17,878	\$ 17,878	103%	\$2,300	\$0
7	261987A	19	BUICK	ENCLAVE	201	Trade on New	No	\$ 26,498	\$ 26,498	82%	(\$5,201)	\$0
8	VP3371	22	VOLVO	XC60	168	Auction/Wholesale	No	\$ 44,548	\$ 44,548	81%	(\$5,103)	\$0
9	L46471	23	VOLVO	XC60	0	Loaner	No	\$ 62,112	\$ 62,112	96%	\$4,975	\$3,800
10	353228B	14	Mercedes-Benz	CLA	23	Trade on Used	No	\$ 12,998	\$ 12,998	103%	\$3,961	\$115
11	L02629A	20	VOLVO	XC60	25	Trade on Used	YES	\$ 36,998	\$ 36,998	104%	\$789	\$5,049
12	L54173	23	VOLVO	XC60	0	Loaner	YES	\$ 49,394	\$ 49,394	92%	\$955	\$2,048
13	VP3367A	21	CHRYSLER	PACIFICA	136	Trade on Used	No	\$ 43,498	\$ 43,498	91%	(\$1,711)	\$671
14	322872A	11	SUBARU	OUTBACK	21	Trade on New	No	\$ 11,998	\$ 11,998	101%	\$956	\$2,228
15	352114A	19	Volkswagen	ATLAS	47	Trade on New	No	\$ 33,998	\$ 33,998	104%	\$4,061	\$0
16	L02681		VOLVO	XC90	0	Loaner	YES	\$ 56,663	\$ 56,663	94%	\$2,133	\$3,381
17	L09966	23	VOLVO	XC60	0	Loaner	YES	\$ 42,112	\$ 42,112	91%	\$2,147	\$1,602
18	L04376A	20	VOLVO	V60	49	Trade on Used	No	\$ 34,998	\$ 34,998	96%	\$3,346	\$2,670
19	L54498	23	VOLVO	XC60	0	Loaner	YES	\$ 48,301	\$ 48,301	96%	\$891	\$2,500
20	300623A	19	Volkswagen	TIGUAN	59	Trade on New	YES	\$ 21,998	\$ 21,998	92%	\$2,947	\$1,300
21	302623A	20	VOLVO	XC90	124	Trade on New	No	\$ 39,498	\$ 39,498	91%	(\$3,264)	\$2,994
22	VP3393	20	VOLVO	S60	35	Auction/Wholesale	YES	\$ 38,998	\$ 38,998	94%	\$3,708	\$1,218
23	VP3402	22	VOLVO	S60	11	Auction/Wholesale	YES	\$ 37,888	\$ 37,888	101%	\$2,379	\$0
24	318110A	22	VOLVO	XC60	149	Trade on New	No	\$ 46,498	\$ 46,498	91%	(\$1,957)	\$3,798
25	VP3401	22	VOLVO	S60	8	Auction/Wholesale	YES	\$ 33,998	\$ 33,998	96%	\$5,688	\$3,519
26	353765B	11	TOYOTA	COROLLA	26	Trade on Used	No	\$ 10,998	\$ 10,998	102%	\$2,817	\$1,200
27	D19188A	16	VOLVO	V60	13	Trade on New	No	\$ 20,998	\$ 20,998	107%	\$7,032	\$1,003

28	338333A	20	ACURA	TLX	48	Trade on New	No	\$	23,498	\$	23,498	96%	\$2,336	\$2,260
29	L83929A	20	VOLVO	XC60	29	Trade on Used	YES	\$	36,998	\$	36,998	104%	\$4,505	\$385
30	L04151B	19	MAZDA	3	43	Trade on Used	No	\$	20,388	\$	20,388	98%	(\$546)	\$0
31	D50032A	17	TOYOTA	HIGHLANDER	11	Trade on Used	No	\$	26,998	\$	26,998	104%	\$3,212	\$2,917
32	L09955	23	VOLVO	XC60	0	Loaner	No	\$	60,000	\$	60,000	91%	\$2,966	\$0
33	325881A	15	NISSAN	ROGUE	12	Trade on New	No	\$	16,998	\$	16,998	104%	\$5,013	\$4,382
34	L04376B	15	VOLVO	XC60	12	Trade on Used	No	\$	20,998	\$	20,998	107%	\$7,112	\$3,413
35	L06065	23	VOLVO	XC60	0	Loaner	YES	\$	41,763	\$	41,763	96%	\$423	\$2,648
36	D54794A	15	MAZDA	CX5	10	Trade on New	No	\$	13,998	\$	13,998	101%	\$2,653	\$2,160
37	VP3396	21	VOLVO	XC40	41	Auction/Wholesale	YES	\$	39,498	\$	39,498	101%	\$1,988	\$3,753
38	L38756A	20	VOLVO	XC60	27	Trade on Used	No	\$	28,998	\$	28,998	96%	\$1,895	\$587
39	L02618	23	VOLVO	XC60	0	Loaner	YES	\$	48,010	\$	48,010	96%	\$2,368	\$1,560
40	336286A	10	NISSAN	ALTIMA	12	Trade on New	No	\$	7,498	\$	7,498	101%	\$1,593	\$0
41	VP3404	22	VOLVO	S60	18	Auction/Wholesale	YES	\$	34,998	\$	34,998	101%	\$3,671	\$0
42	337355A	16	Volkswagen	TIGUAN	5	Trade on New	No	\$	14,998	\$	14,998	104%	\$5,017	\$1,137
43	L84085	22	VOLVO	XC60	0	Loaner	No	\$	48,059	\$	48,059	96%	\$4,126	\$0
44	D50063B	17	VOLVO	XC90	27	Trade on Used	No	\$	28,998	\$	28,998	100%	\$854	\$2,274
45	329626A	14	FORD	FIESTA	41	Trade on New	No	\$	10,498	\$	10,498	100%	\$4,992	\$2,435
46	VP3407XX	14	Mercedes-Benz	E350W4	1	Auction/Wholesale	No	\$	15,498	\$	15,498	95%	\$1,455	\$600
47	D95354A	19	ACURA	MDX	37	Trade on New	No	\$	38,498	\$	38,498	100%	\$4,117	\$2,676
48	343133AA	17	VOLVO	XC90	7	Trade on New	No	\$	49,998	\$	49,998	95%	\$3,653	\$3,155
49	313249A	15	Mercedes-Benz	GLA250W4	9	Trade on New	No	\$	18,998	\$	18,998	100%	\$3,648	\$961
50	368895A	16	Mercedes-Benz	GL450W4	23	Trade on New	No	\$	28,998	\$	28,998	98%	\$5,482	\$3,223
51	336381B	12	TOYOTA	CAMRY	50	Trade on Used	No	\$	12,498	\$	12,498	91%	\$2,955	\$3,705
52	VP3385	18	FORD	FLEX	85	Auction/Wholesale	No	\$	15,498	\$	15,498	87%	(\$2,081)	\$500
53	338630B	9	Mercedes-Benz	CL50	61	Trade on Used	No	\$	17,888	\$	17,888	95%	\$3,063	\$5,350

## Scoreboard Totals

% Retailed of Non-Franchise Make	54%
Total # Retail Units	80
Avg. Days to Sale	36.6
Avg. Advertised Price (Time of Sale)	\$ 31,030
Avg. Transaction Price	\$ 31,030
Avg. Market Price at 100%	\$ 31,989
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ -
Avg. Front-End Gross	\$ 2,331
Avg. Finance Gross	\$ 1,692
PUVR	\$ 4,023
Total Gross (Units & PUVR)	\$ 321,853
GROI	128%
% with Trade	45%
Avg. Over/Under Allowance	\$17



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	54%	#DIV/0!	#DIV/0!
Total # Retail Units	80	0	0
Avg. Days to Sale	36.6	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,030	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,030	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 31,989	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ -	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,331	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,692	#DIV/0!	#DIV/0!
PUVR	\$ 4,023	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 321,853	#DIV/0!	#DIV/0!
GROI	128%	#DIV/0!	#DIV/0!
% with Trade	45%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	17	#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	54%	#DIV/0!	#DIV/0!
Total # Retail Units	80	0	0
Avg. Days to Sale	36.6	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,030	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,030	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 31,989	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ -	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,331	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,692	#DIV/0!	#DIV/0!
PUVR	\$ 4,023	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 321,853	#DIV/0!	#DIV/0!
GROI	128%	#DIV/0!	#DIV/0!
% with Trade	45%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	17	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	54%	#DIV/0!	#DIV/0!
Total # Retail Units	80	0	0
Avg. Days to Sale	36.6	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,030	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 31,030	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 31,989	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ -	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 2,331	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,692	#DIV/0!	#DIV/0!
PUVR	\$ 4,023	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 321,853	#DIV/0!	#DIV/0!
GROI	128%	#DIV/0!	#DIV/0!
% with Trade	45%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	17	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	80	21	59
Avg. Days to Sale	36.6	21.1	42.1
Avg. Advertised Price (Time of Sale)	\$ 31,030	\$ 39,523	\$ 28,007
Avg. Transaction Price	\$ 31,030	\$ 39,523	\$ 28,007
Avg. Market Price at 100%	\$ 31,989	\$ 40,583	\$ 29,263
Avg. Price to Market % (Time of Sale)	97%	97%	96%
Avg. Transaction to Market	97%	97%	96%
Avg. Transactional Discount	\$ -	\$ -	\$ -
Avg. Front-End Gross	\$ 2,331	\$ 2,531	\$ 2,260
Avg. Finance Gross	\$ 1,692	\$ 2,225	\$ 1,502
PUVR	\$ 4,023	\$ 4,757	\$ 3,762
Total Gross (Units & PUVR)	\$ 321,853	\$ 99,890	\$ 221,963
GROI	128%	205%	115%
% with Trade	45%	71%	36%
Avg. Over/Under Allowance	17	290	-81



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	80	36	43
Avg. Days to Sale	36.6	28.9	43.8
Avg. Advertised Price (Time of Sale)	\$ 31,030	\$ 38,570	\$ 24,121
Avg. Transaction Price	\$ 31,030	\$ 38,570	\$ 24,121
Avg. Market Price at 100%	\$ 31,989	\$ 40,022	\$ 25,062
Avg. Price to Market % (Time of Sale)	97%	96%	96%
Avg. Transaction to Market	97%	96%	96%
Avg. Transactional Discount	\$ -	\$ -	\$ -
Avg. Front-End Gross	\$ 2,331	\$ 2,375	\$ 2,300
Avg. Finance Gross	\$ 1,692	\$ 1,999	\$ 1,395
PUVR	\$ 4,023	\$ 4,374	\$ 3,694
Total Gross (Units & PUVR)	\$ 321,853	\$ 157,478	\$ 158,861
GROI	128%	141%	126%
% with Trade	45%	69%	23%
Avg. Over/Under Allowance	17	78	-57



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	80	34	26
% of Retail Units	100%	43%	33%
% Retailed of Non-New Franchise	54%	65%	73%
Avg. Days to Sale	36.6	38.9	43.1
Avg. Transaction Price	\$ 31,030	\$ 29,005	\$ 25,635
Avg. Transaction to Market %	97%	98%	97%
Avg. Transactional Discount	\$ -	\$ -	\$ -
Avg. Front End Gross	\$ 2,331	\$ 2,587	\$ 2,294
Avg. Finance Gross	\$ 1,692	\$ 1,549	\$ 1,698
PUVR	\$ 4,023	\$ 4,136	\$ 3,992
Total Gross (Units & PUVR)	\$ 321,853	\$ 140,638	\$ 103,794
GROI	128%	132%	130%
% with Trade	45%	35%	42%
Avg. Over/Under Allowance	17	59	-60



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	11	9	0
0%	14%	11%	0%
#DIV/0!	18%	0%	#DIV/0!
#DIV/0!	43.8	0.0	#DIV/0!
#DIV/0!	\$ 33,936	\$ 50,713	#DIV/0!
#DIV/0!	95%	94%	#DIV/0!
#DIV/0!	\$ -	\$ -	#DIV/0!
#DIV/0!	\$ 1,630	\$ 2,332	#DIV/0!
#DIV/0!	\$ 1,906	\$ 1,949	#DIV/0!
#DIV/0!	\$ 3,536	\$ 4,280	#DIV/0!
#DIV/0!	\$ 38,898	\$ 38,523	#DIV/0!
#DIV/0!	86%	#DIV/0!	#DIV/0!
#DIV/0!	55%	78%	#DIV/0!
#DIV/0!	159	-95	#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	80	37	14
% of Retail Units	100%	46%	18%
% Retailed of Non-New Franchise	54%	49%	71%
Avg. Days to Sale	36.6	16.8	37.7
Avg. Transaction Price	\$ 31,030	\$ 27,008	\$ 31,482
Avg. Transaction to Market %	97%	100%	99%
Avg. Transactional Discount	\$ -	\$ -	\$ -
Avg. Front End Gross	\$ 2,331	\$ 3,077	\$ 3,208
Avg. Finance Gross	\$ 1,692	\$ 1,511	\$ 1,525
PUVR	\$ 4,023	\$ 4,588	\$ 4,733
Total Gross (Units & PUVR)	\$ 321,853	\$ 169,764	\$ 66,255
GROI	128%	363%	143%
% with Trade	45%	43%	36%
Avg. Over/Under Allowance	17	51	217



46-60 days	61-90 days	90+ days
7	7	6
9%	9%	8%
86%	86%	50%
51.1	71.7	152.3
\$ 21,855	\$ 26,984	\$ 40,673
95%	93%	86%
\$ -	\$ -	\$ -
\$ 2,165	\$ 1,517	\$ (3,168)
\$ 2,011	\$ 2,619	\$ 1,356
\$ 4,176	\$ 4,136	\$ (1,812)
\$ 29,232	\$ 28,952	\$ (10,873)
135%	77%	-11%
14%	29%	83%
0	36	-500