









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	P028055	2018	Audi	Q7	66	Auction/Wholesale	No	\$ 35,961	\$ 35,961	100%	(\$2,392)	\$354
2	T311480	1990	Cadillac	DEVILLE	23	Trade on New	No	\$ 6,383	\$ 6,383	100%	\$3,220	\$354
3	P711505	2019	Dodge	CARAVAN	22	Auction/Wholesale	No	\$ 21,843	\$ 21,000	101%	\$489	\$0
4	T454653	2018	Nissan	ROGUE	45	Trade on Used	No	\$ 21,964	\$ 21,964	91%	\$1,086	\$495
5	T018448	2017	Volkswagen	GOLF	21	Trade on Used	No	\$ 22,735	\$ 22,035	107%	\$2,134	\$514
6	T014932	2017	Audi	A4	35	Trade on New	No	\$ 21,608	\$ 21,018	83%	\$1,018	\$0
7	CP259204	2018	Hyundai	SANTA FE	46	Auction/Wholesale	Yes	\$ 26,945	\$ 26,945	100%	\$1,296	\$2,677
8	CT522808	2020	Hyundai	KONA	8	Trade on New	Yes	\$ 23,454	\$ 23,454	100%	\$4,747	\$3,385
9	T192085	2003	GMC	ENVOY	25	Trade on Used	No	\$ 6,860	\$ 6,860	100%	\$2,558	\$0
10	T103938	2012	Hyundai	SANTA FE	14	Trade on New	No	\$ 14,738	\$ 13,615	100%	\$1,949	\$1,600
11	T461192	2012	Subaru	FORRESTER	14	Trade on New	No	\$ 12,983	\$ 12,683	100%	\$2,929	\$3,234
12	P509192	2016	Scion	IM	45	Auction/Wholesale	No	\$ 16,199	\$ 16,199	100%	\$957	\$2,070
13	CT584316	2020	Volvo	XC90	68	Trade on New	Yes	\$ 54,932	\$ 54,932	109%	\$423	\$7,414
14	T321551	2014	Nissan	ALTIMA	10	Trade on New	No	\$ 13,785	\$ 13,785	115%	\$4,109	\$5,299
15	T122373	2015	Chevrolet	SONIC	30	Trade on New	No	\$ 9,925	\$ 9,000	90%	(\$123)	\$443
16	TB09396	2019	Ford	RANGER	18	Trade on New	No	\$ 32,271	\$ 32,271	101%	\$1,593	\$1,996
17	P976777	2015	Mercedes-Benz	SPRINTER	28	Street/Curb Buy	No	\$ 44,485	\$ 44,000	100%	\$5,344	\$0
18	B015899	2008	Toyota	CAMRY	36	Trade on Used	No	\$ 8,518	\$ 7,858	82%	\$1,010	\$94
19	CP130727	2021	Hyundai	KONA	65	Auction/Wholesale	Yes	\$ 35,495	\$ 34,145	105%	(\$2,551)	\$1,325
20	P701127	2012	Mazda	3	7	Street/Curb Buy	No	\$ 15,632	\$ 15,382	100%	\$1,526	\$1,693
21	B012004	2008	Toyota	SEQUOIA	17	Auction/Wholesale	No	\$ 17,785	\$ 17,785	100%	\$750	\$506
22	P022842	2019	Audi	S5	29	Auction/Wholesale	No	\$ 49,785	\$ 48,785	104%	(\$1,599)	\$1,574
23	T375070	2008	Chevrolet	IMPALA	15	Trade on New	No	\$ 7,453	\$ 6,543	100%	\$847	\$0
24	T030679	2017	Volkswagen	PASSAT	33	Trade on New	No	\$ 16,062	\$ 16,062	97%	\$892	\$2,785
25	T692259	2017	Jeep	WRANGLER	23	Trade on New	No	\$ 43,785	\$ 43,285	116%	\$2,121	\$747
26	B500665	2013	Kia	SOUL	14	Street/Curb Buy	No	\$ 7,627	\$ 7,627	69%	\$445	\$0
27	T635250	2014	Nissan	PATHFINDER	23	Trade on New	No	\$ 12,785	\$ 12,785	100%	\$1,776	\$2,359
28	P270507	2014	Buick	ENCLAVE	42	Auction/Wholesale	No	\$ 16,296	\$ 15,500	92%	(\$1,162)	\$0
29	BC86957	2013	Ford	ESCAPE	22	Trade on New	No	\$ 11,840	\$ 10,500	91%	\$433	\$109
30	B306512	2010	Ford	FUSION	9	Trade on Used	No	\$ 7,842	\$ 7,842	95%	\$2,497	\$354
31	CH096664	2023	Hyundai	ELANTRA	34	Loaner	Yes	\$ 24,935	\$ 22,757	100%	(\$711)	\$594
32	B093940	2010	Toyota	FJ CRUISER	65	Auction/Wholesale	No	\$ 13,752	\$ 13,519	59%	\$248	\$0
33	CP184736	2019	Volkswagen	TIGUAN	56	Auction/Wholesale	Yes	\$ 30,699	\$ 30,699	99%	(\$438)	\$4,945

34	BC72236	2013	Ford	ESCAPE	22	Trade on Used	No	\$ 8,424	\$ 8,424	70%	\$3,856	\$650
35	B492755	2012	Toyota	PRIUS	59	Trade on New	No	\$ 12,424	\$ 12,424	83%	\$1,878	\$354
36	CP153072	2021	Volkswagen	TIGUAN	21	Auction/Wholesale	Yes	\$ 31,603	\$ 31,603	105%	\$2,738	\$579
37	P105581	2021	Volkswagen	TIGUAN	14	Auction/Wholesale	No	\$ 32,414	\$ 32,414	102%	\$450	\$5,012
38	CT007449	2022	Hyundai	TUCSON	36	Trade on New	Yes	\$ 33,565	\$ 32,815	98%	\$4,470	\$4,512
39	P222656	2015	Mazda	3	25	Street/Curb Buy	No	\$ 15,885	\$ 15,885	117%	\$65	\$187
40	P818428	2014	Volkswagen	BEETLE	50	Auction/Wholesale	No	\$ 23,234	\$ 23,234	100%	\$632	\$2,362
41	B126334	2004	Chevrolet	TAHOE	21	Trade on Used	No	\$ 6,355	\$ 5,855	100%	\$2,954	\$416
42	P322200	2014	Jeep	WRANGLER	38	Auction/Wholesale	No	\$ 31,786	\$ 29,599	107%	\$2,899	\$3,661
43	T541619	2015	Jeep	WRANGLER	50	Trade on New	No	\$ 31,585	\$ 30,446	111%	(\$245)	\$110
44	T981470	2015	Toyota	PRIUS	24	Trade on New	No	\$ 19,345	\$ 19,000	101%	\$3,273	\$4,778
45	CT202024	2020	Volkswagen	ATLAS	38	Trade on New	Yes	\$ 29,376	\$ 29,376	98%	\$3,701	\$1,822
46	B533507	2008	Dodge	RAM	22	Trade on Used	No	\$ 9,270	\$ 8,000	64%	\$2,664	\$96
47	T500941	2017	Jeep	WRANGLER	40	Trade on Used	No	\$ 26,785	\$ 26,000	96%	\$6,016	\$716
48	B200014	2006	Land Rover	DISCOVERY	8	Trade on Used	No	\$ 8,999	\$ 8,300	100%	\$4,490	\$0
49	B018712	2001	Volkswagen	JETTA	34	Trade on Used	No	\$ 3,785	\$ 3,000	100%	(\$124)	\$0
50	B157475	2015	BMW	328	29	Trade on Used	No	\$ 13,372	\$ 13,372	100%	\$5,054	\$1,079
51	CP223044	2019	Volkswagen	JETTA	27	Auction/Wholesale	Yes	\$ 25,618	\$ 25,618	114%	(\$303)	\$3,879
52	CP511247	2020	Hyundai	ELANTRA	28	Auction/Wholesale	Yes	\$ 19,210	\$ 19,210	99%	\$4,891	\$0
53	B640526	2012	Volkswagen	JETTA	63	Auction/Wholesale	No	\$ 11,074	\$ 11,074	88%	(\$1,763)	\$693

## Scoreboard Totals

% Retailed of Non-Franchise Make	64%
Total # Retail Units	97
Avg. Days to Sale	32.7
Avg. Advertised Price (Time of Sale)	\$ 20,768
Avg. Transaction Price	\$ 20,348
Avg. Market Price at 100%	\$ 21,383
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	95%
Avg. Transactional Discount	\$ 419
Avg. Front-End Gross	\$ 1,414
Avg. Finance Gross	\$ 1,512
PUVR	\$ 2,926
Total Gross (Units & PUVR)	\$ 283,794
GROI	158%
% with Trade	24%
Avg. Over/Under Allowance	\$704



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Sean Alderman
% Retailed of Non-New Franchise	64%	#DIV/0!	50%
Total # Retail Units	97	0	20
Avg. Days to Sale	32.7	#DIV/0!	32.2
Avg. Advertised Price (Time of Sale)	\$ 20,768	#DIV/0!	\$ 18,532
Avg. Transaction Price	\$ 20,348	#DIV/0!	\$ 18,370
Avg. Market Price at 100%	\$ 21,383	#DIV/0!	\$ 18,924
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	98%
Avg. Transaction to Market	95%	#DIV/0!	97%
Avg. Transactional Discount	\$ 419	#DIV/0!	\$ 162
Avg. Front-End Gross	\$ 1,414	#DIV/0!	\$ 1,400
Avg. Finance Gross	\$ 1,512	#DIV/0!	\$ 1,810
PUVR	\$ 2,926	#DIV/0!	\$ 3,210
Total Gross (Units & PUVR)	\$ 283,794	#DIV/0!	\$ 64,204
GROI	158%	#DIV/0!	196%
% with Trade	24%	#DIV/0!	20%
Avg. Over/Under Allowance	704	#DIV/0!	875



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

Rich King	Kenneth Trent	Charlie Delong	John Kapihe
75%	62%	82%	50%
24	29	11	12
33.5	34.2	26.9	35.3
\$ 23,884	\$ 19,778	\$ 18,240	\$ 21,951
\$ 23,236	\$ 19,334	\$ 17,942	\$ 21,514
\$ 24,137	\$ 20,595	\$ 17,450	\$ 22,088
99%	96%	105%	99%
96%	94%	103%	97%
\$ 649	\$ 444	\$ 298	\$ 437
\$ 1,365	\$ 1,552	\$ 1,292	\$ 1,342
\$ 1,367	\$ 1,070	\$ 1,677	\$ 2,348
\$ 2,732	\$ 2,622	\$ 2,969	\$ 3,690
\$ 65,576	\$ 76,041	\$ 32,661	\$ 44,276
127%	143%	221%	175%
13%	21%	36%	42%
833	300	-250	1,880

Ian Caldwell			
100%	#DIV/0!	#DIV/0!	#DIV/0!
1	0	0	0
18.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,985	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,500	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,985	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
99%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 485	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,036	#DIV/0!	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,036	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,036	#DIV/0!	#DIV/0!	#DIV/0!
64%	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
0	#DIV/0!	#DIV/0!	#DIV/0!



## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Val Petrukhin	Jacob Theilke
% Retailed of Non-New Franchise	64%	67%	50%
Total # Retail Units	97	9	12
Avg. Days to Sale	32.7	41.0	38.2
Avg. Advertised Price (Time of Sale)	\$ 20,768	\$ 22,573	\$ 27,292
Avg. Transaction Price	\$ 20,348	\$ 22,032	\$ 26,785
Avg. Market Price at 100%	\$ 21,383	\$ 22,562	\$ 26,792
Avg. Price to Market % (Time of Sale)	97%	100%	102%
Avg. Transaction to Market	95%	98%	100%
Avg. Transactional Discount	\$ 419	\$ 541	\$ 507
Avg. Front-End Gross	\$ 1,414	\$ 2,050	\$ 574
Avg. Finance Gross	\$ 1,512	\$ 1,352	\$ 1,226
PUVR	\$ 2,926	\$ 3,402	\$ 1,800
Total Gross (Units & PUVR)	\$ 283,794	\$ 30,616	\$ 21,605
GROI	158%	136%	63%
% with Trade	24%	22%	33%
Avg. Over/Under Allowance	704	1,250	1,500



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John Taylor	Jose Sanchez	Tony Johnson	Gabe Gutierrez
78%	80%	67%	64%
9	5	3	14
35.7	32.2	42.0	23.6
\$ 22,405	\$ 26,698	\$ 12,420	\$ 17,702
\$ 21,752	\$ 26,237	\$ 12,154	\$ 17,544
\$ 22,528	\$ 28,673	\$ 13,058	\$ 18,080
99%	93%	95%	98%
97%	92%	93%	97%
\$ 652	\$ 461	\$ 265	\$ 158
\$ 1,476	\$ 2,537	\$ 166	\$ 1,611
\$ 2,309	\$ 1,826	\$ 1,046	\$ 1,088
\$ 3,786	\$ 4,363	\$ 1,212	\$ 2,698
\$ 34,073	\$ 21,816	\$ 3,636	\$ 37,778
176%	186%	85%	234%
22%	0%	0%	14%
900	#DIV/0!	#DIV/0!	-250

Gabe Gutierrez	Landon Asay	Dominic Pantle	Brandon Jackson
64%	71%	25%	67%
14	7	4	15
23.6	33.0	34.8	32.1
\$ 17,702	\$ 16,905	\$ 25,539	\$ 16,548
\$ 17,544	\$ 16,763	\$ 25,278	\$ 16,159
\$ 18,080	\$ 16,759	\$ 25,346	\$ 17,775
98%	101%	101%	93%
97%	100%	100%	91%
\$ 158	\$ 143	\$ 261	\$ 389
\$ 1,611	\$ 1,738	\$ 2,168	\$ 921
\$ 1,088	\$ 2,317	\$ 3,015	\$ 1,373
\$ 2,698	\$ 4,055	\$ 5,182	\$ 2,294
\$ 37,778	\$ 28,386	\$ 20,729	\$ 34,403
234%	264%	212%	159%
14%	29%	50%	27%
-250	750	1,000	725

John Hazelton	Samual Marsters	Tom Ross	Tyler Pecheny
67%	71%	25%	100%
6	7	4	1
28.8	27.3	38.8	18.0
\$ 19,163	\$ 15,952	\$ 28,348	\$ 32,985
\$ 18,913	\$ 15,288	\$ 27,553	\$ 32,500
\$ 18,371	\$ 16,840	\$ 28,496	\$ 32,985
104%	95%	99%	100%
103%	91%	97%	99%
\$ 250	\$ 664	\$ 795	\$ 485
\$ 875	\$ 2,094	\$ 1,669	\$ 1,036
\$ 2,008	\$ 1,029	\$ 849	\$ -
\$ 2,883	\$ 3,122	\$ 2,519	\$ 1,036
\$ 17,297	\$ 21,856	\$ 10,074	\$ 1,036
190%	269%	85%	64%
50%	0%	25%	100%
0	#DIV/0!	0	0

























## Scoreboard

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Finance Manager	Totals	Mark Roberts	Tyler Pecheny
% Retailed of Non-New Franchise	64%	63%	58%
Total # Retail Units	97	24	19
Avg. Days to Sale	32.7	32.2	36.4
Avg. Advertised Price (Time of Sale)	\$ 20,768	\$ 24,544	\$ 25,627
Avg. Transaction Price	\$ 20,348	\$ 24,149	\$ 24,993
Avg. Market Price at 100%	\$ 21,383	\$ 24,341	\$ 25,555
Avg. Price to Market % (Time of Sale)	97%	101%	100%
Avg. Transaction to Market	95%	99%	98%
Avg. Transactional Discount	\$ 419	\$ 396	\$ 634
Avg. Front-End Gross	\$ 1,414	\$ 979	\$ 1,585
Avg. Finance Gross	\$ 1,512	\$ 1,678	\$ 1,647
PUVR	\$ 2,926	\$ 2,657	\$ 3,232
Total Gross (Units & PUVR)	\$ 283,794	\$ 63,773	\$ 61,403
GROI	158%	123%	128%
% with Trade	24%	0%	0%
Avg. Over/Under Allowance	704	180	1,360



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

John Kapihe	Jordan Rubenst	Under	
75%	53%	88%	#DIV/0!
8	30	16	0
36.0	30.3	32.1	#DIV/0!
\$ 21,819	\$ 21,121	\$ 8,145	#DIV/0!
\$ 21,308	\$ 20,846	\$ 7,718	#DIV/0!
\$ 22,371	\$ 21,423	\$ 9,601	#DIV/0!
98%	99%	85%	#DIV/0!
95%	97%	80%	#DIV/0!
\$ 511	\$ 275	\$ 426	#DIV/0!
\$ 136	\$ 1,725	\$ 1,917	#DIV/0!
\$ 2,658	\$ 1,687	\$ 202	#DIV/0!
\$ 2,795	\$ 3,412	\$ 2,120	#DIV/0!
\$ 22,356	\$ 102,348	\$ 33,914	#DIV/0!
131%	194%	308%	#DIV/0!
0%	0%	0%	#DIV/0!
2,000	800	#DIV/0!	#DIV/0!



## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	97	15	82
Avg. Days to Sale	32.7	41.0	31.2
Avg. Advertised Price (Time of Sale)	\$ 20,768	\$ 32,187	\$ 18,274
Avg. Transaction Price	\$ 20,348	\$ 31,686	\$ 18,274
Avg. Market Price at 100%	\$ 21,383	\$ 31,578	\$ 19,163
Avg. Price to Market % (Time of Sale)	97%	102%	95%
Avg. Transaction to Market	95%	100%	95%
Avg. Transactional Discount	\$ 419	\$ 501	\$ 405
Avg. Front-End Gross	\$ 1,414	\$ 1,333	\$ 1,428
Avg. Finance Gross	\$ 1,512	\$ 2,565	\$ 1,320
PUVR	\$ 2,926	\$ 3,898	\$ 2,748
Total Gross (Units & PUVR)	\$ 283,794	\$ 58,465	\$ 225,329
GROI	158%	108%	173%
% with Trade	24%	53%	18%
Avg. Over/Under Allowance	704	1,200	440



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	97	35	62
Avg. Days to Sale	32.7	37.9	29.8
Avg. Advertised Price (Time of Sale)	\$ 20,768	\$ 23,067	\$ 19,025
Avg. Transaction Price	\$ 20,348	\$ 22,692	\$ 19,025
Avg. Market Price at 100%	\$ 21,383	\$ 23,186	\$ 19,895
Avg. Price to Market % (Time of Sale)	97%	99%	96%
Avg. Transaction to Market	95%	98%	96%
Avg. Transactional Discount	\$ 419	\$ 375	\$ 444
Avg. Front-End Gross	\$ 1,414	\$ 1,072	\$ 1,606
Avg. Finance Gross	\$ 1,512	\$ 2,061	\$ 1,202
PUVR	\$ 2,926	\$ 3,133	\$ 2,809
Total Gross (Units & PUVR)	\$ 283,794	\$ 109,653	\$ 174,141
GROI	158%	131%	178%
% with Trade	24%	34%	18%
Avg. Over/Under Allowance	704	1,117	255



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	97	33	22
% of Retail Units	100%	34%	23%
% Retailed of Non-New Franchise	64%	70%	82%
Avg. Days to Sale	32.7	30.1	28.8
Avg. Transaction Price	\$ 20,348	\$ 20,409	\$ 15,272
Avg. Transaction to Market %	95%	96%	89%
Avg. Transactional Discount	\$ 419	\$ 464	\$ 545
Avg. Front End Gross	\$ 1,414	\$ 2,043	\$ 2,412
Avg. Finance Gross	\$ 1,512	\$ 1,694	\$ 918
PUVR	\$ 2,926	\$ 3,737	\$ 3,331
Total Gross (Units & PUVR)	\$ 283,794	\$ 123,311	\$ 73,275
GROI	158%	219%	272%
% with Trade	24%	24%	5%
Avg. Over/Under Allowance	704	1,063	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
7	34	1	0
7%	35%	1%	0%
86%	44%	0%	#DIV/0!
20.4	40.3	34.0	#DIV/0!
\$ 16,802	\$ 24,233	\$ 22,757	#DIV/0!
97%	97%	91%	#DIV/0!
\$ 178	\$ 293	\$ 2,178	#DIV/0!
\$ 1,381	\$ 226	\$ (711)	#DIV/0!
\$ 653	\$ 1,924	\$ 594	#DIV/0!
\$ 2,033	\$ 2,150	\$ (117)	#DIV/0!
\$ 14,233	\$ 73,092	\$ (117)	#DIV/0!
213%	79%	-5%	#DIV/0!
14%	38%	0%	#DIV/0!
-500	631	#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	97	51	21
% of Retail Units	100%	53%	22%
% Retailed of Non-New Franchise	64%	75%	57%
Avg. Days to Sale	32.7	19.0	37.7
Avg. Transaction Price	\$ 20,348	\$ 19,583	\$ 20,715
Avg. Transaction to Market %	95%	97%	91%
Avg. Transactional Discount	\$ 419	\$ 418	\$ 544
Avg. Front End Gross	\$ 1,414	\$ 2,196	\$ 1,147
Avg. Finance Gross	\$ 1,512	\$ 1,413	\$ 1,463
PUVR	\$ 2,926	\$ 3,610	\$ 2,609
Total Gross (Units & PUVR)	\$ 283,794	\$ 184,092	\$ 54,797
GROI	158%	349%	120%
% with Trade	24%	20%	29%
Avg. Over/Under Allowance	704	450	967



46-60 days	61-90 days	90+ days
15	10	0
15%	10%	0%
47%	50%	#DIV/0!
49.5	67.2	#DIV/0!
\$ 19,073	\$ 25,395	#DIV/0!
95%	90%	#DIV/0!
\$ 357	\$ 258	#DIV/0!
\$ 1,121	\$ (1,580)	#DIV/0!
\$ 1,309	\$ 2,424	#DIV/0!
\$ 2,431	\$ 844	#DIV/0!
\$ 36,460	\$ 8,445	#DIV/0!
93%	18%	#DIV/0!
27%	30%	#DIV/0!
850	833	#DIV/0!