









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)	Market Price at 100%	Transaction to Market (%)	Transactional Discount (\$)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	Yes	\$ 15,000	\$ 13,800	95%	\$ 15,789	87%	\$ 1,200	\$1,500	\$500
1	S764E	2020	Kia	SOUL	27	Trade on Used	No	No	\$ 18,588	\$ 18,588	98%	\$ 18,967	98%	\$ -	\$2,111	\$1,852
2	SP1239	2015	GMC	SIERRA	14	Auction/Wholesale	No	No	\$ 27,988	\$ 27,988	99%	\$ 28,271	99%	\$ -	(\$121)	\$2,818
3	S1047A	2021	Cadillac	CT5V	29	Trade on New	No	No	\$ 51,588	\$ 51,588	98%	\$ 52,641	98%	\$ -	\$6,624	\$6,274
4	SP1231	2018	Chevrolet	SILVERADO	28	Auction/Wholesale	No	Yes	\$ 33,588	\$ 33,588	99%	\$ 33,927	99%	\$ -	\$67	\$1,715
5	SP1263	2020	Chevrolet	SILVERADO	4	LBO OEM/Leasing Co.	No	Yes	\$ 39,988	\$ 39,988	100%	\$ 39,988	100%	\$ -	\$10,628	\$1,269
6	SP1207	2019	Chevrolet	SILVERADO	39	Auction/Wholesale	No	Yes	\$ 37,988	\$ 37,988	99%	\$ 38,372	99%	\$ -	\$1,652	\$2,471
7	SP1137B	2012	GMC	TERRAIN	20	Trade on New	No	No	\$ 12,588	\$ 12,588	104%	\$ 12,104	104%	\$ -	\$729	\$2,524
8	SP1174A	2017	Chevrolet	EQUINOX	38	Trade on New	No	Yes	\$ 15,988	\$ 15,988	91%	\$ 17,569	91%	\$ -	(\$82)	\$2,070
9	SP1173A	2023	Chevrolet	TRAILBLAZER	11	Trade on Used	No	Yes	\$ 31,988	\$ 31,988	100%	\$ 31,988	100%	\$ -	\$3,822	\$3,163
10	SP1238	2016	Dodge	CARAVAN	19	Auction/Wholesale	No	No	\$ 19,588	\$ 19,588	98%	\$ 19,988	98%	\$ -	\$0	\$2,715
11	SP1253	2020	GMC	TERRAIN	18	Auction/Wholesale	No	No	\$ 31,588	\$ 31,371	100%	\$ 31,588	99%	\$ 217	\$1,240	\$1,669
12	SP1206	2020	Ford	ESCAPE	47	Auction/Wholesale	No	No	\$ 23,588	\$ 23,588	96%	\$ 24,571	96%	\$ -	\$0	\$2,739
13	S1096M	2018	Chevrolet	TRAX	11	Trade on New	No	Yes	\$ 17,988	\$ 17,162	100%	\$ 18,170	94%	\$ 826	\$630	\$1,650
14	SP1260	2015	Kia	SORRENTO	23	Auction/Wholesale	No	No	\$ 16,988	\$ 16,988	99%	\$ 16,988	100%	\$ -	\$2,156	\$718
15	S916A	2020	Chevrolet	SILVERADO	25	Auction/Wholesale	No	Yes	\$ 41,588	\$ 41,588	99%	\$ 42,008	99%	\$ -	\$2,464	\$2,070
16	S1055A	2012	Honda	CRV	11	Trade on New	No	No	\$ 13,988	\$ 13,988	102%	\$ 13,714	102%	\$ -	\$2,588	\$2,291
17	S916A	2020	Chevrolet	SILVERADO	25	Trade on New	No	Yes	\$ 41,588	\$ 41,588	99%	\$ 42,008	99%	\$ -	\$2,464	\$2,070
18	SP1273	2020	GMC	TERRAIN	18	Auction/Wholesale	No	No	\$ 31,588	\$ 31,371	102%	\$ 30,969	101%	\$ 217	\$0	\$1,669
19	SP1246	2020	GMC	SIERRA	19	Auction/Wholesale	No	No	\$ 49,588	\$ 49,588	100%	\$ 49,588	100%	\$ -	\$0	\$6,496
20	SP1212	2021	Subaru	OUTBACK	49	Auction/Wholesale	No	No	\$ 28,588	\$ 28,588	97%	\$ 29,472	97%	\$ -	\$1,119	\$1,953
21	S1106A	2021	Jeep	CHEROKEE	8	Trade on New	No	No	\$ 27,588	\$ 25,000	100%	\$ 27,588	91%	\$ 2,588	\$3,003	\$0
22	S998B	2019	Chevrolet	TRAX	18	Trade on Used	No	Yes	\$ 18,588	\$ 18,588	100%	\$ 18,588	100%	\$ -	\$211	\$3,284
23	SP1184A	2020	Chevrolet	EQUINOX	29	Trade on Used	No	Yes	\$ 26,588	\$ 26,588	99%	\$ 26,857	99%	\$ -	\$1,737	\$1,819
24	SP1257	2021	GMC	SIERRA	20	Street/Curb Buy	No	No	\$ 57,588	\$ 57,588	101%	\$ 57,018	101%	\$ -	\$926	\$4,738
25	S1034	2017	Chrysler	PACIFICA	47	Trade on Used	No	No	\$ 19,988	\$ 19,988	98%	\$ 20,396	98%	\$ -	\$2,054	\$1,743
26	SP1268	2020	Chevrolet	TRAX	9	LBO Customer	No	Yes	\$ 22,988	\$ 22,988	104%	\$ 22,104	104%	\$ -	\$3,586	\$1,723
27	SP1225A	2019	Ram	1500	24	Trade on New	No	No	\$ 24,588	\$ 24,588	100%	\$ 24,588	100%	\$ -	\$14	\$1,526
29	SP1229	2020	Chevrolet	EQUINOX	43	Auction/Wholesale	No	NO	\$ 23,988	\$ 23,988	98%	\$ 24,478	98%	\$ -	\$0	\$2,412
30	SP1247	2020	GMC	SIERRA	26	Auction/Wholesale	No	No	\$ 41,588	\$ 41,588	100%	\$ 41,588	100%	\$ -	\$0	\$1,804
31	SP1279	2015	Chevrolet	SILVERADO	7	Street/Curb Buy	No	Yes	\$ 28,000	\$ 28,000	104%	\$ 26,923	104%	\$ -	\$3,500	\$607
32	SP1255	2011	Chevrolet	EQUINOX	26	Street/Curb Buy	No	Yes	\$ 12,588	\$ 12,588	107%	\$ 11,764	107%	\$ -	\$977	\$331
33	SP1249	2020	Chevrolet	SILVERADO	28	Auction/Wholesale	No	Yes	\$ 38,988	\$ 38,988	99%	\$ 39,382	99%	\$ -	\$1,890	\$3,829
34	SP1222	2020	Ford	EDGE	53	Auction/Wholesale	No	No	\$ 34,988	\$ 34,988	97%	\$ 36,070	97%	\$ -	\$0	\$3,867
35	S1086A	2020	Chevrolet	SILVERADO	19	Trade on New	No	Yes	\$ 42,588	\$ 42,588	100%	\$ 42,588	100%	\$ -	\$1,940	\$2,821
36	SP1254	2017	GMC	SIERRA	29	Auction/Wholesale	No	No	\$ 34,588	\$ 34,588	99%	\$ 34,937	99%	\$ -	\$0	\$3,116
37	SP1244A	2013	Chrysler	200	36	Trade on Used	No	No	\$ 10,988	\$ 10,988	102%	\$ 10,773	102%	\$ -	\$812	\$306
38	SP1240	2020	Ram	1500	39	Auction/Wholesale	No	No	\$ 35,988	\$ 35,988	99%	\$ 36,352	99%	\$ -	\$0	\$766

39	S1050B	2018	Subaru	LEGACY	32	Trade on Used	No	No	\$ 18,988	\$ 18,988	100%	\$ 18,988	100%	\$ -	\$300	\$5,475
40	S1010B	2015	Chevrolet	SILVERADO	11	Trade on Used	No	Yes	\$ 22,988	\$ 22,988	100%	\$ 22,988	100%	\$ -	\$403	\$2,427
41	S1081A	2021	FORD	EXPEDITION	16	Trade on New	No	No	\$ 52,588	\$ 52,588	96%	\$ 54,779	96%	\$ -	\$2,557	\$471
42	SP1221	2020	Chevrolet	EQUINOX	57	Auction/Wholesale	No	Yes	\$ 24,988	\$ 24,988	92%	\$ 27,161	92%	\$ -	\$0	\$3,354
43	SP1262	2019	Cadillac	XT4	24	Street/Curb Buy	No	No	\$ 36,588	\$ 36,588	100%	\$ 36,588	100%	\$ -	\$2,309	\$4,210
44	SP1228A	2021	Mazda	CX-30	35	Trade on Used	No	No	\$ 22,988	\$ 22,988	100%	\$ 22,988	100%	\$ -	\$5,042	\$3,154
45	SP1283	2021	BMW	430XI	10	Street/Curb Buy	No	No	\$ 44,988	\$ 44,988	100%	\$ 44,988	100%	\$ -	\$4,222	\$2,691
46	S843N	2016	Audi	A4	42	Trade on New	No	No	\$ 17,988	\$ 17,988	102%	\$ 17,635	102%	\$ -	\$5,390	\$0
47	SP1250	2018	Chevrolet	COLORADO	36	Auction/Wholesale	No	Yes	\$ 30,988	\$ 30,988	100%	\$ 30,988	100%	\$ -	\$1,572	\$1,591
48	S1077A	2020	Chevrolet	SILVERADO	36	Trade on New	No	Yes	\$ 38,988	\$ 38,988	99%	\$ 39,382	99%	\$ -	\$5,306	\$1,051
49	SP1190	2020	Chevrolet	EQUINOX	22	Auction/Wholesale	No	Yes	\$ 25,588	\$ 25,588	100%	\$ 25,588	100%	\$ -	\$0	\$2,847
50	SP1214	2018	Dodge	CHARGER	4	Auction/Wholesale	No	No	\$ 26,988	\$ 26,988	100%	\$ 26,988	100%	\$ -	\$0	\$1,906
51	S1044A	2020	Jeep	CHEROKEE	22	Trade on New	No	No	\$ 22,588	\$ 22,400	91%	\$ 24,822	90%	\$ 188	\$2,184	\$1,723
52	SP1143A	2016	Buick	ENCLAVE	25	Trade on Used	No	No	\$ 20,588	\$ 20,147	101%	\$ 20,384	99%	\$ 441	\$2,245	\$0
53	SP1192A	2013	Honda	PILOT	21	Street/Curb Buy	No	No	\$ 19,588	\$ 19,588	105%	\$ 18,655	105%	\$ -	\$3,269	\$2,460

## Scoreboard Totals

% Retailed of Non-Franchise Make	62%
Total # Retail Units	117
Avg. Days to Sale	27.2
Avg. Advertised Price (Time of Sale)	\$ 28,039
Avg. Transaction Price	\$ 27,956
Avg. Market Price at 100%	\$ 28,235
Avg. Price to Market % (Time of Sale)	99%
Avg. Transaction to Market	99%
Avg. Transactional Discount	\$ 83
Avg. Front-End Gross	\$ 1,823
Avg. Finance Gross	\$ 2,242
PUVR	\$ 4,065
Total Gross (Units & PUVR)	\$ 475,596
GROI	192%
% with Trade	53%
Avg. Over/Under Allowance	\$390



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	MARKER
% Retailed of Non-New Franchise	62%	#DIV/0!	66%
Total # Retail Units	117	0	61
Avg. Days to Sale	27.2	#DIV/0!	26.4
Avg. Advertised Price (Time of Sale)	\$ 28,039	#DIV/0!	\$ 28,123
Avg. Transaction Price	\$ 27,956	#DIV/0!	\$ 28,031
Avg. Market Price at 100%	\$ 28,235	#DIV/0!	\$ 28,258
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!	100%
Avg. Transaction to Market	99%	#DIV/0!	99%
Avg. Transactional Discount	\$ 83	#DIV/0!	\$ 92
Avg. Front-End Gross	\$ 1,823	#DIV/0!	\$ 1,905
Avg. Finance Gross	\$ 2,242	#DIV/0!	\$ 2,082
PUVR	\$ 4,065	#DIV/0!	\$ 3,986
Total Gross (Units & PUVR)	\$ 475,596	#DIV/0!	\$ 243,172
GROI	192%	#DIV/0!	194%
% with Trade	53%	#DIV/0!	61%
Avg. Over/Under Allowance	390	#DIV/0!	480



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

SKILES	GRANDO	ANDRE	
48%	69%	65%	#DIV/0!
23	16	17	0
29.8	27.9	26.1	#DIV/0!
\$ 29,614	\$ 25,813	\$ 27,706	#DIV/0!
\$ 29,584	\$ 25,813	\$ 27,503	#DIV/0!
\$ 30,089	\$ 26,370	\$ 27,815	#DIV/0!
98%	98%	100%	#DIV/0!
98%	98%	99%	#DIV/0!
\$ 30	\$ -	\$ 202	#DIV/0!
\$ 1,517	\$ 1,802	\$ 1,961	#DIV/0!
\$ 2,767	\$ 1,798	\$ 2,526	#DIV/0!
\$ 4,284	\$ 3,600	\$ 4,488	#DIV/0!
\$ 98,532	\$ 57,604	\$ 76,288	#DIV/0!
175%	180%	225%	#DIV/0!
48%	38%	47%	#DIV/0!
436	6	369	#DIV/0!





## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	DEWITT	SLEZAK
% Retailed of Non-New Franchise	62%	63%	66%
Total # Retail Units	117	24	32
Avg. Days to Sale	27.2	29.3	29.7
Avg. Advertised Price (Time of Sale)	\$ 28,039	\$ 26,021	\$ 29,588
Avg. Transaction Price	\$ 27,956	\$ 25,893	\$ 29,495
Avg. Market Price at 100%	\$ 28,235	\$ 26,344	\$ 29,784
Avg. Price to Market % (Time of Sale)	99%	99%	99%
Avg. Transaction to Market	99%	98%	99%
Avg. Transactional Discount	\$ 83	\$ 129	\$ 93
Avg. Front-End Gross	\$ 1,823	\$ 2,384	\$ 1,884
Avg. Finance Gross	\$ 2,242	\$ 1,904	\$ 2,492
PUVR	\$ 4,065	\$ 4,288	\$ 4,376
Total Gross (Units & PUVR)	\$ 475,596	\$ 102,916	\$ 140,033
GROI	192%	204%	180%
% with Trade	53%	58%	44%
Avg. Over/Under Allowance	390	408	361



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

LOU	HANNAH	BRICK	DANC
68%	64%	50%	43%
22	11	12	7
23.2	18.7	25.5	30.4
\$ 27,343	\$ 30,461	\$ 25,971	\$ 26,674
\$ 27,257	\$ 30,410	\$ 25,906	\$ 26,611
\$ 27,595	\$ 30,661	\$ 26,115	\$ 26,964
99%	99%	99%	99%
99%	99%	99%	99%
\$ 86	\$ 50	\$ 66	\$ 63
\$ 1,676	\$ 915	\$ 2,226	\$ 1,055
\$ 1,914	\$ 2,672	\$ 2,289	\$ 1,932
\$ 3,590	\$ 3,586	\$ 4,514	\$ 2,987
\$ 78,979	\$ 39,449	\$ 54,170	\$ 20,907
205%	227%	246%	133%
55%	64%	58%	71%
320	191	888	357

DOLAN			
67%	#DIV/0!	#DIV/0!	#DIV/0!
9	0	0	0
32.3	#DIV/0!	#DIV/0!	#DIV/0!
\$ 30,477	#DIV/0!	#DIV/0!	#DIV/0!
\$ 30,477	#DIV/0!	#DIV/0!	#DIV/0!
\$ 30,974	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,636	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,713	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,349	#DIV/0!	#DIV/0!	#DIV/0!
\$ 39,142	#DIV/0!	#DIV/0!	#DIV/0!
159%	#DIV/0!	#DIV/0!	#DIV/0!
33%	#DIV/0!	#DIV/0!	#DIV/0!
222	#DIV/0!	#DIV/0!	#DIV/0!



























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	BRAIN	GRANDO
% Retailed of Non-New Franchise	62%	63%	62%
Total # Retail Units	117	96	21
Avg. Days to Sale	27.2	26.7	29.5
Avg. Advertised Price (Time of Sale)	\$ 28,039	\$ 27,971	\$ 28,350
Avg. Transaction Price	\$ 27,956	\$ 27,893	\$ 28,243
Avg. Market Price at 100%	\$ 28,235	\$ 28,258	\$ 28,465
Avg. Price to Market % (Time of Sale)	99%	99%	100%
Avg. Transaction to Market	99%	99%	99%
Avg. Transactional Discount	\$ 83	\$ 78	\$ 107
Avg. Front-End Gross	\$ 1,823	\$ 1,716	\$ 2,308
Avg. Finance Gross	\$ 2,242	\$ 2,290	\$ 2,026
PUVR	\$ 4,065	\$ 4,006	\$ 4,334
Total Gross (Units & PUVR)	\$ 475,596	\$ 384,573	\$ 91,023
GROI	192%	193%	188%
% with Trade	53%	0%	0%
Avg. Over/Under Allowance	390	362	517







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	117	0	117
Avg. Days to Sale	27.2	#DIV/0!	27.2
Avg. Advertised Price (Time of Sale)	\$ 28,039	#DIV/0!	\$ 27,956
Avg. Transaction Price	\$ 27,956	#DIV/0!	\$ 27,956
Avg. Market Price at 100%	\$ 28,235	#DIV/0!	\$ 28,296
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!	99%
Avg. Transaction to Market	99%	#DIV/0!	99%
Avg. Transactional Discount	\$ 83	#DIV/0!	\$ 83
Avg. Front-End Gross	\$ 1,823	#DIV/0!	\$ 1,823
Avg. Finance Gross	\$ 2,242	#DIV/0!	\$ 2,242
PUVR	\$ 4,065	#DIV/0!	\$ 4,065
Total Gross (Units & PUVR)	\$ 475,596	#DIV/0!	\$ 475,596
GROI	192%	#DIV/0!	192%
% with Trade	53%	#DIV/0!	53%
Avg. Over/Under Allowance	390	#DIV/0!	390



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	117	44	73
Avg. Days to Sale	27.2	27.2	27.2
Avg. Advertised Price (Time of Sale)	\$ 28,039	\$ 28,934	\$ 27,395
Avg. Transaction Price	\$ 27,956	\$ 28,887	\$ 27,395
Avg. Market Price at 100%	\$ 28,235	\$ 29,129	\$ 27,793
Avg. Price to Market % (Time of Sale)	99%	99%	99%
Avg. Transaction to Market	99%	99%	99%
Avg. Transactional Discount	\$ 83	\$ 47	\$ 105
Avg. Front-End Gross	\$ 1,823	\$ 1,988	\$ 1,723
Avg. Finance Gross	\$ 2,242	\$ 2,351	\$ 2,177
PUVR	\$ 4,065	\$ 4,339	\$ 3,900
Total Gross (Units & PUVR)	\$ 475,596	\$ 190,901	\$ 284,695
GROI	192%	199%	188%
% with Trade	53%	59%	49%
Avg. Over/Under Allowance	390	413	376



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	117	29	24
% of Retail Units	100%	25%	21%
% Retailed of Non-New Franchise	62%	62%	58%
Avg. Days to Sale	27.2	25.9	26.3
Avg. Transaction Price	\$ 27,956	\$ 28,915	\$ 21,842
Avg. Transaction to Market %	99%	99%	98%
Avg. Transactional Discount	\$ 83	\$ 155	\$ 180
Avg. Front End Gross	\$ 1,823	\$ 2,826	\$ 1,822
Avg. Finance Gross	\$ 2,242	\$ 1,617	\$ 2,383
PUVR	\$ 4,065	\$ 4,444	\$ 4,205
Total Gross (Units & PUVR)	\$ 475,596	\$ 128,869	\$ 100,915
GROI	192%	213%	264%
% with Trade	53%	45%	50%
Avg. Over/Under Allowance	390	361	301



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
14	48	0	1
12%	41%	0%	1%
64%	67%	#DIV/0!	0%
22.6	30.7	#DIV/0!	9.0
\$ 31,732	\$ 29,185	#DIV/0!	\$ 22,988
101%	99%	#DIV/0!	104%
\$ -	\$ 19	#DIV/0!	\$ -
\$ 2,813	\$ 708	#DIV/0!	\$ 3,586
\$ 2,709	\$ 2,445	#DIV/0!	\$ 1,723
\$ 5,521	\$ 3,152	#DIV/0!	\$ 5,309
\$ 77,296	\$ 151,310	#DIV/0!	\$ 5,309
278%	127%	#DIV/0!	924%
57%	58%	#DIV/0!	0%
204	471	#DIV/0!	0

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
1	0	0
1%	0%	0%
0%	#DIV/0!	#DIV/0!
4.0	#DIV/0!	#DIV/0!
\$ 39,988	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!
\$ 10,628	#DIV/0!	#DIV/0!
\$ 1,269	#DIV/0!	#DIV/0!
\$ 11,897	#DIV/0!	#DIV/0!
\$ 11,897	#DIV/0!	#DIV/0!
2678%	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!
2,500	#DIV/0!	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	117	77	24
% of Retail Units	100%	66%	21%
% Retailed of Non-New Franchise	62%	62%	71%
Avg. Days to Sale	27.2	18.8	38.1
Avg. Transaction Price	\$ 27,956	\$ 28,371	\$ 26,105
Avg. Transaction to Market %	99%	99%	100%
Avg. Transactional Discount	\$ 83	\$ 113	\$ -
Avg. Front End Gross	\$ 1,823	\$ 2,005	\$ 1,730
Avg. Finance Gross	\$ 2,242	\$ 2,173	\$ 2,105
PUVR	\$ 4,065	\$ 4,177	\$ 3,835
Total Gross (Units & PUVR)	\$ 475,596	\$ 321,655	\$ 92,040
GROI	192%	282%	139%
% with Trade	53%	52%	54%
Avg. Over/Under Allowance	390	344	492



46-60 days	61-90 days	90+ days
12	2	0
10%	2%	0%
50%	100%	#DIV/0!
52.8	65.5	#DIV/0!
\$ 28,534	\$ 28,388	#DIV/0!
97%	94%	#DIV/0!
\$ 87	\$ -	#DIV/0!
\$ 1,157	\$ 1,454	#DIV/0!
\$ 2,434	\$ 3,629	#DIV/0!
\$ 3,591	\$ 5,083	#DIV/0!
\$ 43,091	\$ 10,165	#DIV/0!
86%	98%	#DIV/0!
50%	50%	#DIV/0!
413	450	#DIV/0!