

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
Greg Smith	Ashley Morgan	Nate Steele
Rusty Howard	Brent Siler	Cecil Peevy
		Stacy Alford
		Randy Grimes
		Jordan Woods
		Brandon Boger
		House Salesperson







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	D45308F	2020	Ford	F-250	1	Trade on Used	No	\$ 64,871	\$ 64,871	99%	(\$815)	\$302
2	501616H	2017	Ram	2500	1	Other	No	\$ 31,114	\$ 31,114	99%	(\$525)	\$3,046
3	C08998A	2022	Hyundai	Santa Fee	68	Trade on New	No	\$ 35,378	\$ 34,945	94%	\$541	\$3,529
4	662269A	2013	Chrysler	200	9	Trade on New	No	\$ 3,000	\$ 2,871	49%	(\$779)	\$0
5	150448A	2021	Subaru	Ascent	49	Trade on New	No	\$ 37,523	\$ 37,523	98%	\$1,050	\$3,878
6	123893ha	2022	Toyota	Highlander	9	Trade on Used	No	\$ 39,515	\$ 39,515	101%	\$760	\$2,818
7	087564A	2023	Toyota	Tundra	14	Trade on New	No	\$ 80,455	\$ 80,455	101%	(\$550)	\$4,051
8	P556659	2023	Toyota	Tacoma	1	Street/Curb Buy	No	\$ 39,500	\$ 39,500	99%	\$0	\$749
9	358593f	2016	ford	mustang	15	Auction/Wholesale	No	\$ 23,500	\$ 23,500	99%	(\$890)	\$2,320
10	102400ha	2018	Ford	expedition	54	Trade on Used	No	\$ 27,929	\$ 27,929	83%	(\$101)	\$2,661
11	c29800h	2018	Ford	edge	1	Auction/Wholesale	No	\$ 23,771	\$ 23,771	99%	(\$1,229)	\$1,324
12	104221pa	2019	BMW	X3	85	Auction/Wholesale	No	\$ 26,234	\$ 26,234	101%	\$5,364	\$3,629
13	a44829a	2017	Ford	F-150	21	Trade on New	No	\$ 32,096	\$ 32,096	110%	\$1,031	\$1,604
14	123893hb	2007	Hyundai	Santa Fee	3	Trade on Used	No	\$ 4,871	\$ 4,871	98%	\$1,121	\$0
15	139288b	2020	Ford	mustang	23	Trade on Used	No	\$ 33,700	\$ 33,700	101%	\$901	\$3,587
16	a78838a	2013	Ford	f-150	14	Trade on New	No	\$ 16,395	\$ 16,395	99%	\$1,695	\$1,893
17	b33454m	2021	Ford	escape	1	Auction/Wholesale	No	\$ 24,896	\$ 24,896	99%	\$0	\$4,788
18	805108a	2017	Toyota	corolla	11	Trade on New	No	\$ 18,517	\$ 18,517	119%	(\$464)	\$3,426
19	a78838a	2013	Ford	f-150	7	Trade on New	No	\$ 16,395	\$ 16,395	99%	\$1,695	\$1,893
20	c54106a	2018	chevrolet	silverado	21	Trade on New	No	\$ 37,878	\$ 37,878	97%	\$2,843	\$4,851
21	115127a	2022	Toyota	4runner	23	Trade on New	No	\$ 42,529	\$ 42,529	98%	\$2,419	\$4,667
22	794358a	2014	chevrolet	sonic	14	Trade on New	No	\$ 14,894	\$ 11,200	97%	\$1,053	\$2,950
23	131838b	2014	Volkswagen	Jetta	14	Trade on Used	No	\$ 13,597	\$ 9,871	101%	\$3,671	\$0
24	507371	2022	Toyota	Tacoma	1	Other	No	\$ 39,041	\$ 37,891	95%	\$0	\$0
25	b17434a	2021	gmc	sierra	55	Trade on New	No	\$ 63,526	\$ 56,402	97%	(\$2,499)	\$5,970
26	516605a	2015	buick	lacrosse	30	Trade on New	No	\$ 19,597	\$ 17,705	104%	\$6,858	\$1,665
27	b34277a	2018	Ford	f-150	27	Trade on New	No	\$ 42,597	\$ 39,987	101%	\$3,329	\$2,383
28	063124a	2021	Toyota	Camry	36	Trade on New	No	\$ 34,987	\$ 31,000	103%	(\$187)	\$3,283

29	032546aa	2019	Mitsubishi	eclipse	1	Trade on New	No	\$ 14,321	\$ 9,871	82%	(\$83)	\$723
30	145941a	2019	Toyota	4runner	20	Trade on New	No	\$ 34,100	\$ 34,100	97%	\$1,150	\$530
31	228700a	2015	Toyota	rav4	10	Trade on New	No	\$ 21,500	\$ 18,250	101%	(\$2,101)	\$2,226
32	e13130a	2020	Toyota	Tacoma	2	Trade on New	No	\$ 35,562	\$ 32,500	100%	\$957	\$2,998
33	583327a	2020	chevrolet	silverado	31	Trade on New	No	\$ 42,577	\$ 42,577	100%	\$813	\$3,019
34	529542a	2018	Toyota	Camry	26	Trade on New	No	\$ 22,743	\$ 22,743	102%	\$2,277	\$3,313
35	d43902a	2021	Ford	F-150	58	Trade on New	No	\$ 42,531	\$ 42,531	92%	(\$25)	\$4,493
36	057708a	2017	Toyota	highlander	35	Trade on New	No	\$ 26,866	\$ 26,866	101%	\$2,082	\$2,284
37	588206a	2022	Ford	explorer	17	Trade on New	No	\$ 42,783	\$ 40,000	96%	\$2,340	\$0
38	146078a	2017	mazda	cx5	46	Trade on New	No	\$ 24,536	\$ 19,995	97%	\$689	\$3,846
39	a23943a	2017	lexus	rx	18	Trade on New	No	\$ 31,981	\$ 31,981	101%	\$1,477	\$3,418
40	810202a	2019	Ford	explorer	5	Trade on New	No	\$ 9,000	\$ 9,000	99%	\$2,350	\$0
41	806859a	2018	gmc	yukon	13	Trade on New	No	\$ 46,789	\$ 46,789	101%	(\$1,671)	\$2,890
42	001108a	2022	Toyota	4runner	1	Trade on New	No	\$ 52,371	\$ 52,371	84%	\$3,071	\$6,405
43	a23992a	2022	Toyota	sienna	52	Trade on New	No	\$ 49,487	\$ 49,487	100%	\$0	\$1,325
44	557235a	2016	Toyota	Highlander	53	Trade on New	No	\$ 25,987	\$ 17,000	76%	(\$1,387)	\$2,309
45	259097aa	2016	buick	encore	12	Trade on New	No	\$ 16,900	\$ 16,900	105%	\$2,595	\$1,360
46	259097a	2021	buick	encore	12	Trade on New	No	\$ 25,334	\$ 25,334	102%	\$2,236	\$1,886
47	p664725	2021	hyundai	kona	76	Street/Curb Buy	No	\$ 23,459	\$ 21,500	99%	(\$1,373)	\$3,955
48	145941b	2013	Toyota	4runner	13	Trade on Used	No	\$ 16,500	\$ 16,500	99%	\$350	\$0
49	p066277	2021	chevrolet	malibu	35	Street/Curb Buy	No	\$ 24,123	\$ 24,123	100%	(\$422)	\$2,815
50	319023m	2021	Hyundai	Santa Fee	9	Auction/Wholesale	No	\$ 32,992	\$ 32,992	99%	(\$3,492)	\$917
51	a65496a	2018	Ford	edge	22	Trade on New	No	\$ 20,997	\$ 21,900	96%	\$3,355	\$1,584
52	109986	2021	Toyota	rav4	35	Street/Curb Buy	No	\$ 28,811	\$ 29,811	100%	(\$3,692)	\$800
53	c69563m	2021	ford	F-150	0	Auction/Wholesale	No	\$ 36,340	\$ 36,340	99%	\$625	\$2,315

## Scoreboard Totals

% Retailed of Non-Franchise Make	74%
Total # Retail Units	80
Avg. Days to Sale	22.4
Avg. Advertised Price (Time of Sale)	\$ 29,747
Avg. Transaction Price	\$ 28,996
Avg. Market Price at 100%	\$ 30,541
Avg. Price to Market % (Time of Sale)	97%
Avg. Transaction to Market	95%
Avg. Transactional Discount	\$ 751
Avg. Front-End Gross	\$ 1,480
Avg. Finance Gross	\$ 2,151
PUVR	\$ 3,631
Total Gross (Units & PUVR)	\$ 290,466
GROI	201%
% with Trade	38%
Avg. Over/Under Allowance	(\$640)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	74%	#DIV/0!	#DIV/0!
Total # Retail Units	80	0	0
Avg. Days to Sale	22.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 29,747	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 28,996	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 30,541	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 751	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,480	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,151	#DIV/0!	#DIV/0!
PUVR	\$ 3,631	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 290,466	#DIV/0!	#DIV/0!
GROI	201%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-640	#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	74%	#DIV/0!	#DIV/0!
Total # Retail Units	80	0	0
Avg. Days to Sale	22.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 29,747	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 28,996	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 30,541	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 751	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,480	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,151	#DIV/0!	#DIV/0!
PUVR	\$ 3,631	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 290,466	#DIV/0!	#DIV/0!
GROI	201%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-640	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	74%	#DIV/0!	#DIV/0!
Total # Retail Units	80	0	0
Avg. Days to Sale	22.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 29,747	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 28,996	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 30,541	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	95%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 751	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,480	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,151	#DIV/0!	#DIV/0!
PUVR	\$ 3,631	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 290,466	#DIV/0!	#DIV/0!
GROI	201%	#DIV/0!	#DIV/0!
% with Trade	38%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-640	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	80	0	80
Avg. Days to Sale	22.4	#DIV/0!	22.4
Avg. Advertised Price (Time of Sale)	\$ 29,747	#DIV/0!	\$ 28,996
Avg. Transaction Price	\$ 28,996	#DIV/0!	\$ 28,996
Avg. Market Price at 100%	\$ 30,541	#DIV/0!	\$ 30,357
Avg. Price to Market % (Time of Sale)	97%	#DIV/0!	96%
Avg. Transaction to Market	95%	#DIV/0!	96%
Avg. Transactional Discount	\$ 751	#DIV/0!	\$ 751
Avg. Front-End Gross	\$ 1,480	#DIV/0!	\$ 1,480
Avg. Finance Gross	\$ 2,151	#DIV/0!	\$ 2,151
PUVR	\$ 3,631	#DIV/0!	\$ 3,631
Total Gross (Units & PUVR)	\$ 290,466	#DIV/0!	\$ 290,466
GROI	201%	#DIV/0!	201%
% with Trade	38%	#DIV/0!	38%
Avg. Over/Under Allowance	-640	#DIV/0!	-640



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	80	21	59
Avg. Days to Sale	22.4	22.0	22.5
Avg. Advertised Price (Time of Sale)	\$ 29,747	\$ 28,943	\$ 29,215
Avg. Transaction Price	\$ 28,996	\$ 28,380	\$ 29,215
Avg. Market Price at 100%	\$ 30,541	\$ 29,754	\$ 30,571
Avg. Price to Market % (Time of Sale)	97%	97%	96%
Avg. Transaction to Market	95%	95%	96%
Avg. Transactional Discount	\$ 751	\$ 563	\$ 818
Avg. Front-End Gross	\$ 1,480	\$ 1,876	\$ 1,339
Avg. Finance Gross	\$ 2,151	\$ 1,892	\$ 2,244
PUVR	\$ 3,631	\$ 3,768	\$ 3,582
Total Gross (Units & PUVR)	\$ 290,466	\$ 79,121	\$ 211,345
GROI	201%	217%	196%
% with Trade	38%	43%	36%
Avg. Over/Under Allowance	-640	-396	-726



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	80	43	18
% of Retail Units	100%	54%	23%
% Retailed of Non-New Franchise	74%	79%	61%
Avg. Days to Sale	22.4	22.7	26.4
Avg. Transaction Price	\$ 28,996	\$ 30,402	\$ 23,633
Avg. Transaction to Market %	95%	93%	87%
Avg. Transactional Discount	\$ 751	\$ 1,306	\$ 1,439
Avg. Front End Gross	\$ 1,480	\$ 1,453	\$ 2,179
Avg. Finance Gross	\$ 2,151	\$ 2,612	\$ 1,066
PUVR	\$ 3,631	\$ 4,065	\$ 3,246
Total Gross (Units & PUVR)	\$ 290,466	\$ 174,810	\$ 58,419
GROI	201%	212%	187%
% with Trade	38%	44%	22%
Avg. Over/Under Allowance	-640	-867	-178



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
8	9	0	0
10%	11%	0%	0%
100%	44%	#DIV/0!	#DIV/0!
25.3	14.9	#DIV/0!	#DIV/0!
\$ 28,874	\$ 31,884	#DIV/0!	#DIV/0!
216%	99%	#DIV/0!	#DIV/0!
\$ (2,899)	\$ 8	#DIV/0!	#DIV/0!
\$ 755	\$ 1,236	#DIV/0!	#DIV/0!
\$ 2,063	\$ 2,339	#DIV/0!	#DIV/0!
\$ 2,818	\$ 3,575	#DIV/0!	#DIV/0!
\$ 22,543	\$ 32,173	#DIV/0!	#DIV/0!
139%	271%	#DIV/0!	#DIV/0!
38%	44%	#DIV/0!	#DIV/0!
-875	-411	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	0	2
0%	0%	3%
#DIV/0!	#DIV/0!	100%
#DIV/0!	#DIV/0!	1.0
#DIV/0!	#DIV/0!	\$ 34,503
#DIV/0!	#DIV/0!	96%
#DIV/0!	#DIV/0!	\$ 575
#DIV/0!	#DIV/0!	\$ (263)
#DIV/0!	#DIV/0!	\$ 1,523
#DIV/0!	#DIV/0!	\$ 1,261
#DIV/0!	#DIV/0!	\$ 2,521
#DIV/0!	#DIV/0!	1315%
#DIV/0!	#DIV/0!	0%
#DIV/0!	#DIV/0!	0

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	80	58	7
% of Retail Units	100%	73%	9%
% Retailed of Non-New Franchise	74%	74%	86%
Avg. Days to Sale	22.4	12.6	34.3
Avg. Transaction Price	\$ 28,996	\$ 27,753	\$ 26,501
Avg. Transaction to Market %	95%	110%	96%
Avg. Transactional Discount	\$ 751	\$ 439	\$ 1,016
Avg. Front End Gross	\$ 1,480	\$ 1,595	\$ 860
Avg. Finance Gross	\$ 2,151	\$ 1,919	\$ 2,169
PUVR	\$ 3,631	\$ 3,514	\$ 3,029
Total Gross (Units & PUVR)	\$ 290,466	\$ 203,783	\$ 21,201
GROI	201%	361%	120%
% with Trade	38%	36%	57%
Avg. Over/Under Allowance	-640	-650	-1,714



46-60 days	61-90 days	90+ days
8	4	1
10%	5%	1%
75%	100%	0%
52.5	73.0	106.0
\$ 34,483	\$ 29,619	\$ 50,900
84%	93%	96%
\$ 2,869	\$ 1,148	\$ -
\$ (7)	\$ 1,559	\$ 11,300
\$ 3,123	\$ 2,778	\$ 3,097
\$ 3,116	\$ 4,337	\$ 14,397
\$ 24,924	\$ 17,347	\$ 14,397
62%	72%	96%
38%	25%	0%
-313	250	0