









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	FC48830	2020	Ford	Escape	37	Auction/Wholesale	Yes	\$ 21,990	\$ 21,806	101%	(\$291)	\$1,088
2	ED25431A	2019	Ford	EDGE	12	Trade on New	Yes	\$ 28,989	\$ 28,989	100%	\$1,881	\$1,864
3	FA48830	2020	Ford	EDGE	47	Auction/Wholesale	Yes	\$ 27,990	\$ 27,990	100%	(\$1,650)	\$1,397
4	BR35428A	2020	Ford	ESCAPE	20	Trade on New	Yes	\$ 24,980	\$ 28,980	98%	\$3,964	\$1,786
5	XP35415A	2020	Ford	Expedition	24	LBO OEM/Leasing Co.	Yes	\$ 51,980	\$ 51,980	101%	\$2,275	\$7,134
6	FA11429	2020	Ford	Ranger	38	Auction/Wholesale	Yes	\$ 35,980	\$ 35,980	105%	\$103	\$2,919
7	fc40535	2020	Ford	F-150	98	Auction/Wholesale	Yes	\$ 41,990	\$ 41,990	99%	(\$1,097)	\$2,559
8	T25270A	2019	Honda	Ridgeline	38	Trade on New	No	\$ 27,989	\$ 27,989	96%	\$6,025	\$0
9	FA14503	2022	Ford	Expedition	1	Other	No	\$ 63,000	\$ 63,000	102%	\$4,075	\$0
10	T35406b	2017	Ford	F-150	36	Trade on New	Yes	\$ 36,997	\$ 37,014	106%	\$511	\$0
11	ED25050A	2018	Ford	Edge	21	Trade on New	Yes	\$ 21,288	\$ 21,288	101%	(\$1,536)	\$3,400
12	FB07560	2020	Ford	edge	49	Auction/Wholesale	Yes	\$ 25,690	\$ 25,707	98%	(\$1,447)	\$0
13	FA67833	2020	Ford	Escape	51	Auction/Wholesale	Yes	\$ 23,905	\$ 23,905	99%	(\$1,720)	\$728
14	T35429A	2022	Ford	Explorer	8	Trade on New	Yes	\$ 49,982	\$ 47,000	100%	\$1,131	\$655
15	ED25050B	2017	Ford	Escape	8	Trade on Used	Yes	\$ 16,597	\$ 15,985	106%	\$2,189	\$1,622
16	T25338A	2020	GMC	SIERRA 2500	29	Trade on New	Yes	\$ 58,661	\$ 57,369	97%	\$1,708	\$3,201
17	T35406C	2010	TOYOTA	LAND CRUISER	12	Trade on Used	No	\$ 27,890	\$ 27,390		\$2,990	\$0
18	XP35415B	2017	Ford	Explorer	20	Trade on Used	Yes	\$ 21,637	\$ 21,637	100%	\$4,237	\$984
19	FD07657	2021	Ford	Ranger	57	Auction/Wholesale	Yes	\$ 34,583	\$ 34,991	99%	(\$2,589)	\$871
20	f052108	2020	Volkswagen	Jetta	26	Street/Curb Buy	Yes	\$ 19,990	\$ 19,597	98%	\$1,652	\$0
21	BR35405A	2021	Ford	Bronco Sport	59	Trade on New	Yes	\$ 28,991	\$ 28,991	98%	\$125	\$1,925
22	T35379B	2017	Ram	2500	53	Trade on Used	Yes	\$ 34,997	\$ 35,000	94%	\$3,962	\$4,746
23	FC40535A	2020	Ford	Ranger	24	Trade on New	Yes	\$ 32,990	\$ 33,640	100%	\$3,441	\$2,176
24	BR35417A	2020	Ford	fusion	42	Trade on New	Yes	\$ 22,520	\$ 22,750	100%	\$2,837	\$2,002
25	XP35415C	2011	Honda	odyssey	10	Trade on Used	No	\$ 11,991	\$ 10,995	109%	\$2,070	\$350
26	T35429B	2017	Ford	Explorer	18	Trade on Used	Yes	\$ 21,770	\$ 21,770	101%	\$2,525	\$1,202
27	N362201	2021	Nissan	Altima	27	Auction/Wholesale	No	\$ 23,300	\$ 23,300	98%	\$1,880	\$2,226



## Scoreboard Totals

% Retailed of Non-Franchise Make	30%
Total # Retail Units	33
Avg. Days to Sale	32.1
Avg. Advertised Price (Time of Sale)	\$ 30,308
Avg. Transaction Price	\$ 30,327
Avg. Market Price at 100%	\$ 30,327
Avg. Price to Market % (Time of Sale)	100%
Avg. Transaction to Market	100%
Avg. Transactional Discount	\$ (18)
Avg. Front-End Gross	\$ 1,444
Avg. Finance Gross	\$ 1,559
PUVR	\$ 3,002
Total Gross (Units & PUVR)	\$ 99,076
GROI	111%
% with Trade	39%
Avg. Over/Under Allowance	\$495



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	30%	#DIV/0!	#DIV/0!
Total # Retail Units	33	0	0
Avg. Days to Sale	32.1	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,308	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,327	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 30,327	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	100%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (18)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,444	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,559	#DIV/0!	#DIV/0!
PUVR	\$ 3,002	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 99,076	#DIV/0!	#DIV/0!
GROI	111%	#DIV/0!	#DIV/0!
% with Trade	39%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	495	#DIV/0!	#DIV/0!









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Ashley Hales	Morgan Witherspoon
% Retailed of Non-New Franchise	30%	17%	40%
Total # Retail Units	33	6	10
Avg. Days to Sale	32.1	35.0	31.5
Avg. Advertised Price (Time of Sale)	\$ 30,308	\$ 33,986	\$ 33,441
Avg. Transaction Price	\$ 30,327	\$ 33,812	\$ 33,231
Avg. Market Price at 100%	\$ 30,327	\$ 33,618	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	101%	#DIV/0!
Avg. Transaction to Market	100%	101%	#DIV/0!
Avg. Transactional Discount	\$ (18)	\$ 174	\$ 210
Avg. Front-End Gross	\$ 1,444	\$ 1,006	\$ 2,449
Avg. Finance Gross	\$ 1,559	\$ 1,787	\$ 2,020
PUVR	\$ 3,002	\$ 2,792	\$ 4,469
Total Gross (Units & PUVR)	\$ 99,076	\$ 16,754	\$ 44,694
GROI	111%	85%	154%
% with Trade	39%	33%	50%
Avg. Over/Under Allowance	495	0	296

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Robbie Summerlin	
% Retailed of Non-New Franchise	30%	22%	#DIV/0!
Total # Retail Units	33	27	0
Avg. Days to Sale	32.1	32.5	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 30,308	\$ 31,875	#DIV/0!
Avg. Transaction Price	\$ 30,327	\$ 31,992	#DIV/0!
Avg. Market Price at 100%	\$ 30,327	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	100%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (18)	\$ (116)	#DIV/0!
Avg. Front-End Gross	\$ 1,444	\$ 1,552	#DIV/0!
Avg. Finance Gross	\$ 1,559	\$ 1,820	#DIV/0!
PUVR	\$ 3,002	\$ 3,372	#DIV/0!
Total Gross (Units & PUVR)	\$ 99,076	\$ 91,037	#DIV/0!
GROI	111%	117%	#DIV/0!
% with Trade	39%	0%	#DIV/0!
Avg. Over/Under Allowance	495	495	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	33	27	6
Avg. Days to Sale	32.1	34.1	23.0
Avg. Advertised Price (Time of Sale)	\$ 30,308	\$ 30,574	\$ 28,862
Avg. Transaction Price	\$ 30,327	\$ 30,652	\$ 28,862
Avg. Market Price at 100%	\$ 30,327	\$ 30,618	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	100%	#DIV/0!
Avg. Transaction to Market	100%	100%	#DIV/0!
Avg. Transactional Discount	\$ (18)	\$ (78)	\$ 249
Avg. Front-End Gross	\$ 1,444	\$ 1,126	\$ 2,873
Avg. Finance Gross	\$ 1,559	\$ 1,810	\$ 429
PUVR	\$ 3,002	\$ 2,936	\$ 3,303
Total Gross (Units & PUVR)	\$ 99,076	\$ 79,261	\$ 19,816
GROI	111%	101%	179%
% with Trade	39%	44%	17%
Avg. Over/Under Allowance	495	753	-1,317



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	33	23	10
Avg. Days to Sale	32.1	33.2	29.5
Avg. Advertised Price (Time of Sale)	\$ 30,308	\$ 31,473	\$ 27,175
Avg. Transaction Price	\$ 30,327	\$ 31,697	\$ 27,175
Avg. Market Price at 100%	\$ 30,327	\$ 31,208	#DIV/0!
Avg. Price to Market % (Time of Sale)	100%	101%	#DIV/0!
Avg. Transaction to Market	100%	102%	#DIV/0!
Avg. Transactional Discount	\$ (18)	\$ (224)	\$ 455
Avg. Front-End Gross	\$ 1,444	\$ 968	\$ 2,537
Avg. Finance Gross	\$ 1,559	\$ 1,779	\$ 1,052
PUVR	\$ 3,002	\$ 2,747	\$ 3,590
Total Gross (Units & PUVR)	\$ 99,076	\$ 63,179	\$ 35,898
GROI	111%	94%	161%
% with Trade	39%	48%	20%
Avg. Over/Under Allowance	495	795	-408



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	33	12	7
% of Retail Units	100%	36%	21%
% Retailed of Non-New Franchise	30%	33%	43%
Avg. Days to Sale	32.1	28.3	24.3
Avg. Transaction Price	\$ 30,327	\$ 31,968	\$ 22,461
Avg. Transaction to Market %	100%	100%	#DIV/0!
Avg. Transactional Discount	\$ (18)	\$ 63	\$ 301
Avg. Front End Gross	\$ 1,444	\$ 2,081	\$ 2,506
Avg. Finance Gross	\$ 1,559	\$ 1,417	\$ 1,366
PUVR	\$ 3,002	\$ 3,499	\$ 3,871
Total Gross (Units & PUVR)	\$ 99,076	\$ 41,984	\$ 27,099
GROI	111%	139%	255%
% with Trade	39%	50%	29%
Avg. Over/Under Allowance	495	-136	501



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
1	8	1	0
3%	24%	3%	0%
100%	13%	0%	#DIV/0!
26.0	50.5	14.0	#DIV/0!
\$ 19,597	\$ 29,459	\$ 23,981	#DIV/0!
96%	100%	110%	#DIV/0!
\$ 393	\$ (30)	\$ (1,000)	#DIV/0!
\$ 1,652	\$ (851)	\$ 2,252	#DIV/0!
\$ -	\$ 1,473	\$ 2,304	#DIV/0!
\$ 1,652	\$ 622	\$ 4,556	#DIV/0!
\$ 1,652	\$ 4,977	\$ 4,556	#DIV/0!
117%	15%	489%	#DIV/0!
0%	38%	0%	#DIV/0!
#DIV/0!	500	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
2	0	2
6%	0%	6%
0%	#DIV/0!	50%
27.0	#DIV/0!	25.5
\$ 48,591	#DIV/0!	\$ 41,750
105%	#DIV/0!	97%
\$ (1,306)	#DIV/0!	\$ -
\$ 1,879	#DIV/0!	\$ 2,138
\$ 5,388	#DIV/0!	\$ -
\$ 7,267	#DIV/0!	\$ 2,138
\$ 14,533	#DIV/0!	\$ 4,275
199%	#DIV/0!	72%
100%	#DIV/0!	0%
3,000	#DIV/0!	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	33	18	6
% of Retail Units	100%	55%	18%
% Retailed of Non-New Franchise	30%	33%	33%
Avg. Days to Sale	32.1	17.3	39.0
Avg. Transaction Price	\$ 30,327	\$ 31,273	\$ 29,058
Avg. Transaction to Market %	100%	#DIV/0!	100%
Avg. Transactional Discount	\$ (18)	\$ (72)	\$ 186
Avg. Front End Gross	\$ 1,444	\$ 2,281	\$ 1,871
Avg. Finance Gross	\$ 1,559	\$ 1,808	\$ 1,001
PUVR	\$ 3,002	\$ 4,089	\$ 2,873
Total Gross (Units & PUVR)	\$ 99,076	\$ 73,607	\$ 17,237
GROI	111%	272%	91%
% with Trade	39%	39%	50%
Avg. Over/Under Allowance	495	943	-658



46-60 days	61-90 days	90+ days
8	0	1
24%	0%	3%
25%	#DIV/0!	0%
51.9	#DIV/0!	98.0
\$ 27,692	#DIV/0!	\$ 41,990
97%	#DIV/0!	99%
\$ (54)	#DIV/0!	\$ -
\$ (444)	#DIV/0!	\$ (1,097)
\$ 1,290	#DIV/0!	\$ 2,559
\$ 846	#DIV/0!	\$ 1,462
\$ 6,770	#DIV/0!	\$ 1,462
21%	#DIV/0!	13%
25%	#DIV/0!	100%
501	#DIV/0!	1,000