

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)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	No	\$ 15,000	\$ 13,800	95%	\$1,500	\$500
1	M1948X	2008	FORD	F-150	9	Street/Curb Buy	NO	Yes	\$ 12,990	\$ 12,990	97%	\$3,199	\$0
2	M1699XA	2010	FORD	F-150	68	Trade on Used	NO	Yes	\$ 7,500	\$ 7,300	85%	(\$500)	\$0
3	M1947X	2007	FORD	MUSTANG	10	Street/Curb Buy	NO	Yes	\$ 56,990	\$ 56,990	91%	\$5,586	\$0
4	M23061A	2017	FORD	EXPLORER	32	TRADE ON NEW	YES	Yes	\$ 23,988	\$ 23,988	101%	\$2,714	\$0
5	M22252B	2007	CHRYSLER	TOWN &	10	Trade on Used	No	No	\$ 2,500	\$ 2,500	92%	\$950	\$0
6	M1939XX	2020	FORD	EXPEDITION	23	Rental Fleet (Enterprise, etc.)	YES	Yes	\$ 53,591	\$ 53,591	97%	\$3,452	\$0
7	M23046B	2012	BUICK	LACROSSE	5	TRADE ON USED	No	No	\$ 11,990	\$ 11,500	98%	\$2,566	\$641
8	W23355A	2011	FORD	ESCAPE	12	TRADE ON NEW	No	Yes	\$ 11,500	\$ 11,140	95%	\$3,340	\$150
9	M1886XXA	2010	CADILLAC	SRX	35	Trade on Used	NO	No	\$ 6,000	\$ 6,000	85%	\$1,200	\$0
10	M1945X	2020	FORD	F-150	22	TRADE ON NEW	YES	Yes	\$ 40,864	\$ 40,864	98%	\$2,752	\$0
11	M1769XXB	2014	INFINITI	QX60	35	TRADE ON USED	YES	No	\$ 15,391	\$ 15,391	97%	\$3,415	\$0
12	M1887XXA	2021	FORD	EDGE	26	Trade on Used	YES	Yes	\$ 35,440	\$ 35,440	97%	\$2,453	\$300
13	M23123A	2020	FORD	F-150	25	TRADE ON NEW	YES	Yes	\$ 38,341	\$ 38,341	100%	\$3,556	\$2,777
14	M1853XXA	2012	Chevrolet	Equinox	30	TRADE ON USED	No	No	\$ 9,000	\$ 8,750	76%	\$1,450	\$0
15	M22273A	2016	FORD	TRANSIT	51	TRADE ON NEW	No	Yes	\$ 12,000	\$ 12,000	81%	\$3,759	\$0
16	M1811XX	2019	FORD	F-150	197	Auction/Wholesale	YES	Yes	\$ 32,591	\$ 32,591	95%	\$181	\$0
17	M1808XA	2018	GMC	ACADIA	58	TRADE ON USED	YES	No	\$ 28,652	\$ 28,652	97%	\$1,492	\$0
18	M23081A	2014	FORD	F-150	25	TRADE ON NEW	No	Yes	\$ 12,900	\$ 12,010	86%	\$706	\$0
19	M23083A	2021	GMC	ACADIA	5	TRADE ON NEW	YES	No	\$ 37,990	\$ 37,490	104%	\$2,074	\$817
20	M1950XX	2020	FORD	EDGE	17	Auction/Wholesale	YES	Yes	\$ 34,500	\$ 34,000	98%	\$1,420	\$623
21	M23098A	2001	FORD	F-150	63	TRADE ON NEW	No	Yes	\$ 2,300	\$ 2,300	70%	\$1,000	\$0
22	M22204B	2014	RAM	1500	26	TRADE ON USED	YES	No	\$ 22,785	\$ 22,785	100%	\$1,416	\$210
23	M1915XX	2019	FORD	RANGER	59	Auction/Wholesale	YES	Yes	\$ 34,982	\$ 34,982	96%	\$1,021	\$326
24	M23079B	2016	Chevrolet	EQUINOX	29	TRADE ON USED	YES	No	\$ 17,212	\$ 17,212	101%	\$2,390	\$1,709
25	M1923XX	2019	BUICK	ENVISION	59	Auction/Wholesale	YES	No	\$ 29,816	\$ 29,816	100%	\$2,330	\$1,800
26	M1939XXA	2018	FORD	F-150	11	TRADE ON USED	YES	Yes	\$ 33,990	\$ 33,990	98%	\$2,903	\$603
27	M1887XXB	2013	FORD	EDGE	7	TRADE ON USED	No	Yes	\$ 11,000	\$ 11,000	95%	\$2,200	\$0
28	M23074A	2015	FORD	F-150	48	TRADE ON NEW	YES	Yes	\$ 31,127	\$ 31,127	101%	\$691	\$0
29	M23004A	2019	FORD	F-150	81	TRADE ON NEW	YES	Yes	\$ 39,107	\$ 39,107	98%	(\$159)	\$623
30	M22257B	2020	FORD	TRANSIT	65	Trade on Used	YES	Yes	\$ 24,998	\$ 24,998	94%	\$2,525	\$210
31	2790PB	2017	NISSAN	ROGUE	63	TRADE ON USED	YES	No	\$ 16,518	\$ 16,518	97%	\$368	\$0
32	M1963XX	2020	DODGE	RAM	15	Auction/Wholesale	YES	No	\$ 37,490	\$ 37,045	98%	\$1,828	\$0
33	M23086A	2021	FORD	ESCAPE	18	TRADE ON NEW	YES	Yes	\$ 31,711	\$ 31,711	96%	\$1,597	\$0
34	M23002A	2019	TOYOTA	RAV4	53	TRADE ON NEW	YES	No	\$ 36,629	\$ 36,000	96%	\$1,896	\$0
35	M1884XX	2020	FORD	ESCAPE	108	Auction/Wholesale	YES	Yes	\$ 25,781	\$ 25,781	97%	\$881	\$2,871
36	M23038A	2014	JEEP	WRANGLER	10	TRADE ON NEW	YES	No	\$ 27,998	\$ 27,540	95%	\$2,521	\$0
37	M1901XX	2019	FORD	EDGE	94	Auction/Wholesale	YES	Yes	\$ 28,931	\$ 28,931	95%	\$621	\$0
38	M1867XX	2019	FORD	EDGE	138	Auction/Wholesale	YES	Yes	\$ 26,604	\$ 26,604	95%	(\$1,418)	\$342
39	M23093A	2019	FORD	F-150	16	TRADE ON NEW	YES	Yes	\$ 37,851	\$ 37,851	92%	\$3,228	\$0
40	M23103A	2010	FORD	F-150	15	Trade on New	No	Yes	\$ 11,000	\$ 11,000	91%	\$2,200	\$0
41	M1975XX	2019	FORD	F-150	20	Auction/Wholesale	YES	Yes	\$ 38,891	\$ 38,891	100%	\$491	\$2,200
42	M1939XXB	2015	Chevrolet	SILVERADO	9	TRADE ON USED	YES	No	\$ 24,952	\$ 24,952	98%	\$2,757	\$623
43	M23101B	2012	Chevrolet	EQUINOX	31	Trade on Used	No	No	\$ 7,500	\$ 7,500	92%	\$1,700	\$0
44	M1940XX	2020	FORD	EXPEDITION	44	Auction/Wholesale	YES	Yes	\$ 54,219	\$ 54,219	98%	\$3,248	\$1,700

45	M1949XX	2019	FORD	F-150	31	Auction/Wholesale	YES	Yes	\$	38,809	\$	38,809	98%	\$1,227	\$2,853
46	M23108B	2017	Chevrolet	SILVERADO	99	TRADE ON USED	YES	No	\$	26,000	\$	25,702	96%	\$707	\$413
47	M1948X	2008	Chevrolet	COLORADO	24	Street/Curb Buy	No	No	\$	9,700	\$	9,700	95%	\$2,747	\$90
48	M1925X	2020	FORD	F-150	72	Street/Curb Buy	YES	Yes	\$	51,432	\$	51,432	97%	\$1,281	\$1,800
49	M1932XXA	2007	Chevrolet	TRAILBLAZER	40	TRADE ON USED	No	No	\$	6,500	\$	6,500	96%	\$1,150	\$0
50	M23051A	2018	FORD	F-150	71	TRADE ON NEW	YES	Yes	\$	36,992	\$	36,992	98%	\$1,941	\$2,091
51	M1884XXA	2011	Chevrolet	MALIBU	10	TRADE ON USED	NO	No	\$	5,000	\$	5,000	65%	\$2,700	\$0
52	M1989XX	2021	FORD	EDGE	5	Auction/Wholesale	YES	Yes	\$	34,990	\$	34,990	102%	\$3,190	\$3,077
53	3049P	2022	Chevrolet	BLAZER	28	Auction/Wholesale	NO	No	\$	35,999	\$	35,999	98%	\$1,949	\$0

Scoreboard Totals

% Retailed of Non-Franchise Make	36%
Total # Retail Units	113
Avg. Days to Sale	44.5
Avg. Advertised Price (Time of Sale)	\$ 27,875
Avg. Transaction Price	\$ 27,719
Avg. Market Price at 100%	\$ 29,478
Avg. Price to Market % (Time of Sale)	95%
Avg. Transaction to Market	94%
Avg. Transactional Discount	\$ 156
Avg. Front-End Gross	\$ 1,813
Avg. Finance Gross	\$ 765
PUVR	\$ 2,571
Total Gross (Units & PUVR)	\$ 290,549
GROI	75%
% with Trade	49%
Avg. Over/Under Allowance	\$159



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Kelly Gruis
% Retailed of Non-New Franchise	36%	#DIV/0!	33%
Total # Retail Units	113	0	46
Avg. Days to Sale	44.5	#DIV/0!	48.5
Avg. Advertised Price (Time of Sale)	\$ 27,875	#DIV/0!	\$ 29,386
Avg. Transaction Price	\$ 27,719	#DIV/0!	\$ 29,191
Avg. Market Price at 100%	\$ 29,478	#DIV/0!	\$ 30,361
Avg. Price to Market % (Time of Sale)	95%	#DIV/0!	97%
Avg. Transaction to Market	94%	#DIV/0!	96%
Avg. Transactional Discount	\$ 156	#DIV/0!	\$ 195
Avg. Front-End Gross	\$ 1,813	#DIV/0!	\$ 1,961
Avg. Finance Gross	\$ 765	#DIV/0!	\$ 823
PUVR	\$ 2,571	#DIV/0!	\$ 2,784
Total Gross (Units & PUVR)	\$ 290,549	#DIV/0!	\$ 128,060
GROI	75%	#DIV/0!	71%
% with Trade	49%	#DIV/0!	54%
Avg. Over/Under Allowance	159	#DIV/0!	160



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

Derick Pownell	Collin Schlieff		
36%	40%	#DIV/0!	#DIV/0!
14	53	0	0
38.4	42.5	#DIV/0!	#DIV/0!
\$ 29,268	\$ 26,195	#DIV/0!	#DIV/0!
\$ 29,099	\$ 26,077	#DIV/0!	#DIV/0!
\$ 30,993	#DIV/0!	#DIV/0!	#DIV/0!
94%	#DIV/0!	#DIV/0!	#DIV/0!
94%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 169	\$ 119	#DIV/0!	#DIV/0!
\$ 2,151	\$ 1,595	#DIV/0!	#DIV/0!
\$ 643	\$ 746	#DIV/0!	#DIV/0!
\$ 2,795	\$ 2,328	#DIV/0!	#DIV/0!
\$ 39,126	\$ 123,362	#DIV/0!	#DIV/0!
90%	76%	#DIV/0!	#DIV/0!
36%	47%	#DIV/0!	#DIV/0!
360	118	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Rachel	Rachel
% Retailed of Non-New Franchise	36%	33%	33%
Total # Retail Units	113	24	24
Avg. Days to Sale	44.5	42.9	42.9
Avg. Advertised Price (Time of Sale)	\$ 27,875	\$ 29,537	\$ 29,537
Avg. Transaction Price	\$ 27,719	\$ 29,442	\$ 29,442
Avg. Market Price at 100%	\$ 29,478	\$ 30,126	\$ 30,126
Avg. Price to Market % (Time of Sale)	95%	98%	98%
Avg. Transaction to Market	94%	98%	98%
Avg. Transactional Discount	\$ 156	\$ 94	\$ 94
Avg. Front-End Gross	\$ 1,813	\$ 1,770	\$ 1,770
Avg. Finance Gross	\$ 765	\$ 895	\$ 895
PUVR	\$ 2,571	\$ 2,665	\$ 2,665
Total Gross (Units & PUVR)	\$ 290,549	\$ 63,962	\$ 63,962
GROI	75%	76%	76%
% with Trade	49%	54%	54%
Avg. Over/Under Allowance	159	169	169



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

CODY	BRIAN	JAY	NEVADA
25%	46%	35%	57%
12	28	20	14
54.0	50.9	35.4	51.4
\$ 25,256	\$ 28,755	\$ 27,145	\$ 27,378
\$ 25,116	\$ 28,557	\$ 27,033	\$ 26,983
\$ 27,190	#DIV/0!	\$ 27,968	\$ 28,170
93%	#DIV/0!	97%	97%
92%	#DIV/0!	97%	96%
\$ 140	\$ 197	\$ 112	\$ 396
\$ 1,560	\$ 1,616	\$ 2,020	\$ 1,651
\$ 422	\$ 572	\$ 753	\$ 1,037
\$ 1,981	\$ 2,188	\$ 2,773	\$ 2,613
\$ 23,775	\$ 61,269	\$ 55,465	\$ 36,587
53%	54%	104%	68%
58%	50%	50%	29%
243	203	100	75

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Jeff Sawyer	Derick Pownell
% Retailed of Non-New Franchise	36%	36%	38%
Total # Retail Units	113	92	21
Avg. Days to Sale	44.5	40.9	59.9
Avg. Advertised Price (Time of Sale)	\$ 27,875	\$ 27,460	\$ 29,692
Avg. Transaction Price	\$ 27,719	\$ 27,292	\$ 29,587
Avg. Market Price at 100%	\$ 29,478	#DIV/0!	\$ 30,983
Avg. Price to Market % (Time of Sale)	95%	#DIV/0!	96%
Avg. Transaction to Market	94%	#DIV/0!	95%
Avg. Transactional Discount	\$ 156	\$ 168	\$ 105
Avg. Front-End Gross	\$ 1,813	\$ 1,758	\$ 2,054
Avg. Finance Gross	\$ 765	\$ 856	\$ 371
PUVR	\$ 2,571	\$ 2,605	\$ 2,425
Total Gross (Units & PUVR)	\$ 290,549	\$ 239,628	\$ 50,921
GROI	75%	84%	49%
% with Trade	49%	0%	0%
Avg. Over/Under Allowance	159	137	245



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	113	77	36
Avg. Days to Sale	44.5	46.5	40.1
Avg. Advertised Price (Time of Sale)	\$ 27,875	\$ 34,351	\$ 13,816
Avg. Transaction Price	\$ 27,719	\$ 34,219	\$ 13,816
Avg. Market Price at 100%	\$ 29,478	#DIV/0!	\$ 15,495
Avg. Price to Market % (Time of Sale)	95%	#DIV/0!	89%
Avg. Transaction to Market	94%	#DIV/0!	89%
Avg. Transactional Discount	\$ 156	\$ 132	\$ 208
Avg. Front-End Gross	\$ 1,813	\$ 1,946	\$ 1,528
Avg. Finance Gross	\$ 765	\$ 1,069	\$ 124
PUVR	\$ 2,571	\$ 3,001	\$ 1,652
Total Gross (Units & PUVR)	\$ 290,549	\$ 231,065	\$ 59,484
GROI	75%	68%	107%
% with Trade	49%	57%	31%
Avg. Over/Under Allowance	159	166	131



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	113	72	41
Avg. Days to Sale	44.5	46.6	40.6
Avg. Advertised Price (Time of Sale)	\$ 27,875	\$ 31,221	\$ 21,826
Avg. Transaction Price	\$ 27,719	\$ 31,074	\$ 21,826
Avg. Market Price at 100%	\$ 29,478	#DIV/0!	\$ 22,907
Avg. Price to Market % (Time of Sale)	95%	#DIV/0!	95%
Avg. Transaction to Market	94%	#DIV/0!	95%
Avg. Transactional Discount	\$ 156	\$ 146	\$ 173
Avg. Front-End Gross	\$ 1,813	\$ 1,889	\$ 1,679
Avg. Finance Gross	\$ 765	\$ 938	\$ 465
PUVR	\$ 2,571	\$ 2,815	\$ 2,143
Total Gross (Units & PUVR)	\$ 290,549	\$ 202,671	\$ 87,877
GROI	75%	70%	87%
% with Trade	49%	51%	44%
Avg. Over/Under Allowance	159	176	126



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	113	35	42
% of Retail Units	100%	31%	37%
% Retailed of Non-New Franchise	36%	14%	60%
Avg. Days to Sale	44.5	47.0	30.0
Avg. Transaction Price	\$ 27,719	\$ 29,846	\$ 16,581
Avg. Transaction to Market %	94%	#DIV/0!	91%
Avg. Transactional Discount	\$ 156	\$ 260	\$ 126
Avg. Front End Gross	\$ 1,813	\$ 2,031	\$ 1,788
Avg. Finance Gross	\$ 765	\$ 769	\$ 526
PUVR	\$ 2,571	\$ 2,779	\$ 2,314
Total Gross (Units & PUVR)	\$ 290,549	\$ 97,256	\$ 97,186
GROI	75%	71%	167%
% with Trade	49%	40%	43%
Avg. Over/Under Allowance	159	231	72



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
8	27	0	0
7%	24%	0%	0%
50%	26%	#DIV/0!	#DIV/0!
34.1	67.4	#DIV/0!	#DIV/0!
\$ 36,328	\$ 38,776	#DIV/0!	#DIV/0!
94%	98%	#DIV/0!	#DIV/0!
\$ 242	\$ 47	#DIV/0!	#DIV/0!
\$ 3,136	\$ 1,116	#DIV/0!	#DIV/0!
\$ 901	\$ 1,120	#DIV/0!	#DIV/0!
\$ 4,037	\$ 2,236	#DIV/0!	#DIV/0!
\$ 32,296	\$ 60,359	#DIV/0!	#DIV/0!
117%	31%	#DIV/0!	#DIV/0!
38%	70%	#DIV/0!	#DIV/0!
83	210	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	1	0
0%	1%	0%
#DIV/0!	0%	#DIV/0!
#DIV/0!	23.0	#DIV/0!
#DIV/0!	\$ 53,591	#DIV/0!
#DIV/0!	97%	#DIV/0!
#DIV/0!	\$ -	#DIV/0!
#DIV/0!	\$ 3,452	#DIV/0!
#DIV/0!	\$ -	#DIV/0!
#DIV/0!	\$ 3,452	#DIV/0!
#DIV/0!	\$ 3,452	#DIV/0!
#DIV/0!	101%	#DIV/0!
#DIV/0!	100%	#DIV/0!
#DIV/0!	0	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	113	58	13
% of Retail Units	100%	51%	12%
% Retailed of Non-New Franchise	36%	38%	46%
Avg. Days to Sale	44.5	15.8	36.2
Avg. Transaction Price	\$ 27,719	\$ 26,478	\$ 29,638
Avg. Transaction to Market %	94%	#DIV/0!	97%
Avg. Transactional Discount	\$ 156	\$ 144	\$ 93
Avg. Front End Gross	\$ 1,813	\$ 2,496	\$ 1,836
Avg. Finance Gross	\$ 765	\$ 714	\$ 609
PUVR	\$ 2,571	\$ 3,210	\$ 2,445
Total Gross (Units & PUVR)	\$ 290,549	\$ 186,179	\$ 31,781
GROI	75%	276%	82%
% with Trade	49%	43%	69%
Avg. Over/Under Allowance	159	122	180



46-60 days	61-90 days	90+ days
17	13	12
15%	12%	11%
41%	23%	25%
51.9	70.5	152.9
\$ 27,539	\$ 29,172	\$ 30,315
92%	92%	90%
\$ 331	\$ 64	\$ 135
\$ 1,638	\$ 1,173	\$ (573)
\$ 943	\$ 1,062	\$ 604
\$ 2,581	\$ 2,235	\$ 30
\$ 43,882	\$ 29,056	\$ 365
65%	39%	0%
47%	31%	75%
88	167	300