







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	34141L	2023	Audi	Q3	31	Loaner	No	\$ 41,888	\$ 41,388	94%	\$616	\$75
2	349521	2021	SUBARU		30	Trade on New	No	\$ 29,388	\$ 28,588	98%	\$2,542	\$0
3	67168SC	2022	Audi	Q7	92	Rental Fleet (Enterprise, etc.)	No	\$ 47,995	\$ 47,995	91%	(\$9,831)	\$299
4	350081	2019	Toyota	MIRAI	32	Trade on New	No	\$ 14,256	\$ 14,256	101%	\$1,666	\$1,505
5	33912L	2022	Audi	Q3	40	Loaner	No	\$ 35,435	\$ 35,435	89%	(\$349)	\$851
6	351071	2020	Audi	A3	24	Trade on New	No	\$ 26,998	\$ 26,998	93%	\$2,434	\$3,033
7	346932	2018	Audi	Q3	17	Trade on New	No	\$ 22,388	\$ 21,432	91%	\$295	\$0
8	67216	2019	Audi	S3	58	Street/Curb Buy	No	\$ 29,913	\$ 29,350	102%	\$4,087	\$2,175
9	34261L	2023	Audi	Q5	25	Loaner	No	\$ 45,327	\$ 43,800	88%	(\$674)	\$1,709
10	349411	2020	Audi	Q8	25	Trade on New	No	\$ 55,902	\$ 55,902	92%	\$166	\$2,322
11	34257L	2023	Audi	Q5	33	Loaner	No	\$ 47,598	\$ 47,000	89%	(\$401)	\$1,102
12	67215	2019	Audi	Q5	60	Street/Curb Buy	No	\$ 28,220	\$ 27,720	94%	\$1,008	\$370
13	349141	2015	SUBARU	LEGACY	16	Trade on New	No	\$ 14,998	\$ 13,998	99%	\$2,214	\$151
14	67252SC	2023	Audi	Q5	27	Rental Fleet (Enterprise, etc.)	No	\$ 47,888	\$ 45,793	88%	(\$2,269)	\$1,066
15	67253SC	2023	Audi	Q5	28	Rental Fleet (Enterprise, etc.)	No	\$ 45,317	\$ 45,317	93%	(\$2,925)	\$2,315
16	350422	2021	Audi	A7	47	Trade on Used	No	\$ 58,082	\$ 56,800	87%	\$2,804	\$3,852
17	349711	2020	Audi	A6	27	Trade on New	No	\$ 34,081	\$ 32,500	85%	(\$802)	\$1,118
18	672161	2012	Volkswagen	GTI	7	Trade on Used	No	\$ 9,750	\$ 9,750	99%	\$2,315	\$295
19	335771	2018	Audi	Q5	41	Trade on New	No	\$ 26,553	\$ 26,053	91%	\$1,461	\$193
20	348541	2020	Audi	Q5	54	Trade on New	No	\$ 30,885	\$ 30,885	86%	(\$530)	\$1,296
21	67268	2021	Audi	Q5	5	Street/Curb Buy	No	\$ 31,331	\$ 31,331	89%	(\$887)	\$164
22	341402	2014	SUBARU	OUTBACK	23	Trade on Used	No	\$ 14,788	\$ 14,288	97%	\$2,657	\$156
23	352571	2020	Audi	Q3	17	Trade on New	No	\$ 35,962	\$ 35,212	93%	\$995	\$1,864
24	67235	2023	Audi	Q5	49	Street/Curb Buy	No	\$ 45,200	\$ 44,000	88%	(\$4,370)	\$635
25	349831	2019	Audi	ETRON	26	Trade on New	No	\$ 41,888	\$ 40,619	91%	\$1,899	\$0
26	67176SC	2022	Audi	A5	107	Rental Fleet (Enterprise, etc.)	Yes	\$ 37,498	\$ 37,498	87%	(\$9,539)	\$0
27	34119L	2022	Audi	Q7	11	Loaner	No	\$ 58,674	\$ 57,500	91%	(\$822)	\$3,136
28	350771	2020	Audi	Q5	35	Trade on New	No	\$ 32,333	\$ 31,633	85%	(\$668)	\$1,299
29	34154L	2023	Audi	A5	52	Loaner	No	\$ 49,537	\$ 49,000	84%	(\$3,639)	\$5,145
30	664611L	2021	Audi	Q5	46	Loaner	No	\$ 35,699	\$ 35,000	90%	(\$3,520)	\$1,000
31	34376L	2023	Audi	Q5	12	Loaner	No	\$ 44,468	\$ 42,554	88%	(\$1,688)	\$1,575
32	346091	2020	Audi	A4	42	Trade on New	No	\$ 30,726	\$ 30,250	92%	(\$992)	\$1,250

33	67248SC	2023	Audi	Q5	38	Rental Fleet (Enterprise, etc.)	No	\$ 44,500	\$ 43,850	87%	(\$4,775)	\$100
34	351591	2021	Mercedes-Ben	GLE	10	Trade on New	No	\$ 98,459	\$ 95,035	99%	\$6,340	\$0
35	350893	2008	Mercedes-Ben	E350	23	Trade on Used	No	\$ 9,898	\$ 9,557	95%	\$1,505	\$0
36	349412	2017	Mini	COUNTRYMAN	16	Trade on New	No	\$ 21,114	\$ 21,114	98%	\$4,189	\$0
37	351821	2017	Audi	Q5	32	Trade on New	No	\$ 22,186	\$ 22,186	93%	\$2,626	\$534
38	353051	2020	BMW	M340	8	Trade on New	No	\$ 44,795	\$ 43,500	98%	\$4,905	\$1,109
39	341411	2023	TOYOTA	RAV4	25	Trade on New	No	\$ 36,846	\$ 36,846	92%	\$2,812	\$0
40	349321	2019	Audi	A4	50	Trade on New	No	\$ 21,831	\$ 21,831	84%	\$612	\$206
41	349402	2013	Toyota	TACOMA	36	Trade on New	No	\$ 20,420	\$ 20,044	86%	\$574	\$0
42	34138L	2023	Audi	Q5	67	Loaner	No	\$ 41,758	\$ 40,000	86%	(\$4,115)	\$4,096
43	33706L	2022	Audi	Q3	23	Loaner	No	\$ 35,295	\$ 34,045	90%	(\$825)	\$75
44	34313L	2023	Audi	Q5	17	Loaner	No	\$ 44,204	\$ 44,204	87%	\$9	\$0
45	67260	2019	Audi	Q7	29	Street/Curb Buy	No	\$ 34,806	\$ 34,806	94%	\$1,774	\$2,571
46	67249SC	2023	Audi	Q5	47	Rental Fleet (Enterprise, etc.)	No	\$ 44,316	\$ 44,000	86%	(\$5,317)	\$1,758
47	351171	2021	Audi	ETRON	46	Trade on New	No	\$ 40,960	\$ 39,995	88%	(\$262)	\$1,128
48	339311	2013	KIA	SOUL	46	Trade on New	No	\$ 9,950	\$ 9,950	91%	\$762	\$871
49	350861	2021	Audi	SQ5	50	Trade on New	No	\$ 48,424	\$ 47,924	83%	(\$1,155)	\$1,257
50	351131	2012	LEXUS	RX350	37	Trade on New	No	\$ 16,648	\$ 15,999	90%	\$542	\$0
51	352321	2021	Audi	Q5	26	Trade on New	No	\$ 37,058	\$ 36,020	93%	\$1,321	\$1,455
52	351291	2019	INFINITI	Q50	17	Trade on New	No	\$ 22,141	\$ 21,641	82%	(\$2,985)	\$897
53	350701	2020	JEEP	CHEROKEE	51	Trade on New	No	\$ 29,965	\$ 28,965	98%	\$2,000	\$0

## Scoreboard Totals

% Retailed of Non-Franchise Make	28%
Total # Retail Units	76
Avg. Days to Sale	36.2
Avg. Advertised Price (Time of Sale)	\$ 35,129
Avg. Transaction Price	\$ 34,510
Avg. Market Price at 100%	\$ 38,738
Avg. Price to Market % (Time of Sale)	91%
Avg. Transaction to Market	89%
Avg. Transactional Discount	\$ 619
Avg. Front-End Gross	\$ (138)
Avg. Finance Gross	\$ 1,103
PUVR	\$ 965
Total Gross (Units & PUVR)	\$ 73,366
GROI	28%
% with Trade	22%
Avg. Over/Under Allowance	\$58



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	DEREK
% Retailed of Non-New Franchise	28%	#DIV/0!	24%
Total # Retail Units	76	0	21
Avg. Days to Sale	36.2	#DIV/0!	39.9
Avg. Advertised Price (Time of Sale)	\$ 35,129	#DIV/0!	\$ 32,145
Avg. Transaction Price	\$ 34,510	#DIV/0!	\$ 31,475
Avg. Market Price at 100%	\$ 38,738	#DIV/0!	\$ 35,827
Avg. Price to Market % (Time of Sale)	91%	#DIV/0!	90%
Avg. Transaction to Market	89%	#DIV/0!	88%
Avg. Transactional Discount	\$ 619	#DIV/0!	\$ 669
Avg. Front-End Gross	\$ (138)	#DIV/0!	\$ 346
Avg. Finance Gross	\$ 1,103	#DIV/0!	\$ 1,081
PUVR	\$ 965	#DIV/0!	\$ 1,427
Total Gross (Units & PUVR)	\$ 73,366	#DIV/0!	\$ 29,963
GROI	28%	#DIV/0!	41%
% with Trade	22%	#DIV/0!	24%
Avg. Over/Under Allowance	58	#DIV/0!	48









## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Mike Lucki	Matt Vollmers
% Retailed of Non-New Franchise	28%	#DIV/0!	#DIV/0!
Total # Retail Units	76	0	0
Avg. Days to Sale	36.2	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 35,129	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 34,510	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 38,738	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	91%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	89%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 619	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ (138)	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,103	#DIV/0!	#DIV/0!
PUVR	\$ 965	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 73,366	#DIV/0!	#DIV/0!
GROI	28%	#DIV/0!	#DIV/0!
% with Trade	22%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	58	#DIV/0!	#DIV/0!



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

EMAD	CHELSEA	DAVID	FABBRI
25%	29%	30%	29%
8	7	10	7
30.4	36.1	39.7	36.3
\$ 37,085	\$ 29,370	\$ 39,713	\$ 30,843
\$ 36,266	\$ 28,853	\$ 38,859	\$ 30,149
\$ 41,989	\$ 32,994	\$ 43,268	\$ 35,527
88%	89%	92%	87%
86%	87%	90%	85%
\$ 820	\$ 516	\$ 854	\$ 693
\$ (41)	\$ (422)	\$ 408	\$ (2,371)
\$ 821	\$ 1,712	\$ 772	\$ 1,323
\$ 780	\$ 1,290	\$ 1,180	\$ (1,048)
\$ 6,241	\$ 9,029	\$ 11,796	\$ (7,335)
25%	45%	28%	-34%
13%	43%	20%	43%
0	-357	0	929





























## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	ANDREW
% Retailed of Non-New Franchise	28%	#DIV/0!	22%
Total # Retail Units	76	0	46
Avg. Days to Sale	36.2	#DIV/0!	36.3
Avg. Advertised Price (Time of Sale)	\$ 35,129	#DIV/0!	\$ 34,603
Avg. Transaction Price	\$ 34,510	#DIV/0!	\$ 33,992
Avg. Market Price at 100%	\$ 38,738	#DIV/0!	\$ 38,536
Avg. Price to Market % (Time of Sale)	91%	#DIV/0!	90%
Avg. Transaction to Market	89%	#DIV/0!	88%
Avg. Transactional Discount	\$ 619	#DIV/0!	\$ 610
Avg. Front-End Gross	\$ (138)	#DIV/0!	\$ (221)
Avg. Finance Gross	\$ 1,103	#DIV/0!	\$ 1,114
PUVR	\$ 965	#DIV/0!	\$ 893
Total Gross (Units & PUVR)	\$ 73,366	#DIV/0!	\$ 41,068
GROI	28%	#DIV/0!	26%
% with Trade	22%	#DIV/0!	0%
Avg. Over/Under Allowance	58	#DIV/0!	150



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

JAMES			
37%	#DIV/0!	#DIV/0!	#DIV/0!
30	0	0	0
35.9	#DIV/0!	#DIV/0!	#DIV/0!
\$ 35,936	#DIV/0!	#DIV/0!	#DIV/0!
\$ 35,304	#DIV/0!	#DIV/0!	#DIV/0!
\$ 39,649	#DIV/0!	#DIV/0!	#DIV/0!
91%	#DIV/0!	#DIV/0!	#DIV/0!
89%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 632	#DIV/0!	#DIV/0!	#DIV/0!
\$ (10)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,086	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,077	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,298	#DIV/0!	#DIV/0!	#DIV/0!
31%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
-83	#DIV/0!	#DIV/0!	#DIV/0!



## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	76	1	75
Avg. Days to Sale	36.2	107.0	35.2
Avg. Advertised Price (Time of Sale)	\$ 35,129	\$ 37,498	\$ 34,470
Avg. Transaction Price	\$ 34,510	\$ 37,498	\$ 34,470
Avg. Market Price at 100%	\$ 38,738	\$ 43,101	\$ 38,920
Avg. Price to Market % (Time of Sale)	91%	87%	89%
Avg. Transaction to Market	89%	87%	89%
Avg. Transactional Discount	\$ 619	\$ -	\$ 627
Avg. Front-End Gross	\$ (138)	\$ (9,539)	\$ (12)
Avg. Finance Gross	\$ 1,103	\$ -	\$ 1,118
PUVR	\$ 965	\$ (9,539)	\$ 1,105
Total Gross (Units & PUVR)	\$ 73,366	\$ (9,539)	\$ 82,905
GROI	28%	-86%	33%
% with Trade	22%	0%	23%
Avg. Over/Under Allowance	58	0	59



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	76	55	21
Avg. Days to Sale	36.2	39.7	27.0
Avg. Advertised Price (Time of Sale)	\$ 35,129	\$ 38,215	\$ 26,371
Avg. Transaction Price	\$ 34,510	\$ 37,618	\$ 26,371
Avg. Market Price at 100%	\$ 38,738	\$ 42,873	\$ 28,768
Avg. Price to Market % (Time of Sale)	91%	89%	92%
Avg. Transaction to Market	89%	88%	92%
Avg. Transactional Discount	\$ 619	\$ 597	\$ 676
Avg. Front-End Gross	\$ (138)	\$ (919)	\$ 1,909
Avg. Finance Gross	\$ 1,103	\$ 1,373	\$ 396
PUVR	\$ 965	\$ 454	\$ 2,306
Total Gross (Units & PUVR)	\$ 73,366	\$ 24,947	\$ 48,419
GROI	28%	11%	117%
% with Trade	22%	25%	14%
Avg. Over/Under Allowance	58	-2	214



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	76	35	8
% of Retail Units	100%	46%	11%
% Retailed of Non-New Franchise	28%	43%	63%
Avg. Days to Sale	36.2	33.7	22.0
Avg. Transaction Price	\$ 34,510	\$ 31,755	\$ 23,423
Avg. Transaction to Market %	89%	89%	91%
Avg. Transactional Discount	\$ 619	\$ 693	\$ 777
Avg. Front End Gross	\$ (138)	\$ 1,034	\$ 2,132
Avg. Finance Gross	\$ 1,103	\$ 936	\$ 572
PUVR	\$ 965	\$ 1,970	\$ 2,704
Total Gross (Units & PUVR)	\$ 73,366	\$ 68,944	\$ 21,629
GROI	28%	66%	189%
% with Trade	22%	26%	0%
Avg. Over/Under Allowance	58	114	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
11	0	15	0
14%	0%	20%	0%
9%	#DIV/0!	0%	#DIV/0!
33.8	#DIV/0!	41.8	#DIV/0!
\$ 34,948	#DIV/0!	\$ 42,155	#DIV/0!
92%	#DIV/0!	86%	#DIV/0!
\$ 305	#DIV/0!	\$ 677	#DIV/0!
\$ 1,055	#DIV/0!	\$ (2,359)	#DIV/0!
\$ 1,152	#DIV/0!	\$ 1,823	#DIV/0!
\$ 2,207	#DIV/0!	\$ (536)	#DIV/0!
\$ 24,272	#DIV/0!	\$ (8,040)	#DIV/0!
67%	#DIV/0!	-11%	#DIV/0!
27%	#DIV/0!	13%	#DIV/0!
-168	#DIV/0!	50	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	7	0
0%	9%	0%
#DIV/0!	0%	#DIV/0!
#DIV/0!	56.6	#DIV/0!
#DIV/0!	\$ 43,891	#DIV/0!
#DIV/0!	87%	#DIV/0!
#DIV/0!	\$ 437	#DIV/0!
#DIV/0!	\$ (5,705)	#DIV/0!
#DIV/0!	\$ 928	#DIV/0!
#DIV/0!	\$ (4,777)	#DIV/0!
#DIV/0!	\$ (33,439)	#DIV/0!
#DIV/0!	-69%	#DIV/0!
#DIV/0!	43%	#DIV/0!
#DIV/0!	214	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	76	34	18
% of Retail Units	100%	45%	24%
% Retailed of Non-New Franchise	28%	35%	33%
Avg. Days to Sale	36.2	18.8	37.3
Avg. Transaction Price	\$ 34,510	\$ 34,903	\$ 30,977
Avg. Transaction to Market %	89%	91%	89%
Avg. Transactional Discount	\$ 619	\$ 750	\$ 456
Avg. Front End Gross	\$ (138)	\$ 1,337	\$ 270
Avg. Finance Gross	\$ 1,103	\$ 986	\$ 788
PUVR	\$ 965	\$ 2,324	\$ 1,058
Total Gross (Units & PUVR)	\$ 73,366	\$ 79,000	\$ 19,045
GROI	28%	128%	33%
% with Trade	22%	24%	28%
Avg. Over/Under Allowance	58	174	-28



46-60 days	61-90 days	90+ days
17	4	3
22%	5%	4%
18%	0%	0%
50.8	71.3	97.3
\$ 35,726	\$ 36,210	\$ 42,100
87%	82%	87%
\$ 588	\$ 782	\$ 64
\$ (797)	\$ (4,963)	\$ (9,133)
\$ 1,358	\$ 2,954	\$ 403
\$ 562	\$ (2,009)	\$ (8,730)
\$ 9,547	\$ (8,035)	\$ (26,191)
11%	-28%	-77%
24%	0%	0%
-59	0	0