









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	MSL7189A	2019	Mercedes-Benz	C-CLASS	33	Trade on Used	Yes	\$ 37,292	\$ 37,292	109%	(\$2,286)	\$1,875
2	M4418A	2019	Mercedes-Benz	C-CLASS	46	Trade on New	Yes	\$ 38,793	\$ 38,953	91%	(\$24)	\$643
3	M4475B	2013	Honda	ACCORD	16	Trade on Used	No	\$ 16,491	\$ 14,418	74%	\$651	\$231
4	MSL7237	2023	Mercedes-Benz	GLB	83	Loaner	Yes	\$ 43,494	\$ 41,360	92%	(\$1,687)	\$1,183
5	MSL7270	2023	Mercedes-Benz	EQB	2	Loaner	Yes	\$ 58,991	\$ 57,786	84%	\$2,436	\$2,070
6	M4416A	2021	Chevrolet	TAHOE	27	Trade on New	No	\$ 66,492	\$ 66,142	95%	\$2,201	\$0
7	MSL7228A	2020	Mercedes-Benz	C-CLASS	59	Trade on Used	Yes	\$ 33,993	\$ 32,993	96%	(\$2,986)	\$3,098
8	MSL7280	2023	Mercedes-Benz	GLB	41	Loaner	Yes	\$ 47,993	\$ 47,150	90%	\$226	\$1,743
9	BCP6317	2017	Mercedes-Benz	GLC	28	Auction/Wholesale	Yes	\$ 36,392	\$ 36,392	89%	\$1,344	\$2,608
10	BCP6297	2019	Land Rover	LAND ROVER	58	Auction/Wholesale	No	\$ 45,294	\$ 45,294	100%	(\$2,053)	\$3,261
11	MSL7234A	2020	Mercedes-Benz	GLB	24	Trade on Used	Yes	\$ 37,291	\$ 37,291	90%	\$849	\$3,454
12	MSL7287	2023	Mercedes-Benz	EQS	17	Loaner	No	\$ 104,991	\$ 93,355	91%	\$1,826	\$700
13	MSL7201	2023	Mercedes-Benz	C-CLASS	48	Loaner	Yes	\$ 47,994	\$ 45,855	92%	(\$1,078)	\$1,327
14	M4351A	2020	Mercedes-Benz	S-CLASS	19	Trade on New	Yes	\$ 73,891	\$ 73,891	83%	\$6,180	\$643
15	MSL7250	2023	Mercedes-Benz	GLB	79	Loaner	Yes	\$ 45,495	\$ 44,961	92%	(\$989)	\$3,288
16	MSL7278	2023	Mercedes-Benz	GLS	53	Loaner	Yes	\$ 87,993	\$ 87,993	81%	\$9,318	\$7,009
17	MSL7279	2023	Mercedes-Benz	GLS	53	Loaner	YES	\$ 87,493	\$ 89,600	83%	\$7,203	\$5,784
18	SL7429	2023	Mercedes-Benz	GLE	53	Loaner	Yes	\$ 11,691	\$ 4,667	71%	\$4,667	\$1,643
19	MSL7196	2023	Mercedes-Benz	CLA	52	Loaner	Yes	\$ 46,493	\$ 46,493	97%	\$596	\$1,970
20	M4490A	2017	Audi	A3	25	Trade on New	No	\$ 20,891	\$ 20,000	85%	\$1,978	\$295
21	SL7428A	2020	Mercedes-Benz	GLE	25	Trade on Used	YES	\$ 49,892	\$ 49,000	91%	\$433	\$871
22	BCP6319	2011	BMW	1 SERIES	27	Auction/Wholesale	No	\$ 12,392	\$ 12,491	95%	\$1,277	\$0
23	MSL7225A	2020	Mercedes-Benz	GLC	24	Trade on Used	Yes	\$ 38,291	\$ 37,000	97%	(\$1,908)	\$1,470
24	MSL7288	2023	Mercedes-Benz	EQE	16	Loaner	Yes	\$ 93,891	\$ 82,000	83%	\$1,163	\$0
25	M4483A	2019	Chevrolet	CRUZE	22	Trade on New	No	\$ 17,991	\$ 16,990	64%	\$4,416	\$0
26	MSL7434	2023	Mercedes-Benz	GLE	18	Loaner	YES	\$ 67,991	\$ 65,985	92%	\$3,188	\$1,683
27	MSL7416	2023	Mercedes-Benz	GLB	18	Loaner	Yes	\$ 48,491	\$ 44,000	89%	\$126	\$2,527
28	SL7226	2023	Mercedes-Benz	EQS	113	Loaner	No	\$ 66,794	\$ 104,858	91%	\$4,575	\$1,343
29	M4533A	2020	Mercedes-Benz	GLE	14	Trade on New	Yes	\$ 50,491	\$ 50,491	93%	\$2,602	\$1,921
30	MSL7425	2023	Mercedes-Benz	C-CLASS	18	Loaner	Yes	\$ 50,991	\$ 50,579	99%	\$614	\$643

31	M4351B	2012	Mercedes-Benz	E-CLASS	18	Trade on Used	No	\$ 13,991	\$ 13,540	72%	\$1,746	\$344
32	MSL7194	2023	Mercedes-Benz	C-CLASS	61	Loaner	Yes	\$ 47,494	\$ 47,000	90%	\$3,315	\$2,253
33	M4514A	2017	Mercedes-Benz	GLC	18	Trade on New	Yes	\$ 29,801	\$ 30,391	72%	\$1,081	\$2,053
34	SL7429A	2011	Mercedes-Benz	C-CLASS	18	Trade on Used	No	\$ 11,691	\$ 11,500		\$6,678	\$0
35	MLR7445	2020	Mercedes-Benz	GLE	21	Street/Curb Buy	Yes	\$ 46,291	\$ 46,591	73%	\$4,944	\$2,652
36	BCP6300	2019	Land Rover	LAND ROVER	71	Auction/Wholesale	No	\$ 57,494	\$ 57,454	98%	\$1,411	\$2,858
37	M4444A	2020	Mercedes-Benz	C-CLASS	42	Trade on New	Yes	\$ 48,493	\$ 48,269	81%	\$2,448	\$0
38	MSL7422	2023	Mercedes-Benz	C-CLASS	18	Loaner	Yes	\$ 49,491	\$ 48,500	94%	\$1,936	\$2,444
39	BCP6302	2017	Mercedes-Benz	MAYBACH	64	Auction/Wholesale	No	\$ 64,294	\$ 63,840	89%	\$2,373	\$1,598
40	MSL7413	2023	Mercedes-Benz	GLA	18	Loaner	Yes	\$ 45,991	\$ 45,317	92%	\$2,963	\$1,043
41	BCP6302A	2017	Cadillac	CT6	8	Auction/Wholesale	No	\$ 40,991	\$ 40,794		\$1,371	\$3,835
42	MSL7229	2023	Mercedes-Benz	C-CLASS	92	Loaner	Yes	\$ 48,495	\$ 46,555	92%	(\$767)	\$1,583
43	MSL7423	2023	Mercedes-Benz	MSL7423	23	Loaner	Yes	\$ 48,992	\$ 48,492	94%	\$1,362	\$7,871
44	BCP6320	2004	Mercedes-Benz	SL	29	Auction/Wholesale	No	\$ 16,791	\$ 16,590	67%	\$2,937	\$0
45	MSL7421	2023	Mercedes-Benz	GLB	23	Loaner	Yes	\$ 48,992	\$ 48,560	94%	\$2,457	\$643
46	MSL7430	2023	Mercedes-Benz	GLE	23	Loaner	Yes	\$ 67,892	\$ 67,392	95%	\$2,784	\$6,369
47	MSL7273	2023	Mercedes-Benz	E-CLASS	62	Loaner	Yes	\$ 61,994	\$ 61,494	95%	(\$1,288)	\$0
48	MSL7425A	2017	Buick	REGAL	12	Trade on Used	No	\$ 17,991	\$ 17,991	74%	\$3,211	\$1,417
49	MSL7252	2023	Mercedes-Benz	CLA	61	Loaner	Yes	\$ 44,494	\$ 43,000	93%	(\$92)	\$900
50	SL7280A1	2014	Mercedes-Benz	GLK	22	Trade on Used	No	\$ 19,992	\$ 19,992	84%	\$3,092	\$895
51	MSL7200	2023	Mercedes-Benz	C-CLASS	62	Loaner	Yes	\$ 33,792	\$ 47,135	98%	(\$1,137)	\$2,354
52	BCP6301	2021	Mercedes-Benz	GLS	71	Auction/Wholesale	Yes	\$ 93,494	\$ 93,494	99%	(\$2,121)	\$643
53	MSL7434A	2020	Mercedes-Benz	GLE	15	Trade on Used	Yes	\$ 56,492	\$ 55,992	86%	(\$1,909)	\$1,713

## Scoreboard Totals

% Retailed of Non-Franchise Make	19%
Total # Retail Units	124
Avg. Days to Sale	39.5
Avg. Advertised Price (Time of Sale)	\$ 48,973
Avg. Transaction Price	\$ 48,596
Avg. Market Price at 100%	\$ 54,683
Avg. Price to Market % (Time of Sale)	90%
Avg. Transaction to Market	89%
Avg. Transactional Discount	\$ 377
Avg. Front-End Gross	\$ 1,649
Avg. Finance Gross	\$ 1,976
PUVR	\$ 3,625
Total Gross (Units & PUVR)	\$ 449,515
GROI	68%
% with Trade	46%
Avg. Over/Under Allowance	\$183



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	BOB LAUGHTON	BILL SCHWARK
% Retailed of Non-New Franchise	19%	0%	24%
Total # Retail Units	124	4	50
Avg. Days to Sale	39.5	43.0	39.7
Avg. Advertised Price (Time of Sale)	\$ 48,973	\$ 53,844	\$ 47,284
Avg. Transaction Price	\$ 48,596	\$ 53,631	\$ 46,484
Avg. Market Price at 100%	\$ 54,683	\$ 62,471	#DIV/0!
Avg. Price to Market % (Time of Sale)	90%	86%	#DIV/0!
Avg. Transaction to Market	89%	86%	#DIV/0!
Avg. Transactional Discount	\$ 377	\$ 213	\$ 800
Avg. Front-End Gross	\$ 1,649	\$ 3,554	\$ 1,502
Avg. Finance Gross	\$ 1,976	\$ 1,255	\$ 2,066
PUVR	\$ 3,625	\$ 4,809	\$ 3,568
Total Gross (Units & PUVR)	\$ 449,515	\$ 19,236	\$ 178,414
GROI	68%	75%	70%
% with Trade	46%	25%	46%
Avg. Over/Under Allowance	183	375	132



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

DAVE KLINGENBERG	JAFFET GARCIA	CHARLES GREENE	
19%	17%	0%	#DIV/0!
36	30	4	0
37.2	43.3	26.8	#DIV/0!
\$ 53,051	\$ 46,142	\$ 49,742	#DIV/0!
\$ 52,178	\$ 46,561	\$ 53,002	#DIV/0!
#DIV/0!	\$ 51,928	\$ 57,014	#DIV/0!
#DIV/0!	89%	87%	#DIV/0!
#DIV/0!	90%	93%	#DIV/0!
\$ 873	\$ (419)	\$ (3,260)	#DIV/0!
\$ 1,779	\$ 1,229	\$ 3,567	#DIV/0!
\$ 1,776	\$ 1,973	\$ 3,387	#DIV/0!
\$ 3,555	\$ 3,202	\$ 6,954	#DIV/0!
\$ 127,987	\$ 96,063	\$ 27,815	#DIV/0!
66%	57%	177%	#DIV/0!
47%	50%	25%	#DIV/0!
174	277	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	19%	#DIV/0!	#DIV/0!
Total # Retail Units	124	0	0
Avg. Days to Sale	39.5	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 48,973	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 48,596	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 54,683	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	90%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	89%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 377	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,649	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,976	#DIV/0!	#DIV/0!
PUVR	\$ 3,625	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 449,515	#DIV/0!	#DIV/0!
GROI	68%	#DIV/0!	#DIV/0!
% with Trade	46%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	183	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	19%	#DIV/0!	#DIV/0!
Total # Retail Units	124	0	0
Avg. Days to Sale	39.5	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 48,973	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 48,596	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 54,683	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	90%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	89%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 377	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,649	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,976	#DIV/0!	#DIV/0!
PUVR	\$ 3,625	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 449,515	#DIV/0!	#DIV/0!
GROI	68%	#DIV/0!	#DIV/0!
% with Trade	46%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	183	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	124	87	37
Avg. Days to Sale	39.5	40.7	36.7
Avg. Advertised Price (Time of Sale)	\$ 48,973	\$ 52,605	\$ 40,387
Avg. Transaction Price	\$ 48,596	\$ 52,088	\$ 40,387
Avg. Market Price at 100%	\$ 54,683	\$ 58,495	#DIV/0!
Avg. Price to Market % (Time of Sale)	90%	90%	#DIV/0!
Avg. Transaction to Market	89%	89%	#DIV/0!
Avg. Transactional Discount	\$ 377	\$ 518	\$ 45
Avg. Front-End Gross	\$ 1,649	\$ 1,582	\$ 1,808
Avg. Finance Gross	\$ 1,976	\$ 2,224	\$ 1,392
PUVR	\$ 3,625	\$ 3,806	\$ 3,200
Total Gross (Units & PUVR)	\$ 449,515	\$ 331,123	\$ 118,391
GROI	68%	65%	78%
% with Trade	46%	54%	27%
Avg. Over/Under Allowance	183	180	190



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	124	100	24
Avg. Days to Sale	39.5	40.2	36.5
Avg. Advertised Price (Time of Sale)	\$ 48,973	\$ 51,037	\$ 39,926
Avg. Transaction Price	\$ 48,596	\$ 50,677	\$ 39,926
Avg. Market Price at 100%	\$ 54,683	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	90%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	89%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 377	\$ 360	\$ 445
Avg. Front-End Gross	\$ 1,649	\$ 1,616	\$ 1,790
Avg. Finance Gross	\$ 1,976	\$ 2,036	\$ 1,724
PUVR	\$ 3,625	\$ 3,652	\$ 3,513
Total Gross (Units & PUVR)	\$ 449,515	\$ 365,200	\$ 84,315
GROI	68%	65%	87%
% with Trade	46%	51%	25%
Avg. Over/Under Allowance	183	209	73



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	124	15	31
% of Retail Units	100%	12%	25%
% Retailed of Non-New Franchise	19%	33%	29%
Avg. Days to Sale	39.5	24.4	30.0
Avg. Transaction Price	\$ 48,596	\$ 43,855	\$ 37,261
Avg. Transaction to Market %	89%	84%	#DIV/0!
Avg. Transactional Discount	\$ 377	\$ 464	\$ 482
Avg. Front End Gross	\$ 1,649	\$ 2,846	\$ 1,425
Avg. Finance Gross	\$ 1,976	\$ 1,954	\$ 1,685
PUVR	\$ 3,625	\$ 4,800	\$ 3,111
Total Gross (Units & PUVR)	\$ 449,515	\$ 72,007	\$ 96,430
GROI	68%	162%	100%
% with Trade	46%	53%	42%
Avg. Over/Under Allowance	183	150	105



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
3	17	58	0
2%	14%	47%	0%
0%	59%	0%	#DIV/0!
21.3	47.7	47.0	#DIV/0!
\$ 51,830	\$ 48,757	\$ 55,667	#DIV/0!
80%	#DIV/0!	90%	#DIV/0!
\$ 1,327	\$ 424	\$ 235	#DIV/0!
\$ 4,109	\$ 515	\$ 1,665	#DIV/0!
\$ 1,665	\$ 1,723	\$ 2,226	#DIV/0!
\$ 5,774	\$ 2,238	\$ 3,892	#DIV/0!
\$ 17,323	\$ 38,043	\$ 225,712	#DIV/0!
188%	35%	54%	#DIV/0!
0%	24%	55%	#DIV/0!
0	46	283	#DIV/0!

BO OEM/Leasing	Central Fleet (Enterprise, etc)	Other
0	0	0
0%	0%	0%
#DIV/0!	#DIV/0!	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	124	63	18
% of Retail Units	100%	51%	15%
% Retailed of Non-New Franchise	19%	19%	33%
Avg. Days to Sale	39.5	19.1	37.0
Avg. Transaction Price	\$ 48,596	\$ 44,925	\$ 47,278
Avg. Transaction to Market %	89%	#DIV/0!	90%
Avg. Transactional Discount	\$ 377	\$ 943	\$ 407
Avg. Front End Gross	\$ 1,649	\$ 2,033	\$ 1,825
Avg. Finance Gross	\$ 1,976	\$ 1,910	\$ 1,978
PUVR	\$ 3,625	\$ 3,943	\$ 3,803
Total Gross (Units & PUVR)	\$ 449,515	\$ 248,435	\$ 68,449
GROI	68%	165%	78%
% with Trade	46%	40%	39%
Avg. Over/Under Allowance	183	125	288



46-60 days	61-90 days	90+ days
18	19	6
15%	15%	5%
11%	16%	17%
52.7	71.9	119.0
\$ 47,018	\$ 57,107	\$ 68,883
87%	94%	101%
\$ 675	\$ (173)	\$ (4,818)
\$ 1,648	\$ 773	\$ (126)
\$ 2,715	\$ 1,647	\$ 1,475
\$ 4,364	\$ 2,420	\$ 1,349
\$ 78,546	\$ 45,988	\$ 8,096
63%	21%	6%
67%	58%	33%
8	195	967