

Desk Manager(s)	Finance Manager(s)	Sales Consultant(s)
James Romine	Mike Smith	Brad Kale
Jason Cosat	James Armstrong	Sean Kale
Aaron Fowler		Dick Giles
		Rich Nicholuson
		Jonathan Koglin
		John Link







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	P15093	1983	Jeep	CJ-7	470	Auction/Wholesale	No	\$ 49,990	\$ 44,866	200%	\$3,753	\$0
2	P15443A	2005	Chevrolet	Colorado	7	Trade on Used	No	\$ 9,990	\$ 9,990	110%	\$4,640	\$0
3	T23386A	2015	Jeep	Wrangler	28	Trade on New	No	\$ 29,990	\$ 29,990	102%	\$3,571	\$2,423
4	P15502	2017	Chevrolet	Camaro	29	Street/Curb Buy	No	\$ 29,990	\$ 29,990	100%	\$4,756	\$5,040
5	P15432A	2018	Dodge	Challenger	53	Trade on Used	No	\$ 24,990	\$ 24,990	103%	\$5,056	\$3,553
6	T23400A	2018	Jeep	Wrangler	15	Trade on Used	No	\$ 33,990	\$ 32,966	102%	\$1,479	\$3,595
7	P15432B	2018	Kia	Soul	11	Trade on Used	No	\$ 13,990	\$ 13,990	108%	\$3,372	\$165
8	T22763A	2018	Ram	2500	52	Trade on New	No	\$ 57,990	\$ 57,990	105%	\$1,568	\$9,507
9	P15550	2019	Ford	GT350	3	Auction/Wholesale	No	\$ 69,990	\$ 67,145	101%	\$5,025	\$6,451
10	P15450B	2019	Ram	1500	8	Trade on Used	No	\$ 42,990	\$ 39,350	118%	\$4,115	\$5,256
11	P15469A	2019	Ram	1500	38	Trade on New	No	\$ 36,385	\$ 36,385	102%	\$2,220	\$4,368
12	T23054A	2019	Ram	3500	82	Trade on New	No	69990	\$ 68,151	98%	\$9,051	\$165
13	P15549	2019	Ram	5500	1	Auction/Wholesale	No	\$ 66,995	\$ 61,810	N/A	\$3,810	\$4,044
14	T23357A	2020	Chrysler	Pacifica	12	Trade on New	No	\$ 30,990	\$ 29,100	102%	\$3,372	\$1,113
15	P15431	2020	Jeep	Grand Cherokee	70	Auction/Wholesale	No	\$ 40,990	\$ 40,850	115%	\$3,955	\$2,003
16	T23294A	2020	Jeep	Grand Cherokee	34	Trade on New	No	\$ 34,990	\$ 33,165	107%	\$1,750	\$0
17	T23423A	2020	Jeep	Grand Cherokee	10	Trade on New	No	\$ 35,990	\$ 34,900	107%	\$3,663	\$2,767
18	T23366A	2020	Jeep	Grand Cherokee	8	Trade on New	No	\$ 33,990	\$ 33,990	103%	\$4,155	\$5,678
19	P15532	2020	Jeep	Wrangler	12	Auction/Wholesale	No	\$ 44,995	\$ 40,000	106%	\$3,886	\$1,385
20	P15450	2020	Ram	1500	58	Auction/Wholesale	No	\$ 40,990	\$ 40,990	100%	\$4,402	\$4,542
21	P15443	2021	Chevrolet	1500	63	Auction/Wholesale	No	\$ 38,990	38875.47	103%	\$2,147	\$0
22	P15450A	2021	Dodge	Charger	13	Trade on Used	No	\$ 30,990	\$ 32,990	104%	\$3,677	\$2,711
23	P15536	2021	Jeep	Renegade	3	Street/Curb Buy	No	\$ 28,990	\$ 27,850	101%	\$8,073	\$3,930
24	T23034A	2021	Jeep	Wrangler	63	Trade on New	No	\$ 39,990	\$ 39,740	98%	\$3,824	\$6,366
25	T22870A	2021	Jeep	Wrangler	144	Trade on New	No	\$ 70,990	\$ 70,990	100%	\$4,808	\$7,787
26	P15512	2021	Nissan	Maxima	32	Street/Curb Buy	No	\$ 36,990	\$ 32,900	n/a	\$2,470	\$1,715
27	P15448	2021	Nissan	Versa	79	Auction/Wholesale	No	\$ 18,795	\$ 18,795	102%	\$1,809	\$3,560
28	P15479	2022	Dodge	Durango	39	Auction/Wholesale	No	\$ 55,990	\$ 55,990	107%	\$4,890	\$2,194

29	P15413	2022	Jeep	Gladiator	95	Auction/Wholesale	No	\$	52,990	\$	52,750	112%	\$3,706	\$9,100
30	C8066A	2022	Ram	2500	129	Trade on New	No	\$	69,995	\$	69,995	100%	\$1,553	\$4,830
31	T23423B	2015	Chrysler	Town & Country	8	Trade on Used	No	\$	13,990	\$	11,490	115%	\$4,062	\$0
32	T23507A	2019	Ram	1500	8	Trade on New	No	\$	29,990	\$	29,990	104%	\$2,790	\$1,752
33	P15425	2020	Jeep	Gladiator	99	Auction/Wholesale	No	\$	42,990	\$	42,990	114%	\$4,498	\$5,518
34	P15420A	2021	Dodge	Charger	85	Trade on Used	No	\$	80,990	\$	80,000	95%	\$2,915	\$165
35	P15481	2022	Chrysler	Pacifica	67	Auction/Wholesale	No	\$	37,990	\$	37,990	107%	(\$220)	\$165
36	C8103A	2022	Chevrolet	Trailblazer	34	Trade on New	No	\$	29,990	\$	29,726	106%	\$2,876	\$4,258
37	P15663	2020	Ram	1500	5	Auction/Wholesale	No	\$	53,990	\$	53,990	102%	\$2,980	\$165
38	P15390	2021	Ram	3500	140	Auction/Wholesale	No	\$	84,990	\$	84,495	104%	\$3,056	\$165
39	T23163A	2020	GMC	2500	20	Trade on New	No	\$	74,990	\$	72,025	109%	\$5,922	\$0
40	P15449	2020	Lexus	NX300	92	Auction/Wholesale	No	\$	30,990	\$	30,990	100%	\$1,390	\$6,766
41	P15546	2022	Jeep	Wrangler	24	Auction/Wholesale	No	\$	58,990	\$	58,990	110%	\$1,999	\$4,569
42	CON742056	2021	Jeep	Wrangler	25	Street/Curb Buy	No	\$	49,990	\$	48,799	123%	\$0	\$2,989
43	T23369B	2020	Ford	F150	38	Trade on Used	No	\$	40,990	\$	40,366	103%	\$2,566	\$454
44	T22926A	2022	Jeep	Grand Cherokee	1	Trade on New	No	\$	49,500	\$	47,425	107%	\$4,490	\$5,017
45	P15407	2021	Jeep	Wrangler	121	Auction/Wholesale	No	\$	48,990	\$	48,990	114%	\$2,965	\$3,930
46	P15553	2020	Jeep	Renegade	20	Auction/Wholesale	No	\$	25,995	\$	25,995	101%	\$3,110	\$6,432
47	P15492	2022	Jeep	Grand Cherokee	71	Auction/Wholesale	No	\$	49,990	\$	49,490	109%	\$1,043	\$8,124
48	T23379A	2021	Ram	2500	15	Trade on New	No	\$	61,571	\$	61,571	116%	\$5,271	\$8,284
49	T23318A	2017	Ram	2500	23	Trade on New	No	\$	30,990	\$	30,990	100%	\$4,734	\$165
50	P15574	2020	Jeep	Wrangler	6	Auction/Wholesale	No	\$	48,990	\$	47,320	111%	\$3,835	\$2,138
51	P15581	2022	Ram	2500	1	Street/Curb Buy	No	\$	83,990	\$	82,451	104%	(\$750)	\$3,984
52	P15526	2019	Jeep	Grand Cherokee	56	Auction/Wholesale	No	\$	36,877	\$	36,581	99%	(\$2,755)	\$3,586
53	P15364B	2017	Ford	F150	104	Trade on Used	No	\$	49,990	\$	49,990	101%	\$4,066	\$3,747

## Scoreboard Totals

% Retailed of Non-Franchise Make	25%
Total # Retail Units	75
Avg. Days to Sale	51.5
Avg. Advertised Price (Time of Sale)	\$ 43,791
Avg. Transaction Price	\$ 42,713
Avg. Market Price at 100%	\$ 41,230
Avg. Price to Market % (Time of Sale)	106%
Avg. Transaction to Market	104%
Avg. Transactional Discount	#REF!
Avg. Front-End Gross	\$ 3,119
Avg. Finance Gross	\$ 3,079
PUVR	#REF!
Total Gross (Units & PUVR)	#REF!
GROI	#REF!
% with Trade	49%
Avg. Over/Under Allowance	\$787



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	25%	#DIV/0!	#DIV/0!
Total # Retail Units	75	0	0
Avg. Days to Sale	51.5	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 43,791	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 42,713	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 41,230	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	106%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	104%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#REF!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 3,119	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 3,079	#DIV/0!	#DIV/0!
PUVR	#REF!	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	#REF!	#DIV/0!	#DIV/0!
GROI	#REF!	#DIV/0!	#DIV/0!
% with Trade	49%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	787	#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	25%	#DIV/0!	#DIV/0!
Total # Retail Units	75	0	0
Avg. Days to Sale	51.5	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 43,791	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 42,713	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 41,230	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	106%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	104%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#REF!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 3,119	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 3,079	#DIV/0!	#DIV/0!
PUVR	#REF!	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	#REF!	#DIV/0!	#DIV/0!
GROI	#REF!	#DIV/0!	#DIV/0!
% with Trade	49%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	787	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	25%	#DIV/0!	#DIV/0!
Total # Retail Units	75	0	0
Avg. Days to Sale	51.5	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 43,791	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 42,713	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 41,230	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	106%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	104%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	#REF!	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 3,119	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 3,079	#DIV/0!	#DIV/0!
PUVR	#REF!	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	#REF!	#DIV/0!	#DIV/0!
GROI	#REF!	#DIV/0!	#DIV/0!
% with Trade	49%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	787	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	75	0	75
Avg. Days to Sale	51.5	#DIV/0!	51.5
Avg. Advertised Price (Time of Sale)	\$ 43,791	#DIV/0!	\$ 42,713
Avg. Transaction Price	\$ 42,713	#DIV/0!	\$ 42,713
Avg. Market Price at 100%	\$ 41,230	#DIV/0!	#VALUE!
Avg. Price to Market % (Time of Sale)	106%	#DIV/0!	#VALUE!
Avg. Transaction to Market	104%	#DIV/0!	#VALUE!
Avg. Transactional Discount	#REF!	#DIV/0!	#REF!
Avg. Front-End Gross	\$ 3,119	#DIV/0!	\$ 3,119
Avg. Finance Gross	\$ 3,079	#DIV/0!	\$ 3,079
PUVR	#REF!	#DIV/0!	#REF!
Total Gross (Units & PUVR)	#REF!	#DIV/0!	#REF!
GROI	#REF!	#DIV/0!	#REF!
% with Trade	49%	#DIV/0!	49%
Avg. Over/Under Allowance	787	#DIV/0!	787



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	75	56	19
Avg. Days to Sale	51.5	56.9	35.5
Avg. Advertised Price (Time of Sale)	\$ 43,791	\$ 47,355	\$ 32,032
Avg. Transaction Price	\$ 42,713	\$ 46,336	\$ 32,032
Avg. Market Price at 100%	\$ 41,230	#VALUE!	#VALUE!
Avg. Price to Market % (Time of Sale)	106%	#VALUE!	#VALUE!
Avg. Transaction to Market	104%	#VALUE!	#VALUE!
Avg. Transactional Discount	#REF!	#REF!	\$ 1,566
Avg. Front-End Gross	\$ 3,119	\$ 3,146	\$ 3,038
Avg. Finance Gross	\$ 3,079	\$ 3,213	\$ 2,685
PUVR	#REF!	#REF!	\$ 5,723
Total Gross (Units & PUVR)	#REF!	#REF!	\$ 108,740
GROI	#REF!	#REF!	181%
% with Trade	49%	45%	63%
Avg. Over/Under Allowance	787	932	486



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	75	19	17
% of Retail Units	100%	25%	23%
% Retailed of Non-New Franchise	25%	11%	41%
Avg. Days to Sale	51.5	39.3	28.1
Avg. Transaction Price	\$ 42,713	\$ 44,293	\$ 33,994
Avg. Transaction to Market %	104%	#REF!	#REF!
Avg. Transactional Discount	#REF!	\$ 513	#REF!
Avg. Front End Gross	\$ 3,119	\$ 3,846	\$ 3,368
Avg. Finance Gross	\$ 3,079	\$ 3,591	\$ 2,401
PUVR	#REF!	\$ 7,436	#REF!
Total Gross (Units & PUVR)	#REF!	\$ 141,285	#REF!
GROI	#REF!	154%	#REF!
% with Trade	49%	42%	47%
Avg. Over/Under Allowance	787	248	500



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
7	32	0	0
9%	43%	0%	0%
43%	22%	#DIV/0!	#DIV/0!
15.4	79.0	#DIV/0!	#DIV/0!
\$ 34,345	\$ 48,237	#DIV/0!	#DIV/0!
#VALUE!	#VALUE!	#DIV/0!	#DIV/0!
\$ 2,645	#REF!	#DIV/0!	#DIV/0!
\$ 2,485	\$ 2,694	#DIV/0!	#DIV/0!
\$ 2,523	\$ 3,257	#DIV/0!	#DIV/0!
\$ 5,008	\$ 5,951	#DIV/0!	#DIV/0!
\$ 35,054	\$ 190,419	#DIV/0!	#DIV/0!
340%	56%	#DIV/0!	#DIV/0!
86%	47%	#DIV/0!	#DIV/0!
1,033	1,193	#DIV/0!	#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	75	38	9
% of Retail Units	100%	51%	12%
% Retailed of Non-New Franchise	25%	26%	44%
Avg. Days to Sale	51.5	13.3	35.3
Avg. Transaction Price	\$ 42,713	\$ 37,495	\$ 34,312
Avg. Transaction to Market %	104%	#VALUE!	#VALUE!
Avg. Transactional Discount	#REF!	#REF!	\$ 1,166
Avg. Front End Gross	\$ 3,119	\$ 3,540	\$ 2,255
Avg. Finance Gross	\$ 3,079	\$ 2,829	\$ 2,151
PUVR	#REF!	\$ 6,369	\$ 4,406
Total Gross (Units & PUVR)	#REF!	\$ 242,031	\$ 39,653
GROI	#REF!	458%	131%
% with Trade	49%	47%	44%
Avg. Over/Under Allowance	787	512	800



46-60 days	61-90 days	90+ days
4	11	13
5%	15%	17%
0%	27%	15%
54.8	72.8	155.1
\$ 40,138	\$ 53,478	\$ 55,463
102%	#VALUE!	110%
\$ 74	\$ 1,120	\$ 451
\$ 2,068	\$ 3,072	\$ 2,849
\$ 5,297	\$ 2,398	\$ 4,345
\$ 7,365	\$ 5,470	\$ 7,194
\$ 29,459	\$ 60,165	\$ 93,524
121%	51%	30%
75%	45%	54%
-1,000	2,040	1,143