









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	V62960	2020	Ford	Explorer	23	Trade on New	Yes	\$ 34,999	\$ 30,398	104%	\$1,028	\$0
2	V62793	2012	Volkswagen	Jetta	50	Trade on Used	No	\$ 10,999	\$ 10,999	102%	\$1,718	\$388
3	V62639	2020	Ford	Expedition	76	Auction/Wholesale	Yes	\$ 37,999	\$ 37,999	99%	\$339	\$651
4	V63014	2018	Ford	Flex	17	Trade on New	Yes	\$ 23,999	\$ 23,999	100%		
5	V62863	2021	Ford	F250	40	Trade on New	Yes	\$ 49,999	\$ 48,782	101%	\$6,675	\$0
6	V62913	2017	Ford	Escape	32	Trade on Used	Yes	\$ 16,222	\$ 15,073	96%	\$3,599	\$1,231
7	V62896	2021	Ford	Transit	34	Auction/Wholesale	Yes	\$ 59,899	\$ 58,899	107%	\$4,993	\$4,574
8	V62891	2006	BMW	Z4	38	Trade on Used	No	\$ 22,999	\$ 22,083	98%	\$1,329	\$426
9	V62825	2020	Honda	CIVIC	47	Street/Curb Buy	Yes	\$ 23,999	\$ 22,999	101%	(\$1,506)	\$1,129
10	V63036	2019	Ford	F150	15	Trade on New	Yes	\$ 26,399	\$ 24,761	98%	\$2,765	\$1,461
11	V62730	2020	Ford	Mustang	63	Trade on New	Yes	\$ 34,999	\$ 33,724	93%	\$387	\$2,710
12	V62723	2021	Ford	Transit	64	Auction/Wholesale	Yes	\$ 49,999	\$ 49,999	115%	\$3,125	\$0
13	V62741	2021	Ford	Transit	57	Auction/Wholesale	Yes	\$ 45,999	\$ 45,999	105%	\$2,015	\$0
14	V62707	2020	Ford	Transit	64	Auction/Wholesale	Yes	\$ 45,999	\$ 45,999	103%	\$3,506	\$0
15	V63046	2019	Ford	Fusion	15	Trade on New	Yes	\$ 18,799	\$ 18,799	98%	\$3,266	\$281
16	V62709	2014	Chevrolet	Bolt	66	Street/Curb Buy	Yes	\$ 16,123	\$ 15,195	92%	(\$74)	\$0
17	V62984	2018	Ford	Mustang	15	LBO Customer	Yes	\$ 36,333	\$ 35,999	98%	\$6,169	\$3,275
18	V63010	2019	Ford	Flex	20	LBO Customer	Yes	\$ 27,990	\$ 25,925	103%	\$5,789	\$1,656
19	V62383	2020	Ford	Ranger	128	Auction/Wholesale	Yes	\$ 28,799	\$ 28,799	88%	(\$5,294)	
20	V62904	2020	Ford	Expedition	35	Trade on New	Yes	\$ 47,333	\$ 45,528	100%	\$791	\$1,467
21	V62810	2018	Ford	Escape	50	Auction/Wholesale	Yes	\$ 16,999	\$ 17,074	101%	(\$2,093)	\$469
22	V63093	2021	Ford	Bronco	8	Trade on New	Yes	\$ 49,999	\$ 48,999	96%	\$6,178	\$3,206
23	V63015	2018	Ford	Focus	22	Trade on New	Yes	\$ 12,999	\$ 11,999	94%	\$540	\$0
24	V62927	2020	Ford	Expedition	33	Trade on New	Yes	\$ 54,740	\$ 53,500	100%	\$4,700	\$7,235
25	V62735	2019	Ford	Mustang	65	Auction/Wholesale	Yes	\$ 26,777	\$ 26,777	106%	(\$1,195)	\$0
26	V62890	2019	Lexus	IS 300	42	Trade on New	Yes	\$ 29,333	\$ 29,333	97%	\$1,868	\$3,710
27	V62952	2022	Ford	Explorer	30	Trade on Used	Yes	\$ 34,444	\$ 33,999	99%	\$2,572	\$3,049
28	V62609	2019	Ford	Expedition	89	Rental Fleet (Enterprise, et	Yes	\$ 41,999	\$ 41,999	100%	\$1,136	\$2,513

29	V62895	2020	Ford	Transit	40	Auction/Wholesale	Yes	\$	55,999	\$	52,507	105%	\$1,304	\$8,223
30	V62816	2022	BMW	M340i	55	Trade on New	No	\$	52,673	\$	52,673	98%	\$4,058	\$2,435
31	V62832	2016	Ford	Fusion	53	Trade on Used	Yes	\$	15,990	\$	14,999	109%	(\$660)	\$184
32	V62897	2019	Ford	Transit	40	Auction/Wholesale	Yes	\$	39,300	\$	39,300	103%	\$3,843	\$2,854
33	V62342	2019	Volkswagen	Tiguan	139	Trade on New	Yes	\$	22,999	\$	22,999	92%	\$3,091	\$1,994
34	V62959	2020	Ford	F150	33	Trade on New	Yes	\$	35,999	\$	33,465	97%	(\$945)	\$3,351
35	V62979	2015	Ford	Mustang	31	Street/Curb Buy	Yes	\$	18,999	\$	18,999	101%	\$463	\$769
36	V62882	2022	Ford	F150	47	Trade on New	Yes	\$	64,999	\$	63,859	100%	\$4,008	\$713
37	V62967	2014	Ford	Mustang	32	Trade on Used	Yes	\$	28,499	\$	25,200	96%	\$1,960	\$3,212
38	V62975	2019	Ford	Transit	28	Auction/Wholesale	Yes	\$	34,999	\$	34,999	102%	\$1,577	\$0
39	V62043	2022	Ford	Mach -E	189	Auction/Wholesale	No	\$	55,666	\$	55,137	91%	\$389	\$827
40	V62487	2022	GMC	Yukon	118	Street/Curb Buy	Yes	\$	57,999	\$	57,299	100%	\$2,344	\$4,860
41	V62829	2020	Ford	Transit	56	Auction/Wholesale	Yes	\$	51,999	\$	51,999	98%	\$5,675	\$924
42	V62818	2014	Ford	Mustang	57	Trade on New	Yes	\$	14,699	\$	14,628	85%	\$1,473	\$750
43	V62869	2021	Ford	Expedition	46	Auction/Wholesale	Yes	\$	47,899	\$	48,837	105%	\$2,863	\$3,456
44	V62849	2019	Volkswagen	Tiguan	55	Street/Curb Buy	Yes	\$	20,999	\$	20,232	96%	\$800	\$0
45	V62864	2020	Ford	Mustang	51	Trade on New	Yes	\$	25,499	\$	24,999	97%	\$1,110	\$1,066
46	V63054	2020	Ford	Edge	21	Trade on New	Yes	\$	26,999	\$	25,958	105%	\$5,717	\$2,273
47	V62999	2020	Ford	Explorer	29	Trade on New	Yes	\$	29,899	\$	26,487	99%	(\$1,719)	\$1,949
48	V63002	2020	Ford	F150	30	Trade on New	Yes	\$	36,999	\$	36,999	100%	\$5,228	\$729
49	V62702	2020	Ford	Eco Sport	76	Auction/Wholesale	Yes	\$	19,999	\$	19,999	97%	\$177	\$2,354
50	V62949	2020	Ford	F250	38	Trade on New	Yes	\$	79,499	\$	77,000	105%	\$5,586	\$5,067
51	V62932	2021	Ford	Bronco	25	Street/Curb Buy	Yes	\$	49,999	\$	49,999	99%	\$6,309	\$1,595
52	V63029	2021	Ford	Explorer	28	Trade on New	Yes	\$	34,999	\$	34,999	101%	\$7,064	\$418
53	V63053	2014	Ford	Fusion	23	Trade on New	Yes	\$	13,999	\$	10,775	97%	\$2,174	\$1,633

## Scoreboard Totals

% Retailed of Non-Franchise Make	28%
Total # Retail Units	200
Avg. Days to Sale	52.9
Avg. Advertised Price (Time of Sale)	\$ 35,975
Avg. Transaction Price	\$ 35,254
Avg. Market Price at 100%	\$ 36,503
Avg. Price to Market % (Time of Sale)	99%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 721
Avg. Front-End Gross	\$ 1,837
Avg. Finance Gross	\$ 2,089
PUVR	\$ 3,896
Total Gross (Units & PUVR)	\$ 779,135
GROI	75%
% with Trade	30%
Avg. Over/Under Allowance	\$65



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Seth Morley
% Retailed of Non-New Franchise	28%	#DIV/0!	31%
Total # Retail Units	200	0	62
Avg. Days to Sale	52.9	#DIV/0!	57.9
Avg. Advertised Price (Time of Sale)	\$ 35,975	#DIV/0!	\$ 35,722
Avg. Transaction Price	\$ 35,254	#DIV/0!	\$ 35,052
Avg. Market Price at 100%	\$ 36,503	#DIV/0!	\$ 36,463
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!	98%
Avg. Transaction to Market	97%	#DIV/0!	96%
Avg. Transactional Discount	\$ 721	#DIV/0!	\$ 670
Avg. Front-End Gross	\$ 1,837	#DIV/0!	\$ 1,783
Avg. Finance Gross	\$ 2,089	#DIV/0!	\$ 2,308
PUVR	\$ 3,896	#DIV/0!	\$ 4,025
Total Gross (Units & PUVR)	\$ 779,135	#DIV/0!	\$ 249,548
GROI	75%	#DIV/0!	71%
% with Trade	30%	#DIV/0!	29%
Avg. Over/Under Allowance	65	#DIV/0!	41



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

Al Ordonez	Jim Snively	Fleet	
32%	30%	5%	#DIV/0!
65	53	20	0
51.7	52.3	42.8	#DIV/0!
\$ 33,588	\$ 35,291	\$ 46,327	#DIV/0!
\$ 32,797	\$ 34,442	\$ 46,015	#DIV/0!
\$ 34,384	\$ 35,600	\$ 45,171	#DIV/0!
98%	99%	103%	#DIV/0!
95%	97%	102%	#DIV/0!
\$ 791	\$ 850	\$ 312	#DIV/0!
\$ 1,489	\$ 1,809	\$ 3,207	#DIV/0!
\$ 2,360	\$ 1,716	\$ 1,539	#DIV/0!
\$ 3,812	\$ 3,525	\$ 4,747	#DIV/0!
\$ 247,812	\$ 186,844	\$ 94,932	#DIV/0!
81%	70%	87%	#DIV/0!
32%	40%	0%	#DIV/0!
45	142	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	28%	#DIV/0!	#DIV/0!
Total # Retail Units	200	0	0
Avg. Days to Sale	52.9	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 35,975	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 35,254	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 36,503	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 721	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,837	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,089	#DIV/0!	#DIV/0!
PUVR	\$ 3,896	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 779,135	#DIV/0!	#DIV/0!
GROI	75%	#DIV/0!	#DIV/0!
% with Trade	30%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	65	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	Juan Arellano
% Retailed of Non-New Franchise	28%	#DIV/0!	50%
Total # Retail Units	200	0	6
Avg. Days to Sale	52.9	#DIV/0!	36.7
Avg. Advertised Price (Time of Sale)	\$ 35,975	#DIV/0!	\$ 49,120
Avg. Transaction Price	\$ 35,254	#DIV/0!	\$ 48,833
Avg. Market Price at 100%	\$ 36,503	#DIV/0!	\$ 49,866
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!	99%
Avg. Transaction to Market	97%	#DIV/0!	98%
Avg. Transactional Discount	\$ 721	#DIV/0!	\$ 287
Avg. Front-End Gross	\$ 1,837	#DIV/0!	\$ 4,624
Avg. Finance Gross	\$ 2,089	#DIV/0!	\$ 5,012
PUVR	\$ 3,896	#DIV/0!	\$ 9,637
Total Gross (Units & PUVR)	\$ 779,135	#DIV/0!	\$ 57,819
GROI	75%	#DIV/0!	194%
% with Trade	30%	#DIV/0!	0%
Avg. Over/Under Allowance	65	#DIV/0!	417



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

Albert Miramon	Ruben Gonzalez	Raul Gaytan	Jimmy Barela
35%	26%	25%	24%
23	38	28	33
65.7	50.9	53.3	55.1
\$ 34,724	\$ 37,450	\$ 38,712	\$ 39,477
\$ 34,360	\$ 36,603	\$ 37,527	\$ 38,367
\$ 35,102	\$ 37,808	\$ 39,586	\$ 40,255
99%	99%	98%	98%
98%	97%	95%	95%
\$ 364	\$ 847	\$ 1,185	\$ 1,110
\$ 921	\$ 1,961	\$ 1,072	\$ 1,860
\$ 2,606	\$ 2,110	\$ 1,566	\$ 2,699
\$ 3,527	\$ 4,071	\$ 2,582	\$ 4,559
\$ 81,111	\$ 154,714	\$ 72,302	\$ 150,443
56%	79%	46%	78%
0%	0%	4%	0%
-35	-7	68	188

Mike Vasquez	Jose Fong	Fleet	
100%	37%	7%	#DIV/0!
1	51	15	0
66.0	53.6	41.9	#DIV/0!
\$ 16,123	\$ 29,062	\$ 42,614	#DIV/0!
\$ 15,195	\$ 28,597	\$ 42,428	#DIV/0!
\$ 17,525	\$ 29,541	\$ 41,556	#DIV/0!
92%	98%	103%	#DIV/0!
87%	97%	102%	#DIV/0!
\$ 928	\$ 465	\$ 186	#DIV/0!
\$ (74)	\$ 1,911	\$ 3,142	#DIV/0!
\$ -	\$ 1,941	\$ 646	#DIV/0!
\$ (74)	\$ 3,852	\$ 3,787	#DIV/0!
\$ (74)	\$ 196,450	\$ 56,809	#DIV/0!
-3%	90%	77%	#DIV/0!
0%	0%	0%	#DIV/0!
0	30	127	#DIV/0!

## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	200	186	14
Avg. Days to Sale	52.9	52.5	57.7
Avg. Advertised Price (Time of Sale)	\$ 35,975	\$ 36,257	\$ 31,673
Avg. Transaction Price	\$ 35,254	\$ 35,523	\$ 31,673
Avg. Market Price at 100%	\$ 36,503	\$ 36,625	\$ 33,830
Avg. Price to Market % (Time of Sale)	99%	99%	94%
Avg. Transaction to Market	97%	97%	94%
Avg. Transactional Discount	\$ 721	\$ 734	\$ 554
Avg. Front-End Gross	\$ 1,837	\$ 1,857	\$ 1,579
Avg. Finance Gross	\$ 2,089	\$ 2,181	\$ 869
PUVR	\$ 3,896	\$ 4,005	\$ 2,448
Total Gross (Units & PUVR)	\$ 779,135	\$ 744,857	\$ 34,278
GROI	75%	77%	48%
% with Trade	30%	31%	21%
Avg. Over/Under Allowance	65	70	0



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	200	142	57
Avg. Days to Sale	52.9	48.0	64.6
Avg. Advertised Price (Time of Sale)	\$ 35,975	\$ 36,684	\$ 33,370
Avg. Transaction Price	\$ 35,254	\$ 35,835	\$ 33,370
Avg. Market Price at 100%	\$ 36,503	\$ 36,842	\$ 34,984
Avg. Price to Market % (Time of Sale)	99%	100%	95%
Avg. Transaction to Market	97%	97%	95%
Avg. Transactional Discount	\$ 721	\$ 850	\$ 415
Avg. Front-End Gross	\$ 1,837	\$ 2,029	\$ 1,322
Avg. Finance Gross	\$ 2,089	\$ 2,238	\$ 1,731
PUVR	\$ 3,896	\$ 4,221	\$ 3,052
Total Gross (Units & PUVR)	\$ 779,135	\$ 599,416	\$ 173,982
GROI	75%	88%	51%
% with Trade	30%	30%	32%
Avg. Over/Under Allowance	65	107	-39



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	200	112	26
% of Retail Units	100%	56%	13%
% Retailed of Non-New Franchise	28%	21%	50%
Avg. Days to Sale	52.9	46.3	50.3
Avg. Transaction Price	\$ 35,254	\$ 33,307	\$ 27,728
Avg. Transaction to Market %	97%	96%	96%
Avg. Transactional Discount	\$ 721	\$ 857	\$ 511
Avg. Front End Gross	\$ 1,837	\$ 2,011	\$ 1,451
Avg. Finance Gross	\$ 2,089	\$ 2,221	\$ 1,409
PUVR	\$ 3,896	\$ 4,194	\$ 2,860
Total Gross (Units & PUVR)	\$ 779,135	\$ 469,782	\$ 74,365
GROI	75%	98%	74%
% with Trade	30%	34%	35%
Avg. Over/Under Allowance	65	97	22



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
19	38	0	2
10%	19%	0%	1%
63%	21%	#DIV/0!	0%
58.8	72.0	#DIV/0!	17.5
\$ 35,231	\$ 46,030	#DIV/0!	\$ 30,962
94%	100%	#DIV/0!	96%
\$ 1,039	\$ 287	#DIV/0!	\$ 1,200
\$ 1,501	\$ 1,543	#DIV/0!	\$ 5,979
\$ 1,930	\$ 2,263	#DIV/0!	\$ 2,466
\$ 3,431	\$ 3,746	#DIV/0!	\$ 8,445
\$ 65,187	\$ 142,365	#DIV/0!	\$ 16,889
60%	41%	#DIV/0!	561%
32%	13%	#DIV/0!	50%
-13	53	#DIV/0!	-125

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	3	0
0%	2%	0%
#DIV/0!	0%	#DIV/0!
#DIV/0!	65.7	#DIV/0!
#DIV/0!	\$ 39,663	#DIV/0!
#DIV/0!	98%	#DIV/0!
#DIV/0!	\$ 666	#DIV/0!
#DIV/0!	\$ 1,832	#DIV/0!
#DIV/0!	\$ 1,684	#DIV/0!
#DIV/0!	\$ 3,516	#DIV/0!
#DIV/0!	\$ 10,548	#DIV/0!
#DIV/0!	49%	#DIV/0!
#DIV/0!	33%	#DIV/0!
#DIV/0!	0	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	200	58	44
% of Retail Units	100%	29%	22%
% Retailed of Non-New Franchise	28%	17%	16%
Avg. Days to Sale	52.9	18.9	38.0
Avg. Transaction Price	\$ 35,254	\$ 37,144	\$ 34,304
Avg. Transaction to Market %	97%	95%	97%
Avg. Transactional Discount	\$ 721	\$ 1,088	\$ 763
Avg. Front End Gross	\$ 1,837	\$ 3,329	\$ 2,268
Avg. Finance Gross	\$ 2,089	\$ 2,280	\$ 2,067
PUVR	\$ 3,896	\$ 5,609	\$ 4,335
Total Gross (Units & PUVR)	\$ 779,135	\$ 325,331	\$ 190,735
GROI	75%	288%	120%
% with Trade	30%	38%	32%
Avg. Over/Under Allowance	65	34	149



46-60 days	61-90 days	90+ days
33	38	26
17%	19%	13%
42%	37%	46%
51.0	72.3	129.9
\$ 34,270	\$ 34,099	\$ 34,515
98%	97%	95%
\$ 647	\$ 573	\$ 36
\$ 1,502	\$ 692	\$ (205)
\$ 2,108	\$ 1,464	\$ 2,451
\$ 3,610	\$ 2,156	\$ 2,246
\$ 119,115	\$ 81,937	\$ 58,396
74%	31%	18%
30%	24%	19%
8	45	96