

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	12373	2019	GMC	Acadia	2	Trade on New	No	\$ 29,880	\$ 29,500	91%	\$2,855	\$1,877
2	12341	2015	Kia	Sportage	14	Trade on Used	No	\$ 15,950	\$ 15,950	96%	\$3,950	\$2,058
3	12332	2019	Chevrolet	Traverse	17	Trade on New	No	\$ 30,860	\$ 29,000	97%	\$2,706	\$0
4	12374	2020	Ram	2500	6	Trade on New	No	\$ 43,368	\$ 43,368	101%	\$2,357	\$410
5	12378	2015	Jeep	Renegade	27	Trade on Used	No	\$ 12,485	\$ 12,485	70%	\$2,680	\$1,236
6	12331	2022	Kia	Sorento	28	Trade on New	No	\$ 36,865	\$ 38,865	95%	\$2,707	\$649
7	12351	2017	Ford	Escape	12	Street/Curb Buy	No	\$ 14,060	\$ 14,860	88%	\$3,060	\$649
8	12379	2015	Chevrolet	Silverado	1	Trade on New	No	\$ 19,251	\$ 20,540	91%	\$5,251	\$0
9	12384	2017	GMC	Acadia	11	Auction/Wholesale	No	\$ 17,214	\$ 17,214	97%	\$3,114	\$498
10	12382	2019	Subaru	Impreza	4	Auction/Wholesale	No	\$ 19,995	\$ 19,995	100%	\$1,000	\$1,297
11	12337	2023	Chevrolet	Equinox	18	Trade on New	Yes	\$ 29,875	\$ 29,875	94%	\$2,781	\$2,014
12	12386	2018	Nissan	Versa	1	Auction/Wholesale	No	\$ 11,000	\$ 11,685	102%	\$1,850	\$1,688
13	12382	2019	Subaru	Impreza	3	Auction/Wholesale	No	\$ 19,995	\$ 19,995	95%	\$1,650	\$283
14	11954	2014	Hyundai	Sante Fe	7	Trade on New	No	\$ 10,350	\$ 10,350	95%	\$6,250	\$1,348
15	11330	2021	Volkswagen	Jetta	5	Street/Curb Buy	No	\$ 24,617	\$ 24,617	101%	\$2,856	\$0
16	12378	2011	Kia	Sorento	11	Trade on Used	No	\$ 5,473	\$ 5,473	90%	\$1,973	\$65
17	12388	2019	Chevrolet	Blazer	2	Trade on New	No	\$ 33,845	\$ 33,845	97%	\$5,345	\$1,376
18	12394	2021	Ford	Explorer	2	Street/Curb Buy	No	\$ 34,788	\$ 34,788	99%	\$2,038	\$2,403
19	12407	2016	Hyundai	Sonata	9	Trade on New	No	\$ 11,910	\$ 11,910	102%	\$1,056	\$348
20	12408	2022	Mitsubishi	Outlander	3	Trade on New	No	\$ 27,617	\$ 27,617	94%	\$2,756	\$2,660
21	12412	2012	Ford	F150	6	Street/Curb Buy	No	\$ 16,538	\$ 16,538	99%	\$4,038	\$1,005
22	12413	2019	Toyota	Corolla	2	Auction/Wholesale	No	\$ 17,288	\$ 17,288	101%	\$4,038	\$1,645
23	12398	2018	Dodge	Caravan	3	Trade on Used	No	\$ 12,225	\$ 12,225	90%	\$3,225	\$1,887
24	12335	2016	Chevrolet	Malibu	22	Trade on Used	No	\$ 10,550	\$ 10,550	98%	\$3,250	\$560
25	12383	2020	Chevrolet	Silverado	13	Trade on New	No	\$ 42,840	\$ 42,480	97%	\$6,870	\$1,757
26	P12220	2020	Nissan	Pathfinder	96	Auction/Wholesale	No	\$ 26,440	\$ 26,440	102%	\$728	\$2,248
27	12363	2019	Chevrolet	Silverado	40	Trade on New	No	\$ 31,875	\$ 31,875	96%	\$2,875	\$1,960
28	12409	2017	Chevrolet	Cruze	8	Trade on Used	No	\$ 9,235	\$ 9,235	94%	\$3,419	\$1,502
29	12420	2015	Jeep	Patriot	4	Auction/Wholesale	No	\$ 11,179	\$ 11,179	100%	\$2,831	\$1,017
30	12393	2018	Chevrolet	Trax	6	Trade on Used	No	\$ 13,966	\$ 13,966	95%	\$2,788	\$1,498

Scoreboard Totals

% Retailed of Non-Franchise Make	76%
Total # Retail Units	45
Avg. Days to Sale	12.1
Avg. Advertised Price (Time of Sale)	\$ 21,828
Avg. Transaction Price	\$ 21,762
Avg. Market Price at 100%	\$ 22,754
Avg. Price to Market % (Time of Sale)	96%
Avg. Transaction to Market	96%
Avg. Transactional Discount	\$ 66
Avg. Front-End Gross	\$ 3,144
Avg. Finance Gross	\$ 1,179
PUVR	\$ 4,323
Total Gross (Units & PUVR)	\$ 194,534
GROI	590%
% with Trade	38%
Avg. Over/Under Allowance	\$66



Scoreboard

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Desk Manager	Totals	Bob Atwood	Jason Manning
% Retailed of Non-New Franchise	76%	#DIV/0!	69%
Total # Retail Units	45	0	26
Avg. Days to Sale	12.1	#DIV/0!	10.8
Avg. Advertised Price (Time of Sale)	\$ 21,828	#DIV/0!	\$ 22,261
Avg. Transaction Price	\$ 21,762	#DIV/0!	\$ 22,169
Avg. Market Price at 100%	\$ 22,754	#DIV/0!	\$ 23,209
Avg. Price to Market % (Time of Sale)	96%	#DIV/0!	96%
Avg. Transaction to Market	96%	#DIV/0!	96%
Avg. Transactional Discount	\$ 66	#DIV/0!	\$ 91
Avg. Front-End Gross	\$ 3,144	#DIV/0!	\$ 3,137
Avg. Finance Gross	\$ 1,179	#DIV/0!	\$ 1,206
PUVR	\$ 4,323	#DIV/0!	\$ 4,343
Total Gross (Units & PUVR)	\$ 194,534	#DIV/0!	\$ 112,922
GROI	590%	#DIV/0!	650%
% with Trade	38%	#DIV/0!	31%
Avg. Over/Under Allowance	66	#DIV/0!	86



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

Kristi Scott			
84%	#DIV/0!	#DIV/0!	#DIV/0!
19	0	0	0
13.8	#DIV/0!	#DIV/0!	#DIV/0!
\$ 21,237	#DIV/0!	#DIV/0!	#DIV/0!
\$ 21,206	#DIV/0!	#DIV/0!	#DIV/0!
\$ 21,993	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 31	#DIV/0!	#DIV/0!	#DIV/0!
\$ 3,152	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,143	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,295	#DIV/0!	#DIV/0!	#DIV/0!
\$ 81,612	#DIV/0!	#DIV/0!	#DIV/0!
527%	#DIV/0!	#DIV/0!	#DIV/0!
47%	#DIV/0!	#DIV/0!	#DIV/0!
39	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

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Sales Consultant	Totals	Ryan Wilson	Kristi Scott
% Retailed of Non-New Franchise	76%	33%	88%
Total # Retail Units	45	6	16
Avg. Days to Sale	12.1	18.3	7.2
Avg. Advertised Price (Time of Sale)	\$ 21,828	\$ 22,497	\$ 19,795
Avg. Transaction Price	\$ 21,762	\$ 22,652	\$ 19,838
Avg. Market Price at 100%	\$ 22,754	\$ 23,449	\$ 20,275
Avg. Price to Market % (Time of Sale)	96%	96%	98%
Avg. Transaction to Market	96%	97%	98%
Avg. Transactional Discount	\$ 66	\$ (155)	\$ (43)
Avg. Front-End Gross	\$ 3,144	\$ 3,659	\$ 3,143
Avg. Finance Gross	\$ 1,179	\$ 1,151	\$ 1,068
PUVR	\$ 4,323	\$ 4,810	\$ 4,211
Total Gross (Units & PUVR)	\$ 194,534	\$ 28,858	\$ 67,382
GROI	590%	417%	1063%
% with Trade	38%	17%	38%
Avg. Over/Under Allowance	66	83	109



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

Dalten Fisher	Logan Whetzel		
83%	73%	#DIV/0!	#DIV/0!
12	11	0	0
12.2	15.8	#DIV/0!	#DIV/0!
\$ 22,698	\$ 23,473	#DIV/0!	#DIV/0!
\$ 22,535	\$ 23,234	#DIV/0!	#DIV/0!
\$ 23,754	\$ 24,650	#DIV/0!	#DIV/0!
96%	95%	#DIV/0!	#DIV/0!
95%	94%	#DIV/0!	#DIV/0!
\$ 163	\$ 238	#DIV/0!	#DIV/0!
\$ 2,871	\$ 3,161	#DIV/0!	#DIV/0!
\$ 1,224	\$ 1,308	#DIV/0!	#DIV/0!
\$ 4,095	\$ 4,469	#DIV/0!	#DIV/0!
\$ 49,140	\$ 49,154	#DIV/0!	#DIV/0!
538%	438%	#DIV/0!	#DIV/0!
33%	55%	#DIV/0!	#DIV/0!
58	4	#DIV/0!	#DIV/0!

Scoreboard

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Finance Manager	Totals	Helen Obensha	Kristi Scott
% Retailed of Non-New Franchise	76%	76%	75%
Total # Retail Units	45	37	8
Avg. Days to Sale	12.1	12.7	9.5
Avg. Advertised Price (Time of Sale)	\$ 21,828	\$ 22,325	\$ 19,530
Avg. Transaction Price	\$ 21,762	\$ 22,173	\$ 19,866
Avg. Market Price at 100%	\$ 22,754	\$ 23,240	\$ 20,178
Avg. Price to Market % (Time of Sale)	96%	96%	97%
Avg. Transaction to Market	96%	95%	98%
Avg. Transactional Discount	\$ 66	\$ 153	\$ (336)
Avg. Front-End Gross	\$ 3,144	\$ 3,224	\$ 2,772
Avg. Finance Gross	\$ 1,179	\$ 1,144	\$ 1,345
PUVR	\$ 4,323	\$ 4,368	\$ 4,117
Total Gross (Units & PUVR)	\$ 194,534	\$ 161,598	\$ 32,936
GROI	590%	559%	785%
% with Trade	38%	0%	0%
Avg. Over/Under Allowance	66	75	25



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	45	2	43
Avg. Days to Sale	12.1	13.0	12.1
Avg. Advertised Price (Time of Sale)	\$ 21,828	\$ 33,168	\$ 21,267
Avg. Transaction Price	\$ 21,762	\$ 32,418	\$ 21,267
Avg. Market Price at 100%	\$ 22,754	\$ 34,685	\$ 22,138
Avg. Price to Market % (Time of Sale)	96%	96%	96%
Avg. Transaction to Market	96%	93%	96%
Avg. Transactional Discount	\$ 66	\$ 750	\$ 34
Avg. Front-End Gross	\$ 3,144	\$ 3,490	\$ 3,127
Avg. Finance Gross	\$ 1,179	\$ 1,173	\$ 1,180
PUVR	\$ 4,323	\$ 4,663	\$ 4,307
Total Gross (Units & PUVR)	\$ 194,534	\$ 9,325	\$ 185,209
GROI	590%	398%	604%
% with Trade	38%	50%	37%
Avg. Over/Under Allowance	66	0	70



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	45	11	34
Avg. Days to Sale	12.1	12.4	12.0
Avg. Advertised Price (Time of Sale)	\$ 21,828	\$ 26,040	\$ 20,450
Avg. Transaction Price	\$ 21,762	\$ 25,819	\$ 20,450
Avg. Market Price at 100%	\$ 22,754	\$ 27,157	\$ 21,252
Avg. Price to Market % (Time of Sale)	96%	96%	96%
Avg. Transaction to Market	96%	95%	96%
Avg. Transactional Discount	\$ 66	\$ 221	\$ 16
Avg. Front-End Gross	\$ 3,144	\$ 3,911	\$ 2,895
Avg. Finance Gross	\$ 1,179	\$ 1,029	\$ 1,228
PUVR	\$ 4,323	\$ 4,940	\$ 4,123
Total Gross (Units & PUVR)	\$ 194,534	\$ 54,337	\$ 140,197
GROI	590%	557%	603%
% with Trade	38%	27%	41%
Avg. Over/Under Allowance	66	45	73



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	45	15	13
% of Retail Units	100%	33%	29%
% Retailed of Non-New Franchise	76%	53%	77%
Avg. Days to Sale	12.1	11.6	14.5
Avg. Transaction Price	\$ 21,762	\$ 28,449	\$ 14,253
Avg. Transaction to Market %	96%	96%	93%
Avg. Transactional Discount	\$ 66	\$ 122	\$ -
Avg. Front End Gross	\$ 3,144	\$ 3,489	\$ 3,196
Avg. Finance Gross	\$ 1,179	\$ 1,124	\$ 1,411
PUVR	\$ 4,323	\$ 4,613	\$ 4,607
Total Gross (Units & PUVR)	\$ 194,534	\$ 69,190	\$ 59,891
GROI	590%	503%	800%
% with Trade	38%	40%	31%
Avg. Over/Under Allowance	66	69	58



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
6	11	0	0
13%	24%	0%	0%
83%	100%	#DIV/0!	#DIV/0!
6.3	13.1	#DIV/0!	#DIV/0!
\$ 23,717	\$ 20,453	#DIV/0!	#DIV/0!
97%	99%	#DIV/0!	#DIV/0!
\$ 117	\$ 40	#DIV/0!	#DIV/0!
\$ 3,372	\$ 2,486	#DIV/0!	#DIV/0!
\$ 731	\$ 1,226	#DIV/0!	#DIV/0!
\$ 4,103	\$ 3,712	#DIV/0!	#DIV/0!
\$ 24,617	\$ 40,836	#DIV/0!	#DIV/0!
983%	499%	#DIV/0!	#DIV/0!
33%	45%	#DIV/0!	#DIV/0!
167	18	#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	45	42	1
% of Retail Units	100%	93%	2%
% Retailed of Non-New Franchise	76%	76%	0%
Avg. Days to Sale	12.1	8.3	40.0
Avg. Transaction Price	\$ 21,762	\$ 21,408	\$ 31,875
Avg. Transaction to Market %	96%	96%	96%
Avg. Transactional Discount	\$ 66	\$ 71	\$ -
Avg. Front End Gross	\$ 3,144	\$ 3,221	\$ 2,875
Avg. Finance Gross	\$ 1,179	\$ 1,133	\$ 1,960
PUVR	\$ 4,323	\$ 4,354	\$ 4,835
Total Gross (Units & PUVR)	\$ 194,534	\$ 182,863	\$ 4,835
GROI	590%	884%	137%
% with Trade	38%	36%	100%
Avg. Over/Under Allowance	66	47	500



46-60 days	61-90 days	90+ days
0	1	1
0%	2%	2%
#DIV/0!	100%	100%
#DIV/0!	61.0	96.0
#DIV/0!	\$ 21,871	\$ 26,440
#DIV/0!	99%	102%
#DIV/0!	\$ -	\$ -
#DIV/0!	\$ 2,574	\$ 728
#DIV/0!	\$ 1,286	\$ 2,248
#DIV/0!	\$ 3,860	\$ 2,976
#DIV/0!	\$ 3,860	\$ 2,976
#DIV/0!	104%	42%
#DIV/0!	100%	0%
#DIV/0!	500	0