









Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CP O	Advertised Price (Time of Sale)	Transaction Price	Price to Market % (Time of Sale)	Front-End Gross	Finance Gross
ex.	PYes23456	20Yes5	Chevrolet	Equinox	30	Trade on New	No	\$ 15,000	\$ 13,800	95%	\$1,500	\$500
1	11613A	2021	FORD	F-150	24	Trade on New	N	\$ 46,535	\$46,535.00	108%	\$2,916.67	\$1,344.64
2	11781A	2020	FORD	F-150	12	Trade on New	N	\$ 34,449	\$36,108.01	106%	\$6,174.00	\$725.00
3	11U416	2022	CHEVROLET	SILVERADO	78	Auction/Wholesale	N	\$ 42,900	\$44,422.95	97%	\$3,213.48	\$3,800.00
4	11744A	2021	FORD	BRONCO SPO	7	Trade on New	N	\$ 30,997	\$38,499.00	99%	\$3,509.34	\$1,075.00
5	11781AA	2016	NISSAN	ALTIMA	6	Trade on Used	N	\$ 13,826	\$14,826.00	98%	\$3,142.24	\$1,083.67
6	11763A	2020	FORD	F-150	13	Trade on New	N	\$ 36,495	\$37,035.30	98%	\$4,270.37	\$5,948.10
7	11U428	2020	NISSAN	ALTIMA	70	Trade on Used	N	\$ 25,600	\$24,550.99	104%	\$1,422.47	\$0.00
8	11516A	2020	FORD	ECOSPORT	70	Trade on New	N	\$ 19,653	\$19,653.00	101%	\$2,673.00	\$2,835.00
9	11U385	2021	FORD	BRONCO	28	Auction/Wholesale	N	\$ 53,999	\$51,500.00	101%	(\$973.97)	\$0.00
10	11U429	2021	BMW	4 SERIES	18	Trade on New	N	\$ 39,887	\$19,653.00	96%	\$1,015.24	\$625.00
11	11U417	2021	TOYOTA	4RUNNER	15	Trade on New	N	\$ 49,190	\$44,804.02	100%	(\$864.95)	\$1,914.00
12	11U415	2020	FORD	RANGER	18	Auction/Wholesale	N	\$ 34,568	\$51,434.00	93%	\$4,185.00	\$3,202.81
13	11U424	2020	RAM	3500	7	Auction/Wholesale	N	\$ 59,949	\$65,999.00	96%	\$5,027.15	\$1,835.00
14	11642A	2021	FORD	F-150	7	Trade on New	N	\$ 51,434	\$29,014.00	96%	\$4,291.02	\$5,879.00
15	11U418	2016	BMW	4 SERIES	6	Auction/Wholesale	N	\$ 22,898	\$25,031.11	99%	(\$255.35)	\$1,556.00
16	11U425	2015	VOLKSWAGEN	JETTA SEDA	20	Trade on New	No	\$ 11,995	\$11,995.00	86%	\$543.22	\$2,298.00
17	11754A	2015	FORD	F150 TRUCK	2	Trade on New	No	\$ 24,542	\$24,542.00	96%	\$3,980.81	\$1,598.00
18	11U370	2022	FORD	MAVERICK	45	Auction/Wholesale	No	\$ 36,010	\$36,500.00	96%	(\$579.89)	\$300.00
19	11U411	2019	JEEP	RENEGADE	10	Trade on New	No	\$ 20,000	\$20,728.95	94%	\$1,503.19	\$1,450.00
20	11613AA	2015	FORD	F150 TRUCK	16	Trade on Used	No	\$ 29,898	\$20,000.00	96%	\$7.48	\$1,000.00
21	11820A	2013	FORD	F-150	14	Trade on Used	No	\$ 24,638	\$30,015.02	99%	\$1,591.13	\$525.00
22	11U423	2019	MINI	COUNTRYMAN	6	Auction/Wholesale	No	\$ 22,800	\$22,768.31	94%	(\$1,066.56)	\$300.00
23	11U435	2013	TOYOTA	TACOMA	64	Trade on New	No	\$ 21,999	\$22,306.00	97%	\$2,617.82	\$750.00
24	11806AA	2020	FORD	RANGER	20	Trade on Used	No	\$ 37,405	\$39,063.00	99%	\$4,199.49	\$1,553.23
25	11U381	2022	FORD	BRONCO SPO	42	Auction/Wholesale	No	\$ 33,727	\$32,930.06	94%	(\$786.39)	\$0.00
26	11U438	2020	JEEP	GRAND CHER	43	Trade on New	No	\$ 31,499	\$32,204.00	95%	\$2,194.70	\$2,694.00
27	11758A	2020	CHEVROLET	EQUINOX	63	Trade on New	No	\$ 24,287	\$33,204.88	93%	\$3,579.13	\$4,224.29
28	11834A	2019	MINI	COUNTRYMAN	42	Trade on New	No	\$ 21,750	\$24,765.43	98%	\$3,036.07	\$2,642.32
29	F21525A	2018	FORD	F-150	0	Trade on New	No	\$ 34,500	\$35,742.00	106%	\$212.29	\$3,695.82
30	11U436	2016	NISSAN	ALTIMA	63	Trade on New	No	\$ 14,452	\$13,090.00	86%	(\$700.90)	\$2,113.45
31	11770A	2016	FORD	EXPLORER X	13	Trade on New	No	\$ 18,000	\$21,769.37	98%	\$1,888.97	\$1,853.00
32	11U370A	2018	HONDA	CIVIC HATC	1	Trade on Used	No	\$ 19,850	\$22,000.00	99%	\$1,224.85	\$1,921.07

33	11U440	2019	GMC	CANYON	15	Trade on New	No	\$	27,267	\$28,299.00	105%	(\$132.67)	\$2,626.00
34	11U393A	2019	HONDA	CR-V	58	Trade on Used	No	\$	26,656	\$36,935.00	95%	\$4,071.94	\$1,416.00
35	11U439	2020	FORD	F-150	38	Trade on Used	No	\$	36,995	\$36,935.00	96%	\$888.07	\$2,112.92
36	11778A	2022	HYUNDAI	SANTA CRUZ	44	Trade on New	No	\$	38,379	\$38,307.00	98%	\$328.79	\$3,722.53
37	11852A	2022	DODGE	CHARGER	32	Trade on New	No	\$	34,850	\$35,769.00	99%	(\$35.91)	\$2,222.67
38	11752A	2019	HONDA	ODYSSEY	20	Trade on New	No	\$	26,965	\$26,965.00	93%	(\$1,639.46)	\$0.00
39	11698A	2022	VOLKSWAGEN	TAOS	67	Trade on New	No	\$	27,222	\$26,965.00	100%	(\$906.43)	\$2,235.62
40	11918A	2021	VOLVO	S60	4	Trade on New	No	\$	30,464	\$32,800.00	98%	\$7,680.77	\$4,377.48
41	11525A	2019	FORD	ESCAPE	15	Trade on New	No	\$	20,432	\$68,999.00	100%	\$993.66	\$1,156.00
42	11U446	2023	MAZDA	CX-50	45	Trade on New	No	\$	34,400	\$35,800.00	103%	\$2,986.76	\$2,579.00
43	11U427	2021	GMC	YUKON	11	Auction/Wholesale	No	\$	68,999	\$68,999.00	98%	(\$272.74)	\$7,974.90
44	11U315	2021	FORD	RANGER	108	Auction/Wholesale	No	\$	31,000	\$32,595.00	91%	\$13.80	\$1,375.00
45	11U451	2019	RAM	1500	42	Auction/Wholesale	No	\$	34,906	\$39,000.00	96%	\$4,703.88	\$2,150.00
46	11792A	2018	SUBARU	OUTBACK	34	Trade on New	No	\$	26,134	\$25,000.00	93%	(\$1,443.07)	\$770.58
47	11U439AA	2018	NISSAN	SENTRA	3	Trade on Used	No	\$	13,998	\$15,375.00	100%	\$2,161.04	\$1,169.00
48	11811A	2019	FORD	EXPEDITION	37	Trade on New	No	\$	49,807	\$30,800.00	94%	\$6,075.18	\$0.00
49	11U439A	2019	CHEVROLET	IMPALA	14	Trade on Used	No	\$	21,464	\$21,100.00	97%	\$1,457.10	\$2,414.03
50	11U457	2021	CHEVROLET	CAMARO LS/	11	Trade on New	No	\$	31,858	\$49,807.00	103%	\$1,301.84	\$948.00
51	11U398	2021	RAM	3500	53	Auction/Wholesale	No	\$	71,838	\$71,838.00	100%	(\$2,799.63)	\$0.00
52	11U365	2021	FORD	EXPLORER	8	Auction/Wholesale	No	\$	34,365	\$34,365.00	99%	(\$194.80)	\$2,721.00
53	11U442	2020	JEEP	RENEGADE	78	Auction/Wholesale	No	\$	21,799	\$34,365.00	100%	\$29.88	\$1,442.00

## Scoreboard Totals

% Retailed of Non-Franchise Make	59%
Total # Retail Units	128
Avg. Days to Sale	24.4
Avg. Advertised Price (Time of Sale)	\$ 31,361
Avg. Transaction Price	\$ 32,657
Avg. Market Price at 100%	\$ 32,055
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	102%
Avg. Transactional Discount	\$ (1,295)
Avg. Front-End Gross	\$ 1,682
Avg. Finance Gross	\$ 2,139
PUVR	\$ 3,822
Total Gross (Units & PUVR)	\$ 489,180
GROI	173%
% with Trade	39%
Avg. Over/Under Allowance	(\$23)



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	59%	#DIV/0!	#DIV/0!
Total # Retail Units	128	0	0
Avg. Days to Sale	24.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,361	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 32,657	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 32,055	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	102%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (1,295)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,682	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,139	#DIV/0!	#DIV/0!
PUVR	\$ 3,822	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 489,180	#DIV/0!	#DIV/0!
GROI	173%	#DIV/0!	#DIV/0!
% with Trade	39%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-23	#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	59%	#DIV/0!	#DIV/0!
Total # Retail Units	128	0	0
Avg. Days to Sale	24.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,361	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 32,657	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 32,055	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	102%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (1,295)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,682	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,139	#DIV/0!	#DIV/0!
PUVR	\$ 3,822	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 489,180	#DIV/0!	#DIV/0!
GROI	173%	#DIV/0!	#DIV/0!
% with Trade	39%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-23	#DIV/0!	#DIV/0!

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	59%	#DIV/0!	#DIV/0!
Total # Retail Units	128	0	0
Avg. Days to Sale	24.4	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,361	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 32,657	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 32,055	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	102%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ (1,295)	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 1,682	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,139	#DIV/0!	#DIV/0!
PUVR	\$ 3,822	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 489,180	#DIV/0!	#DIV/0!
GROI	173%	#DIV/0!	#DIV/0!
% with Trade	39%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-23	#DIV/0!	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	128	0	113
Avg. Days to Sale	24.4	#DIV/0!	24.2
Avg. Advertised Price (Time of Sale)	\$ 31,361	#DIV/0!	\$ 32,133
Avg. Transaction Price	\$ 32,657	#DIV/0!	\$ 32,133
Avg. Market Price at 100%	\$ 32,055	#DIV/0!	\$ 33,175
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	97%
Avg. Transaction to Market	102%	#DIV/0!	97%
Avg. Transactional Discount	\$ (1,295)	#DIV/0!	\$ (1,585)
Avg. Front-End Gross	\$ 1,682	#DIV/0!	\$ 1,554
Avg. Finance Gross	\$ 2,139	#DIV/0!	\$ 2,142
PUVR	\$ 3,822	#DIV/0!	\$ 3,696
Total Gross (Units & PUVR)	\$ 489,180	#DIV/0!	\$ 417,611
GROI	173%	#DIV/0!	171%
% with Trade	39%	#DIV/0!	37%
Avg. Over/Under Allowance	-23	#DIV/0!	-31



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	128	52	76
Avg. Days to Sale	24.4	23.9	24.7
Avg. Advertised Price (Time of Sale)	\$ 31,361	\$ 33,969	\$ 30,233
Avg. Transaction Price	\$ 32,657	\$ 36,199	\$ 30,233
Avg. Market Price at 100%	\$ 32,055	\$ 34,461	\$ 33,209
Avg. Price to Market % (Time of Sale)	98%	99%	91%
Avg. Transaction to Market	102%	105%	91%
Avg. Transactional Discount	\$ (1,295)	\$ (2,230)	\$ (656)
Avg. Front-End Gross	\$ 1,682	\$ 1,869	\$ 1,555
Avg. Finance Gross	\$ 2,139	\$ 2,114	\$ 2,157
PUVR	\$ 3,822	\$ 3,982	\$ 3,712
Total Gross (Units & PUVR)	\$ 489,180	\$ 207,088	\$ 282,092
GROI	173%	166%	179%
% with Trade	39%	48%	33%
Avg. Over/Under Allowance	-23	-114	39



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	128	70	28
% of Retail Units	100%	55%	22%
% Retailed of Non-New Franchise	59%	54%	71%
Avg. Days to Sale	24.4	23.9	22.6
Avg. Transaction Price	\$ 32,657	\$ 33,372	\$ 24,649
Avg. Transaction to Market %	102%	116%	101%
Avg. Transactional Discount	\$ (1,295)	\$ (1,361)	\$ (514)
Avg. Front End Gross	\$ 1,682	\$ 1,916	\$ 1,767
Avg. Finance Gross	\$ 2,139	\$ 2,301	\$ 1,695
PUVR	\$ 3,822	\$ 4,217	\$ 3,462
Total Gross (Units & PUVR)	\$ 489,180	\$ 295,215	\$ 96,944
GROI	173%	190%	223%
% with Trade	39%	39%	36%
Avg. Over/Under Allowance	-23	-76	154



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
0	30	0	0
0%	23%	0%	0%
#DIV/0!	60%	#DIV/0!	#DIV/0!
#DIV/0!	26.9	#DIV/0!	#DIV/0!
#DIV/0!	\$ 38,461	#DIV/0!	#DIV/0!
#DIV/0!	104%	#DIV/0!	#DIV/0!
#DIV/0!	\$ (1,872)	#DIV/0!	#DIV/0!
#DIV/0!	\$ 1,058	#DIV/0!	#DIV/0!
#DIV/0!	\$ 2,176	#DIV/0!	#DIV/0!
#DIV/0!	\$ 3,234	#DIV/0!	#DIV/0!
#DIV/0!	\$ 97,020	#DIV/0!	#DIV/0!
#DIV/0!	112%	#DIV/0!	#DIV/0!
#DIV/0!	43%	#DIV/0!	#DIV/0!
#DIV/0!	-64	#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	128	92	16
% of Retail Units	100%	72%	13%
% Retailed of Non-New Franchise	59%	58%	69%
Avg. Days to Sale	24.4	13.0	39.5
Avg. Transaction Price	\$ 32,657	\$ 32,648	\$ 31,608
Avg. Transaction to Market %	102%	112%	97%
Avg. Transactional Discount	\$ (1,295)	\$ (1,166)	\$ 881
Avg. Front End Gross	\$ 1,682	\$ 2,014	\$ 1,580
Avg. Finance Gross	\$ 2,139	\$ 2,156	\$ 1,867
PUVR	\$ 3,822	\$ 4,170	\$ 3,447
Total Gross (Units & PUVR)	\$ 489,180	\$ 383,665	\$ 55,151
GROI	173%	354%	99%
% with Trade	39%	39%	31%
Avg. Over/Under Allowance	-23	-2	184



46-60 days	61-90 days	90+ days
6	11	2
5%	9%	2%
67%	73%	0%
54.2	69.4	102.0
\$ 36,600	\$ 33,685	\$ 22,427
106%	112%	102%
\$ (2,086)	\$ (5,225)	\$ (677)
\$ (504)	\$ 665	\$ 111
\$ 2,166	\$ 2,506	\$ 688
\$ 1,662	\$ 3,171	\$ 799
\$ 9,973	\$ 34,886	\$ 1,597
30%	49%	13%
50%	36%	100%
-583	-109	-500