







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	BG0932	2020	Chevrolet	Trax	36	Auction/Wholesale	Yes	\$ 19,997	\$ 19,997	95%	(\$546)	\$0
2	24004B	2019	Dodge	Ram 1500	22	Trade on Used	No	\$ 36,990	\$ 36,990	100%	(\$132)	\$0
3	23429A	2022	GMC	Terrain	13	Trade on New	Yes	\$ 29,990	\$ 28,500	95%	\$1,589	\$0
4	23309C	2021	Dodge	Durango	32	Trade on Used	No	\$ 37,988	\$ 37,198	93%	(\$377)	\$5,285
5	24006A	2017	GMC	Sierra	70	Trade on New	No	\$ 30,998	\$ 29,964	92%	(\$1,503)	\$4,651
6	23270C	2018	Audi	A3	34	Trade on Used	No	\$ 24,998	\$ 24,997	94%	(\$41)	\$0
7	23388A	2020	Chevrolet	Equinox	15	Trade on New	Yes	\$ 29,492	\$ 28,593	96%	(\$364)	\$4,495
8	BG0929	2019	GMC	Sierra	38	Auction/Wholesale	Yes	\$ 48,990	\$ 48,990	98%	(\$3,110)	\$9,096
9	23299A	2020	Honda	HR-V	39	Trade on New	No	\$ 23,497	\$ 23,419	91%	\$167	\$0
10	bg0760A	2017	Chevrolet	Silverado	324	Trade on New	No	\$ 30,990	\$ 30,990	91%	(\$592)	\$2,911
11	23396A	2018	Honda	Odyssey	26	Trade on New	No	\$ 28,990	\$ 28,696	100%	(\$205)	\$1,860
12	23459A	2021	GMC	Canyon	24	Trade on New	Yes	\$ 40,998	\$ 40,475	98%	\$2,559	\$943
13	24013A	2021	GMC	Sierra	38	Trade on New	Yes	\$ 67,482	\$ 67,482	96%	\$147	\$6,848
14	24029A	2021	GMC	Sierra	11	Trade on New	Yes	\$ 54,990	\$ 51,139	100%	\$1,380	\$6,586
15	BG0919A	2021	Chevrolet	Silverado	21	Trade on Used	Yes	\$ 35,987	\$ 35,000	100%	(\$1,036)	\$2,960
16	23169A	2014	Toyota	Venza	17	Trade on New	No	\$ 19,493	\$ 18,668	97%	\$297	\$0
17	23200B	2020	Jeep	Compass	69	Trade on Used	No	\$ 18,886	\$ 18,500	86%	(\$2,050)	\$1,000
18	BG0642L	2020	GMC	Acadia	62	Loaner	Yes	\$ 34,481	\$ 34,481	91%	(\$1,561)	\$4,190
19	23279A	2022	GMC	Sierra	131	Trade on New	Yes	\$ 66,488	\$ 66,488	89%	\$1,937	\$4,361
20	23447A	2022	Jeep	Grand Cherokee	26	Trade on New	No	\$ 57,833	\$ 57,833	99%	\$760	\$2,304
21	BG0885	2023	GMC	Sierra	114	Auction/Wholesale	Yes	\$ 77,893	\$ 77,893	95%	(\$7,275)	\$4,501
22	BG0938	2020	GMC	Sierra	35	Auction/Wholesale	Yes	\$ 48,486	\$ 48,236	99%	(\$3,200)	\$1,596
23	BG0916	2021	GMC	Sierra	61	Auction/Wholesale	Yes	\$ 41,883	\$ 41,883	98%	\$2,456	\$0
24	BG0881	2021	Chevrolet	Tahoe	87	Rental Fleet (Enterprise, et	Yes	\$ 50,996	\$ 50,996	92%	(\$4,292)	\$0
25	BG0899	2019	GMC	Sierra	90	Auction/Wholesale	Yes	\$ 38,545	\$ 38,545	88%	(\$6,471)	\$2,442
26	BG0914	2021	GMC	Sierra	69	Auction/Wholesale	Yes	\$ 39,933	\$ 41,993	89%	(\$3,772)	\$5,508
27	BG0913	2021	GMC	Savana	71	Auction/Wholesale	Yes	\$ 38,772	\$ 38,994	95%	\$3,395	\$5,291
28	BG0912	2018	Honda	Pilot	70	Street/Curb Buy	No	\$ 25,491	\$ 25,491	95%	(\$8,775)	\$4,160
29	BG0904	2019	Buick	Enclave	89	Auction/Wholesale	Yes	\$ 28,493	\$ 27,000	94%	(\$6,659)	\$194
30	BG0949	2022	GMC	Canyon	33	Auction/Wholesale	Yes	\$ 40,997	\$ 39,844	98%	(\$2,274)	\$0



## Scoreboard Totals

% Retailed of Non-Franchise Make	44%
Total # Retail Units	50
Avg. Days to Sale	54.1
Avg. Advertised Price (Time of Sale)	\$ 37,751
Avg. Transaction Price	\$ 37,365
Avg. Market Price at 100%	\$ 39,863
Avg. Price to Market % (Time of Sale)	95%
Avg. Transaction to Market	94%
Avg. Transactional Discount	\$ 385
Avg. Front-End Gross	\$ (1,105)
Avg. Finance Gross	\$ 2,528
PUVR	\$ 1,422
Total Gross (Units & PUVR)	\$ 71,109
GROI	25%
% with Trade	42%
Avg. Over/Under Allowance	\$168



## Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Mike Tarasuik
% Retailed of Non-New Franchise	44%	#DIV/0!	100%
Total # Retail Units	50	0	2
Avg. Days to Sale	54.1	#DIV/0!	24.0
Avg. Advertised Price (Time of Sale)	\$ 37,751	#DIV/0!	\$ 32,990
Avg. Transaction Price	\$ 37,365	#DIV/0!	\$ 32,843
Avg. Market Price at 100%	\$ 39,863	#DIV/0!	\$ 32,990
Avg. Price to Market % (Time of Sale)	95%	#DIV/0!	100%
Avg. Transaction to Market	94%	#DIV/0!	100%
Avg. Transactional Discount	\$ 385	#DIV/0!	\$ 147
Avg. Front-End Gross	\$ (1,105)	#DIV/0!	\$ (169)
Avg. Finance Gross	\$ 2,528	#DIV/0!	\$ 930
PUVR	\$ 1,422	#DIV/0!	\$ 762
Total Gross (Units & PUVR)	\$ 71,109	#DIV/0!	\$ 1,523
GROI	25%	#DIV/0!	35%
% with Trade	42%	#DIV/0!	50%
Avg. Over/Under Allowance	168	#DIV/0!	500



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

Brian Pollack	Randy Davies	Brian Pollack	
14%	50%	14%	#DIV/0!
7	20	7	0
69.7	55.5	69.7	#DIV/0!
\$ 32,780	\$ 36,481	\$ 32,780	#DIV/0!
\$ 32,812	\$ 36,220	\$ 32,812	#DIV/0!
\$ 35,907	\$ 38,397	\$ 35,907	#DIV/0!
91%	95%	91%	#DIV/0!
91%	94%	91%	#DIV/0!
\$ (32)	\$ 261	\$ (32)	#DIV/0!
\$ (2,233)	\$ (566)	\$ (2,233)	#DIV/0!
\$ 2,085	\$ 2,251	\$ 2,085	#DIV/0!
\$ (148)	\$ 1,686	\$ (148)	#DIV/0!
\$ (1,034)	\$ 33,714	\$ (1,034)	#DIV/0!
-2%	30%	-2%	#DIV/0!
43%	45%	43%	#DIV/0!
471	113	471	#DIV/0!





## Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Mike Lucki	Chris Dilorenzo
% Retailed of Non-New Franchise	44%	#DIV/0!	57%
Total # Retail Units	50	0	7
Avg. Days to Sale	54.1	#DIV/0!	45.6
Avg. Advertised Price (Time of Sale)	\$ 37,751	#DIV/0!	\$ 30,620
Avg. Transaction Price	\$ 37,365	#DIV/0!	\$ 30,303
Avg. Market Price at 100%	\$ 39,863	#DIV/0!	\$ 31,907
Avg. Price to Market % (Time of Sale)	95%	#DIV/0!	96%
Avg. Transaction to Market	94%	#DIV/0!	95%
Avg. Transactional Discount	\$ 385	#DIV/0!	\$ 317
Avg. Front-End Gross	\$ (1,105)	#DIV/0!	\$ (1,056)
Avg. Finance Gross	\$ 2,528	#DIV/0!	\$ 822
PUVR	\$ 1,422	#DIV/0!	\$ (233)
Total Gross (Units & PUVR)	\$ 71,109	#DIV/0!	\$ (1,633)
GROI	25%	#DIV/0!	-6%
% with Trade	42%	#DIV/0!	14%
Avg. Over/Under Allowance	168	#DIV/0!	143

































## Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Matt Cote	
% Retailed of Non-New Franchise	44%	32%	#DIV/0!
Total # Retail Units	50	25	0
Avg. Days to Sale	54.1	59.6	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 37,751	\$ 37,960	#DIV/0!
Avg. Transaction Price	\$ 37,365	\$ 37,431	#DIV/0!
Avg. Market Price at 100%	\$ 39,863	\$ 40,038	#DIV/0!
Avg. Price to Market % (Time of Sale)	95%	95%	#DIV/0!
Avg. Transaction to Market	94%	93%	#DIV/0!
Avg. Transactional Discount	\$ 385	\$ 529	#DIV/0!
Avg. Front-End Gross	\$ (1,105)	\$ (1,243)	#DIV/0!
Avg. Finance Gross	\$ 2,528	\$ 3,395	#DIV/0!
PUVR	\$ 1,422	\$ 2,153	#DIV/0!
Total Gross (Units & PUVR)	\$ 71,109	\$ 53,816	#DIV/0!
GROI	25%	35%	#DIV/0!
% with Trade	42%	0%	#DIV/0!
Avg. Over/Under Allowance	168	104	#DIV/0!







## Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	50	33	17
Avg. Days to Sale	54.1	52.0	58.1
Avg. Advertised Price (Time of Sale)	\$ 37,751	\$ 40,362	\$ 32,231
Avg. Transaction Price	\$ 37,365	\$ 40,010	\$ 32,231
Avg. Market Price at 100%	\$ 39,863	\$ 42,449	\$ 34,390
Avg. Price to Market % (Time of Sale)	95%	95%	94%
Avg. Transaction to Market	94%	94%	94%
Avg. Transactional Discount	\$ 385	\$ 352	\$ 449
Avg. Front-End Gross	\$ (1,105)	\$ (1,398)	\$ (536)
Avg. Finance Gross	\$ 2,528	\$ 3,007	\$ 1,597
PUVR	\$ 1,422	\$ 1,609	\$ 1,060
Total Gross (Units & PUVR)	\$ 71,109	\$ 53,086	\$ 18,023
GROI	25%	28%	20%
% with Trade	42%	39%	47%
Avg. Over/Under Allowance	168	133	235



## Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	50	28	22
Avg. Days to Sale	54.1	55.5	52.3
Avg. Advertised Price (Time of Sale)	\$ 37,751	\$ 41,089	\$ 33,115
Avg. Transaction Price	\$ 37,365	\$ 40,704	\$ 33,115
Avg. Market Price at 100%	\$ 39,863	\$ 43,256	\$ 35,196
Avg. Price to Market % (Time of Sale)	95%	95%	94%
Avg. Transaction to Market	94%	94%	94%
Avg. Transactional Discount	\$ 385	\$ 385	\$ 386
Avg. Front-End Gross	\$ (1,105)	\$ (1,426)	\$ (697)
Avg. Finance Gross	\$ 2,528	\$ 3,444	\$ 1,361
PUVR	\$ 1,422	\$ 2,018	\$ 665
Total Gross (Units & PUVR)	\$ 71,109	\$ 56,490	\$ 14,619
GROI	25%	32%	14%
% with Trade	42%	39%	45%
Avg. Over/Under Allowance	168	176	159



## Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	50	19	9
% of Retail Units	100%	38%	18%
% Retailed of Non-New Franchise	44%	47%	89%
Avg. Days to Sale	54.1	52.5	33.6
Avg. Transaction Price	\$ 37,365	\$ 36,680	\$ 35,073
Avg. Transaction to Market %	94%	93%	93%
Avg. Transactional Discount	\$ 385	\$ 724	\$ 514
Avg. Front End Gross	\$ (1,105)	\$ 324	\$ (523)
Avg. Finance Gross	\$ 2,528	\$ 2,834	\$ 1,313
PUVR	\$ 1,422	\$ 3,159	\$ 790
Total Gross (Units & PUVR)	\$ 71,109	\$ 60,016	\$ 7,114
GROI	25%	59%	24%
% with Trade	42%	37%	56%
Avg. Over/Under Allowance	168	-121	167



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
3	16	2	0
6%	32%	4%	0%
67%	13%	0%	#DIV/0!
44.7	67.3	53.5	#DIV/0!
\$ 46,158	\$ 38,296	\$ 26,739	#DIV/0!
98%	94%	94%	#DIV/0!
\$ -	\$ 70	\$ (115)	#DIV/0!
\$ (2,244)	\$ (2,967)	\$ 880	#DIV/0!
\$ 4,086	\$ 2,691	\$ 2,695	#DIV/0!
\$ 1,843	\$ (275)	\$ 3,575	#DIV/0!
\$ 5,528	\$ (4,406)	\$ 7,149	#DIV/0!
32%	-4%	90%	#DIV/0!
67%	38%	0%	#DIV/0!
667	441	0	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	1	0
0%	2%	0%
#DIV/0!	100%	#DIV/0!
#DIV/0!	87.0	#DIV/0!
#DIV/0!	\$ 50,996	#DIV/0!
#DIV/0!	92%	#DIV/0!
#DIV/0!	\$ -	#DIV/0!
#DIV/0!	\$ (4,292)	#DIV/0!
#DIV/0!	\$ -	#DIV/0!
#DIV/0!	\$ (4,292)	#DIV/0!
#DIV/0!	\$ (4,292)	#DIV/0!
#DIV/0!	-35%	#DIV/0!
#DIV/0!	100%	#DIV/0!
#DIV/0!	0	#DIV/0!

## Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	50	14	17
% of Retail Units	100%	28%	34%
% Retailed of Non-New Franchise	44%	57%	41%
Avg. Days to Sale	54.1	19.1	37.0
Avg. Transaction Price	\$ 37,365	\$ 35,807	\$ 39,622
Avg. Transaction to Market %	94%	96%	95%
Avg. Transactional Discount	\$ 385	\$ 673	\$ 386
Avg. Front End Gross	\$ (1,105)	\$ 493	\$ (539)
Avg. Finance Gross	\$ 2,528	\$ 2,046	\$ 3,204
PUVR	\$ 1,422	\$ 2,540	\$ 2,665
Total Gross (Units & PUVR)	\$ 71,109	\$ 35,554	\$ 45,305
GROI	25%	133%	65%
% with Trade	42%	43%	35%
Avg. Over/Under Allowance	168	71	59



46-60 days	61-90 days	90+ days
2	12	5
4%	24%	10%
100%	33%	20%
55.0	74.2	161.4
\$ 36,749	\$ 32,136	\$ 46,850
89%	91%	91%
\$ 1,231	\$ 69	\$ -
\$ (1,370)	\$ (2,739)	\$ (3,482)
\$ -	\$ 2,286	\$ 3,166
\$ (1,370)	\$ (453)	\$ (316)
\$ (2,739)	\$ (5,431)	\$ (1,580)
-24%	-7%	-2%
50%	25%	100%
0	209	789