

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	U4598	2021	Chevrolet	equinox	31	ntal Fleet (Enterprise, e	No	\$ 27,225	\$ 24,500	90%	\$625	\$1,687
2	U4605	2020	Dodge	Durango	31	Auction/Wholesale	No	\$ 36,499	\$ 35,000	96%	(\$485)	\$2,634
3	Z4570A	2019	Ram	1500	42	Trade on New	No	\$ 26,995	\$ 26,995	100%	\$1,444	\$0
4	U4534	2019	Jeep	compass	5	ntal Fleet (Enterprise, e	No	\$ 23,725	\$ 21,275	90%	\$2,025	\$2,747
5	U4565	2020	Toyota	Corolla	5	Auction/Wholesale	No	\$ 18,995	\$ 15,000	79%	\$558	\$0
6	U4584	2015	Honda	CRV	60	ntal Fleet (Enterprise, e	No	\$ 22,995	\$ 21,995	96%	\$2,144	\$252
7	U4317E	2018	Nissan	Frontier	125	Trade on Used	No	\$ 25,995	\$ 25,250	97%	\$2,992	\$638
8	U4625	2017	Ford	FUSION	37	ntal Fleet (Enterprise, e	No	\$ 15,995	\$ 15,995	100%	(\$353)	\$0
9	U4530	2019	Buick	ENCORE	17	ntal Fleet (Enterprise, e	No	\$ 15,995	\$ 15,995	100%	\$3,740	\$215
10	U4602A	2012	Ram	3500	39	Trade on Used	No	\$ 29,995	\$ 27,500	92%	\$2,855	\$0
11	U4572A	2021	Jeep	COMPASS	51	Trade on Used	No	\$ 29,995	\$ 27,500	92%	\$2,820	\$2,126
12	U4606	2020	Chevrolet	Equinox	54	Auction/Wholesale	No	\$ 25,995	\$ 23,000	88%	\$103	\$1,656
13	U4593	2022	Chevrolet	Suburban	32	ntal Fleet (Enterprise, e	No	\$ 69,995	\$ 67,500	96%	\$1,519	\$1,994
14	Z4654A	2021	Kia	Forte	4	Trade on New	No	\$ 23,995	\$ 23,995	100%	\$4,040	\$0
15	U4569	2018	Ford	Focus	46	ntal Fleet (Enterprise, e	No	\$ 19,025	\$ 19,025	100%	\$1,554	\$0
16	U4340	2020	Jeep	Wrangler	71	Auction/Wholesale	No	\$ 36,995	\$ 35,995	97%	\$2,988	\$3,594
17	U4642	2020	Ram	2500	1	Street/Curb Buy	No	\$ 53,900	\$ 53,900	100%	\$4,636	\$5,121
18	U4621	2020	Jeep	Gladiator	22	Street/Curb Buy	No	\$ 45,995	\$ 45,995	100%	\$8,501	\$47,374
19	U4532	2016	Nissan	Altima	97	Auction/Wholesale	No	\$ 13,375	\$ 12,500	93%	\$2,659	\$1,502
20	U4632	2021	Ram	2500	20	ntal Fleet (Enterprise, e	No	\$ 53,995	\$ 53,995	100%	\$4,895	\$3,225
21	U4591	2021	Ford	Expedition	41	ntal Fleet (Enterprise, e	No	\$ 54,995	\$ 52,415	95%	\$4,004	\$648
22	U4571	2012	Lexus	gx460	56	Auction/Wholesale	No	\$ 24,995	\$ 23,995	96%	\$2,321	\$633
23	U4590	2019	Ram	1500	50	Auction/Wholesale	No	\$ 29,995	\$ 26,995	90%	\$2,312	\$0
24	U4634	2021	Ram	1500	24	ntal Fleet (Enterprise, e	No	\$ 34,995	\$ 34,260	98%	\$1,845	\$2,551
25	U4573	2018	Chevrolet	Silverado	59	Auction/Wholesale	No	\$ 35,950	\$ 34,900	97%	\$3,568	\$1,197
26	U4619	2020	Nissan	Maxima	33	ntal Fleet (Enterprise, e	No	\$ 29,995	\$ 29,865	100%	\$956	\$2,702
27	U4564	2017	Ford	Explorer	7	Auction/Wholesale	No	\$ 23,995	\$ 23,995	100%	\$188	\$0
28	U4623	2018	Ford	Explorer	30	Auction/Wholesale	No	\$ 28,425	\$ 28,425	100%	\$3,884	\$1,459
29	U4609	2019	Jeep	Compass	41	Auction/Wholesale	No	\$ 25,995	\$ 23,875	92%	\$1,915	\$2,876
30	U4636	2015	Ram	1500	27	Auction/Wholesale	No	\$ 25,200	\$ 22,675	90%	\$1,642	\$563
31	U4575	2021	Mitsubishi	Outlander	11	Auction/Wholesale	No	\$ 25,500	\$ 22,900	90%	\$951	\$1,949
32	Z4703A	2019	Jeep	Grandcherokee	27	Trade on New	No	\$ 27,995	\$ 23,200	83%	\$2,151	\$1,612
33	U4592	2019	Ford	Edgde	53	Auction/Wholesale	No	\$ 27,995	\$ 23,995	86%	(\$287)	\$2,847
34	U4208A	2018	Ford	Explorer	39	Trade on Used	No	\$ 21,995	\$ 20,300	92%	\$134	\$1,065
35	U4581	2020	Chrysler	Pacifica	66	ntal Fleet (Enterprise, e	No	\$ 26,995	\$ 23,405	87%	(\$376)	\$2,586
36	U4587	2019	Ram	1500	58	ntal Fleet (Enterprise, e	No	\$ 29,995	\$ 25,495	85%	\$653	\$1,706
37	U4657	2020	Ram	2500	6	ntal Fleet (Enterprise, e	No	\$ 54,995	\$ 54,995	100%	\$4,916	\$3,130
38	U4633	2021	Ram	1500	35	ntal Fleet (Enterprise, e	No	\$ 34,900	\$ 31,950	92%	(\$58)	\$5,083
39	U4574	2020	Ford	F150	16	Auction/Wholesale	No	\$ 42,750	\$ 39,100	92%	\$344	\$1,650
40	U4613A	2020	Nissan	Pathfinder	32	Trade on Used	No	\$ 29,995	\$ 29,995	100%	\$1,945	\$0
41	U4631	2016	Jeep	Patriot	40	Street/Curb Buy	No	\$ 14,995	\$ 14,995	100%	\$917	\$0
42	U4638	2016	Chrysler	200	37	Auction/Wholesale	No	\$ 19,725	\$ 19,000	96%	\$101	\$295
43	Z4678A	2020	Ram	3500	29	Trade on New	No	\$ 67,595	\$ 67,595	100%	\$6,451	\$6,652
44	U4593A	2019	Chevrolet	Suburban	31	Trade on Used	No	\$ 38,995	\$ 38,995	100%	\$4,156	\$2,482
45	U4566	2020	Ford	Ranger	23	ntal Fleet (Enterprise, e	No	\$ 39,995	\$ 35,000	88%	\$474	\$1,859
46	U4418	2018	Nissan	Titán	104	Auction/Wholesale	No	\$ 29,995	\$ 29,747	99%	\$3,267	\$500
47	U4642	2018	Ford	f150	39	Street/Curb Buy	No	\$ 34,995	\$ 32,995	94%	\$2,747	\$2,005
48	U4661	2020	Ford	f150	20	Auction/Wholesale	No	\$ 39,995	\$ 38,763	97%	\$444	\$3,146
49	U4677	2015	Ram	1500	12	Auction/Wholesale	No	\$ 26,995	\$ 25,000	93%	\$3,331	\$236
50	U4679	2015	Dodge	Durango	13	Auction/Wholesale	No	\$ 23,995	\$ 21,860	91%	\$320	\$0
51	U4683	2016	Ford	escap	16	Street/Curb Buy	No	\$ 15,995	\$ 11,310	70%	\$1,885	\$0
52	U4637	2017	Ford	explorer	51	Auction/Wholesale	No	\$ 19,995	\$ 17,387	87%	(\$150)	\$1,028
53	U4670	2017	Kia	Sorento	22	Street/Curb Buy	No	\$ 21,995	\$ 21,995	100%	\$5,719	\$1,500

Scoreboard Totals

% Retailed of Non-Franchise Make	66%
Total # Retail Units	83
Avg. Days to Sale	34.3
Avg. Advertised Price (Time of Sale)	\$ 30,779
Avg. Transaction Price	\$ 29,227
Avg. Market Price at 100%	\$ 32,647
Avg. Price to Market % (Time of Sale)	94%
Avg. Transaction to Market	90%
Avg. Transactional Discount	\$ 1,551
Avg. Front-End Gross	\$ 2,208
Avg. Finance Gross	\$ 1,826
PUVR	\$ 4,034
Total Gross (Units & PUVR)	\$ 334,808
GROI	145%
% with Trade	43%
Avg. Over/Under Allowance	\$344



Scoreboard

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Desk Manager	Totals	Bob Atwood	Jason Trujillo
% Retailed of Non-New Franchise	66%	#DIV/0!	88%
Total # Retail Units	83	0	8
Avg. Days to Sale	34.3	#DIV/0!	26.6
Avg. Advertised Price (Time of Sale)	\$ 30,779	#DIV/0!	\$ 30,245
Avg. Transaction Price	\$ 29,227	#DIV/0!	\$ 27,818
Avg. Market Price at 100%	\$ 32,647	#DIV/0!	\$ 33,123
Avg. Price to Market % (Time of Sale)	94%	#DIV/0!	91%
Avg. Transaction to Market	90%	#DIV/0!	84%
Avg. Transactional Discount	\$ 1,551	#DIV/0!	\$ 2,427
Avg. Front-End Gross	\$ 2,208	#DIV/0!	\$ 1,510
Avg. Finance Gross	\$ 1,826	#DIV/0!	\$ 765
PUVR	\$ 4,034	#DIV/0!	\$ 2,275
Total Gross (Units & PUVR)	\$ 334,808	#DIV/0!	\$ 18,198
GROI	145%	#DIV/0!	111%
% with Trade	43%	#DIV/0!	25%
Avg. Over/Under Allowance	344	#DIV/0!	125



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Cody Lujan	Brandon Baker	Zac Cullum	
73%	61%	67%	#DIV/0!
11	46	18	0
40.2	34.4	33.9	#DIV/0!
\$ 28,664	\$ 33,640	\$ 24,996	#DIV/0!
\$ 27,831	\$ 32,065	\$ 23,454	#DIV/0!
\$ 29,575	\$ 35,393	\$ 26,731	#DIV/0!
97%	95%	94%	#DIV/0!
94%	91%	88%	#DIV/0!
\$ 833	\$ 1,574	\$ 1,543	#DIV/0!
\$ 2,108	\$ 2,321	\$ 2,291	#DIV/0!
\$ 1,236	\$ 2,513	\$ 902	#DIV/0!
\$ 3,344	\$ 4,834	\$ 3,193	#DIV/0!
\$ 36,786	\$ 222,357	\$ 57,467	#DIV/0!
108%	158%	145%	#DIV/0!
36%	52%	33%	#DIV/0!
159	489	184	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Terrence Trujillo	Carole Charley
% Retailed of Non-New Franchise	66%	86%	54%
Total # Retail Units	83	21	24
Avg. Days to Sale	34.3	33.8	31.3
Avg. Advertised Price (Time of Sale)	\$ 30,779	\$ 30,945	\$ 31,549
Avg. Transaction Price	\$ 29,227	\$ 29,355	\$ 29,875
Avg. Market Price at 100%	\$ 32,647	\$ 32,795	\$ 33,390
Avg. Price to Market % (Time of Sale)	94%	94%	94%
Avg. Transaction to Market	90%	90%	89%
Avg. Transactional Discount	\$ 1,551	\$ 1,590	\$ 1,674
Avg. Front-End Gross	\$ 2,208	\$ 2,137	\$ 2,066
Avg. Finance Gross	\$ 1,826	\$ 1,094	\$ 1,558
PUVR	\$ 4,034	\$ 3,231	\$ 3,625
Total Gross (Units & PUVR)	\$ 334,808	\$ 67,848	\$ 86,991
GROI	145%	117%	139%
% with Trade	43%	43%	46%
Avg. Over/Under Allowance	344	200	407



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

Trace Meyers	Cole Walker	Savion Jones-Embry	Henry Blum
67%	62%	67%	57%
12	13	6	7
27.9	38.8	53.7	32.3
\$ 35,523	\$ 28,686	\$ 25,950	\$ 27,528
\$ 34,408	\$ 27,135	\$ 24,960	\$ 25,285
\$ 36,742	\$ 30,465	\$ 27,009	\$ 30,068
97%	94%	96%	92%
94%	89%	92%	84%
\$ 1,115	\$ 1,551	\$ 990	\$ 2,243
\$ 2,839	\$ 2,269	\$ 2,804	\$ 1,199
\$ 1,390	\$ 4,774	\$ 683	\$ 1,191
\$ 4,229	\$ 7,044	\$ 3,487	\$ 2,391
\$ 50,744	\$ 91,566	\$ 20,923	\$ 16,735
158%	241%	94%	105%
50%	46%	50%	14%
475	235	583	329

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Dee Blackhorse	Cody Lujan
% Retailed of Non-New Franchise	66%	66%	50%
Total # Retail Units	83	50	10
Avg. Days to Sale	34.3	35.2	32.2
Avg. Advertised Price (Time of Sale)	\$ 30,779	\$ 33,277	\$ 28,286
Avg. Transaction Price	\$ 29,227	\$ 31,830	\$ 26,791
Avg. Market Price at 100%	\$ 32,647	\$ 34,885	\$ 29,956
Avg. Price to Market % (Time of Sale)	94%	95%	94%
Avg. Transaction to Market	90%	91%	89%
Avg. Transactional Discount	\$ 1,551	\$ 1,448	\$ 1,495
Avg. Front-End Gross	\$ 2,208	\$ 2,298	\$ 2,109
Avg. Finance Gross	\$ 1,826	\$ 2,383	\$ 940
PUVR	\$ 4,034	\$ 4,681	\$ 3,049
Total Gross (Units & PUVR)	\$ 334,808	\$ 234,038	\$ 30,487
GROI	145%	150%	127%
% with Trade	43%	0%	0%
Avg. Over/Under Allowance	344	461	365



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

Zac Cullum	Jason Trujillo		
73%	100%	#DIV/0!	#DIV/0!
22	1	0	0
32.6	51.0	#DIV/0!	#DIV/0!
\$ 26,723	\$ 19,995	#DIV/0!	#DIV/0!
\$ 24,959	\$ 17,387	#DIV/0!	#DIV/0!
\$ 28,762	\$ 22,983	#DIV/0!	#DIV/0!
93%	87%	#DIV/0!	#DIV/0!
87%	76%	#DIV/0!	#DIV/0!
\$ 1,765	\$ 2,608	#DIV/0!	#DIV/0!
\$ 2,157	\$ (150)	#DIV/0!	#DIV/0!
\$ 998	\$ 1,028	#DIV/0!	#DIV/0!
\$ 3,155	\$ 878	#DIV/0!	#DIV/0!
\$ 69,405	\$ 878	#DIV/0!	#DIV/0!
140%	36%	#DIV/0!	#DIV/0!
18%	0%	#DIV/0!	#DIV/0!
82	0	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	83	0	83
Avg. Days to Sale	34.3	#DIV/0!	34.3
Avg. Advertised Price (Time of Sale)	\$ 30,779	#DIV/0!	\$ 29,227
Avg. Transaction Price	\$ 29,227	#DIV/0!	\$ 29,227
Avg. Market Price at 100%	\$ 32,647	#DIV/0!	\$ 32,525
Avg. Price to Market % (Time of Sale)	94%	#DIV/0!	90%
Avg. Transaction to Market	90%	#DIV/0!	90%
Avg. Transactional Discount	\$ 1,551	#DIV/0!	\$ 1,551
Avg. Front-End Gross	\$ 2,208	#DIV/0!	\$ 2,208
Avg. Finance Gross	\$ 1,826	#DIV/0!	\$ 1,826
PUVR	\$ 4,034	#DIV/0!	\$ 4,034
Total Gross (Units & PUVR)	\$ 334,808	#DIV/0!	\$ 334,808
GROI	145%	#DIV/0!	145%
% with Trade	43%	#DIV/0!	43%
Avg. Over/Under Allowance	344	#DIV/0!	344



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	83	28	55
Avg. Days to Sale	34.3	29.4	36.8
Avg. Advertised Price (Time of Sale)	\$ 30,779	\$ 33,822	\$ 27,548
Avg. Transaction Price	\$ 29,227	\$ 32,525	\$ 27,548
Avg. Market Price at 100%	\$ 32,647	\$ 35,254	\$ 31,135
Avg. Price to Market % (Time of Sale)	94%	96%	88%
Avg. Transaction to Market	90%	92%	88%
Avg. Transactional Discount	\$ 1,551	\$ 1,297	\$ 1,681
Avg. Front-End Gross	\$ 2,208	\$ 3,001	\$ 1,804
Avg. Finance Gross	\$ 1,826	\$ 3,485	\$ 981
PUVR	\$ 4,034	\$ 6,486	\$ 2,785
Total Gross (Units & PUVR)	\$ 334,808	\$ 181,619	\$ 153,188
GROI	145%	244%	99%
% with Trade	43%	46%	42%
Avg. Over/Under Allowance	344	517	255



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	83	6	9
% of Retail Units	100%	7%	11%
% Retailed of Non-New Franchise	66%	33%	78%
Avg. Days to Sale	34.3	27.7	40.6
Avg. Transaction Price	\$ 29,227	\$ 30,506	\$ 27,602
Avg. Transaction to Market %	90%	86%	93%
Avg. Transactional Discount	\$ 1,551	\$ 1,756	\$ 1,047
Avg. Front End Gross	\$ 2,208	\$ 3,218	\$ 2,429
Avg. Finance Gross	\$ 1,826	\$ 1,377	\$ 1,092
PUVR	\$ 4,034	\$ 4,596	\$ 3,521
Total Gross (Units & PUVR)	\$ 334,808	\$ 27,573	\$ 31,685
GROI	145%	196%	113%
% with Trade	43%	17%	67%
Avg. Over/Under Allowance	344	133	800



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
12	33	0	0
14%	40%	0%	0%
58%	76%	#DIV/0!	#DIV/0!
25.8	39.1	#DIV/0!	#DIV/0!
\$ 26,988	\$ 27,596	#DIV/0!	#DIV/0!
90%	88%	#DIV/0!	#DIV/0!
\$ 1,231	\$ 1,621	#DIV/0!	#DIV/0!
\$ 3,252	\$ 1,650	#DIV/0!	#DIV/0!
\$ 4,963	\$ 1,170	#DIV/0!	#DIV/0!
\$ 8,215	\$ 2,820	#DIV/0!	#DIV/0!
\$ 98,585	\$ 93,045	#DIV/0!	#DIV/0!
424%	94%	#DIV/0!	#DIV/0!
42%	36%	#DIV/0!	#DIV/0!
508	263	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	23	0
0%	28%	0%
#DIV/0!	61%	#DIV/0!
#DIV/0!	31.2	#DIV/0!
#DIV/0!	\$ 33,039	#DIV/0!
#DIV/0!	90%	#DIV/0!
#DIV/0!	\$ 1,762	#DIV/0!
#DIV/0!	\$ 2,114	#DIV/0!
#DIV/0!	\$ 1,534	#DIV/0!
#DIV/0!	\$ 3,649	#DIV/0!
#DIV/0!	\$ 83,920	#DIV/0!
#DIV/0!	128%	#DIV/0!
#DIV/0!	52%	#DIV/0!
#DIV/0!	250	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	83	40	22
% of Retail Units	100%	48%	27%
% Retailed of Non-New Franchise	66%	57%	73%
Avg. Days to Sale	34.3	16.5	36.4
Avg. Transaction Price	\$ 29,227	\$ 30,498	\$ 29,603
Avg. Transaction to Market %	90%	89%	92%
Avg. Transactional Discount	\$ 1,551	\$ 1,467	\$ 1,407
Avg. Front End Gross	\$ 2,208	\$ 2,663	\$ 1,800
Avg. Finance Gross	\$ 1,826	\$ 2,515	\$ 1,280
PUVR	\$ 4,034	\$ 5,178	\$ 3,080
Total Gross (Units & PUVR)	\$ 334,808	\$ 207,115	\$ 67,763
GROI	145%	370%	103%
% with Trade	43%	50%	36%
Avg. Over/Under Allowance	344	374	366



46-60 days	61-90 days	90+ days
12	6	3
14%	7%	4%
75%	67%	100%
53.0	71.0	108.7
\$ 24,866	\$ 31,465	\$ 22,499
84%	88%	93%
\$ 2,266	\$ 1,675	\$ 623
\$ 1,706	\$ 1,295	\$ 2,973
\$ 1,013	\$ 1,330	\$ 880
\$ 2,719	\$ 2,624	\$ 3,853
\$ 32,626	\$ 15,746	\$ 11,558
74%	42%	57%
25%	50%	67%
42	621	433