

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	AF3717	2021	Jeep	GRAND CHEROKEE	30	Auction/Wholesale	No	\$ 41,982	42,231.00	100%	34.67	.00
2	PF3733	2019	Ford	EXPEDITION	8	Street/Curb Buy	No	\$ 48,995	48,245.00	98%	1,683.41	2,086.31
3	AP4057	2022	Ford	EXPLORER	81	Auction/Wholesale	No	\$ 38,115	37,224.00	100%	-952.59	3,079.28
4	AF3740	2020	Ford	F-150	2	Auction/Wholesale	No	\$ 34,500	33,500.00	97%	-357.06	2,664.23
5	PF3690	2020	Mazda	MAZDA6	55	Street/Curb Buy	No	\$ 25,565	25,000.00	99%	-2,291.35	.00
6	3FT7824	2023	Ford	EXPEDITION	21	Trade on New	No	\$ 75,000	72,350.00	100%	-4,758.42	1,980.78
7	3FT7809A	2023	Acura	INTEGRA	33	Trade on New	No	\$ 34,884	34,884.00	98%	-1,894.58	.00
8	3FT7657A	2021	Toyota	TUNDRA 4WD	27	Trade on New	No	\$ 43,807	43,807.00	98%	924.47	6,066.75
9	3FT7750B	2021	Ford	BRONCO SPORT	31	Trade on Used	No	\$ 30,699	30,699.00	96%	-602.53	1,214.17
10	3FT7816A	2016	NISSAN	FRONTIER	12	Trade on New	No	\$ 18,995	18,995.00	99%	1,013.61	789.00
11	3FC7818A	2016	LEXUS	IS 300	20	Trade on New	No	\$ 22,996	23,500.00	98%	655.00	3,488.70
12	AJ4223B	2020	FORD	EXPLORER	53	Auction/Wholesale	No	\$ 39,449	37,000.00	98%	-2,079.00	4,146.24
13	PF3733A	2018	FORD	FUSION	7	Street/Curb Buy	No	\$ 19,800	18,364.00	97%	412.88	1,826.80
14	3FT7809B	2023	FORD	BRONCO	9	Trade on Used	No	\$ 59,629	59,629.00	100%	6,609.71	3,023.00
15	AF3703	2021	Ford	EDGE	48	Auction/Wholesale	No	\$ 23,998	23,998.00	93%	-502.43	4,398.79
16	AF3721A	2020	FORD	FUSION	22	Auction/Wholesale	No	\$ 20,738	20,738.00	94%	-895.46	789.00
17	3FT7824A	2021	Ford	F-150	11	Trade on New	No	\$ 47,604	43,704.00	99%	1,910.96	1,810.05
18	3FT7821A	2014	GMC	SIERRA 1500	5	Trade on New	No	\$ 26,588	25,477.81	98%	868.13	1,214.97
19	AF3752	2021	Chrysler	300	4	Auction/Wholesale	No	\$ 31,964	31,946.00	101%	1,534.46	3,615.06
20	AF3728	2020	Hyundai	SANTA FE	23	Auction/Wholesale	No	\$ 25,790	25,790.00	99%	-3,260.62	306.10
21	3FT7842	2023	Ford	BRONCO	9	ntal Fleet (Enterprise, e	No	\$ 105,000	102,475.00	107%	7,299.86	706.00
22	3FT7846A	2022	Ford	SUPER DUTY F-25	4	Trade on New	No	\$ 69,988	67,800.00	103%	1,524.35	3,731.43
23	3FT7781A	2021	Ford	F-150	44	Trade on New	No	\$ 40,619	47,547.50	95%	-2,659.52	2,451.00
24	2JT7339A	2020	Ford	ECOSPORT	56	Trade on New	No	\$ 18,498	18,498.00	92%	-1,037.57	3,726.79
25	AF3699	2021	Ford	EXPEDITION	61	Auction/Wholesale	No	\$ 43,979	43,000.00	94%	-3,377.25	.00
26	DF3661	2021	Ford	ECOSPORT	113	ntal Fleet (Enterprise, e	No	\$ 20,648	20,989.00	89%	-3,866.27	4,129.94
27	3FT7809C	2011	Chevrolet	CAMARO	12	Trade on Used	No	\$ 12,589	11,500.00	115%	-542.50	.00
28	AF3735	2020	Nissan	ALTIMA	25	Auction/Wholesale	No	\$ 21,409	23,000.00	101%	-321.81	369.49

Scoreboard Totals

% Retailed of Non-Franchise Make	100%
Total # Retail Units	52
Avg. Days to Sale	36.1
Avg. Advertised Price (Time of Sale)	\$ 35,019
Avg. Transaction Price	\$ 34,390
Avg. Market Price at 100%	\$ 35,622
Avg. Price to Market % (Time of Sale)	98%
Avg. Transaction to Market	97%
Avg. Transactional Discount	\$ 629
Avg. Front-End Gross	\$ (1,032)
Avg. Finance Gross	\$ 2,288
PUVR	\$ 1,256
Total Gross (Units & PUVR)	\$ 65,336
GROI	36%
% with Trade	0%
Avg. Over/Under Allowance	(\$407)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	E WOODARD (3074)
% Retailed of Non-New Franchise	100%	#DIV/0!	100%
Total # Retail Units	52	0	17
Avg. Days to Sale	36.1	#DIV/0!	36.5
Avg. Advertised Price (Time of Sale)	\$ 35,019	#DIV/0!	\$ 29,145
Avg. Transaction Price	\$ 34,390	#DIV/0!	\$ 28,419
Avg. Market Price at 100%	\$ 35,622	#DIV/0!	\$ 29,575
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	99%
Avg. Transaction to Market	97%	#DIV/0!	96%
Avg. Transactional Discount	\$ 629	#DIV/0!	\$ 726
Avg. Front-End Gross	\$ (1,032)	#DIV/0!	\$ (1,030)
Avg. Finance Gross	\$ 2,288	#DIV/0!	\$ 1,224
PUVR	\$ 1,256	#DIV/0!	\$ 195
Total Gross (Units & PUVR)	\$ 65,336	#DIV/0!	\$ 3,308
GROI	36%	#DIV/0!	7%
% with Trade	0%	#DIV/0!	0%
Avg. Over/Under Allowance	-407	#DIV/0!	-673



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

ENNIE HAZEN (199		ARY C WALKER (58164)	
100%	100%	#DIV/0!	#DIV/0!
13	22	0	0
43.2	31.6	#DIV/0!	#DIV/0!
\$ 43,078	\$ 34,797	#DIV/0!	#DIV/0!
\$ 42,470	\$ 34,230	#DIV/0!	#DIV/0!
\$ 43,499	\$ 35,442	#DIV/0!	#DIV/0!
99%	98%	#DIV/0!	#DIV/0!
98%	97%	#DIV/0!	#DIV/0!
\$ 608	\$ 567	#DIV/0!	#DIV/0!
\$ (1,378)	\$ (828)	#DIV/0!	#DIV/0!
\$ 2,461	\$ 3,008	#DIV/0!	#DIV/0!
\$ 1,083	\$ 2,180	#DIV/0!	#DIV/0!
\$ 14,074	\$ 47,953	#DIV/0!	#DIV/0!
21%	72%	#DIV/0!	#DIV/0!
0%	0%	#DIV/0!	#DIV/0!
-185	-332	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	WARREN D WIGGIN	CODY BETTS (56344
% Retailed of Non-New Franchise	100%	100%	100%
Total # Retail Units	52	9	9
Avg. Days to Sale	36.1	40.0	26.3
Avg. Advertised Price (Time of Sale)	\$ 35,019	\$ 37,206	\$ 36,297
Avg. Transaction Price	\$ 34,390	\$ 36,009	\$ 35,302
Avg. Market Price at 100%	\$ 35,622	\$ 36,676	\$ 36,716
Avg. Price to Market % (Time of Sale)	98%	101%	99%
Avg. Transaction to Market	97%	98%	96%
Avg. Transactional Discount	\$ 629	\$ 1,197	\$ 995
Avg. Front-End Gross	\$ (1,032)	\$ (645)	\$ 40
Avg. Finance Gross	\$ 2,288	\$ 1,139	\$ 2,335
PUVR	\$ 1,256	\$ 494	\$ 2,375
Total Gross (Units & PUVR)	\$ 65,336	\$ 4,442	\$ 21,378
GROI	36%	12%	92%
% with Trade	0%	0%	0%
Avg. Over/Under Allowance	-407	0	-1,028



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

ANGELIA SHAW (74)	HENRY E HODGE (71)	BELARRY HODGES (71)	CHRIS LONG (84564)
100%	100%	100%	100%
12	7	6	1
49.0	22.7	35.2	9.0
\$ 28,583	\$ 39,791	\$ 34,496	\$ 59,629
\$ 28,134	\$ 38,902	\$ 34,379	\$ 59,629
\$ 29,600	\$ 40,305	\$ 35,501	\$ 59,629
97%	99%	97%	100%
95%	97%	97%	100%
\$ 449	\$ 889	\$ 117	\$ -
\$ (1,494)	\$ (1,681)	\$ (2,323)	\$ 6,610
\$ 2,361	\$ 2,713	\$ 3,049	\$ 3,023
\$ 867	\$ 1,032	\$ 726	\$ 9,633
\$ 10,406	\$ 7,226	\$ 4,359	\$ 9,633
23%	42%	22%	646%
0%	0%	0%	0%
-550	-444	-167	0

JACOB A MIDDLETON (2780)			
100%	#DIV/0!	#DIV/0!	#DIV/0!
8	0	0	0
39.3	#DIV/0!	#DIV/0!	#DIV/0!
\$ 33,919	#DIV/0!	#DIV/0!	#DIV/0!
\$ 33,833	#DIV/0!	#DIV/0!	#DIV/0!
\$ 34,685	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
98%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 86	#DIV/0!	#DIV/0!	#DIV/0!
\$ (1,397)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,384	#DIV/0!	#DIV/0!	#DIV/0!
\$ 987	#DIV/0!	#DIV/0!	#DIV/0!
\$ 7,893	#DIV/0!	#DIV/0!	#DIV/0!
27%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
-150	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	KEITH E CLARK	JACOB A MIDDLE
% Retailed of Non-New Franchise	100%	100%	100%
Total # Retail Units	52	33	14
Avg. Days to Sale	36.1	36.0	35.6
Avg. Advertised Price (Time of Sale)	\$ 35,019	\$ 41,059	\$ 21,999
Avg. Transaction Price	\$ 34,390	\$ 40,456	\$ 21,177
Avg. Market Price at 100%	\$ 35,622	\$ 41,634	\$ 22,239
Avg. Price to Market % (Time of Sale)	98%	99%	99%
Avg. Transaction to Market	97%	97%	95%
Avg. Transactional Discount	\$ 629	\$ 603	\$ 822
Avg. Front-End Gross	\$ (1,032)	\$ (890)	\$ (1,035)
Avg. Finance Gross	\$ 2,288	\$ 3,259	\$ 737
PUVR	\$ 1,256	\$ 2,370	\$ (297)
Total Gross (Units & PUVR)	\$ 65,336	\$ 78,194	\$ (4,163)
GROI	36%	59%	-14%
% with Trade	0%	0%	0%
Avg. Over/Under Allowance	-407	-350	-585



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

LEE WOODARD (30744)			
100%	#DIV/0!	#DIV/0!	#DIV/0!
5	0	0	0
38.2	#DIV/0!	#DIV/0!	#DIV/0!
\$ 31,611	#DIV/0!	#DIV/0!	#DIV/0!
\$ 31,352	#DIV/0!	#DIV/0!	#DIV/0!
\$ 32,541	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
96%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 259	#DIV/0!	#DIV/0!	#DIV/0!
\$ (1,958)	#DIV/0!	#DIV/0!	#DIV/0!
\$ 219	#DIV/0!	#DIV/0!	#DIV/0!
\$ (1,739)	#DIV/0!	#DIV/0!	#DIV/0!
\$ (8,695)	#DIV/0!	#DIV/0!	#DIV/0!
-52%	#DIV/0!	#DIV/0!	#DIV/0!
0%	#DIV/0!	#DIV/0!	#DIV/0!
-280	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Trade on Use	Trade on Use
Total # Retail Units	52	0	0
Avg. Days to Sale	36.1	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 35,019	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 34,390	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 35,622	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	97%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 629	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ (1,032)	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,288	#DIV/0!	#DIV/0!
PUVR	\$ 1,256	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 65,336	#DIV/0!	#DIV/0!
GROI	36%	#DIV/0!	#DIV/0!
% with Trade	0%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-407	#DIV/0!	#DIV/0!



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	52	0	52
Avg. Days to Sale	36.1	#DIV/0!	36.1
Avg. Advertised Price (Time of Sale)	\$ 35,019	#DIV/0!	\$ 34,390
Avg. Transaction Price	\$ 34,390	#DIV/0!	\$ 34,390
Avg. Market Price at 100%	\$ 35,622	#DIV/0!	\$ 35,538
Avg. Price to Market % (Time of Sale)	98%	#DIV/0!	97%
Avg. Transaction to Market	97%	#DIV/0!	97%
Avg. Transactional Discount	\$ 629	#DIV/0!	\$ 629
Avg. Front-End Gross	\$ (1,032)	#DIV/0!	\$ (1,032)
Avg. Finance Gross	\$ 2,288	#DIV/0!	\$ 2,288
PUVR	\$ 1,256	#DIV/0!	\$ 1,256
Total Gross (Units & PUVR)	\$ 65,336	#DIV/0!	\$ 65,336
GROI	36%	#DIV/0!	36%
% with Trade	0%	#DIV/0!	0%
Avg. Over/Under Allowance	-407	#DIV/0!	-407



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	52	15	3
% of Retail Units	100%	29%	6%
% Retailed of Non-New Franchise	100%	100%	100%
Avg. Days to Sale	36.1	28.7	17.3
Avg. Transaction Price	\$ 34,390	\$ 38,422	\$ 33,943
Avg. Transaction to Market %	97%	97%	100%
Avg. Transactional Discount	\$ 629	\$ 435	\$ 363
Avg. Front End Gross	\$ (1,032)	\$ (671)	\$ 1,822
Avg. Finance Gross	\$ 2,288	\$ 2,215	\$ 1,412
PUVR	\$ 1,256	\$ 1,545	\$ 3,234
Total Gross (Units & PUVR)	\$ 65,336	\$ 23,168	\$ 9,702
GROI	36%	50%	198%
% with Trade	0%	0%	0%
Avg. Over/Under Allowance	-407	-797	-166



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
5	26	0	0
10%	50%	0%	0%
100%	100%	#DIV/0!	#DIV/0!
48.4	39.5	#DIV/0!	#DIV/0!
\$ 25,830	\$ 32,442	#DIV/0!	#DIV/0!
94%	96%	#DIV/0!	#DIV/0!
\$ 901	\$ 667	#DIV/0!	#DIV/0!
\$ (588)	\$ (1,988)	#DIV/0!	#DIV/0!
\$ 1,854	\$ 2,565	#DIV/0!	#DIV/0!
\$ 1,266	\$ 577	#DIV/0!	#DIV/0!
\$ 6,330	\$ 14,998	#DIV/0!	#DIV/0!
36%	16%	#DIV/0!	#DIV/0!
0%	0%	#DIV/0!	#DIV/0!
100	-142	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	3	0
0%	6%	0%
#DIV/0!	100%	#DIV/0!
#DIV/0!	42.0	#DIV/0!
#DIV/0!	\$ 45,830	#DIV/0!
#DIV/0!	96%	#DIV/0!
#DIV/0!	\$ 1,086	#DIV/0!
#DIV/0!	\$ 1,865	#DIV/0!
#DIV/0!	\$ 1,848	#DIV/0!
#DIV/0!	\$ 3,713	#DIV/0!
#DIV/0!	\$ 11,138	#DIV/0!
#DIV/0!	69%	#DIV/0!
#DIV/0!	0%	#DIV/0!
#DIV/0!	-1,833	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	52	28	7
% of Retail Units	100%	54%	13%
% Retailed of Non-New Franchise	100%	100%	100%
Avg. Days to Sale	36.1	13.8	37.9
Avg. Transaction Price	\$ 34,390	\$ 37,804	\$ 30,587
Avg. Transaction to Market %	97%	97%	99%
Avg. Transactional Discount	\$ 629	\$ 829	\$ (461)
Avg. Front End Gross	\$ (1,032)	\$ 444	\$ (1,807)
Avg. Finance Gross	\$ 2,288	\$ 2,212	\$ 773
PUVR	\$ 1,256	\$ 2,655	\$ (1,034)
Total Gross (Units & PUVR)	\$ 65,336	\$ 74,347	\$ (7,236)
GROI	36%	183%	-32%
% with Trade	0%	0%	0%
Avg. Over/Under Allowance	-407	-716	0



46-60 days	61-90 days	90+ days
6	7	4
12%	13%	8%
100%	100%	100%
52.2	69.0	107.8
\$ 25,194	\$ 33,425	\$ 32,633
93%	94%	93%
\$ 783	\$ 929	\$ 379
\$ (1,815)	\$ (2,674)	\$ (5,951)
\$ 3,405	\$ 1,936	\$ 4,414
\$ 1,590	\$ (738)	\$ (1,538)
\$ 9,539	\$ (5,164)	\$ (6,150)
44%	-12%	-16%
0%	0%	0%
0	0	-275