

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	PH10011	2018	Honda	CIVIC	23	Street/Curb Buy	Yes	\$ 20,500	\$ 20,500	108%	\$1,856	\$2,671
2	24749A	2021	Nissan	KICKS	36	Trade on New	No	\$ 20,900	\$ 20,900	92%	(\$949)	\$2,401
3	PH9987	2020	Honda	ACCORD	45	Auction/Wholesale	Yes	\$ 26,250	\$ 26,250	105%	(\$425)	\$0
4	24830A	2015	Honda	ACCORD	3	Trade on New	No	\$ 16,000	\$ 15,954	102%	\$1,803	\$0
5	PH9927A	2018	Nissan	ALTIMA	24	Trade on Used	No	\$ 12,900	\$ 12,900	98%	\$3,602	\$0
6	PH9999	2006	Toyota	RAV 4	39	Street/Curb Buy	No	\$ 8,900	\$ 8,700	94%	\$539	\$0
7	PH9966	2022	Ford	BRONCO	77	Street/Curb Buy	No	\$ 36,600	\$ 36,600	96%	\$2,104	\$0
8	24677A	2019	Mazda	MIATA	67	Street/Curb Buy	No	\$ 24,900	\$ 24,900	87%	(\$275)	\$0
9	PH10022	2022	Honda	PASSPORT	11	Auction/Wholesale	Yes	\$ 41,900	\$ 41,900	100%	\$2,855	\$0
10	24811A	2016	Hyundai	VELOSTER	26	Trade on New	No	\$ 11,900	\$ 11,900	104%	\$2,428	\$0
11	PH10026	2020	Honda	PASSPORT	5	Street/Curb Buy	Yes	\$ 29,900	\$ 29,900	100%	\$2,994	\$3,896
12	24767A	2022	Honda	PILOT	16	Trade on New	Yes	\$ 49,250	\$ 46,305	103%	\$3,899	\$2,082
13	PH10025	2023	Honda	PILOT	11	Loaner	Yes	\$ 44,300	\$ 44,300	101%	\$3,563	\$1,319
14	PH9982	2020	Kia	SPORTAGE	51	Auction/Wholesale	No	\$ 21,700	\$ 21,700	99%	(\$661)	\$815
15	24787B	2016	Jeep	GRAND CHEROKEE	15	Trade on Used	No	\$ 21,500	\$ 21,500	104%	\$3,809	\$1,718
16	24709A	2022	Honda	PILOT	59	Trade on New	Yes	\$ 42,900	\$ 42,900	94%		\$1,000
17	PH9985	2020	Honda	CIVIC	50	Auction/Wholesale	Yes	\$ 24,700	\$ 24,700	100%	(\$840)	\$4,001
18	PH9992	2016	Toyota	CAMRY	46	Auction/Wholesale	No	\$ 19,700	\$ 19,700	99%	(\$672)	\$1,848
19	PH10009	2018	Honda	CR-V	32	Auction/Wholesale	Yes	\$ 27,500	\$ 27,500	100%	\$555	\$650
20	PH10020	2018	Honda	PILOT	19	Auction/Wholesale	Yes	\$ 27,700	\$ 27,200	102%	\$1,350	\$0
21	PH10006	2014	Lexus	GS 350	40	Street/Curb Buy	No	\$ 19,500	\$ 19,500	95%	\$4,094	\$718
22	PH9983	2022	Honda	PASSPORT	49	Auction/Wholesale	Yes	\$ 37,900	\$ 37,900	98%	\$300	\$858
23	PH9984	2016	Dodge	RAM	52	Auction/Wholesale	No	\$ 25,300	\$ 25,300	95%	(\$1,718)	\$0
24	24857A	2019	Honda	ACCORD	16	Trade on New	Yes	\$ 22,900	\$ 22,900	96%	\$1,352	\$0
25	24923A	2020	Honda	PILOT	3	Trade on New	Yes	\$ 29,500	\$ 29,000	100%	\$3,252	\$726
26	24628A	2020	Hyundai	PALISADE	67	Trade on New	No	\$ 34,900	\$ 34,700	93%	\$2,002	\$0
27	24796A	2019	Honda	CIVIC	7	Trade on New	Yes	\$ 18,500	\$ 18,500	97%	\$2,900	\$2,068
28	24692B	2016	Kia	SPORTAGE	60	Trade on Used	No	\$ 13,400	\$ 13,400	87%	(\$549)	\$1,768
29	24683A	2015	Honda	CR-V	20	Trade on New	No	\$ 18,500	\$ 19,100	100%	\$3,004	\$3,019
30	PH10007	2020	Honda	CIVIC	40	Auction/Wholesale	Yes	\$ 22,900	\$ 22,054	96%	\$5,527	\$1,061

31	24757A	2020	Toyota	4RUNNER	47	Trade on New	No	\$	37,900	\$	38,400	95%	\$2,737	\$2,704
32	24674A	2014	Honda	CR-V	26	Trade on New	No	\$	16,750	\$	16,750	104%	\$2,791	\$1,576
33	24778A	2019	Honda	HRV	33	Trade on New	Yes	\$	26,900	\$	26,900	98%	\$3,112	\$3,420
34	24799A	2021	Honda	CR-V	45	Trade on New	Yes	\$	28,700	\$	28,700	97%	\$2,628	\$0
35	24732A	2022	Honda	HRV	67	Trade on New	Yes	\$	23,900	\$	23,900	89%	(\$299)	\$350
36	24800B	2008	Honda	ACCORD	27	Trade on Used	No	\$	14,500	\$	14,169	120%	\$3,957	\$0
37	PH9995	2019	Honda	PILOT	54	Auction/Wholesale	Yes	\$	17,900	\$	17,900	93%	\$299	\$0
38	24764B	2020	Honda	ACCORD	16	Trade on Used	Yes	\$	24,500	\$	24,500	97%	\$2,327	\$2,328
39	PH10033	2018	Honda	RIDGELINE	13	Street/Curb Buy	Yes	\$	29,000	\$	29,000	98%	\$441	\$2,648
40	PH10015	2016	Honda	CIVIC	30	Auction/Wholesale	No	\$	21,750	\$	21,750	105%	\$498	\$660
41	PH10000	2020	Honda	PASSPORT	49	Auction/Wholesale	Yes	\$	28,500	\$	28,500	99%	\$91	\$0
42	24788B	2021	Honda	CR-V	22	Trade on Used	Yes	\$	31,300	\$	31,300	100%	\$1,809	\$2,582
43	24833A	2014	Honda	CIVIC	23	Trade on New	No	\$	14,200	\$	14,200	101%	\$5,587	\$0
44	24770A	2022	Honda	PILOT	7	Trade on New	Yes	\$	34,250	\$	33,250	98%	\$2,349	\$1,958
45	PH10034	2023	Honda	CR-V	11	Loaner	Yes	\$	33,500	\$	33,500	96%	\$2,283	\$0
46	24933A	2019	Honda	CR-V	4	Trade on New	No	\$	26,900	\$	26,900	102%	\$4,029	\$1,708
47	PH10009A	2012	Toyota	CAMRY	13	Trade on Used	No	\$	10,900	\$	10,900	97%	\$3,122	\$0
48	24531B	2017	Nissan	ROGUE	50	Trade on Used	No	\$	12,800	\$	12,800	93%	\$1,151	\$0
49	24802A	2020	Honda	ACCORD	43	Trade on New	Yes	\$	28,200	\$	28,200	94%	\$1,316	\$188
50	24889A	2021	Honda	CIVIC	26	Trade on New	Yes	\$	28,500	\$	28,500	98%	\$2,458	\$2,984
51	24718A	2017	Jeep	WRANGLER	50	Trade on New	No	\$	28,900	\$	28,900	97%	(\$258)	\$1,536
52	PH10032	2023	Honda	CR-V	19	Loaner	Yes	\$	33,300	\$	33,756	95%	\$3,714	\$0
53	24708A	2021	Nissan	ROGUE	31	Trade on New	No	\$	24,500	\$	24,900	92%	\$1,585	\$1,433

Scoreboard Totals

% Retailed of Non-Franchise Make	30%
Total # Retail Units	200
Avg. Days to Sale	31.2
Avg. Advertised Price (Time of Sale)	\$ 25,982
Avg. Transaction Price	\$ 25,762
Avg. Market Price at 100%	\$ 26,264
Avg. Price to Market % (Time of Sale)	99%
Avg. Transaction to Market	98%
Avg. Transactional Discount	\$ 220
Avg. Front-End Gross	\$ 1,953
Avg. Finance Gross	\$ 1,125
PUVR	\$ 3,064
Total Gross (Units & PUVR)	\$ 612,741
GROI	137%
% with Trade	34%
Avg. Over/Under Allowance	(\$5)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	Randy Gibson
% Retailed of Non-New Franchise	30%	#DIV/0!	17%
Total # Retail Units	200	0	41
Avg. Days to Sale	31.2	#DIV/0!	34.2
Avg. Advertised Price (Time of Sale)	\$ 25,982	#DIV/0!	\$ 27,702
Avg. Transaction Price	\$ 25,762	#DIV/0!	\$ 27,225
Avg. Market Price at 100%	\$ 26,264	#DIV/0!	\$ 28,124
Avg. Price to Market % (Time of Sale)	99%	#DIV/0!	99%
Avg. Transaction to Market	98%	#DIV/0!	97%
Avg. Transactional Discount	\$ 220	#DIV/0!	\$ 478
Avg. Front-End Gross	\$ 1,953	#DIV/0!	\$ 1,692
Avg. Finance Gross	\$ 1,125	#DIV/0!	\$ 1,479
PUVR	\$ 3,064	#DIV/0!	\$ 3,171
Total Gross (Units & PUVR)	\$ 612,741	#DIV/0!	\$ 130,010
GROI	137%	#DIV/0!	122%
% with Trade	34%	#DIV/0!	32%
Avg. Over/Under Allowance	-5	#DIV/0!	24



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

Jonathan Zirbel	Tim Pally	Aaron Plantt	Bobby Ford
37%	28%	38%	30%
49	74	26	10
26.9	33.6	28.8	28.0
\$ 24,957	\$ 25,654	\$ 25,944	\$ 26,470
\$ 24,552	\$ 25,619	\$ 25,915	\$ 26,349
\$ 25,388	\$ 25,840	\$ 26,232	\$ 27,383
98%	99%	99%	97%
97%	99%	99%	96%
\$ 405	\$ 35	\$ 29	\$ 121
\$ 2,162	\$ 1,908	\$ 1,960	\$ 2,303
\$ 946	\$ 922	\$ 1,357	\$ 1,446
\$ 3,108	\$ 2,804	\$ 3,287	\$ 3,749
\$ 152,296	\$ 207,481	\$ 85,466	\$ 37,488
170%	117%	159%	183%
35%	35%	35%	20%
-20	-2	-38	0

Scoreboard

(Click on the blue header to access the dropdown)

Sales Consultant	Totals	Abigail Gorrell	David Gibson
% Retailed of Non-New Franchise	30%	25%	17%
Total # Retail Units	200	12	12
Avg. Days to Sale	31.2	30.1	37.3
Avg. Advertised Price (Time of Sale)	\$ 25,982	\$ 30,138	\$ 25,850
Avg. Transaction Price	\$ 25,762	\$ 30,226	\$ 24,303
Avg. Market Price at 100%	\$ 26,264	\$ 30,416	\$ 26,184
Avg. Price to Market % (Time of Sale)	99%	99%	99%
Avg. Transaction to Market	98%	99%	93%
Avg. Transactional Discount	\$ 220	\$ (88)	\$ 1,547
Avg. Front-End Gross	\$ 1,953	\$ 2,395	\$ 1,221
Avg. Finance Gross	\$ 1,125	\$ 1,373	\$ 763
PUVR	\$ 3,064	\$ 3,768	\$ 1,984
Total Gross (Units & PUVR)	\$ 612,741	\$ 45,214	\$ 23,805
GROI	137%	149%	79%
% with Trade	34%	50%	42%
Avg. Over/Under Allowance	-5	-83	0



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

Eddie Johnson	Immanuel Victor	Lamont Stevenson	LeRoy Bringe
45%	30%	36%	32%
11	23	44	19
28.7	31.3	31.9	31.1
\$ 24,332	\$ 26,322	\$ 25,231	\$ 27,700
\$ 24,286	\$ 26,486	\$ 25,142	\$ 27,713
\$ 24,548	\$ 26,302	\$ 25,687	\$ 27,859
99%	100%	98%	99%
99%	101%	98%	99%
\$ 45	\$ (164)	\$ 89	\$ (13)
\$ 1,701	\$ 2,458	\$ 1,916	\$ 2,359
\$ 1,170	\$ 1,151	\$ 991	\$ 915
\$ 2,871	\$ 3,574	\$ 2,864	\$ 3,274
\$ 31,585	\$ 82,195	\$ 126,004	\$ 62,202
148%	155%	129%	137%
18%	22%	36%	42%
0	-35	0	44

LeRoy Bringe	Philip Telsrow	Rita Morales	Sharon Telsrow
32%	28%	0%	35%
19	25	13	26
31.1	31.6	23.9	29.8
\$ 27,700	\$ 26,620	\$ 25,935	\$ 24,081
\$ 27,713	\$ 26,497	\$ 25,783	\$ 23,555
\$ 27,859	\$ 27,009	\$ 25,928	\$ 24,986
99%	99%	100%	96%
99%	98%	99%	94%
\$ (13)	\$ 123	\$ 152	\$ 526
\$ 2,359	\$ 1,695	\$ 2,088	\$ 1,725
\$ 915	\$ 1,390	\$ 1,291	\$ 1,224
\$ 3,274	\$ 3,085	\$ 3,378	\$ 2,949
\$ 62,202	\$ 77,122	\$ 43,918	\$ 76,675
137%	133%	197%	151%
42%	28%	38%	38%
44	-13	0	8

Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Chris Presley	Steven Johnson
% Retailed of Non-New Franchise	30%	32%	28%
Total # Retail Units	200	114	78
Avg. Days to Sale	31.2	32.8	28.4
Avg. Advertised Price (Time of Sale)	\$ 25,982	\$ 27,639	\$ 24,149
Avg. Transaction Price	\$ 25,762	\$ 27,474	\$ 23,977
Avg. Market Price at 100%	\$ 26,264	\$ 27,989	\$ 24,456
Avg. Price to Market % (Time of Sale)	99%	99%	99%
Avg. Transaction to Market	98%	98%	98%
Avg. Transactional Discount	\$ 220	\$ 165	\$ 172
Avg. Front-End Gross	\$ 1,953	\$ 2,014	\$ 1,941
Avg. Finance Gross	\$ 1,125	\$ 1,178	\$ 1,160
PUVR	\$ 3,064	\$ 3,167	\$ 3,101
Total Gross (Units & PUVR)	\$ 612,741	\$ 361,049	\$ 241,915
GROI	137%	127%	164%
% with Trade	34%	0%	0%
Avg. Over/Under Allowance	-5	2	-17



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

Jonathan Zirbel			
13%	#DIV/0!	#DIV/0!	#DIV/0!
8	0	0	0
35.4	#DIV/0!	#DIV/0!	#DIV/0!
\$ 20,238	#DIV/0!	#DIV/0!	#DIV/0!
\$ 18,768	#DIV/0!	#DIV/0!	#DIV/0!
\$ 20,856	#DIV/0!	#DIV/0!	#DIV/0!
97%	#DIV/0!	#DIV/0!	#DIV/0!
90%	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,469	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,197	#DIV/0!	#DIV/0!	#DIV/0!
\$ 25	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,222	#DIV/0!	#DIV/0!	#DIV/0!
\$ 9,777	#DIV/0!	#DIV/0!	#DIV/0!
66%	#DIV/0!	#DIV/0!	#DIV/0!
13%	#DIV/0!	#DIV/0!	#DIV/0!
0	#DIV/0!	#DIV/0!	#DIV/0!

Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	200	93	107
Avg. Days to Sale	31.2	30.6	31.7
Avg. Advertised Price (Time of Sale)	\$ 25,982	\$ 29,954	\$ 22,326
Avg. Transaction Price	\$ 25,762	\$ 29,715	\$ 22,326
Avg. Market Price at 100%	\$ 26,264	\$ 30,372	\$ 22,808
Avg. Price to Market % (Time of Sale)	99%	99%	98%
Avg. Transaction to Market	98%	98%	98%
Avg. Transactional Discount	\$ 220	\$ 239	\$ 204
Avg. Front-End Gross	\$ 1,953	\$ 1,725	\$ 2,148
Avg. Finance Gross	\$ 1,125	\$ 1,454	\$ 839
PUVR	\$ 3,064	\$ 3,151	\$ 2,987
Total Gross (Units & PUVR)	\$ 612,741	\$ 293,086	\$ 319,656
GROI	137%	125%	152%
% with Trade	34%	38%	30%
Avg. Over/Under Allowance	-5	-1	-9



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	200	141	59
Avg. Days to Sale	31.2	28.3	38.1
Avg. Advertised Price (Time of Sale)	\$ 25,982	\$ 25,798	\$ 26,465
Avg. Transaction Price	\$ 25,762	\$ 25,467	\$ 26,465
Avg. Market Price at 100%	\$ 26,264	\$ 25,993	\$ 27,121
Avg. Price to Market % (Time of Sale)	99%	99%	98%
Avg. Transaction to Market	98%	98%	98%
Avg. Transactional Discount	\$ 220	\$ 330	\$ (43)
Avg. Front-End Gross	\$ 1,953	\$ 1,802	\$ 2,310
Avg. Finance Gross	\$ 1,125	\$ 1,206	\$ 930
PUVR	\$ 3,064	\$ 2,990	\$ 3,240
Total Gross (Units & PUVR)	\$ 612,741	\$ 421,564	\$ 191,178
GROI	137%	149%	116%
% with Trade	34%	35%	31%
Avg. Over/Under Allowance	-5	-1	-17



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	200	104	27
% of Retail Units	100%	52%	14%
% Retailed of Non-New Franchise	30%	29%	41%
Avg. Days to Sale	31.2	30.2	31.6
Avg. Transaction Price	\$ 25,762	\$ 26,452	\$ 19,983
Avg. Transaction to Market %	98%	99%	95%
Avg. Transactional Discount	\$ 220	\$ 109	\$ 758
Avg. Front End Gross	\$ 1,953	\$ 2,252	\$ 2,123
Avg. Finance Gross	\$ 1,125	\$ 1,140	\$ 946
PUVR	\$ 3,064	\$ 3,370	\$ 3,069
Total Gross (Units & PUVR)	\$ 612,741	\$ 350,519	\$ 82,859
GROI	137%	152%	175%
% with Trade	34%	39%	37%
Avg. Over/Under Allowance	-5	-11	0



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
35	29	5	0
18%	14%	3%	0%
34%	21%	0%	#DIV/0!
29.7	37.6	23.2	#DIV/0!
\$ 25,434	\$ 26,808	\$ 38,833	#DIV/0!
96%	100%	97%	#DIV/0!
\$ 403	\$ (18)	\$ (273)	#DIV/0!
\$ 1,902	\$ 626	\$ 2,911	#DIV/0!
\$ 1,504	\$ 867	\$ 624	#DIV/0!
\$ 3,406	\$ 1,465	\$ 3,535	#DIV/0!
\$ 119,207	\$ 42,480	\$ 17,677	#DIV/0!
162%	52%	141%	#DIV/0!
17%	24%	60%	#DIV/0!
0	2	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	200	109	40
% of Retail Units	100%	55%	20%
% Retailed of Non-New Franchise	30%	20%	35%
Avg. Days to Sale	31.2	16.9	37.8
Avg. Transaction Price	\$ 25,762	\$ 25,785	\$ 24,300
Avg. Transaction to Market %	98%	99%	98%
Avg. Transactional Discount	\$ 220	\$ 286	\$ 158
Avg. Front End Gross	\$ 1,953	\$ 2,629	\$ 1,633
Avg. Finance Gross	\$ 1,125	\$ 1,174	\$ 1,087
PUVR	\$ 3,064	\$ 3,803	\$ 2,721
Total Gross (Units & PUVR)	\$ 612,741	\$ 414,491	\$ 108,834
GROI	137%	313%	107%
% with Trade	34%	36%	33%
Avg. Over/Under Allowance	-5	-13	4



46-60 days	61-90 days	90+ days
35	14	1
18%	7%	1%
46%	50%	0%
52.1	66.8	100.0
\$ 26,266	\$ 28,676	\$ 17,700
95%	94%	90%
\$ 215	\$ (86)	\$ 200
\$ 894	\$ 446	\$ (1,802)
\$ 1,198	\$ 514	\$ 1,877
\$ 2,092	\$ 960	\$ 75
\$ 73,205	\$ 13,436	\$ 75
55%	18%	2%
29%	29%	100%
0	0	200