

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CPO	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	6204A	22	Toyota	4RUNNER	22	ntal Fleet (Enterprise, e	Yes	\$ 42,995	\$ 42,995	105%	\$3,562	\$5,650
2	131875B	21	Dodge	CHARGER	34	Trade on Used	No	\$ 29,995	\$ 28,421	98%	\$351	\$100
3	131922A	17	Toyota	CAMRY	12	Trade on New	Yes	\$ 21,995	\$ 21,995	115%	\$8,292	\$3,975
4	6137B	18	BMW	X5	24	Trade on Used	No	\$ 24,995	\$ 24,995	88%	\$2,645	\$3,140
5	AMTP220132	22	Toyota	COROLLA	13	ntal Fleet (Enterprise, e	Yes	\$ 24,995	\$ 24,995	105%	\$4,518	\$0
6	131841A	12	Toyota	TACOMA	12	Trade on New	No	\$ 24,995	\$ 24,848	100%	\$30	\$0
7	132026A	18	Jeep	WRANGLER	28	Trade on New	No	\$ 27,995	\$ 27,995	99%	\$5,383	\$2,372
8	131638A	16	Toyota	4RUNNER	19	Trade on New	No	\$ 25,995	\$ 25,659	100%	\$4,461	\$1,682
9	6223B	21	Toyota	RAV4	3	Trade on Used	Yes	\$ 42,995	\$ 42,995	111%	\$5,911	\$0
10	6209A	22	Toyota	AVALON	16	ntal Fleet (Enterprise, e	Yes	\$ 29,995	\$ 29,995	113%	\$606	\$2,726
11	132194A	9	Subaru	FORESTER	3	Trade on New	No	\$ 12,995	\$ 12,076	122%	\$5,576	\$972
12	6202A	20	Toyota	TACOMA	19	ntal Fleet (Enterprise, e	Yes	\$ 34,995	\$ 35,429	95%	\$2,677	\$1,430
13	132032A	13	Toyota	4RUNNER	7	Trade on New	No	\$ 26,995	\$ 26,995	104%	\$5,087	\$3,630
14	131821A	18	Ford	MUSTANG	5	Trade on New	No	\$ 35,995	\$ 35,380	103%	\$6,089	\$2,520
15	6217A	22	Toyota	TACOMA	12	ntal Fleet (Enterprise, e	Yes	\$ 42,999	\$ 42,999	108%	\$4,129	\$3,380
16	131248a	16	Toyota	TACOMA	44	Trade on New	No	\$ 28,995	\$ 28,995	103%	\$1,751	\$2,749
17	6206A	20	Toyota	TACOMA	5	ntal Fleet (Enterprise, e	Yes	\$ 38,995	\$ 38,995	105%	\$7,308	\$686
18	131910A	16	Mazda	3	28	Trade on New	No	\$ 12,995	\$ 12,995	90%	\$3,299	\$0
19	131987A	20	Toyota	TACOMA	7	Trade on New	Yes	\$ 39,995	\$ 39,995	112%	\$8,811	\$5,370
20	6077A	18	Lexus	NX300	56	Street/Curb Buy	No	\$ 27,995	\$ 27,995	95%	\$2,672	\$1,966
21	131689A	23	Chevrolet	BOLT	27	Trade on New	No	\$ 31,995	\$ 30,338	98%	\$690	\$1,290
22	6136A	22	Toyota	RAV-4	13	ntal Fleet (Enterprise, e	Yes	\$ 40,995	\$ 39,000	110%	\$2,856	\$565
23	6208A	20	Toyota	RAV4	12	ntal Fleet (Enterprise, e	Yes	\$ 43,995	\$ 42,999	120%	\$5,672	\$250
24	132243A	22	Chevrolet	COLORADO	11	Trade on New	No	\$ 41,995	\$ 40,526	106%	\$3,442	\$981
25	6220A	22	Toyota	RAV4	5	ntal Fleet (Enterprise, e	Yes	\$ 32,995	\$ 32,995	114%	\$1,785	\$0
26	132031A	18	Hyundai	TUCSON	9	Trade on New	No	\$ 22,995	\$ 22,995	112%	\$3,955	\$1,486
27	131941A	23	Toyota	CAMRY	15	Trade on New	Yes	\$ 29,995	\$ 29,995	104%	\$3,954	\$3,578

Scoreboard Totals

% Retailed of Non-Franchise Make	38%
Total # Retail Units	50
Avg. Days to Sale	16.3
Avg. Advertised Price (Time of Sale)	\$ 31,195
Avg. Transaction Price	\$ 30,766
Avg. Market Price at 100%	\$ 30,059
Avg. Price to Market % (Time of Sale)	104%
Avg. Transaction to Market	102%
Avg. Transactional Discount	\$ 430
Avg. Front-End Gross	\$ 3,771
Avg. Finance Gross	\$ 2,193
PUVR	\$ 5,964
Total Gross (Units & PUVR)	\$ 298,206
GROI	427%
% with Trade	48%
Avg. Over/Under Allowance	(\$69)



Scoreboard

(Click on the blue header to access the dropdown)

Desk Manager	Totals	Bob Atwood	
% Retailed of Non-New Franchise	38%	#DIV/0!	#DIV/0!
Total # Retail Units	50	0	0
Avg. Days to Sale	16.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,195	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,766	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 30,059	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	104%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	102%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 430	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 3,771	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,193	#DIV/0!	#DIV/0!
PUVR	\$ 5,964	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 298,206	#DIV/0!	#DIV/0!
GROI	427%	#DIV/0!	#DIV/0!
% with Trade	48%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-69	#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	38%	#DIV/0!	#DIV/0!
Total # Retail Units	50	0	0
Avg. Days to Sale	16.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,195	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,766	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 30,059	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	104%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	102%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 430	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 3,771	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,193	#DIV/0!	#DIV/0!
PUVR	\$ 5,964	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 298,206	#DIV/0!	#DIV/0!
GROI	427%	#DIV/0!	#DIV/0!
% with Trade	48%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-69	#DIV/0!	#DIV/0!



Scoreboard

(Click on the blue header to access the dropdown)

Finance Manager	Totals	Walker Strong	
% Retailed of Non-New Franchise	38%	#DIV/0!	#DIV/0!
Total # Retail Units	50	0	0
Avg. Days to Sale	16.3	#DIV/0!	#DIV/0!
Avg. Advertised Price (Time of Sale)	\$ 31,195	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 30,766	#DIV/0!	#DIV/0!
Avg. Market Price at 100%	\$ 30,059	#DIV/0!	#DIV/0!
Avg. Price to Market % (Time of Sale)	104%	#DIV/0!	#DIV/0!
Avg. Transaction to Market	102%	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 430	#DIV/0!	#DIV/0!
Avg. Front-End Gross	\$ 3,771	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 2,193	#DIV/0!	#DIV/0!
PUVR	\$ 5,964	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 298,206	#DIV/0!	#DIV/0!
GROI	427%	#DIV/0!	#DIV/0!
% with Trade	48%	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	-69	#DIV/0!	#DIV/0!



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	50	25	25
Avg. Days to Sale	16.3	14.8	17.9
Avg. Advertised Price (Time of Sale)	\$ 31,195	\$ 36,235	\$ 25,622
Avg. Transaction Price	\$ 30,766	\$ 35,909	\$ 25,622
Avg. Market Price at 100%	\$ 30,059	\$ 34,152	\$ 25,817
Avg. Price to Market % (Time of Sale)	104%	106%	99%
Avg. Transaction to Market	102%	105%	99%
Avg. Transactional Discount	\$ 430	\$ 326	\$ 533
Avg. Front-End Gross	\$ 3,771	\$ 4,052	\$ 3,490
Avg. Finance Gross	\$ 2,193	\$ 2,314	\$ 2,072
PUVR	\$ 5,964	\$ 6,366	\$ 5,562
Total Gross (Units & PUVR)	\$ 298,206	\$ 159,147	\$ 139,059
GROI	427%	431%	437%
% with Trade	48%	64%	32%
Avg. Over/Under Allowance	-69	-328	190



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	50	31	19
Avg. Days to Sale	16.3	15.0	18.6
Avg. Advertised Price (Time of Sale)	\$ 31,195	\$ 34,673	\$ 25,151
Avg. Transaction Price	\$ 30,766	\$ 34,207	\$ 25,151
Avg. Market Price at 100%	\$ 30,059	\$ 32,658	\$ 25,622
Avg. Price to Market % (Time of Sale)	104%	106%	98%
Avg. Transaction to Market	102%	105%	98%
Avg. Transactional Discount	\$ 430	\$ 466	\$ 371
Avg. Front-End Gross	\$ 3,771	\$ 3,874	\$ 3,604
Avg. Finance Gross	\$ 2,193	\$ 2,210	\$ 2,166
PUVR	\$ 5,964	\$ 6,083	\$ 5,770
Total Gross (Units & PUVR)	\$ 298,206	\$ 188,579	\$ 109,627
GROI	427%	428%	445%
% with Trade	48%	58%	32%
Avg. Over/Under Allowance	-69	-216	171



Scoreboard

Source	Totals	Trade on New	Trade on Used
Total # Retail Units	50	24	10
% of Retail Units	100%	48%	20%
% Retailed of Non-New Franchise	38%	46%	70%
Avg. Days to Sale	16.3	15.1	16.3
Avg. Transaction Price	\$ 30,766	\$ 29,339	\$ 27,378
Avg. Transaction to Market %	102%	103%	97%
Avg. Transactional Discount	\$ 430	\$ 281	\$ 817
Avg. Front End Gross	\$ 3,771	\$ 4,473	\$ 3,144
Avg. Finance Gross	\$ 2,193	\$ 2,558	\$ 1,923
PUVR	\$ 5,964	\$ 7,031	\$ 5,067
Total Gross (Units & PUVR)	\$ 298,206	\$ 168,742	\$ 50,672
GROI	427%	572%	409%
% with Trade	48%	46%	30%
Avg. Over/Under Allowance	-69	323	-50



Street/Curb buy	Auction/wholesale	Loaner	LBO customer
1	0	0	0
2%	0%	0%	0%
100%	#DIV/0!	#DIV/0!	#DIV/0!
56.0	#DIV/0!	#DIV/0!	#DIV/0!
\$ 27,995	#DIV/0!	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!	#DIV/0!
\$ 2,672	#DIV/0!	#DIV/0!	#DIV/0!
\$ 1,966	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,638	#DIV/0!	#DIV/0!	#DIV/0!
\$ 4,638	#DIV/0!	#DIV/0!	#DIV/0!
107%	#DIV/0!	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!	#DIV/0!
1,000	#DIV/0!	#DIV/0!	#DIV/0!

BO OEM/Leasing	central Fleet (Enterprise, etc	Other
0	15	0
0%	30%	0%
#DIV/0!	0%	#DIV/0!
#DIV/0!	15.7	#DIV/0!
#DIV/0!	\$ 35,491	#DIV/0!
#DIV/0!	105%	#DIV/0!
#DIV/0!	\$ 437	#DIV/0!
#DIV/0!	\$ 3,140	#DIV/0!
#DIV/0!	\$ 1,803	#DIV/0!
#DIV/0!	\$ 4,944	#DIV/0!
#DIV/0!	\$ 74,154	#DIV/0!
#DIV/0!	319%	#DIV/0!
#DIV/0!	60%	#DIV/0!
#DIV/0!	-780	#DIV/0!

Scoreboard

Age	Totals	0-30 days	31-45 days
Total # Retail Units	50	45	3
% of Retail Units	100%	90%	6%
% Retailed of Non-New Franchise	38%	33%	67%
Avg. Days to Sale	16.3	13.9	38.0
Avg. Transaction Price	\$ 30,766	\$ 31,042	\$ 30,804
Avg. Transaction to Market %	102%	103%	97%
Avg. Transactional Discount	\$ 430	\$ 442	\$ 525
Avg. Front End Gross	\$ 3,771	\$ 3,991	\$ 592
Avg. Finance Gross	\$ 2,193	\$ 2,184	\$ 2,290
PUVR	\$ 5,964	\$ 6,175	\$ 2,882
Total Gross (Units & PUVR)	\$ 298,206	\$ 277,863	\$ 8,645
GROI	427%	514%	89%
% with Trade	48%	47%	33%
Avg. Over/Under Allowance	-69	-188	833



46-60 days	61-90 days	90+ days
1	0	0
2%	0%	0%
100%	#DIV/0!	#DIV/0!
56.0	#DIV/0!	#DIV/0!
\$ 27,995	#DIV/0!	#DIV/0!
95%	#DIV/0!	#DIV/0!
\$ -	#DIV/0!	#DIV/0!
\$ 2,672	#DIV/0!	#DIV/0!
\$ 1,966	#DIV/0!	#DIV/0!
\$ 4,638	#DIV/0!	#DIV/0!
\$ 4,638	#DIV/0!	#DIV/0!
107%	#DIV/0!	#DIV/0!
100%	#DIV/0!	#DIV/0!
1,000	#DIV/0!	#DIV/0!