

Bullwinkle Moose Motors for 2012-01

1on1 DOC	Sales	22 = # of working days so far	31 = # of working days	71.0% = % of month completed	1on1 Executive DOC			Data Source for New & Used & FI											
	S/B/P	17 = # of working days so far	24 = # of working days	70.8% = % of month completed	800-847-3111 or dave@1on1co.com			(A=Acctg or S=Sales) a											
		Last Year: 2011-01			Monthly Forecast			Current MID: 2012-01		Pace		Forecast Variance \$		PYR Var%		Forecast Var%			
		units	gross	avg	#	gross	avg	#	gross	avg	units	gross	#	gross	avg	%units	%gross	%units	%gross

New Veh Dept	New Car	61	28,923	474	80	88,000	1,100	56	69,149	1,235	79	97,437	-1.1	9,437	135	29%	237%	-1%	11%
	New Trk	21	49,959	2,379	20	25,000	1,250	20	22,080	1,104	28	31,113	8.2	6,113	-146	34%	-38%	41%	24%
	Fleet	0	0	0	0	0	1,200	0	0	0	0	0	0.0	0	-1,200	0%	0%	0%	0%
	DlrCash	0	0	0	0	0	750	0	0	0	0	0	0.0	0	-750	0%	0%	0%	0%
	New Retl	82	78,882	962	100	113,000	1,130	76	91,229	1,200	107	128,550	7.1	15,550	70	31%	63%	7%	14%
	F+I Incom	82	0	0	100	95,000	950	76	82,280	1,083		115,940	-100.0	20,940	133	-100%	0%	-100%	22%
	Tot Gross	82	78,882	962	100	208,000	2,080	76	173,509	2,283	107	244,491	7.1	36,491	203	31%	210%	7%	18%

Used Veh Dept	UsedVeh	34	84,729	2,492	60	120,000	2,000	38	81,222	2,137	54	114,450	-6.5	-5,550	137	57%	35%	-11%	-5%
	P-Cars	0	-1,021	0	0	0	800	0	0	0	0	0	0.0	0	-800	0%	-100%	0%	0%
	Certified	27	66,621	2,467	60	120,000	2,000	36	91,183	2,533	51	128,485	-9.3	8,485	533	88%	93%	-15%	7%
	Rec&Adj	0	-55,293	0	20	-4,000	-200	0	-63,214	0	0	-89,074	-20.0	-85,074	200	0%	61%	-100%	2127%
	Used Retl	61	95,035	1,558	140	236,000	1,686	74	109,192	1,476	104	153,861	-15.7	-82,139	-210	71%	62%	-11%	-35%
	F+I Incom	61	0	0	140	150,000	1,500	74	120,931	1,634		170,403	-140.0	20,403	134	-100%	0%	-100%	14%
	Tot Retl	61	95,035	1,558	140	386,000	2,757	74	230,123	3,110	104	324,264	-15.7	-61,736	353	71%	241%	-11%	-16%
Whsl	41	15,012	366	50	7,500	150	45	13,944	310	63	19,649	13.4	12,149	160	55%	31%	27%	162%	
Tot Gross	102	110,047	1,079	190	393,500	2,071	119	244,067	2,051	168	343,913	-22.3	-49,587	-20	64%	213%	-12%	-13%	

New&Used	N+U Retl	143	173,917	1,216	240	349,000	1,454	150	200,421	1,336	211	282,411	-28.6	-66,589	-118	48%	62%	-12%	-19%
	N+U F+I	143	0	0	240	245,000	1,021	150	203,212	1,355	211	286,343	-28.6	41,343	334	48%	0%	-12%	17%
	Tot Retl	143	173,917	1,216	240	594,000	2,475	150	403,633	2,691	211	568,755	-28.6	-25,245	216	48%	227%	-12%	-4%
	Whsle	41	15,012	366	50	7,500	150	45	13,944	310	63	19,649	13.4	12,149	160	55%	31%	27%	162%
	Tot Gross	184	188,929	1,027	290	601,500	2,074	195	417,577	2,141	275	588,404	-15.2	-13,096	67	49%	211%	-5%	-2%

Include C/B	Gross B4	143	188,929	1,321	240	601,500	2,506	150	417,577	2,784	211	588,404	-28.6	-13,096	278	48%	211%	-12%	-2%
	C/B New		-6,273		0	0	300	76	-7,972	-105	107	-11,233	107.1	-11,233	-405	0%	79%	0%	0%
	C/B Used		-9,205		0	0	300	74	-2,562	-35	104	-3,611	104.3	-3,611	-335	0%	-61%	0%	0%
	Tot C/B	0	-15,478	0	0	0	0	150	-10,534	-70	211	-14,843	211.4	-14,843	-70	0%	-4%	0%	0%
Gross Aft	143	173,451	1,213	240	601,500	2,506	150	407,043	2,714	211	573,560	-28.6	-27,940	207	48%	231%	-12%	-5%	

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		Last Year: 2011-01		Monthly Forecast		Current MTD: 2012-01		Pace		Forecast Variance \$		PYR Var%		Forecast Var%			
		units	gross	avg	#	gross	avg	#	gross	avg	#	gross	avg	%units	%gross	%units	%gross

Service Dept	Cust Pay	484	108,688	225		100,000		317	78,849	249	448	111,317		11,317		-8%	2%	0%	11%
	gross prft		89,779			70,000			63,021			88,970		18,970			-1%		27%
	GP %		83%			70%			80%			80%							
	QuickSvc	678	8,604	13		50,000		824	35,516	43	1,163	50,140		140		72%	483%	0%	0%
	gross prft		5,865			35,000			28,454			40,170		5,170			585%		15%
	GP %		68%			70%			80%			80%							
	Warr	254	25,217	99		30,000		365	18,249	50	515	25,763		-4,237		103%	2%	0%	-14%
	gross prft		19,902			21,000			14,928			21,075		75			6%		0%
	GP %		79%			70%			82%			82%							
	Internal	262	30,848	118		50,000		291	40,688	140	411	57,441		7,441		57%	86%	0%	15%
gross prft		25,284			30,000			32,245			45,522		15,522			80%		52%	
GP %		82%			60%			79%			79%								
Other	113	31,133	276		40,000		131	35,111	268	185	49,568		9,568		64%	59%	0%	24%	
gross prft		7,812			12,000			9,344			13,192		1,192			69%		10%	
GP %		25%			30%			27%			27%								
Unapplied Time		-10,322						-6,160			-8,696		-8,696						0%
Tot Sales		204,489			270,000			208,413			294,230		24,230			44%			9%
Tot Gross		138,320			168,000			141,833			200,234		32,234			45%			19%
GP %		68%			62%			68%			68%								

Body or Detail Dept	Labor	744	69,018	93		0		889	76,229	86	1,255	107,617		107,617		69%	56%	0%	0%
	gross prft		138,036			0			152,458			215,235		215,235			56%		0%
	GP %		200%			55%			200%			200%							
	Sublet	0	0			0		0	0		0	0		0		0%	0%	0%	0%
	gross prft		0			0			0			0		0			0%		0%
	GP %		0%			10%			0%			0%							
	div by 2	-372	-34,509			0		-445	-38,115		-628	-53,809		-53,809		69%	56%	0%	0%
	div by 2		-69,018			0			-76,229			-107,617		-107,617			56%		0%
	GP %		200%			50%			200%			200%							
	Unapplied Time		0						0			0		0				0%	
Tot Sales		34,509			0			38,115			53,809		53,809			56%			0%
Tot Gross		69,018			0			76,229			107,617		107,617			56%			0%
GP %		200%			#DIV/0!			200%			200%								

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		Last Year: 2011-01		Monthly Forecast		Current MTD: 2012-01		Pace		Forecast Variance \$		PYR Var%		Forecast Var%					
		units	gross	avg	#	gross	avg	#	gross	avg	units	gross	#	gross	avg	%units	%gross	%units	%gross

Parts Dept	Ctr Retl	247	10,985	44		5,000		45	3,512	78	64	4,958		-42		-74%	-55%	0%	-1%
	gross prft		4,771			2,250			1,341			1,893		-357			-60%		-16%
	GP %		43%			45%			38%			38%							
	Whsle	781	130,659	167		180,000		1,421	178,832	126	2,006	252,468		72,468		157%	93%	0%	40%
	gross prft		21,114			34,200			27,957			39,469		5,269			87%		15%
	GP %		16%			19%			16%			16%							
	Warr		22,601			50,000			34,549		0	48,775		-1,225		0%	116%	0%	-2%
	gross prft		6,553			22,500			14,562			20,559		-1,941			214%		-9%
	GP %		29%			45%			42%			42%							
	Intl Pts		24,264			15,000			8,405		0	11,866		-3,134		0%	-51%	0%	-21%
	gross prft		5,997			4,500			2,865			4,045		-455			-33%		-10%
	GP %		25%			30%			34%			34%							
P&A RO		67,435			100,000			68,091		0	96,128		-3,872		0%	43%	0%	-4%	
gross prft		28,870			44,000			28,334			40,001		-3,999			39%		-9%	
GP %		43%			44%			42%			42%								
GOG+Tires		26,392			35,000			19,360		0	27,332		-7,668		0%	4%	0%	-22%	
gross prft		7,481			7,000			3,267			4,613		-2,387			-38%		-34%	
GP %		28%			20%			17%			17%								
PrchDisc		-7,491						3,774			5,328		5,328			-171%		0%	
Tot Sales		282,335			385,000			312,749			441,527		56,527			56%		15%	
Tot Gross		67,296			114,450			82,102			115,908		1,458			72%		1%	
GP %		24%			30%			26%			26%								

Tot Fxd	Svc Gross	138,320			168,000			141,833			200,234		32,234			45%		19%
	Body or Detail	69,018			0			76,229			107,617		107,617			56%		0%
	Parts Gross	67,296			114,450			82,102			115,908		1,458			72%		1%
	Tot Fixed Gross	274,634			282,450			300,163			423,760		141,310			54%		50%

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		Last Year: 2011-01		Monthly Forecast		Current MTD: 2012-01	Pace	Forecast Variance \$		PYR Var%		Forecast Var%		
		units	gross	avg	#	gross	avg	#	gross	avg	%units	%gross	%units	%gross

Tot N+U	Tot Gross	143	173,451	1,213	240	601,500	2,506	150	407,043	2,714	211	573,560	-28.6	-27,940	207	48%	231%	-12%	-5%
	N+U Exp		0		290	400,000	1,379		283,871			400,000		0		0%		0%	0%
	N+U Net	143	173,451	1,213	240	201,500	840	150	123,172	821	211	173,560	-28.6	-27,940	-18	48%	0%	-12%	-14%

Tot Fxd	Tot Gross	274,634			282,450			300,163			422,957			140,507		54%		50%	
	Tot Exp (estim)	0			300,000			212,903			300,000			0		0%		0%	
	Tot Net	274,634			-17,550			87,260			122,957			140,507		-55%		-801%	

Total	Tot Gross	463,563			883,950			707,206			996,518			112,568		115%		13%	
	Tot Exp (estim)	0			700,000			496,774			700,000			0		0%		0%	
	Tot Net	463,563			183,950			210,432			296,518			112,568		-36%		61%	

Balance Sheet - Key Items	Desc	Last Year: 2011-01	Forecast (Calc Tolerances)	Current MTD: 2012-01	This Year - Last Year	Forecast Variance \$	PYR Var %	Forecast Var %
		CIT	704,510	1,000,000	867,944	163,434	-132,056	23%
	Veh A/R	64,010	100,000	115,231	51,221	15,231	80%	15%
	Whsl A/R	103,624	125,000	169,350	65,726	44,350	63%	35%
	A/R Svc	3,187	500	-3,247	-6,434	-3,747	-202%	-749%
	A/R Pts	166,587	100,000	218,243	51,657	118,243	31%	118%
	.	0	1,000,000	0	0	-1,000,000	0%	-100%
	Holdback A/R	0	3,000,000	0	0	-3,000,000	0%	-100%
	Factory A/R	113,800	1,000,000	11,409	-102,391	-988,591	-90%	-99%
	.	0	1,000,000	0	0	-1,000,000	0%	-100%
	Inv New	6,557,368		5,197,527	-1,359,841	5,197,527	-21%	0%
	Inv Used	1,275,705	500,000	1,232,006	-43,700	732,006	-3%	146%
	.	0	10,000	0	0	-10,000	0%	-100%
	Inv Parts	248,653	0	317,498	68,846	317,498	28%	0%
	Inv Tires+GOG	18,186	0	19,458	1,273	19,458	7%	0%
	.	0	0	0	0	0	0%	0%
	.	0	0	0	0	0	0%	0%