

Benchmarks



2011/2012

DEALERSHIP BENCHMARKS

OPERATIONAL	BENCHMARK	YOUR DEALERSHIP
NET PROFIT AS % OF SALES	3.5%-4%	
GROSS PER EMPLOYEE PER MONTH	\$10,000-\$11,000	
RENT EXPENSE AS % OF GROSS	8.25%	
FLOORPLAN EXPENSE AS % OF GROSS	8.25%	
PARTS AND SERVICE ABSORPTION	70%	
ADVERTISING/PROMOTION EXP AS % OF GROSS	8.50%	
NEW CARS		
NEW CAR STOCK TURN/INVENTORY DAYS	35 DAYS	
NEW CAR GROSS PROFIT/SALES	10%	
GROSS PER UNIT SOLD	\$2500-\$2750	
SALES PER STAFF MEMBER PER MONTH	16-17 UNITS	
GROSS PER SALESPERSON PER MONTH	\$36,000	
USED CARS		
USED CAR STOCK TURN/INVENTORY DAYS	40 DAYS	
USED CAR GROSS PROFIT/SALES	11%	
GROSS PER UNIT SOLD	\$2250-\$2400	
SALES PER STAFF MEMBER PER MONTH	15-16 UNITS	
GROSS PER SALESPERSON PER MONTH	\$34,000	
F&I/AFTER MARKET		
FINANCE GROSS AS % OF TOTAL GROSS	10%-11%	
FINANCE PENETRATION AS % OF SALES	33%-35%	
FINANCE/INSURANCE INCOME PER CONTRACT	\$1500-\$1575	
AFTER MARKET PENETRATION AS % OF SALES	37%-43%	
AFTER MARKET INCOME PER CONTRACT	\$350-\$400	
SERVICE		
SERVICE GROSS PROFIT/SALES	72%	
MONTHLY SALES PER TECHNICIAN	\$14000-\$14600	
MONTHLY GROSS PER TECHNICIAN	\$10000-\$10500	
TECHNICIANS/ADVISORS AS RATIO	5:01	
RETAIL LABOUR GROSS AS % OF SALES	81%	
INTERNAL LABOUR GROSS AS % OF SALES	76%	
PARTS		
PARTS STOCK TURN/INVENTORY DAYS	45 DAYS	
PARTS GROSS PROFIT/SALES	29%	
MONTHLY SALES PER PARTS ADVISOR	\$62,000	
MONTHLY GROSS PER PARTS ADVISOR	\$18,000	
ADMINISTRATION		
WAHES/COMMISSIONS & ONCOSTS AS % TOTAL GROSS	42%	
TOTAL ADMIN EXPENSES RELATIVE TO GROSS %	30%	
BANK FEES EXP RELATIVE TO GROSS %	0.9%	
DATA PROCESSING EXP RELATIVE TO GROSS %	1%	
INSURANCE EXP RELATIVE TO GROSS %	2%	
TELEPHONE EXP RELATIVE TO GROSS %	1.45%	