

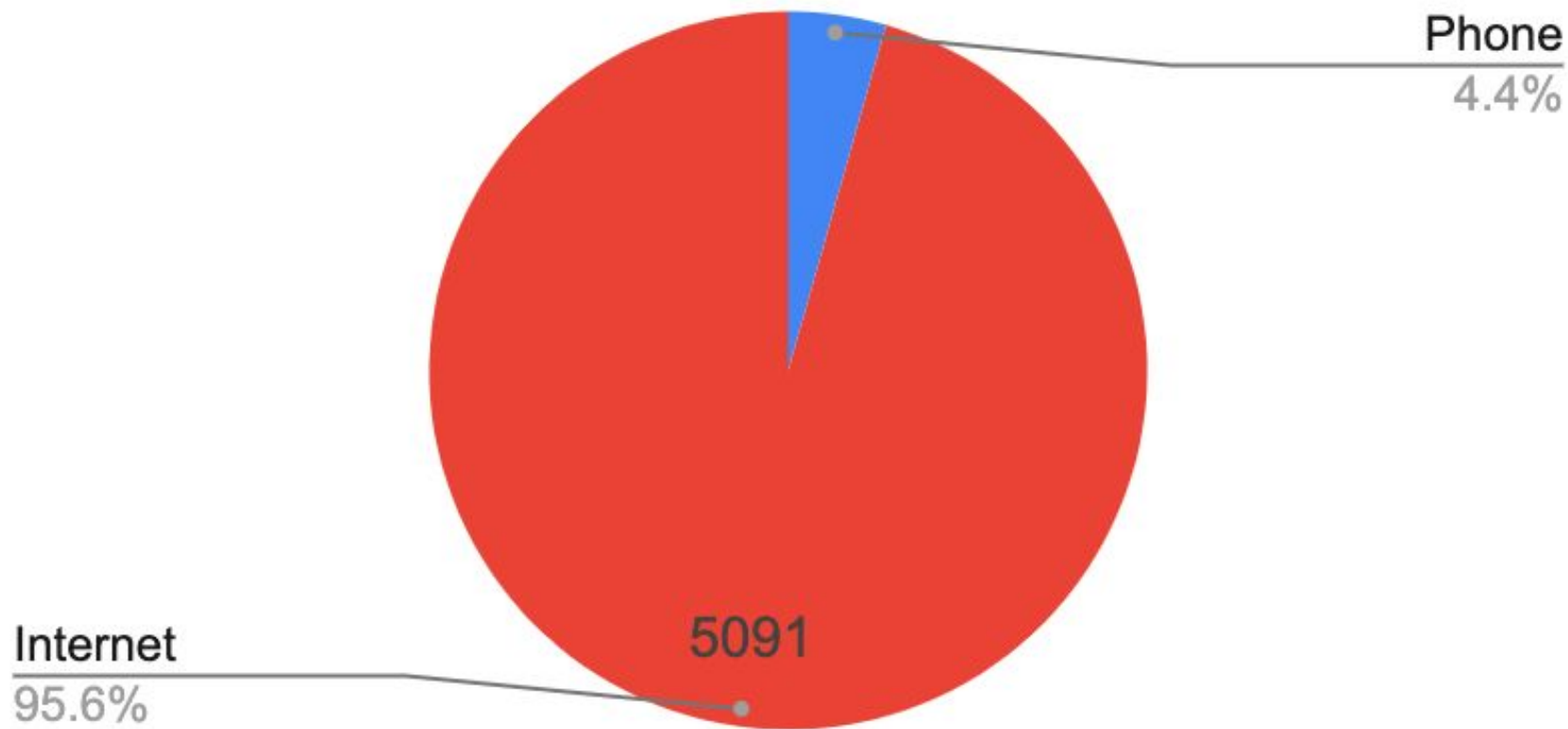


AUTOCENTER BDC ANALYSIS

May 2020								
		Numbers			Ratio			Ratio Description
		Full Dealer	BDC	Paramount	Full Dealer	BDC	Paramount	
Leads								
Total	Phone	234						
	Internet	5091						
	Total	5325						
Bad	Phone	10		0	4.27%	4.27%	0.00%	
	Internet	1963		1018	38.56%	38.56%	20.00%	
	Total	1973		1018	37.05%	37.05%	19.12%	
Good	Phone	224		234	95.73%	95.73%	100.00%	Good Phone / Total Phone
	Internet	3128		4073	61.44%	61.44%	80.00%	Good Internet / Total Internet
	Total	3352		4307	62.95%	62.95%	80.88%	Good Total / Total
Appointments								
	Total	565	488	1292	16.86%	14.56%	30.00%	Total Appointments / Good Leads
	Show	380	325	775	67.26%	66.60%	60.00%	Shows / Appointments
	Sold	78	71	310	20.53%	21.85%	40.00%	Appointments / Sold
Desklog								
	Visits	454		849	83.70%	71.59%	91.29%	Appointment Shows / Desklog Visits
	Sold	153		392	50.98%	46.41%	79.09%	Appointment Sold / Desklog Sold

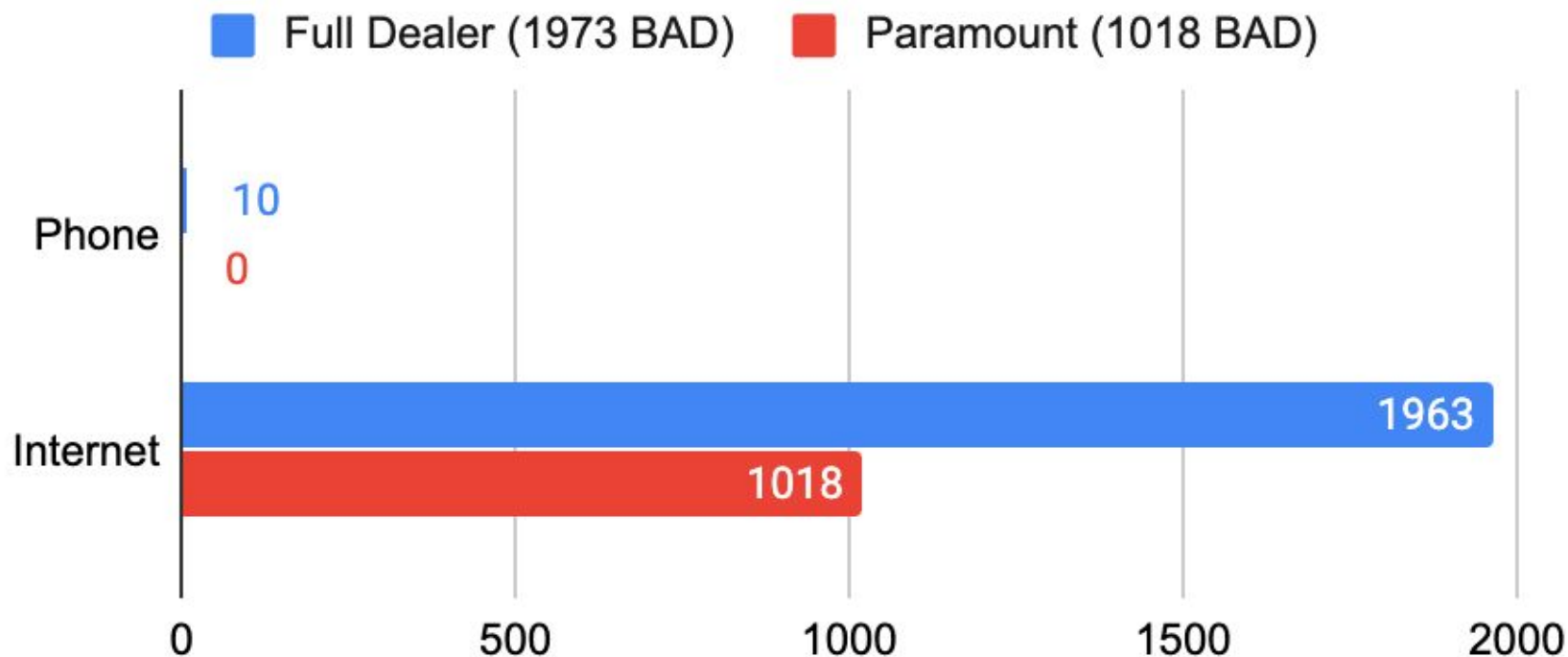
Leads

May 2020 - 5325 Total Leads



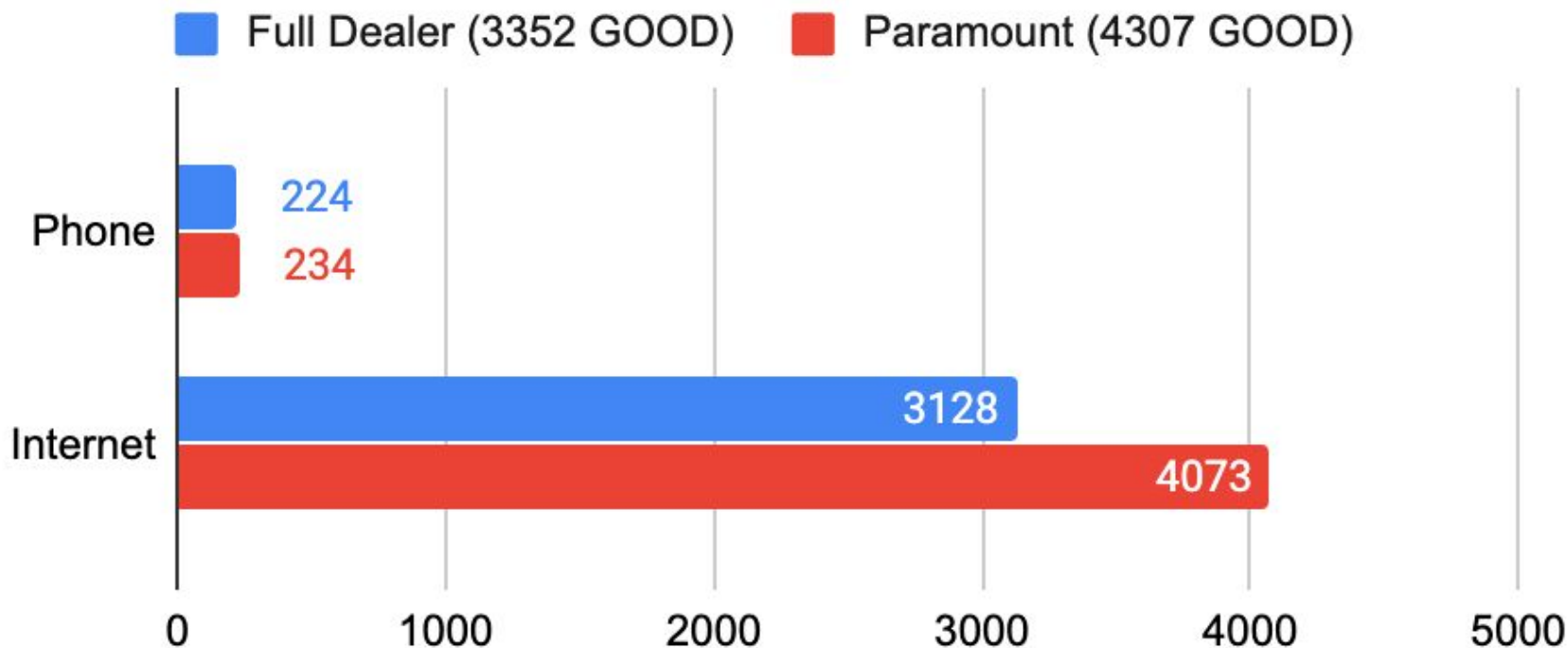
Paramount vs Dealership Bad Lead Qualification

May 2020 - 5325 Total Leads



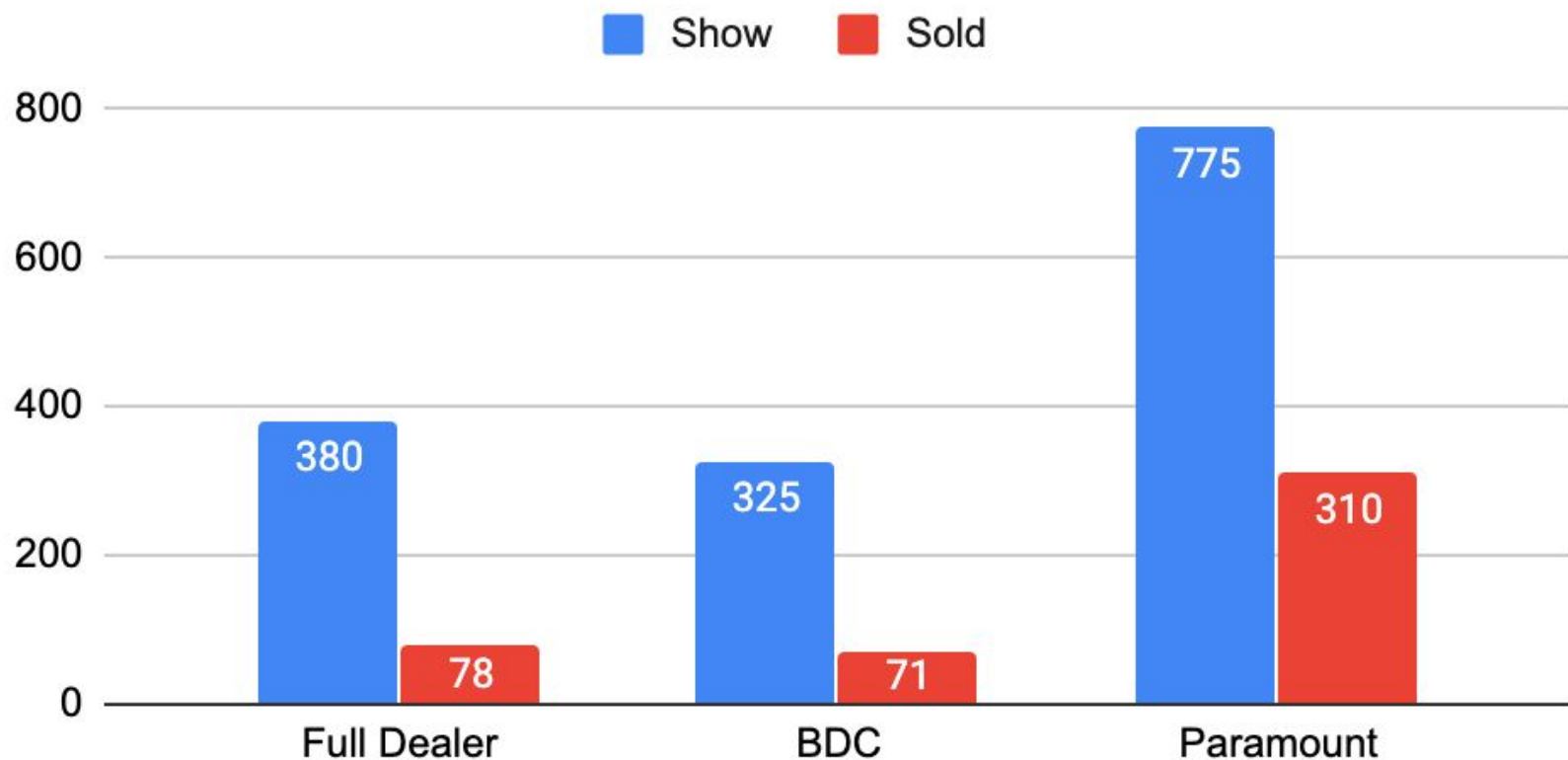
Paramount vs Dealership Good Lead Qualification

May 2020 - 5325 Total Leads



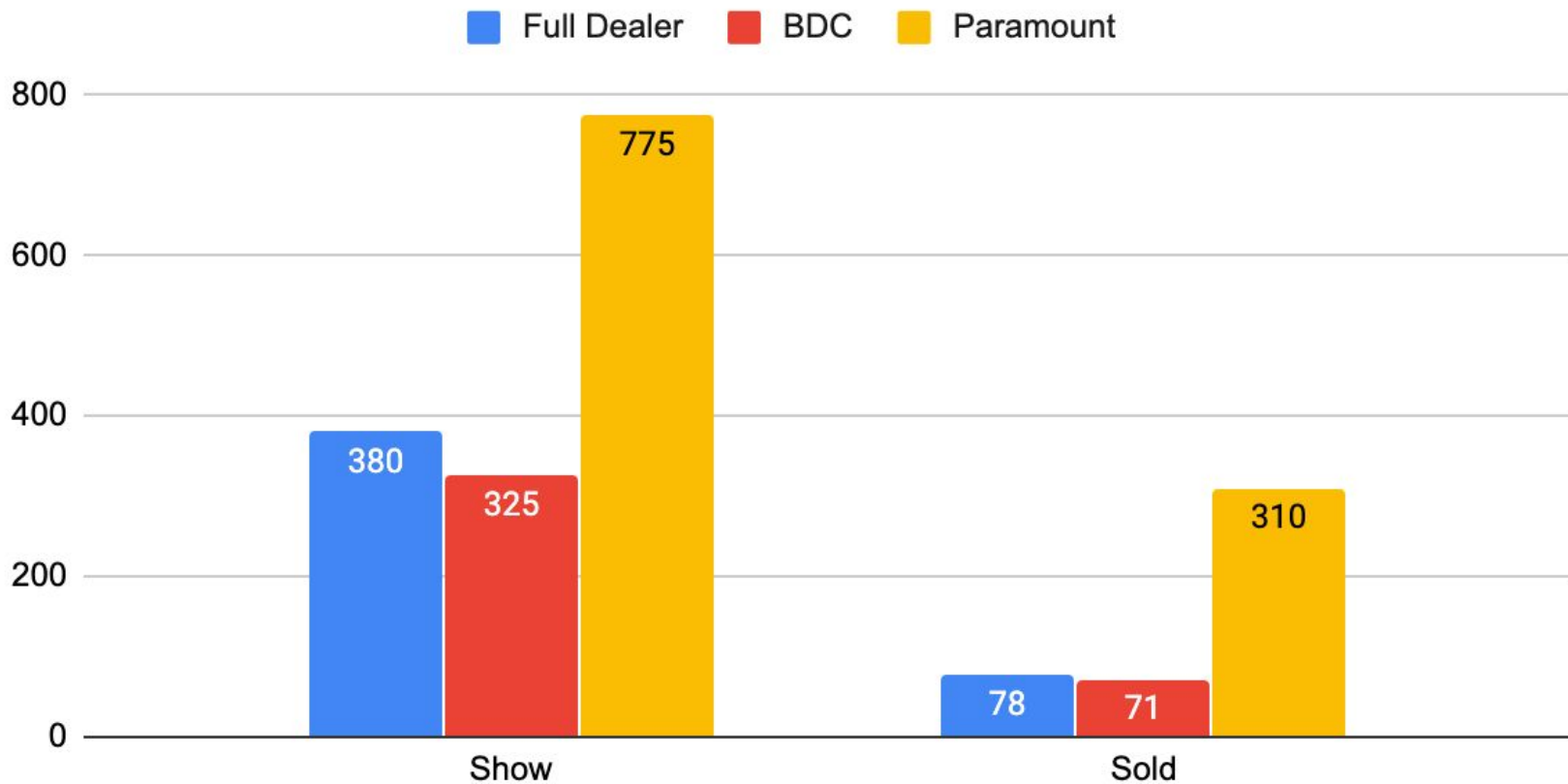
Paramount Show and Sold From Appointments

May 2020



Paramount vs Dealership/BDC Show vs Sold

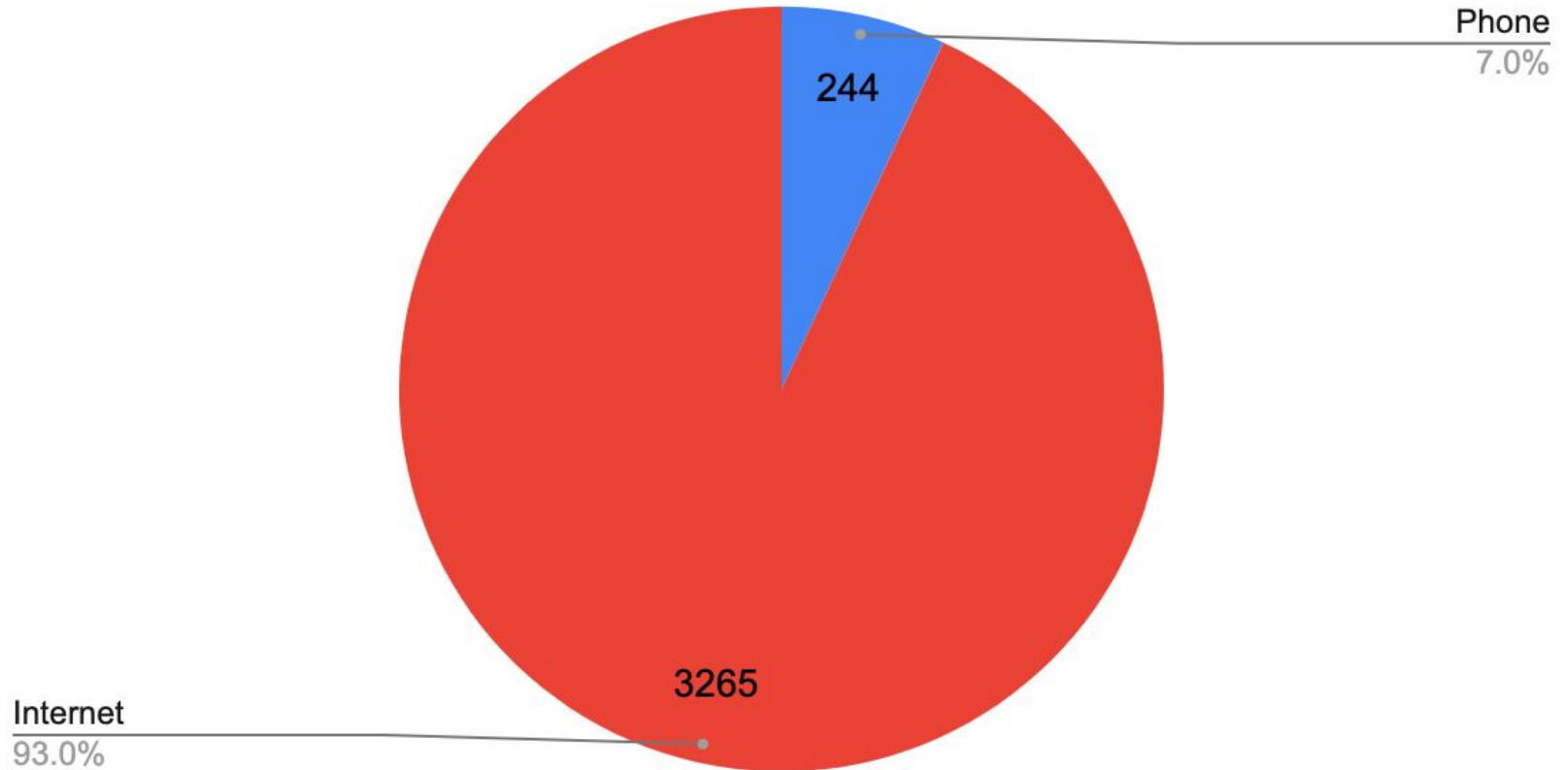
May 2020



May 2019								
		Numbers			Ratio			Ratio Description
		Full Dealer	BDC	Paramount	Full Dealer	BDC	Paramount	
Leads								
Total	Phone	244	244	244				
	Internet	3265						
	Total	3509	3509	3509				
Bad	Phone	14		0	5.74%	5.74%	0.00%	
	Internet	1151	1151	653	35.25%	35.25%	20.00%	
	Total	1165		653	33.20%	33.20%	18.61%	
Good	Phone	230		244	94.26%	94.26%	100.00%	Good Phone / Total Phone
	Internet	2114	2114	2612	64.75%	64.75%	80.00%	Good Internet / Total Internet
	Total	2344		2856	66.80%	66.80%	81.39%	Good Total / Total
Appointments								
	Total	784	432	857	33.45%	18.43%	30.00%	Total Appointments / Good Leads
	Show	391	219	514	49.87%	50.69%	60.00%	Shows / Appointments
	Sold	89	50	206	22.76%	22.83%	40.00%	Appointments / Sold
Desklog								
	Visits	541		664	72.27%	40.48%	77.41%	Appointment Shows / Desklog Visits
	Sold	198		354	44.95%	25.25%	58.15%	Appointment Sold / Desklog Sold

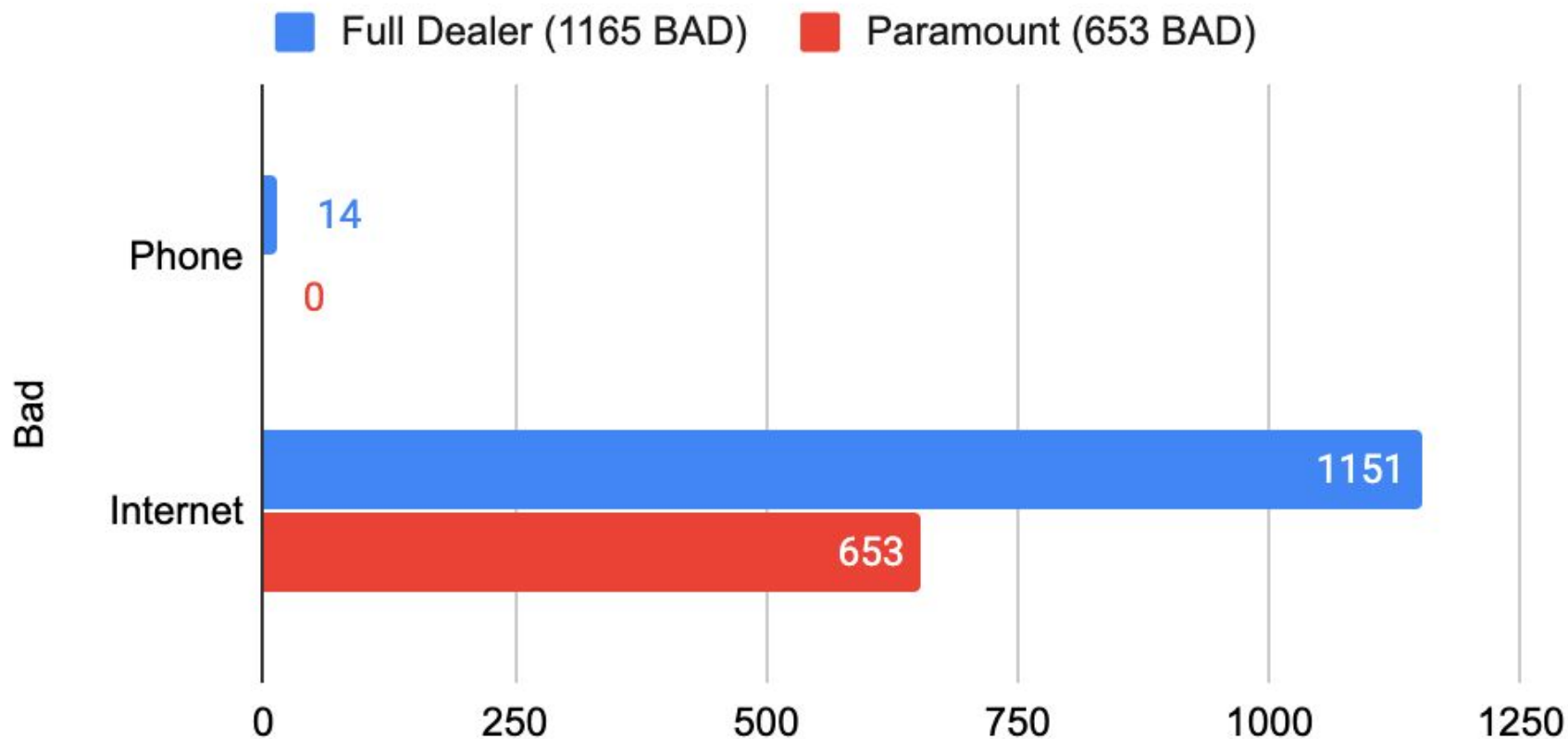
Leads

May 2019 - 3509 Total Leads



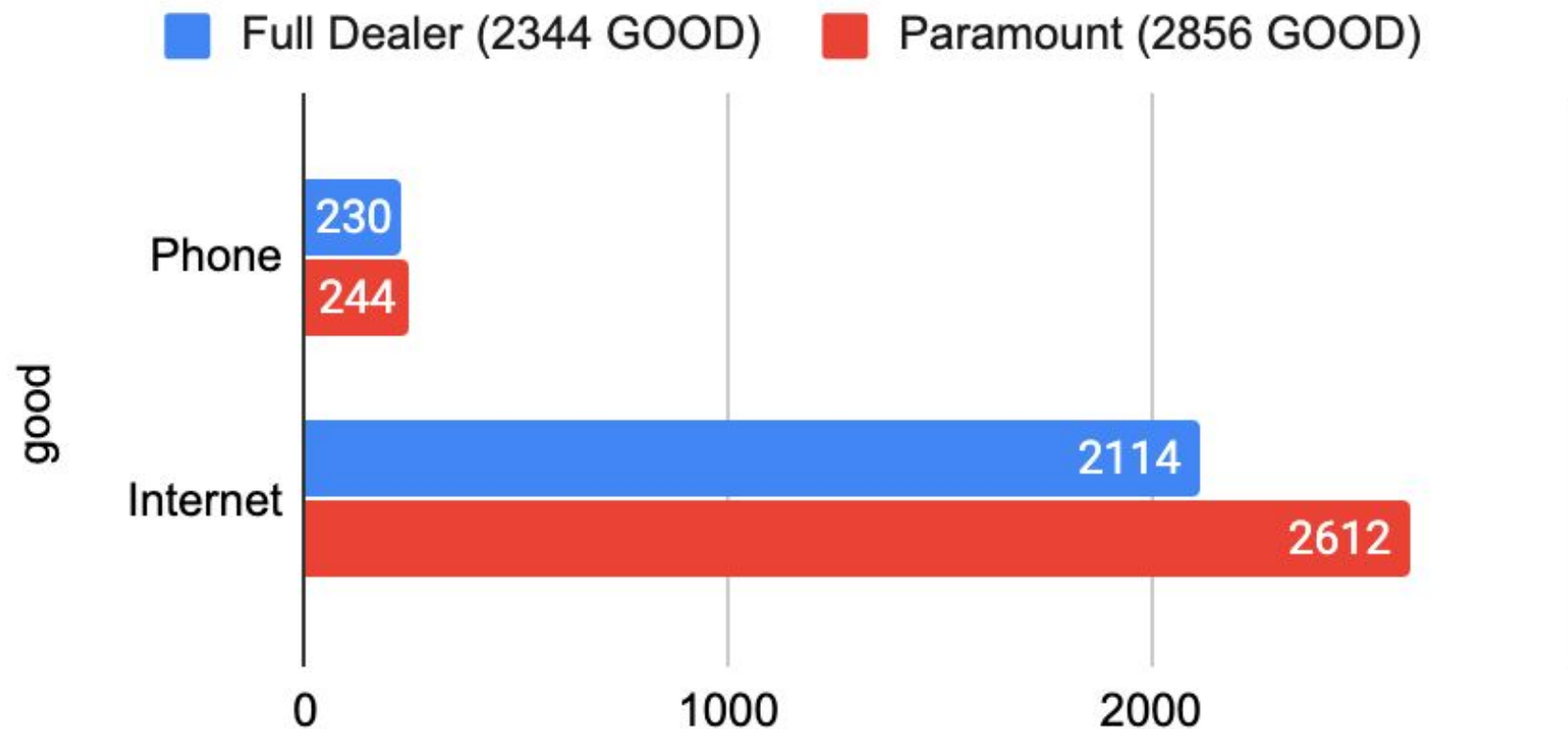
Paramount vs Dealership Bad Lead Qualification

May 2019 - 3509 Total Leads



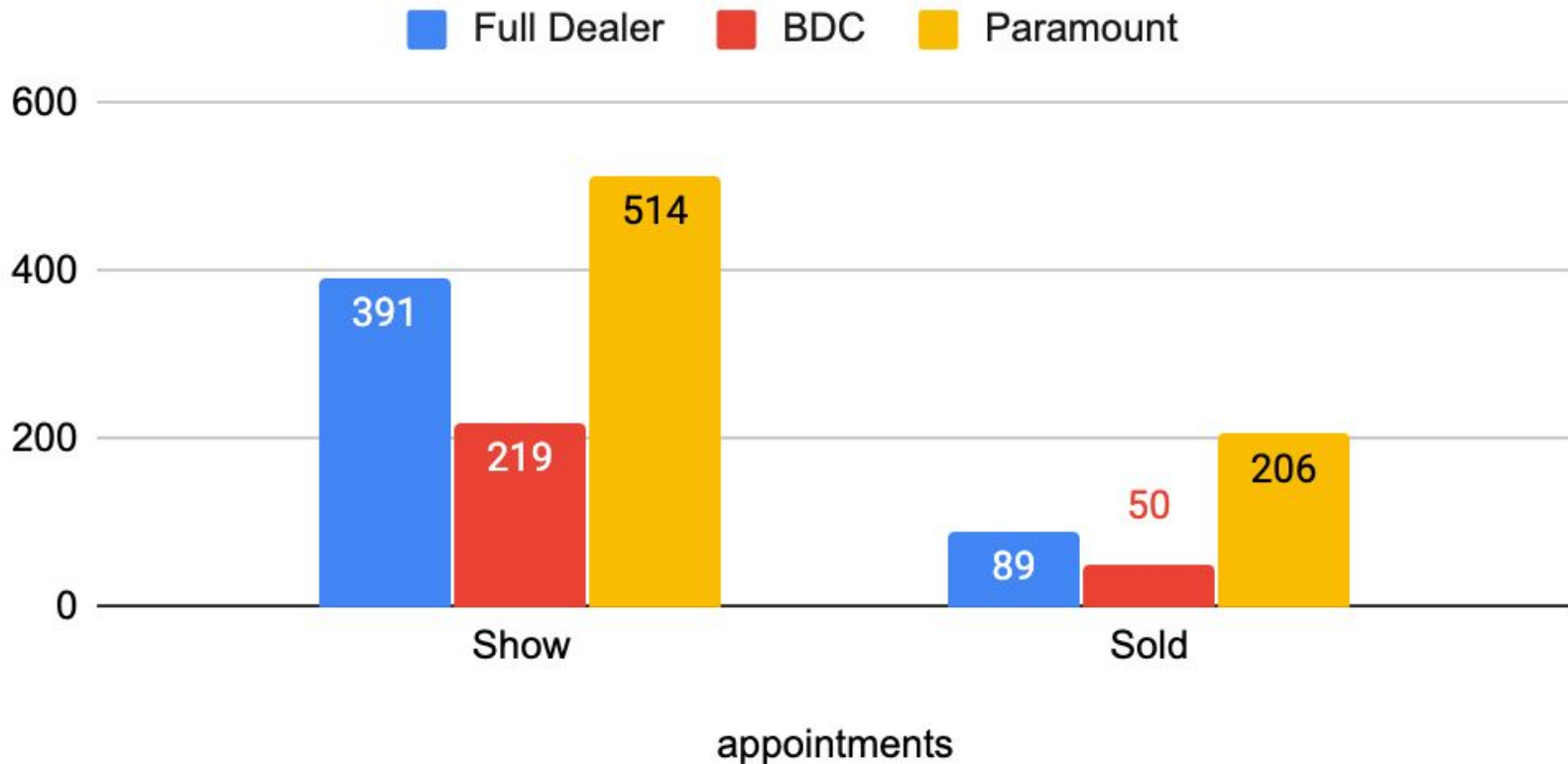
Paramount vs Dealership Good Lead Qualif...

May 2019 - 3509 Total Leads



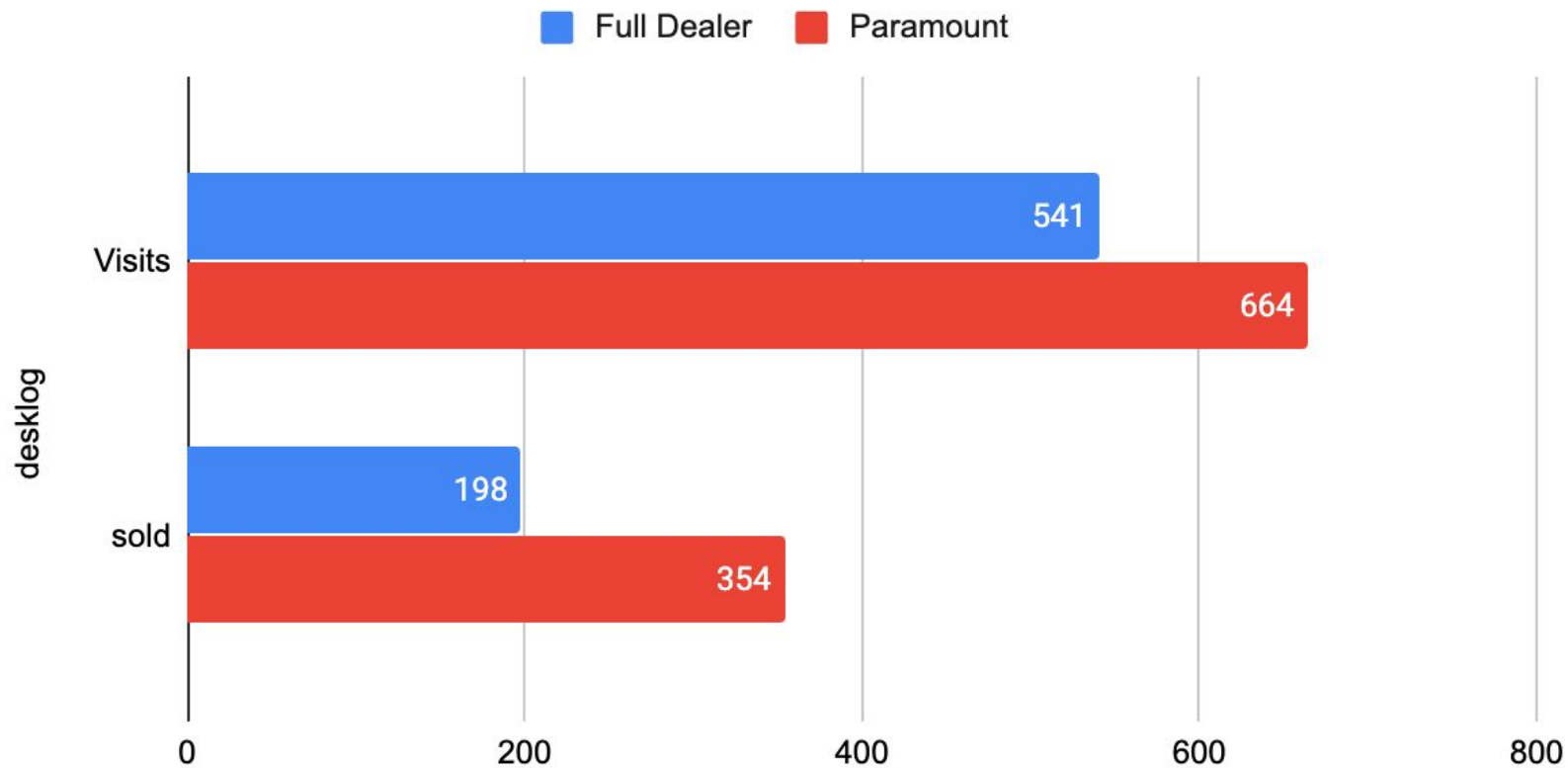
Paramount vs Dealership/BDC Show vs Sold

May 2019



Dealership vs Paramount Desk Log

May 2019



April 2020

Numbers

Ratio

Ratio Description

Full Dealer BDC Paramount Full Dealer BDC Paramount

Leads

Phone

277

277

277

Internet

4514

4514

4514

Total

4791

4791

4791

Phone

16

16

0

5.78%

5.78%

0.00%

Internet

1757

1757

903

38.92%

38.92%

20.00%

Total

1773

1773

903

37.01%

37.01%

18.84%

Phone

261

261

277

94.22%

94.22%

100.00%

Good Phone / Total Phone

Internet

2757

2757

3611

61.08%

61.08%

80.00%

Good Internet / Total Internet

Total

3018

3018

3888

62.99%

62.99%

81.16%

Good Total / Total

Appointments

Total

583

504

1166

19.32%

16.70%

30.00%

Total Appointments / Good Leads

Show

408

366

700

69.98%

72.62%

60.00%

Shows / Appointments

Sold

93

88

280

22.79%

24.04%

40.00%

Appointments / Sold

Desklog

Visits

402

402

694

101.49%

91.04%

100.86%

Appointment Shows / Desklog Visits

Sold

130

130

322

71.54%

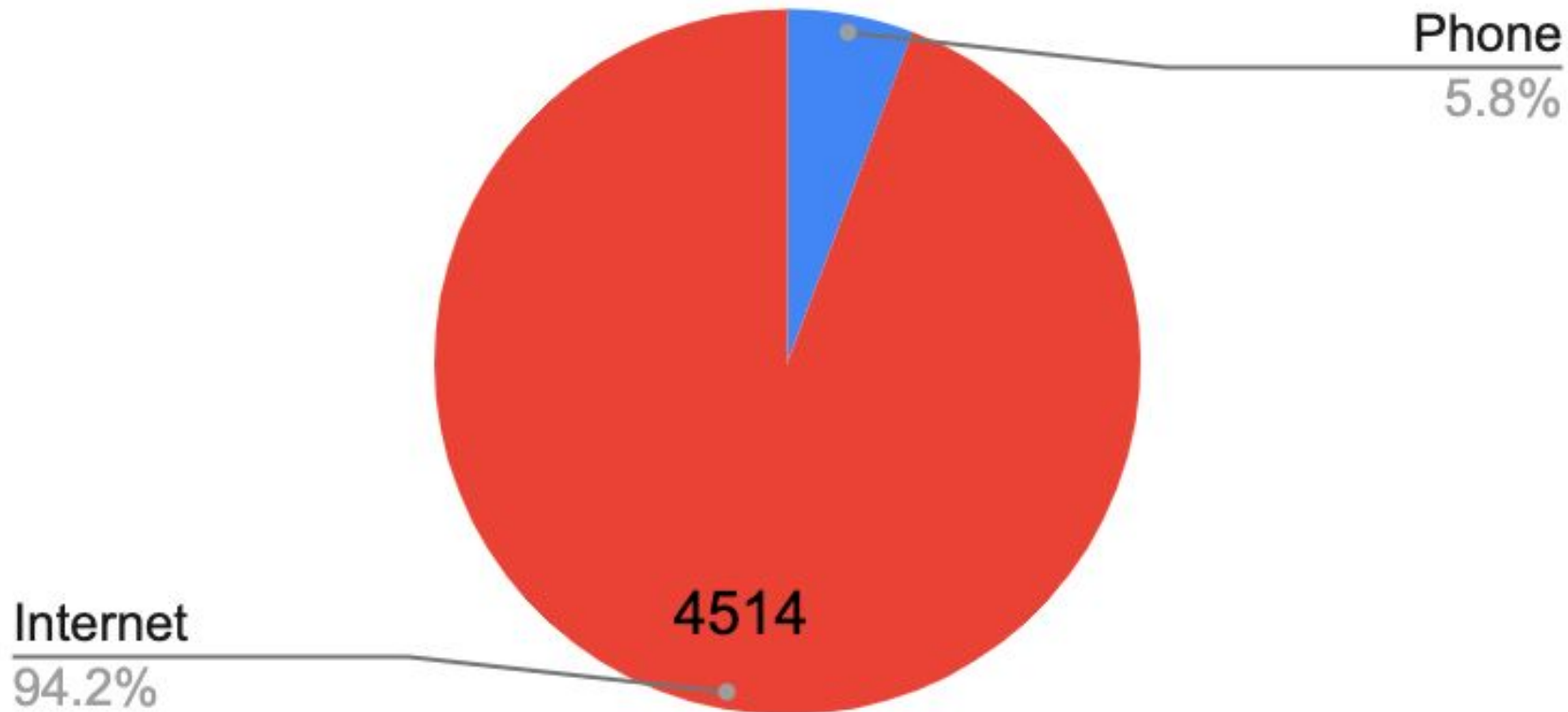
67.69%

86.95%

Appointment Sold / Desklog Sold

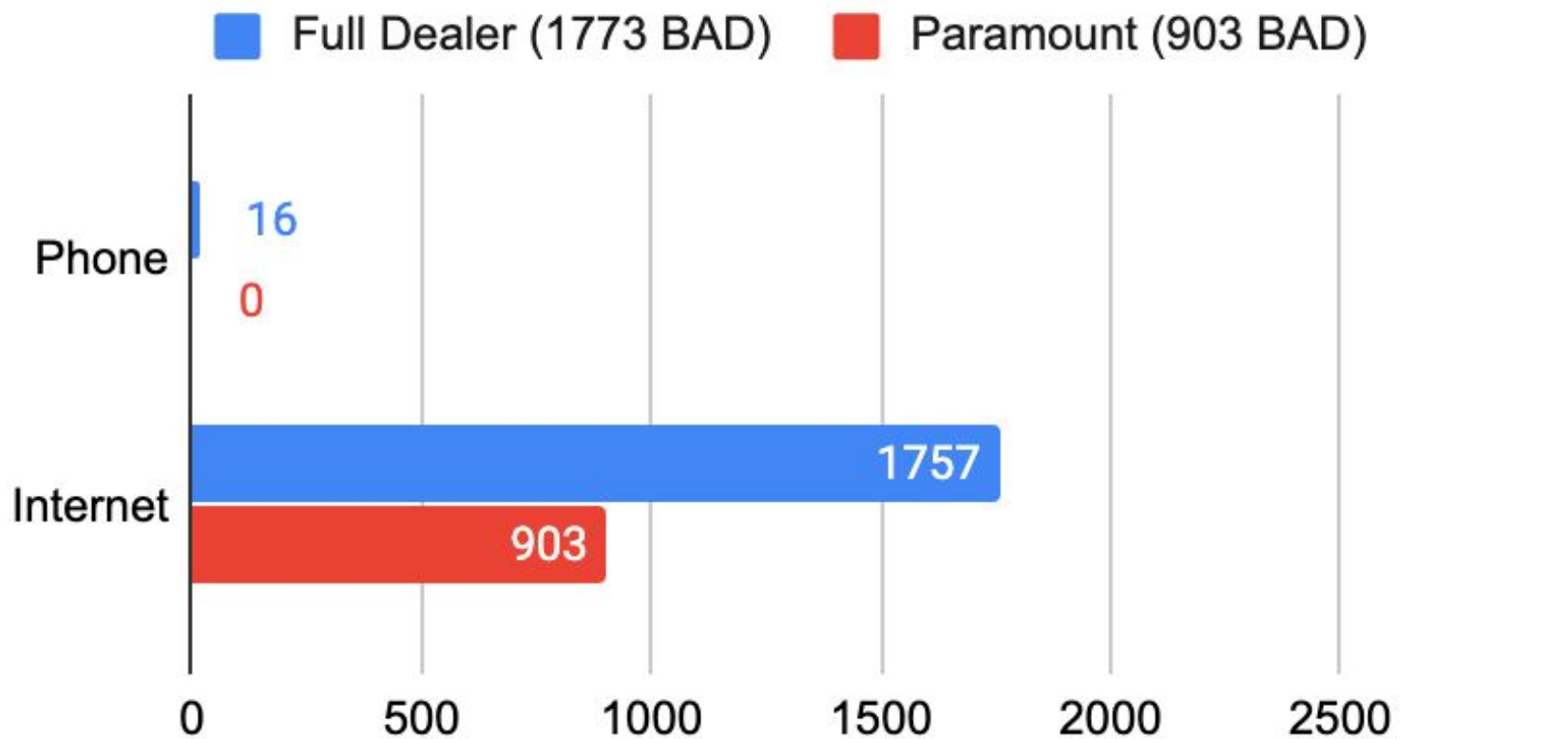
Leads

April 2020 - 4791 Total Leads



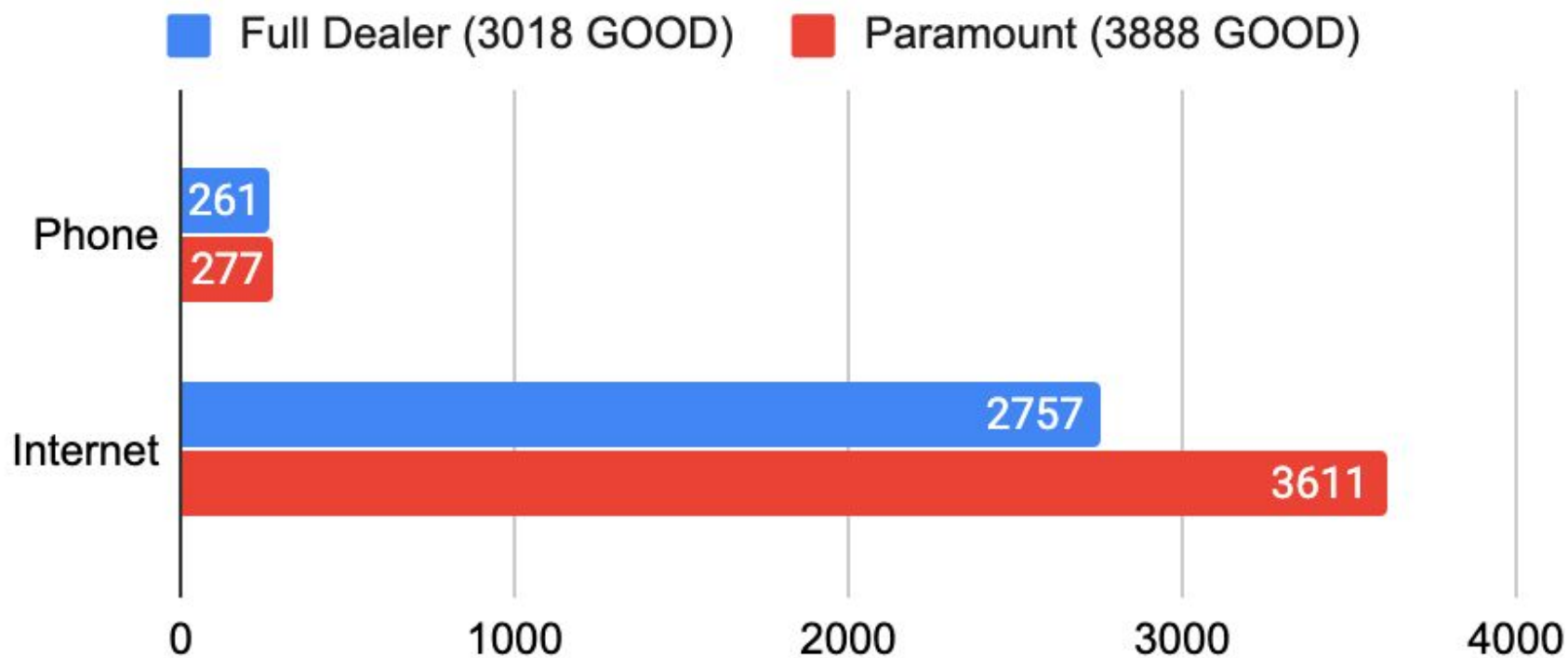
Paramount vs Dealership Bad Lead Quali...

April 2020 - 4791 Total Leads



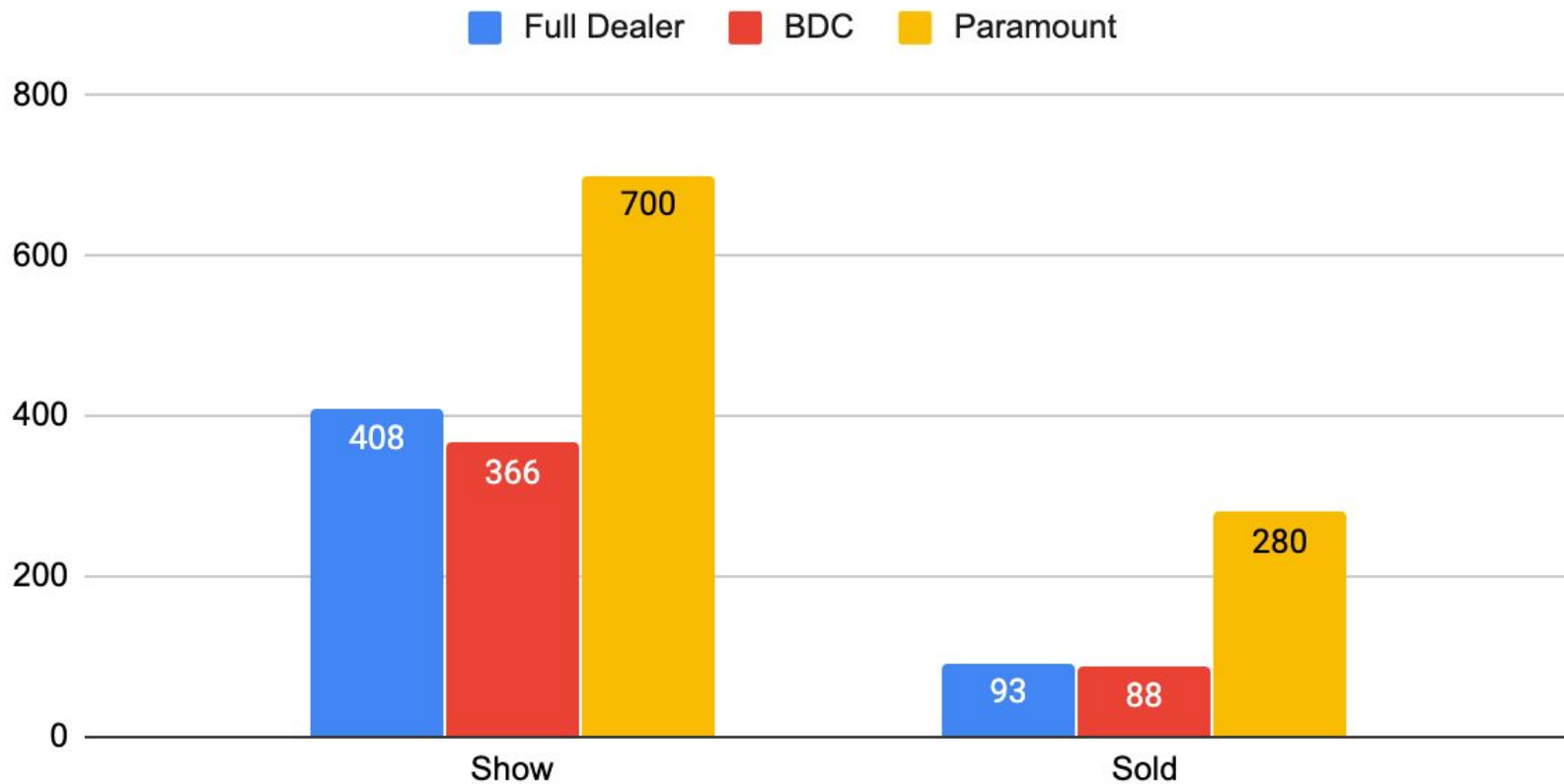
Paramount vs Dealership Good Lead Qualification

April 2020 - 4791 Total Leads



Paramount vs Dealership/BDC Show vs Sold

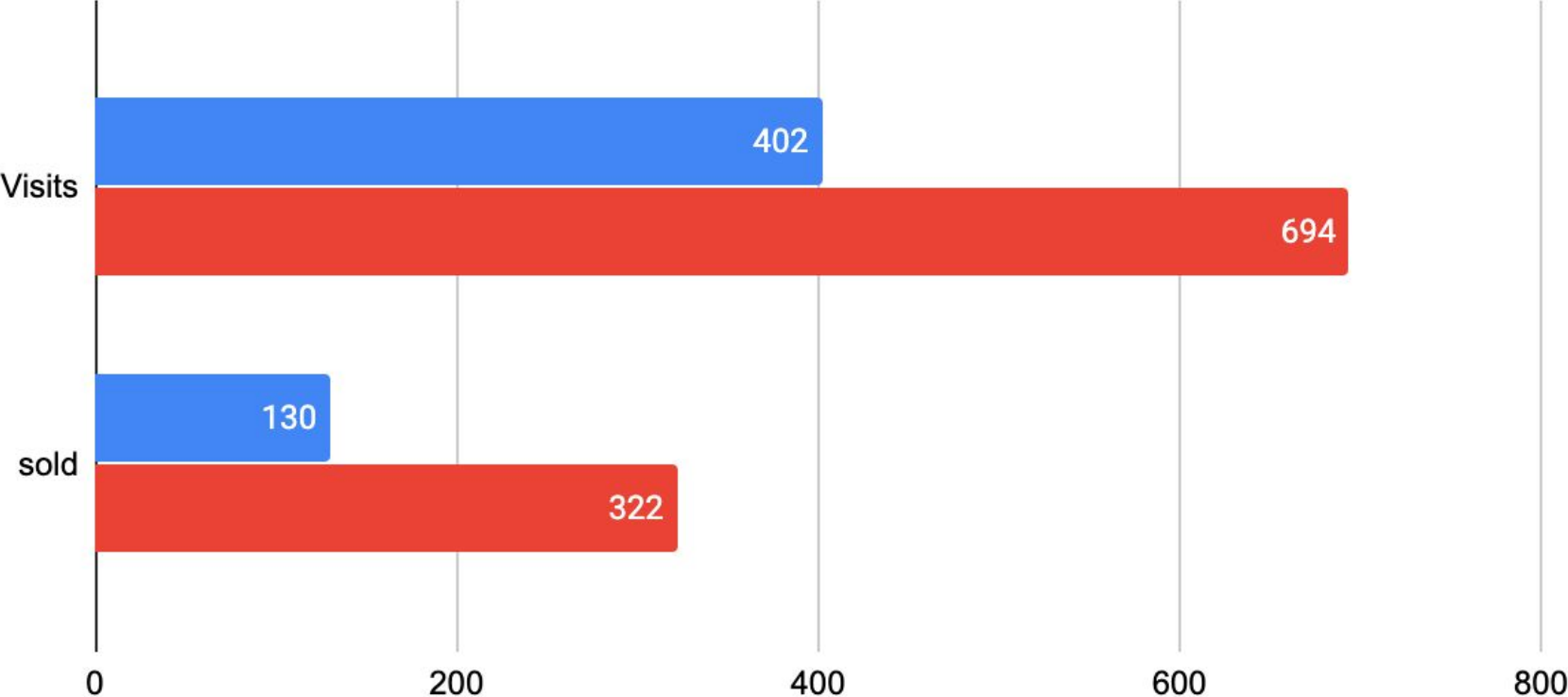
April 2020



Dealership vs Paramount DeskLog

April 2020

Full Dealer Paramount

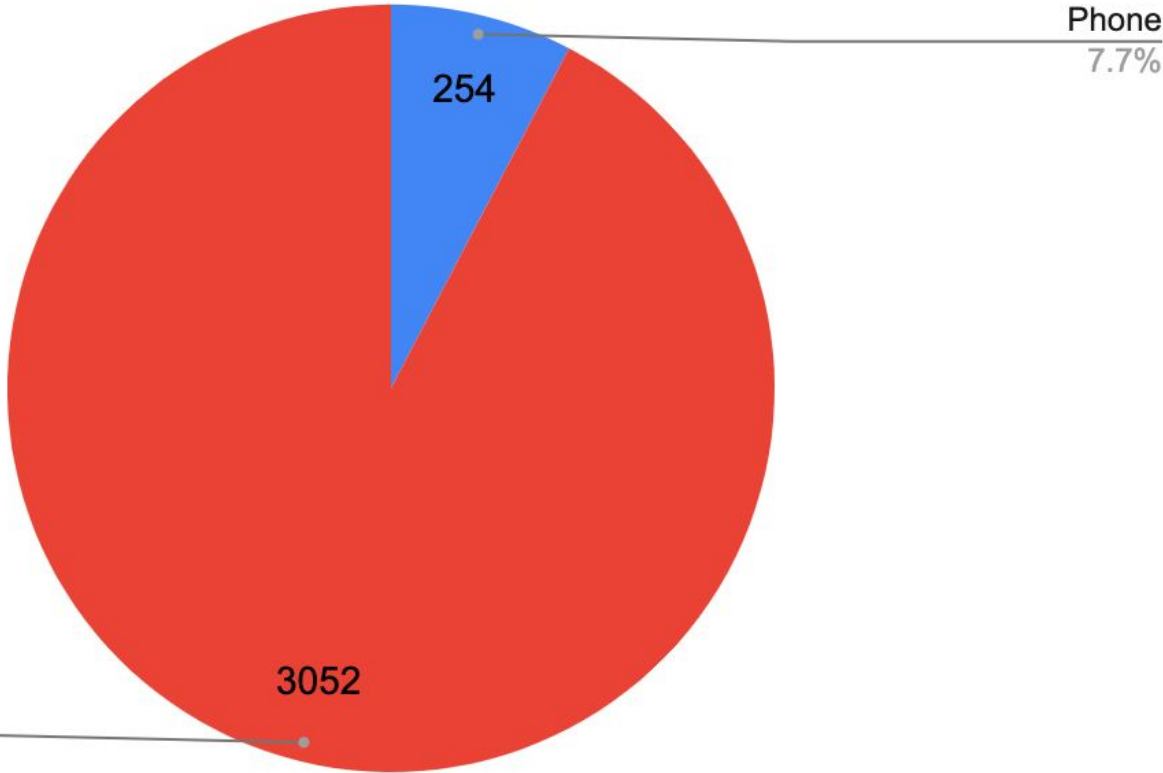


April 2019

April 2019								
		Numbers			Ratio			Ratio Description
		Full Dealer	BDC	Paramount	Full Dealer	BDC	Paramount	
Leads								
Total	Phone	254	254	254				
	Internet	3052						
	Total	3306	3306	3306				
Bad	Phone	20		0	7.87%	7.87%	0.00%	
	Internet	1130	1130	610	37.02%	37.02%	20.00%	
	Total	1150		610	34.79%	34.79%	18.46%	
Good	Phone	234		254	92.13%	92.13%	100.00%	Good Phone / Total Phone
	Internet	1922	1922	2442	62.98%	62.98%	80.00%	Good Internet / Total Internet
	Total	2156		2696	65.21%	65.21%	81.54%	Good Total / Total
Appointments								
	Total	730	482	809	33.86%	22.36%	30.00%	Total Appointments / Good Leads
	Show	378	258	485	51.78%	53.53%	60.00%	Shows / Appointments
	Sold	70	40	194	18.52%	15.50%	40.00%	Appointments / Sold
Desklog								
	Visits	565		672	66.90%	45.66%	72.18%	Appointment Shows / Desklog Visits
	Sold	153		307	45.75%	26.14%	63.20%	Appointment Sold / Desklog Sold

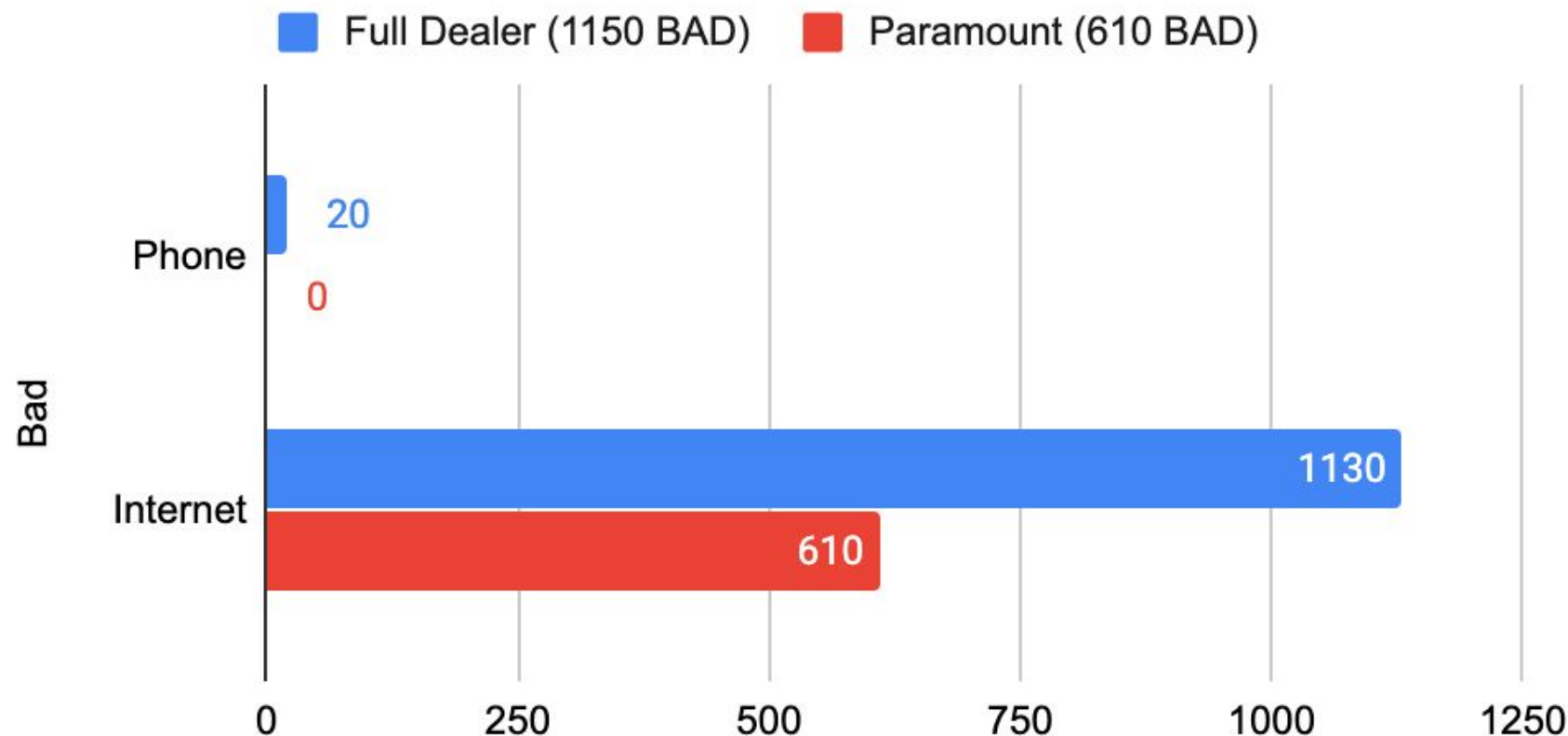
Leads

April 2019 - 3306 Total Leads



Paramount vs Dealership Bad Lead Qualification

April 2019 - 3306 Total Leads



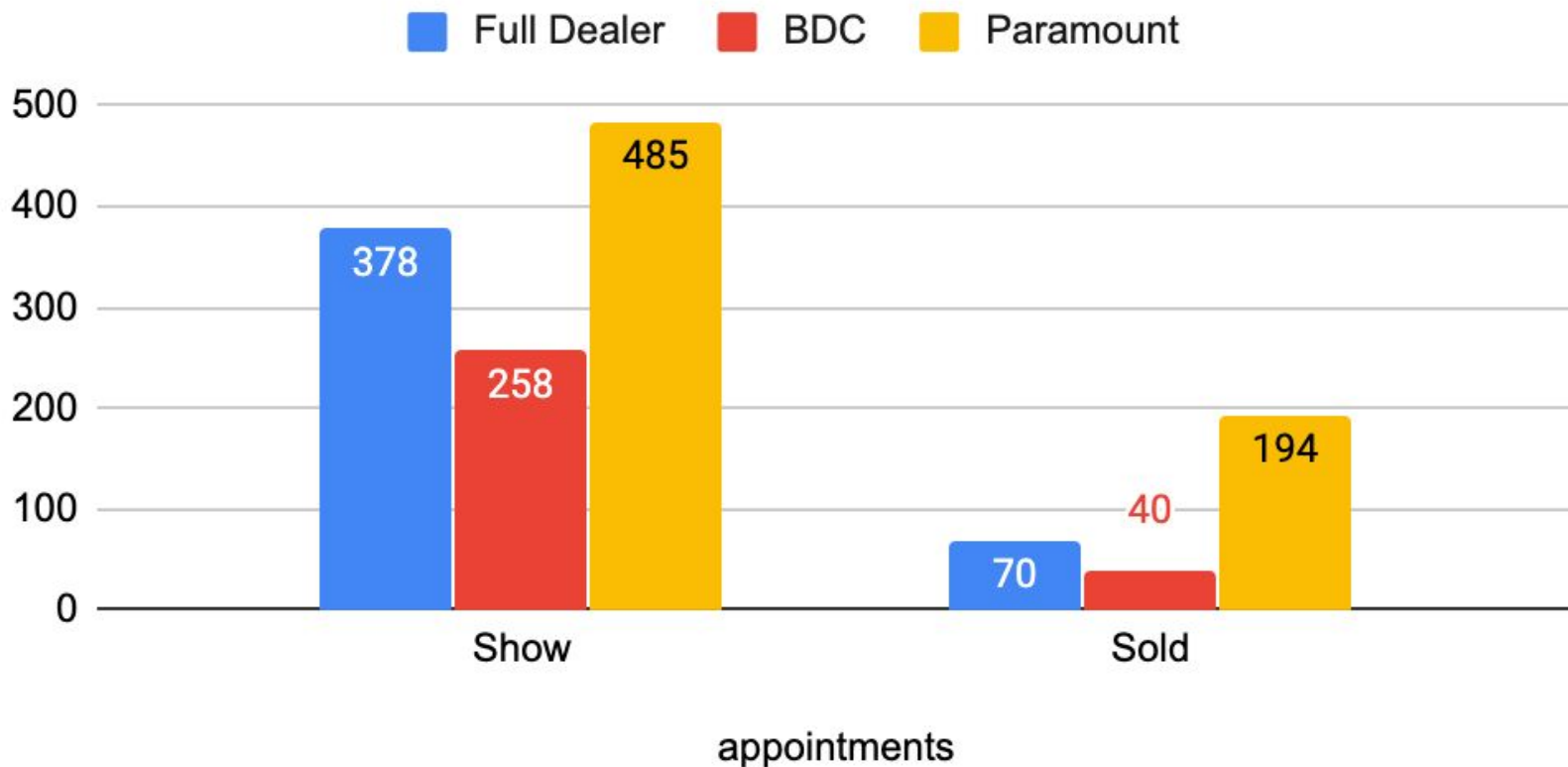
Paramount vs Dealership Good Lead Qu...

April 2019 - 3306 Total Leads



Paramount vs Dealership/BDC Show vs Sold

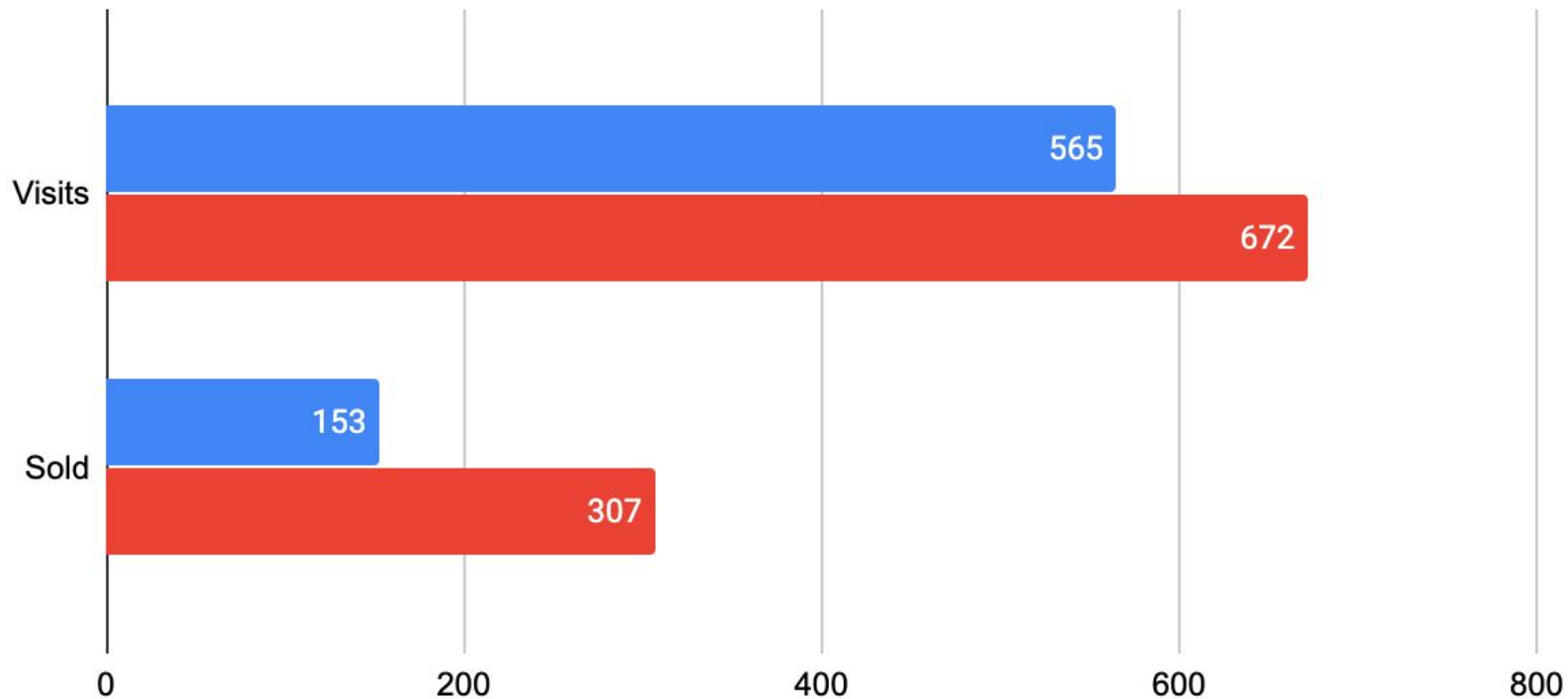
April 2019



Dealership vs Paramount Desk Log

April 2019

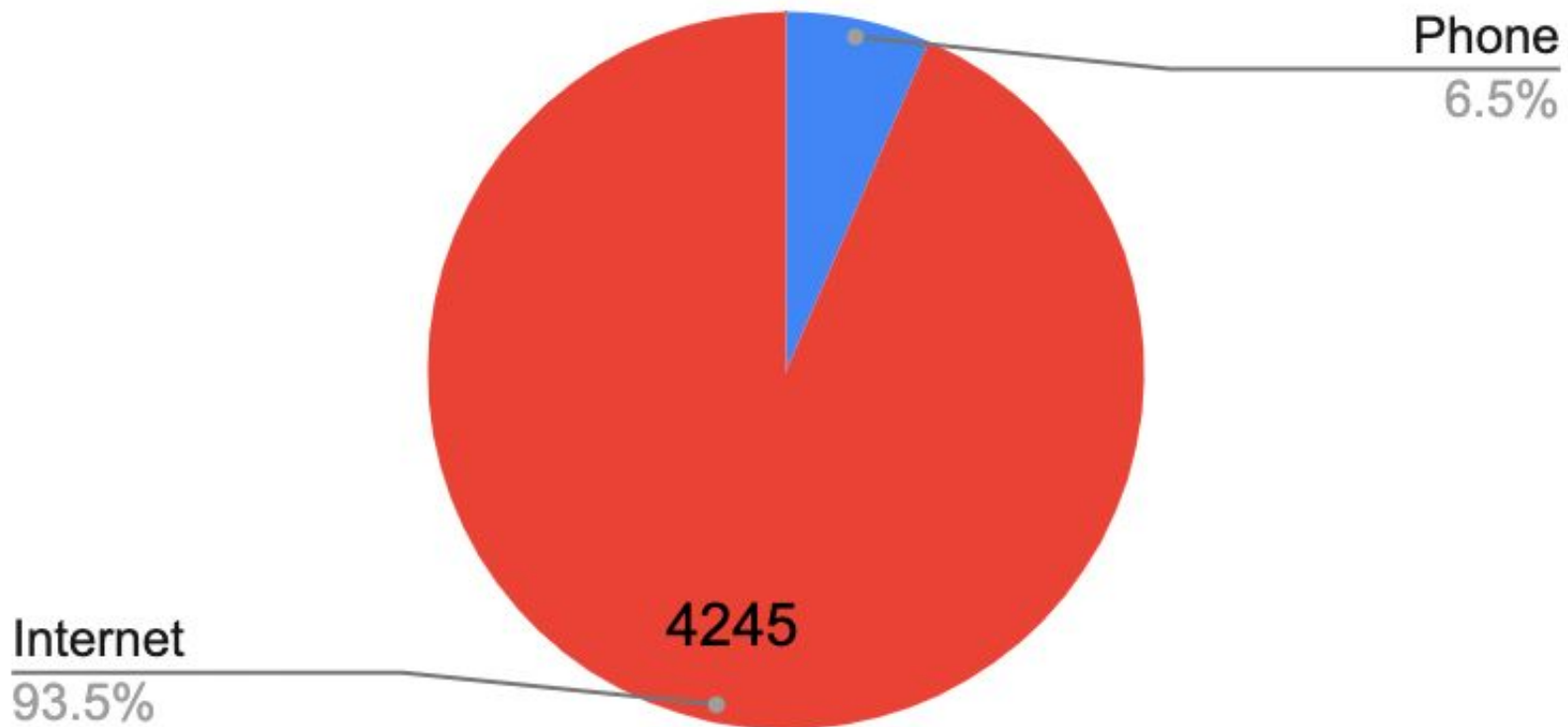
Full Dealer Paramount



March 2020								
		Numbers			Ratio			Ratio Description
		Full Dealer	BDC	Paramount	Full Dealer	BDC	Paramount	
Leads								
Total	Phone	297	297	297				
	Internet	4245						
	Total	4542	4542	4542				
Bad	Phone	36		0	12.12%	12.12%	0.00%	
	Internet	1669	1669	849	39.32%	39.32%	20.00%	
	Total	1705		849	37.54%	37.54%	18.69%	
Good	Phone	261		297	87.88%	87.88%	100.00%	Good Phone / Total Phone
	Internet	2576	2576	3396	60.68%	60.68%	80.00%	Good Internet / Total Internet
	Total	2837		3693	62.46%	62.46%	81.31%	Good Total / Total
Appointments								
	Total	607	538	1108	21.40%	18.96%	30.00%	Total Appointments / Good Leads
	Show	350	324	665	57.66%	60.22%	60.00%	Shows / Appointments
	Sold	78	72	266	22.29%	22.22%	40.00%	Appointments / Sold
Desklog								
	Visits	455		770	76.92%	71.21%	86.36%	Appointment Shows / Desklog Visits
	Sold	158		352	49.37%	45.57%	75.56%	Appointment Sold / Desklog Sold

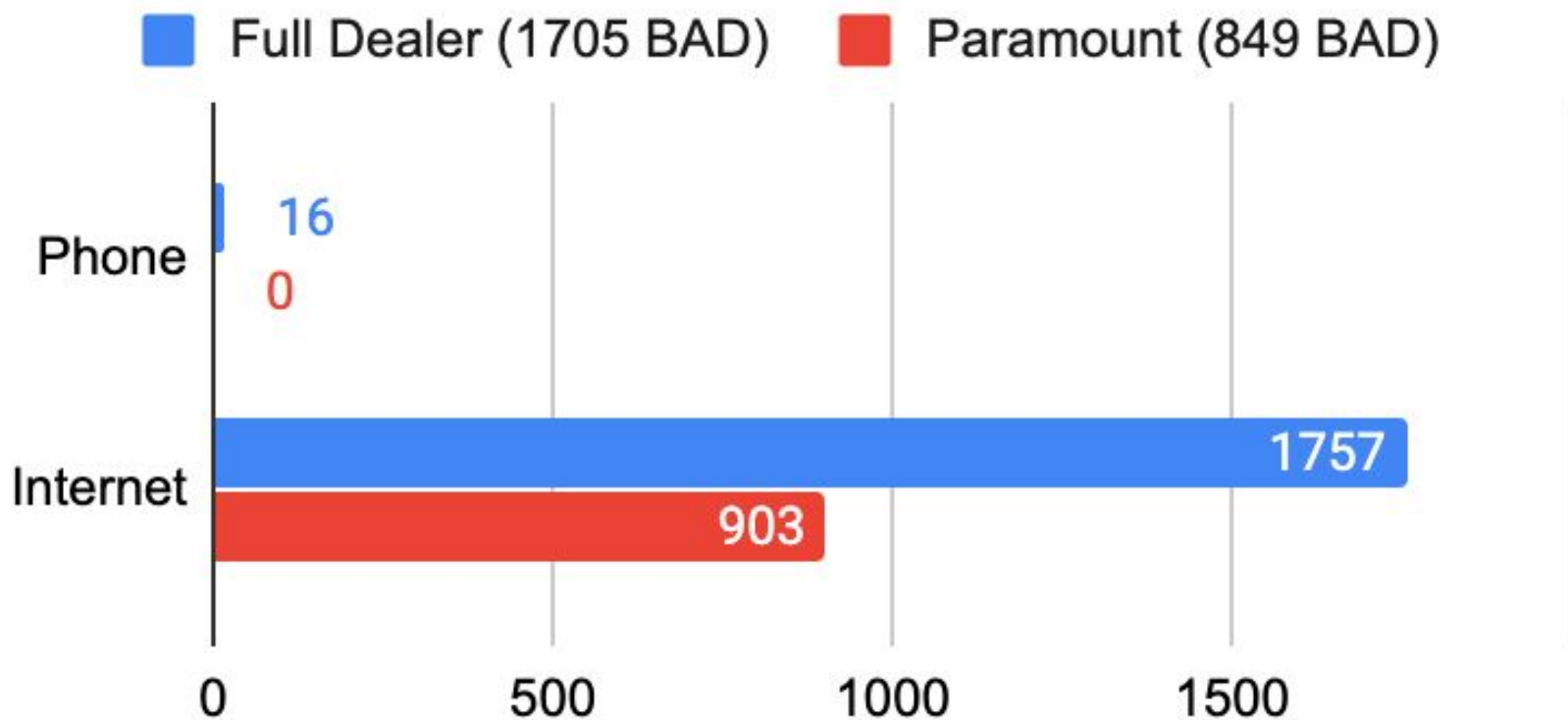
Leads

March 2020 - 4542 Total Leads



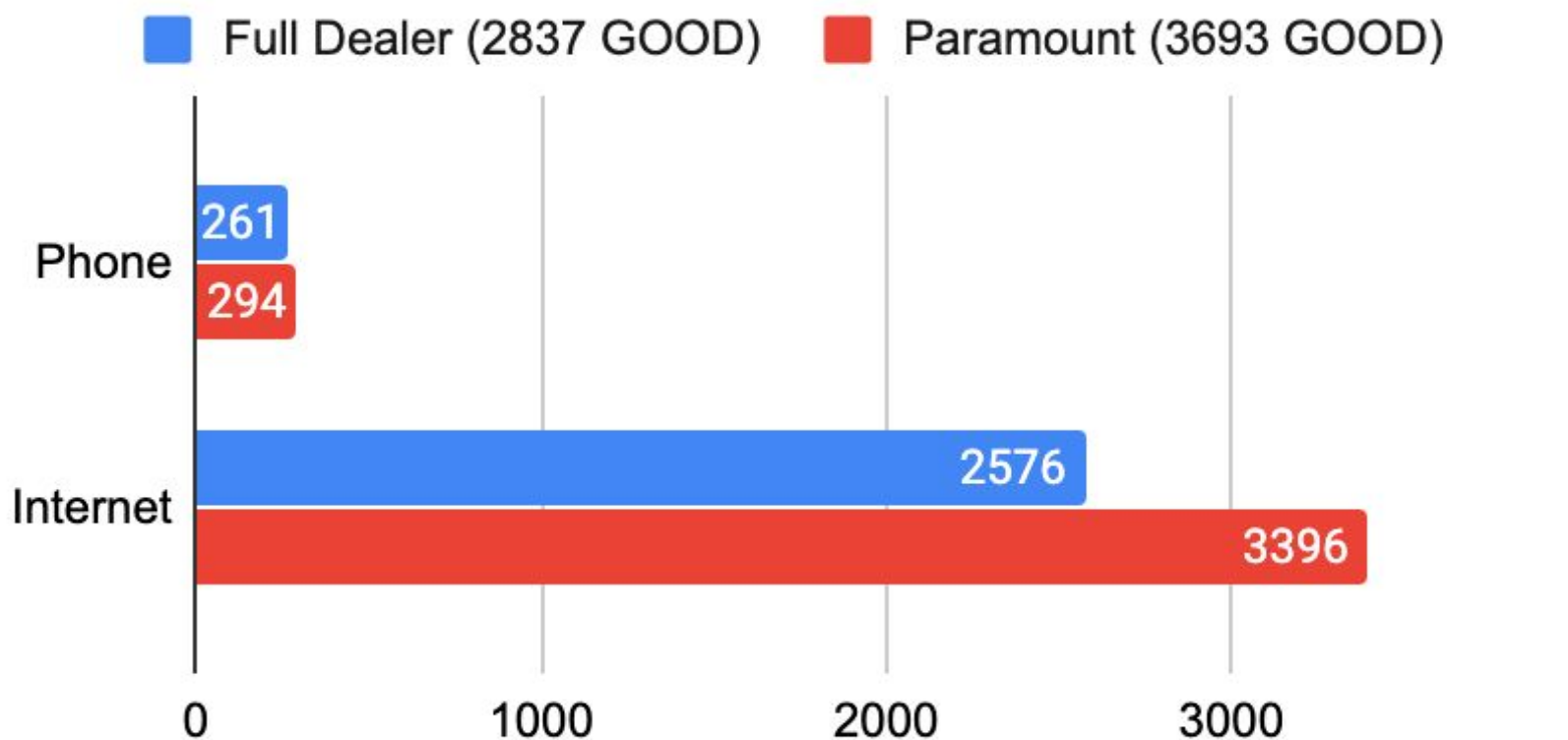
Paramount vs Dealership Bad Lead Q...

March 2020 - 4542 Leads



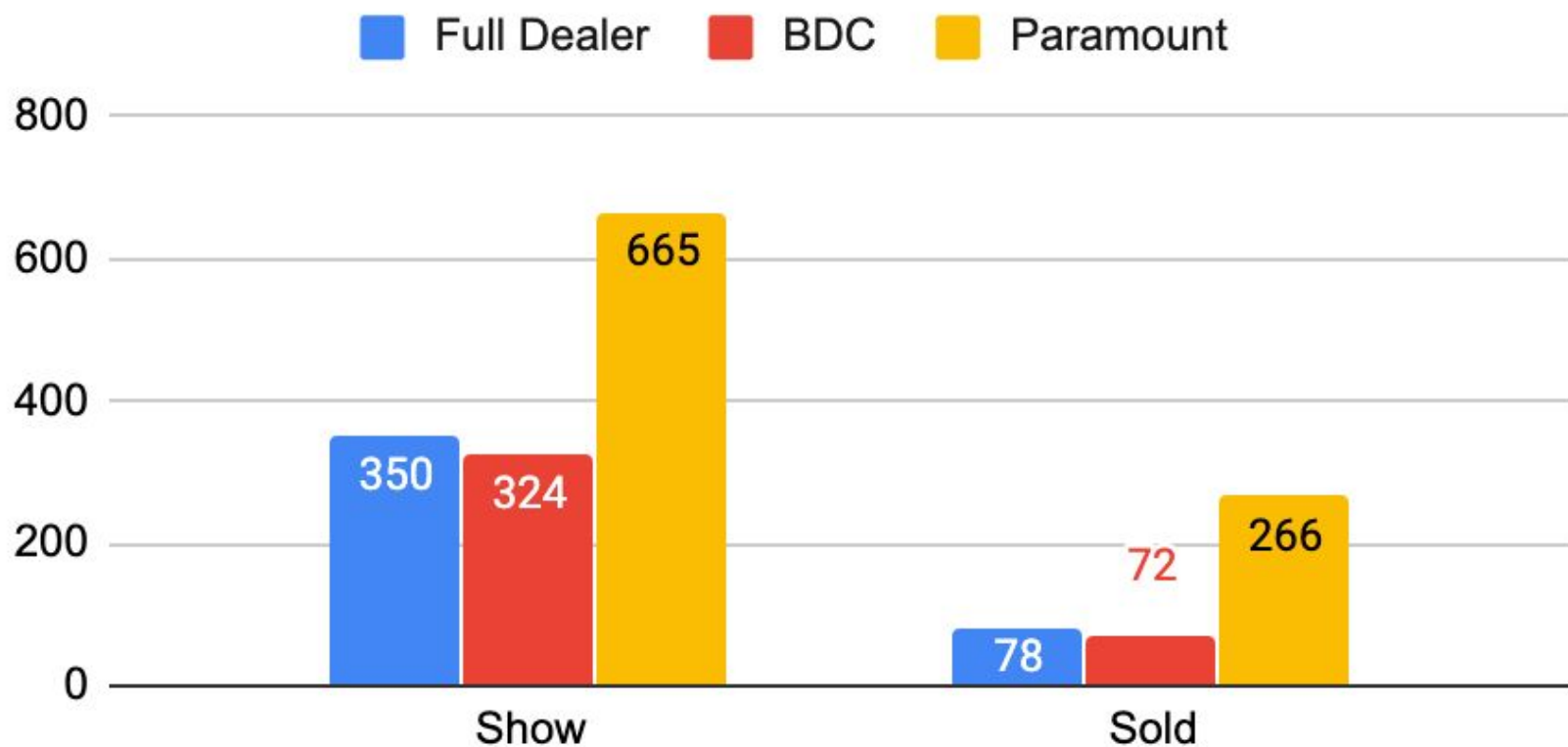
Full Dealer (3018 GOOD) and Paramount...

March 2020 - 4542 Leads



Paramount vs Dealership/BDC Show vs Sold

March 2020



Dealership vs Paramount Desk Log

March 2020

