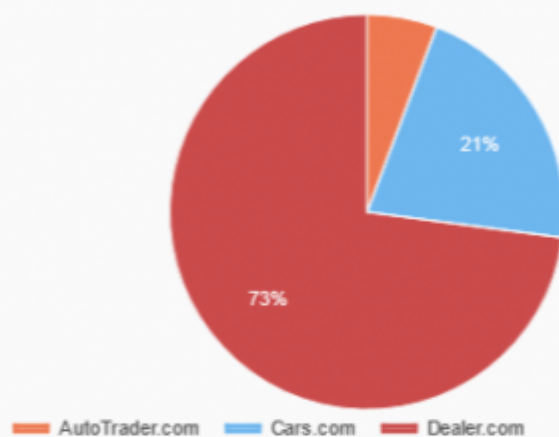


## Leads Per Month



## Total Leads



Lead Provider	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total YTD
<b>AutoTrader.com</b>													
0 Total Leads	13												13
2 Phone Leads	26	31	24	13	22	18	16	41	15	33	39		278
2 Web Leads	30	24	18	8	15	17	25	50	41	38	51		317
2 Total Leads	56	55	42	21	37	35	41	91	56	71	90		595
2 Conversion Ratio													
2 Cost													
2 Cost per lead													
<b>Cars.com</b>													
2 Phone Leads	173	159	124	84	182	212	219	247	172	191	180		1943
2 Web Leads	29	16	12	7	31	37	35	35	23	25	24		274
2 Total Leads	202	175	136	91	213	249	254	282	195	216	204		2217
2 Conversion Ratio													
2 Cost													
2 Cost per lead													
<b>Dealer.com</b>													
0 Website Unique Visitors	1082	984	1127	1011	1079	1047	1333	1270	1087	1150	1227	1343	13740
0 Total Leads													
1 Website Unique Visitors	1396	1247	2824	1529	3276	2489	3070	3176	2687	2909	2799	4974	32376
1 Total Leads													
2 Website Unique Visitors	4173	3855	3536	3447	3872	4090	4876	4779	4584	4790	4681		46683
2 Kelly Blue Book Leads	64	24	61	41	48	42	56	50	47	64	58		555
2 Phone Leads	338	370	261	199	324	594	667	652	621	778	677		5481
2 Web Leads	132	128	102	95	136	165	164	176	156	147	137		1538
2 Total Leads	534	522	424	335	508	801	887	878	824	989	872		7574
2 Conversion Ratio	12.79%	13.54%	11.99%	9.71%	13.11%	19.58%	18.19%	18.37%	17.97%	20.64%	18.62%		15.86%
2 Cost													
2 Cost per lead													