ValueInsight Pro | Valuation Analysis and Report

GOLD COAST CADILLAC

2123 STATE ROUTE 35, OAKHURST, NJ, 07755

VALUATION RANGE

\$29.81M-\$38.33M

Website

BLUE SKY MULTIPLE GOLD COAST CADILLAC 3.32

VALUATION FACTORS
PERFORMANCE
80.00/100



Summary

GOLD COAST CADILLAC, situated in Oakhurst, New Jersey, operates in a community with a population of about 3,480 and a median household income of \$111,599. The dealership benefits from its strategic location, with major transportation routes like New York-Newark-Jersey City, NY-NJ-PA, Trenton-Princeton, NJ enhancing its accessibility. In a detailed comparison as of Apr 2024, for a radius of 30.0 miles, GOLD COAST CADILLAC's performance in key metrics is as follows:

GOLD COAST CADILLAC's Profit per Vehicle Retailed (PVR) New is \$3,238, which is lower than Same Brand dealers at \$4,100 (by -21.1%) but higher than Similar Brands at \$1,916 (by 69.2%). The number of vehicles sold at GOLD COAST CADILLAC is not provided for comparison.

The New to Used Ratio at GOLD COAST CADILLAC is 1.52, higher than Similar Brands at 1.68 (by -9.5%), indicating a slight inclination towards new vehicle sales. The dealership's Average Revenue TTM (Trailing Twelve Months) is \$100, which is considerably lower than Same Brand dealers at \$51,972,535 (by -100%) and Similar Brands at \$87,033,213 (by -100%).

While GOLD COAST CADILLAC demonstrates a decent PVR and a preference for new vehicle sales, no data is available for comparison regarding the number of vehicles sold. Additionally, the dealership's Average Revenue TTM is significantly lower than both Same Brand and Similar Brand dealerships. Addressing these areas, particularly by focusing on sales volume and revenue generation strategies, could greatly improve GOLD COAST CADILLAC's market position in the competitive landscape of the USA car dealership industry.

New Jersey/Cadillac Blue Sky multiple: 3.32 | GOLD COAST CADILLAC Blue Sky multiple: 3.32

Total Valuation	Low	High		
Adjusted Profit	\$10,261,677	\$10,261,677		
Dealership Multiple	2.9	3.73		
Blue Sky Valuation	\$29,809,990	\$38,327,130		
Real Estate	\$0	\$0		
Inventory	\$0	\$0		
Other Assets	\$0	\$0		
Total Valuation Range	\$29,809,990	\$38,327,130		

Highlights: GOLD COAST CADILLAC

- GROUP (MI).
- Monthly Sales: Cadillac: 133
- Located in Oakhurst, New Jersey area, with population 3,480 and average personal income of \$111,599.
- PVR New of \$3,238 vs same brand \$4,100 vs similar brands \$1,916.
- F&I New of \$973 vs same brand \$1,014 vs similar brands \$1,006.

- Part of the 44-Rooftop, SERRA AUTOMOTIVE Days to Turn of 36 vs same brand 33 vs similar brands 46.
 - New to Used Ratio of 1.52 vs same brand 1.21 vs similar brands 1.68.
 - Avg Mo Revenue of \$100 vs same brand \$51,972,535 vs similar brands \$87,033,213.
 - Google Business Rating (1-5) of 4.60 vs same brand 4.40 vs similar brands 4.47.
 - Search Engine Traffic (visits/mo.) of 4,211 vs same brand 2,250 vs similar brands 6,900.

Dealership Location: Oakhurst, New Jersey

Oakhurst is located in Monmouth, New Jersey, with a population of around 3,480 residents and a median household income of \$111,599.. It benefits from its strategic location, with major transportation routes like New York-Newark-Jersey City, NY-NJ-PA, Trenton-Princeton, NJ enhancing its accessibility.

Transportation infrastructure in Oakhurst is welldeveloped, with major highways such as Route 35 and the Garden State Parkway connecting the town to other parts of New Jersey and beyond. This makes commuting to nearby cities and towns a breeze. Additionally, Oakhurst is home to notable employers such as Monmouth University, Meridian Health System, Commvault, and Spirent Communications, offering a range of employment opportunities within commuting distance.

In terms of attractions and amenities, Oakhurst is near the Monmouth Park Racetrack, a popular destination for horse racing enthusiasts. The town is also surrounded by several golf courses, providing ample opportunities for golf enthusiasts to indulge in their favorite sport. Furthermore, the beautiful beaches of Long Branch are just a short drive away, offering residents the chance to relax and unwind by the ocean.

Overall, Oakhurst, New Jersey, offers a desirable location for those seeking a suburban lifestyle with easy access to both urban and coastal attractions.

New Jersey / Cadillac Blue Sky Multiple 3.32

The GOLD COAST CADILLAC Blue Sky Multiple is a measure of the brand value for the dealership's state or local area, **for New Jersey/Cadillac the multiple is 3.32.** When taken into account with the dealership's Adjusted Financials, Vehicle Sales, KPIs, and Assets, the result is a customized, more accurate valuation for the dealership **GOLD COAST CADILLAC** and the multiple is **3.32**.

New Jersey Population Growth (for prev. year) for New Jersey of -0.07% is comparable to the national median of 0.19%. Personal Income (avg. per person) of \$78,700 for New Jersey is in the top 10% among all states. The state(s) with higher value(s) are: Connecticut, Massachusetts. Documentation Fees (avg.) for New Jersey of \$270 is comparable to the national median of \$260. Reg. Vehicle Growth (all brands) for New Jersey of 1.1% is comparable to the national median of 3.0%. Corp. Income Tax Rate (avg.) of 9.0% for New Jersey is in the highest 10% among all states. The state(s) with higher value(s) are: Alaska, Illinois, Minnesota.

Cadillac Market share (% of all brand sales) results of 1.1% are equal to the median of 1.06% of all brands in New Jersey. Market share (% of all brand sales) for New Jersey of 1.1% is equal to the national median of 1.14% of Cadillac. Dealer Density (brand per 1,000,000 pop.) results of 1.84 are comparable to the median of 1.4 of all brands in New Jersey. Dealer Density (brand per 1,000,000 pop.) for New Jersey of 1.84 is equal to the national median of 1.67 of Cadillac. Days to Turn (brand avg.) results of 23 days are comparable to the median of 38 days of all brands in New Jersey. Brand Loyalty (national avg.; brand rank [1 to 37]) of 45.6 for Cadillac is lowest in New Jersey among all states. Brand Loyalty (national avg.; brand rank [1 to 37]) of 45.6 for Cadillac is highest in New Jersey among all states. Brand Loyalty (national avg.; brand rank [1 to 37]) results of 45.6 are comparable to the median of 39.55 of all brands in New Jersey. Brand Loyalty (national avg.; brand rank [1 to 37]) for New Jersey of 45.6 is equal to the national median of 45.6 of Cadillac. Brand Profitability (avg. PVR) of \$2,191 for New Jersey is at the bottom of the list among all states for Cadillac. The state(s) with lower value(s) are: Connecticut, Michigan, Vermont. Brand Profitability (avg. PVR) of \$2,191 for Cadillac is in the top 30% of all brands in New Jersey.

Top 5 New Jersey Factors	Value	Rank
Population Growth (for prev. year)	-0.07%	35
Personal Income (avg. per person)	\$78,700	3
Documentation Fees (avg.)	\$270	25
Reg. Vehicle Growth (all brands)	1.1%	33
Corp. Income Tax Rate (avg.)	9.0%	47
Top 5 Cadillac Factors (in New Jersey)		
Market share (% of all brand sales)	1.1%	31
Dealer Density (brand per 1,000,000 pop.)	1.84	29
Days to Turn (brand avg.)	23	7
Brand Loyalty (national avg.; brand rank [1 to 37])	45.6%	14
Brand Profitability (avg. PVR)	\$2,191	47

Your KPI Summary

PVR

PVR New for Cadillac in New Jersey is \$1,218 which is 48.69% is high and 38.25% above the average of all brands in New below the national average for Cadillac. PVR New for Cadillac.

PVR Monthly Average as of 10.31.2023

PRIMARY RADIUS OF 30 MILES

	YOUR	DEALERSHIP	LOCAL	STAT	E NA	ATIONAL
PVR New						
Cadillac	9	\$3,238		\$1,2	18 \$2,374	
Similar Brands				\$70	1 \$1,668	
All Brands				\$1,755 \$88		\$1,258
YOUR DEALERSHIP	Nov	Dec	Jan	Feb	Mar	Apr
PVR New	\$3,241	\$3,320	\$3,688	\$3,076	\$3,826	\$2,944

PVR New for Gold Coast Cadillac is \$3,238 which is 165.8% above the average for Cadillac dealerships in New Jersey.

■ F&I

F&I New for Cadillac in New Jersey is \$618 which is 33.9% below the national average for Cadillac. F&I New for Cadillac

is high and 1.31% above the average of all brands in New lersey

F&I Monthly Average as of 10.31.2023

PRIMARY RADIUS OF 30 MILES

	YOUR DEALERSHIP	LOCAL	STATE	NATIONAL
-&I New				
Cadillac	\$973	\$1,014	\$618	\$935
Similar Brands		\$1,006	\$526	\$890
All Brands		\$1,005	\$610	\$955

YOUR DEALERSHIP	Nov	Dec	Jan	Feb	Mar	Apr
F&I New	\$952	\$938	\$983	\$988	\$1,011	\$930

F&I New for Gold Coast Cadillac is \$973 which is 57.4% above the average for Cadillac dealerships in New Jersey.

Sales

Days to Turn for Cadillac in New Jersey is 37 which is 8.82% above the national average for Cadillac. Days to Turn for

Cadillac is low and 50.67% below the average of all brands in New Jersey.

Sales Monthly Average as of 10.31.2023

PRIMARY RADIUS OF 30 MILES

	YOUR DEALERSHIP		LOCAL		ГАТЕ	NATIONA	
Sales Efficiency							
Cadillac				6	55%	65%	
Similar Brands				6	55%	65%	
All Brands				6	55%	65%	
Days to Turn							
Cadillac	36		33		37	34	
Similar Brands			46		76	68	
All Brands			45		75	67	
New to Used Ratio				·			
Cadillac	1.52		1.21				
Similar Brands			1.68				
All Brands			1.91				
Avg Mo Revenue							
Cadillac	\$100	\$5	1,972,53	5			
Similar Brands		\$8	\$87,033,213				
All Brands		\$6	6,330,69	5			
YOUR DEALERSHIP	Nov [Эес	Jan	Feb	M	ar Apı	
Days to Turn	35	34	36	40	3	3 35	

Days to Turn for Gold Coast Cadillac is 36 which is 2.7% below the average for Cadillac dealerships in New Jersey.

Service

Service Retention for Cadillac in New Jersey is 58% which is 0%, i.e. same as the national average for Cadillac. Service

Retention for Cadillac is equal and 0% , i.e. same as the average of all brands in New Jersey.

Service Monthly Average as of 10.31.2023

	YOUR DEALERSHIP	LOCAL	STATE	NATIONAL
Service Absorption				
Cadillac			60%	60%
Similar Brands			60%	60%
All Brands			60%	60%
Service Retention				
Cadillac			58%	58%
Similar Brands			58%	58%
All Brands			58%	58%

■ Customer Experience

Google Business Rating (1-5) for Cadillac in New Jersey is 4.54 Google Business Rating (1-5) for Cadillac is high and 1.34% which is 2.71% above the national average for Cadillac.

above the average of all brands in New Jersey.

Customer Experience Monthly Average as of 12.31.2023

PRIMARY RADIUS OF 30 MILES

	YOUR DEALERSHIP	LOCAL	STATE	NATIONAL
Google Business Rating (1-5)				
Cadillac	4.60	4.40	4.54	4.42
Similar Brands		4.47	4.54	4.47
All Brands		4.42	4.48	4.46
Customer Satisfaction (CSI)				
Cadillac			848	848
Similar Brands			848	848
All Brands			848	848

Google Business Rating (1-5) for Gold Coast Cadillac is 4.60 which is 1.3% above the average for Cadillac dealerships in

New Jersey.

Marketing

Search Engine Score for Cadillac in New Jersey is 20 which is 5.26% above the national average for Cadillac. Search Engine Score for Cadillac is low and 9.09% below the average of all brands in New Jersey. Search Engine Traffic (visits/mo.) for

Cadillac in New Jersey is 3,906 which is 27.71% below the national average for Cadillac. Search Engine Traffic (visits/mo.) for Cadillac is low and 35.27% below the average of all brands in New Jersey.

Marketing Monthly Average as of 12.31.2023

PRIMARY RADIUS OF 30 MILES

	YOUR DEALERSHIP	LOCAL	STATE	NATIONAL
Search Engine Score				
Cadillac	22		20	19
Similar Brands			22	20
All Brands			22	20
Search Engine Traffic (visits/mo.)				
Cadillac	4,211	2,250	3,906	5,403
Similar Brands		6,900	6,057	5,586
All Brands		7,465	6,034	5,900

Search Engine Score for Gold Coast Cadillac is 22 which is 10.0% above the average for Cadillac dealerships in New Jersey. Search Engine Traffic (visits/mo.) for Gold Coast

Cadillac is 4,211 which is 7.8% above the average for Cadillac dealerships in New Jersey.

■ Personnel (annual averages)

Management Tenure (avg yrs) for Cadillac in New Jersey is 4 which is 0%, i.e. same as the national average for Cadillac.

Management Tenure (avg yrs) for Cadillac is equal and 0%, i.e. same as the average of all brands in New Jersey.

Personnel (annual averages) 1 Year Average as of 10.31.2023

	YOUR DEALERSHIP	LOCAL	STATE	NATIONAL
Employee Turnover (annual)				
Cadillac			45%	45%
Similar Brands			45%	45%
All Brands			45%	45%
Management Tenure (avg yrs)				
Cadillac			4	4
Similar Brands			4	4
All Brands			4	4

■ EV Readiness

BEV/ICE units sold for Cadillac in New Jersey is 5.51% which is 54.34% above the national average for Cadillac. BEV/ICE units sold for Cadillac is high and 151.6% above the average of all brands in New Jersey. Hybrid/ICE units sold for Cadillac in

New Jersey is 0.19% which is 9.52% below the national average for Cadillac. Hybrid/ICE units sold for Cadillac is low and 95.91% below the average of all brands in New Jersey.

EV Readiness Monthly Average as of 10.31.2023

PRIMARY RADIUS OF 30 MILES

	YOUR DEALERSHIP	LOCAL	STATE	NATIONAL
BEV/ICE units sold				
Cadillac	0.00%		5.51%	3.57%
Similar Brands			2.81%	1.79%
All Brands			2.19%	1.62%
Hybrid/ICE units sold				
Cadillac	0.00%		0.19%	0.21%
Similar Brands			3.91%	3.78%
All Brands			4.64%	4.16%

YOUR DEALERSHIP	Nov	Dec	Jan	Feb	Mar	Apr
BEV/ICE units sold	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hybrid/ICE units sold	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

BEV/ICE units sold for Gold Coast Cadillac is 0.00% which is 100.0% below the average for Cadillac dealerships in New Jersey. Hybrid/ICE units sold for Gold Coast Cadillac is 0.00%

which is 100.0% below the average for Cadillac dealerships in New Jersey.

■ Customer/PMA Alignment

Customer/PMA Alignment Monthly Average as of 10.31.2023

	YOUR DEALERSHIP	LOCAL	STATE	NATIONAL
Median Age Customer				
Cadillac	58			
All Brands				

Demographics

Demographics 1 Year Average as of 10.31.2023

Location

Location Monthly Average as of 10.31.2023

■ EV Infrastructure

EV Infrastructure 2 Year Average as of 10.31.2023

Adjusted Profit | All Brands

	2019	2020	2021	2022	2023	202	24	Trends LAST 3 YEARS
						Annualized	YTD	
Revenue	\$227,051,036	\$171,803,047	\$219,135,107	\$228,125,280	\$202,921,194	\$126,613,473	\$42,204,491	↓ -25.50%
Gross Profit	\$38,086,907	\$29,090,320	\$38,439,802	\$39,661,149	\$34,078,017	\$14,420,676	\$4,806,892	↓ -39.70%
Expenses	\$35,213,680	\$26,535,427	\$33,888,290	\$35,328,942	\$30,589,941	\$12,511,155	\$4,170,385	↓ -40.49%
Net Additions	\$4,562,087	\$4,180,169	\$7,780,731	\$7,329,943	\$5,856,702	\$3,546,252	\$1,182,084	↓ -30.44%
Net Profit	\$7,435,314	\$6,735,062	\$12,332,243	\$11,662,151	\$9,344,778	\$5,455,776	\$1,818,592	↓ -31.60%
Add Backs	\$1,487,063	\$1,347,012	\$2,466,449	\$2,332,430	\$1,868,956	\$1,091,154	\$363,718	↓ -31.60%
Adjusted Profit	\$8,922,377	\$8,082,074	\$14,798,691	\$13,994,581	\$11,213,734	\$6,546,930	\$2,182,310	↓ -31.60%

Vehicle Sales | All Brands

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
New	702	504	558	610	531	636	212	↑ 2.11%
Used	1,009	967	1,030	866	794	795	265	↓ -4.19%
Wholesale	152	145	154	130	119	117	39	↓ -5.13%
Commercial	362	346	260	278	256	306	102	1 4.92%
Total	2,225	1,962	2,002	1,884	1,700	1,854	618	↓ -0.80%
New/used Ratio	1.04	0.88	0.79	1.01	0.98	1.18	1.18	↑ 8.23%

Adjusted Profit | Cadillac

	2019	2020	2021	2022	2023	202	24	Trends LAST 3 YEARS
						Annualized	YTD	
Revenue	\$118,704,164	\$92,754,534	\$125,044,303	\$127,943,450	\$115,959,727	\$126,613,473	\$42,204,491	↓ -0.52%
Gross Profit	\$12,083,657	\$10,118,676	\$15,858,009	\$15,617,510	\$13,207,265	\$14,420,676	\$4,806,892	↓ -3.91%
Expenses	\$11,377,368	\$9,144,754	\$13,188,313	\$13,288,939	\$11,458,419	\$12,511,155	\$4,170,385	↓ -2.97%
Net Additions	\$1,311,681	\$1,808,713	\$4,958,007	\$4,324,489	\$3,247,858	\$3,546,252	\$1,182,084	↓ -9.44%
Net Profit	\$2,017,971	\$2,782,636	\$7,627,702	\$6,653,059	\$4,996,705	\$5,455,776	\$1,818,592	↓ -9.44%
Add Backs	\$403,594	\$556,527	\$1,525,540	\$1,330,612	\$999,341	\$1,091,154	\$363,718	↓ -9.44%
Adjusted Profit	\$2,421,565	\$3,339,163	\$9,153,243	\$7,983,671	\$5,996,046	\$6,546,930	\$2,182,310	↓ -9.44%

Vehicle Sales | Cadillac

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
New	702	504	558	610	531	636	212	1 2.11%
Used	1,009	967	1,030	866	794	795	265	↓ -4.19%
Wholesale	152	145	154	130	119	117	39	↓ -5.13%
Commercial	362	346	260	278	256	306	102	1 4.92%
Total	2,225	1,962	2,002	1,884	1,700	1,854	618	↓ -0.80%
New/used Ratio	1.04	0.88	0.79	1.01	0.98	1.18	1.18	↑ 8.23%

Adjusted Profit | BMW

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
Revenue	\$19,203,662	\$14,010,750	\$16,676,882	\$17,756,470	\$15,413,261	\$0	\$0	↓ -13.20%
Gross Profit	\$4,608,879	\$3,362,580	\$4,002,452	\$4,261,553	\$3,699,183	\$0	\$0	↓ -13.20%
Expenses	\$4,224,806	\$3,082,365	\$3,668,914	\$3,906,423	\$3,390,917	\$0	\$0	↓ -13.20%
Net Additions	\$576,110	\$420,322	\$500,306	\$532,694	\$462,398	\$0	\$0	↓ -13.20%
Net Profit	\$960,183	\$700,537	\$833,844	\$887,823	\$770,663	\$0	\$0	↓ -13.20%
Add Backs	\$192,037	\$140,107	\$166,769	\$177,565	\$154,133	\$0	\$0	↓ -13.20%
Adjusted Profit	\$1,152,220	\$840,645	\$1,000,613	\$1,065,388	\$924,796	\$0	\$0	↓ -13.20%

Vehicle Sales | BMW

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
New								-
Used								-
Wholesale								-
Commercial								-
Total								-
New/used Ratio								-

Adjusted Profit | Buick

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
Revenue	\$3,495,812	\$2,550,501	\$3,035,840	\$3,232,367	\$2,805,812	\$0	\$0	↓ -13.20%
Gross Profit	\$838,995	\$612,120	\$728,602	\$775,768	\$673,395	\$0	\$0	↓ -13.20%
Expenses	\$769,079	\$561,110	\$667,885	\$711,121	\$617,279	\$0	\$0	↓ -13.20%
Net Additions	\$104,874	\$76,515	\$91,075	\$96,971	\$84,174	\$0	\$0	↓ -13.20%
Net Profit	\$174,791	\$127,525	\$151,792	\$161,618	\$140,291	\$0	\$0	↓ -13.20%
Add Backs	\$34,958	\$25,505	\$30,358	\$32,324	\$28,058	\$0	\$0	↓ -13.20%
Adjusted Profit	\$209,749	\$153,030	\$182,150	\$193,942	\$168,349	\$0	\$0	↓ -13.20%

Vehicle Sales | Buick

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
New								-
Used								-
Wholesale								-
Commercial								-
Total								-
New/used Ratio								-

Adjusted Profit | Chevrolet

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
Revenue	\$9,671,747	\$7,056,385	\$8,399,158	\$8,942,882	\$7,762,747	\$0	\$0	↓ -13.20%
Gross Profit	\$2,321,219	\$1,693,532	\$2,015,798	\$2,146,292	\$1,863,059	\$0	\$0	↓ -13.20%
Expenses	\$2,127,784	\$1,552,405	\$1,847,815	\$1,967,434	\$1,707,804	\$0	\$0	↓ -13.20%
Net Additions	\$290,152	\$211,692	\$251,975	\$268,286	\$232,882	\$0	\$0	↓ -13.20%
Net Profit	\$483,587	\$352,819	\$419,958	\$447,144	\$388,137	\$0	\$0	↓ -13.20%
Add Backs	\$96,717	\$70,564	\$83,992	\$89,429	\$77,627	\$0	\$0	↓ -13.20%
Adjusted Profit	\$580,305	\$423,383	\$503,949	\$536,573	\$465,765	\$0	\$0	↓ -13.20%

Vehicle Sales | Chevrolet

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
New								-
Used								-
Wholesale								-
Commercial								-
Total								-
New/used Ratio								-

Adjusted Profit | Ford

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
Revenue	\$9,205,639	\$6,716,318	\$7,994,379	\$8,511,900	\$7,388,638	\$0	\$0	↓ -13.20%
Gross Profit	\$2,209,353	\$1,611,916	\$1,918,651	\$2,042,856	\$1,773,273	\$0	\$0	↓ -13.20%
Expenses	\$2,025,241	\$1,477,590	\$1,758,763	\$1,872,618	\$1,625,500	\$0	\$0	↓ -13.20%
Net Additions	\$276,169	\$201,490	\$239,831	\$255,357	\$221,659	\$0	\$0	↓ -13.20%
Net Profit	\$460,282	\$335,816	\$399,719	\$425,595	\$369,432	\$0	\$0	↓ -13.20%
Add Backs	\$92,056	\$67,163	\$79,944	\$85,119	\$73,886	\$0	\$0	↓ -13.20%
Adjusted Profit	\$552,338	\$402,979	\$479,663	\$510,714	\$443,318	\$0	\$0	↓ -13.20%

Vehicle Sales | Ford

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
New		·		·				-
Used								-
Wholesale								-
Commercial								-
Total								-
New/used Ratio								-

Adjusted Profit | Honda

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
Revenue	\$17,385,839	\$12,684,489	\$15,098,245	\$16,075,639	\$13,954,238	\$0	\$0	↓ -13.20%
Gross Profit	\$4,172,601	\$3,044,277	\$3,623,579	\$3,858,153	\$3,349,017	\$0	\$0	↓ -13.20%
Expenses	\$3,824,885	\$2,790,588	\$3,321,614	\$3,536,641	\$3,069,932	\$0	\$0	↓ -13.20%
Net Additions	\$521,575	\$380,535	\$452,947	\$482,269	\$418,627	\$0	\$0	↓ -13.20%
Net Profit	\$869,292	\$634,224	\$754,912	\$803,782	\$697,712	\$0	\$0	↓ -13.20%
Add Backs	\$173,858	\$126,845	\$150,982	\$160,756	\$139,542	\$0	\$0	↓ -13.20%
Adjusted Profit	\$1,043,150	\$761,069	\$905,895	\$964,538	\$837,254	\$0	\$0	↓ -13.20%

Vehicle Sales | Honda

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
New								-
Used								-
Wholesale								-
Commercial								-
Total								-
New/used Ratio								-

Adjusted Profit | Hyundai

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
Revenue	\$11,466,264	\$8,365,642	\$9,957,556	\$10,602,164	\$9,203,063	\$0	\$0	↓ -13.20%
Gross Profit	\$2,751,903	\$2,007,754	\$2,389,813	\$2,544,519	\$2,208,735	\$0	\$0	↓ -13.20%
Expenses	\$2,522,578	\$1,840,441	\$2,190,662	\$2,332,476	\$2,024,674	\$0	\$0	↓ -13.20%
Net Additions	\$343,988	\$250,969	\$298,727	\$318,065	\$276,092	\$0	\$0	↓ -13.20%
Net Profit	\$573,313	\$418,282	\$497,878	\$530,108	\$460,153	\$0	\$0	↓ -13.20%
Add Backs	\$114,663	\$83,656	\$99,576	\$106,022	\$92,031	\$0	\$0	↓ -13.20%
Adjusted Profit	\$687,976	\$501,939	\$597,453	\$636,130	\$552,184	\$0	\$0	↓ -13.20%

Vehicle Sales | Hyundai

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
New								-
Used								-
Wholesale								-
Commercial								-
Total								-
New/used Ratio								-

Adjusted Profit | Jeep

	2019	2020	2021	2022	2023	202	4	Trends LAST 3 YEARS
						Annualized	YTD	
Revenue	\$5,826,354	\$4,250,834	\$5,059,733	\$5,387,278	\$4,676,353	\$0	\$0	↓ -13.20%
Gross Profit	\$1,398,325	\$1,020,200	\$1,214,336	\$1,292,947	\$1,122,325	\$0	\$0	↓ -13.20%
Expenses	\$1,281,798	\$935,184	\$1,113,141	\$1,185,201	\$1,028,798	\$0	\$0	↓ -13.20%
Net Additions	\$174,791	\$127,525	\$151,792	\$161,618	\$140,291	\$0	\$0	↓ -13.20%
Net Profit	\$291,318	\$212,542	\$252,987	\$269,364	\$233,818	\$0	\$0	↓ -13.20%
Add Backs	\$58,264	\$42,508	\$50,597	\$53,873	\$46,764	\$0	\$0	↓ -13.20%
Adjusted Profit	\$349,581	\$255,050	\$303,584	\$323,237	\$280,581	\$0	\$0	↓ -13.20%

Vehicle Sales | Jeep

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
New								-
Used								-
Wholesale								-
Commercial								-
Total								-
New/used Ratio								-

Adjusted Profit | Kia

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
Revenue	\$11,769,234	\$8,586,685	\$10,220,662	\$10,882,302	\$9,446,234	\$0	\$0	↓ -13.20%
Gross Profit	\$2,824,616	\$2,060,804	\$2,452,959	\$2,611,753	\$2,267,096	\$0	\$0	↓ -13.20%
Expenses	\$2,589,232	\$1,889,071	\$2,248,546	\$2,394,107	\$2,078,171	\$0	\$0	↓ -13.20%
Net Additions	\$353,077	\$257,601	\$306,620	\$326,469	\$283,387	\$0	\$0	↓ -13.20%
Net Profit	\$588,462	\$429,334	\$511,033	\$544,115	\$472,312	\$0	\$0	↓ -13.20%
Add Backs	\$117,692	\$85,867	\$102,207	\$108,823	\$94,462	\$0	\$0	↓ -13.20%
Adjusted Profit	\$706,154	\$515,201	\$613,240	\$652,938	\$566,774	\$0	\$0	↓ -13.20%

Vehicle Sales | Kia

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
New								-
Used								-
Wholesale								-
Commercial								-
Total								-
New/used Ratio								-

Adjusted Profit | Lexus

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
Revenue	\$20,322,322	\$14,826,910	\$17,648,350	\$18,790,827	\$16,311,120	\$0	\$0	↓ -13.20%
Gross Profit	\$4,877,357	\$3,558,458	\$4,235,604	\$4,509,799	\$3,914,669	\$0	\$0	↓ -13.20%
Expenses	\$4,470,911	\$3,261,920	\$3,882,637	\$4,133,982	\$3,588,447	\$0	\$0	↓ -13.20%
Net Additions	\$609,670	\$444,807	\$529,451	\$563,725	\$489,334	\$0	\$0	↓ -13.20%
Net Profit	\$1,016,116	\$741,345	\$882,418	\$939,541	\$815,556	\$0	\$0	↓ -13.20%
Add Backs	\$203,223	\$148,269	\$176,484	\$187,908	\$163,111	\$0	\$0	↓ -13.20%
Adjusted Profit	\$1,219,339	\$889,615	\$1,058,901	\$1,127,450	\$978,667	\$0	\$0	↓ -13.20%

Vehicle Sales | Lexus

	2019	2020	2021	2022	2023	2024		Trends LAST 3 YEARS
						Annualized	YTD	
New								-
Used								-
Wholesale								-
Commercial								-
Total								-
New/used Ratio								-

GOLD COAST CADILLAC: Estimate 07.24.2024

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