

Finance Type/Conv. Report - May 2011

dealer: XXXXXXXXXXXX, based on accounting date

type	month				year to date			
	mix		converted		mix		converted	
	#	%	#	%	#	%	#	%
Bank	9	16%	7	78%	34	12%	25	74%
Captive	12	21%	12	100%	72	26%	72	100%
Cash	27	47%	7	26%	133	47%	24	18%
Direct Mail Finance	2	4%	1	50%	4	1%	2	50%
Employee Loan	2	4%	0	0%	8	3%	1	12%
Finance Company	3	5%	2	67%	20	7%	15	75%
Mortgage	2	4%	1	50%	11	4%	1	9%
grand totals	57		30	53%	282		140	50%

referrals		month		year to date	
		#	%	#	%
A	A - At time of sale - Good	37	65%	198	70%
B	B - Appointment arranged	8	14%	35	12%
C	C - Arrangement to phone	9	16%	32	11%
D	D - At time of sale - poor	3	5%	16	6%
X	X - Non-referral	0	0%	1	0%
	<unallocated>	0	0%	0	0%