

Dana Whitlock

TEAM SCORE

146.2

100 = segment average

INTERNET LEADS

RANK 1 OF 5 IN SEGMENT

MONTH TO DATE • SEP 1-11, 2026

UNITS DELIVERED

4

DMS whole deals

FRONT END GROSS

\$3,180

DMS actual • front end only

FRONT END GROSS PER
UNIT

\$795

Segment avg -\$668

PAY-BASIS GROSS

\$2,940

1 of 4 at the \$250 floor

RESPONSE TIME

34 min

Segment avg 65 min

ACTIVE LEADS

34

Total leads assigned this month
(not yet split by cold/contacted)

WHAT'S WORKING

- ▶ 57.1% appointments confirmed — 240% of your internet peers.
- ▶ 57.1% appointments sold — 163% of your internet peers.
- ▶ 4 units delivered this month so far — 145% of your segment peers.

YOUR FUNNEL

Each bar is your result as a percentage of the average for internet reps only, month to date. The grey tick is 100% — level with your peers; the gold line is the September benchmark and a ✓ means you are at or above it.

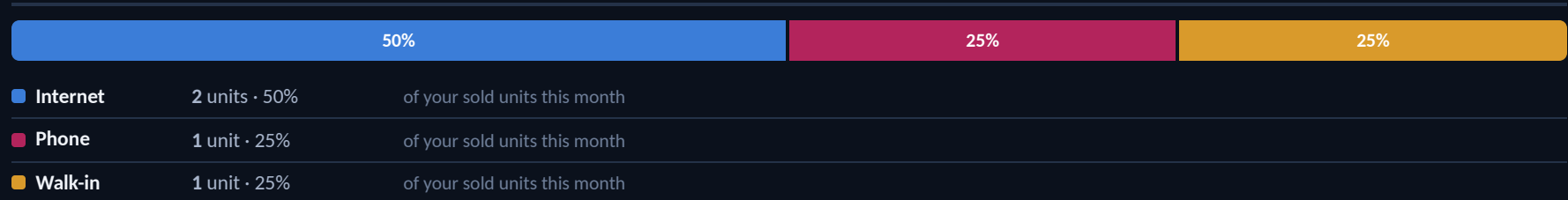
VS PEERS

VS BENCHMARK

Contact rate target 80%		71.0%	▲ 138%
Appointments set target 50%		20.6%	▲ 154%
Appointments confirmed target 100%		57.1%	▲ 240%
Appointments shown target 50%		71.4% ✓	▲ 131%
Appointments sold target 50%		57.1% ✓	▲ 163%



WHERE YOUR UNITS CAME FROM



Mix of your own delivered units by lead source. We don't yet have total visits by channel, so this shows your mix only — not a visits-sold rate versus the team for each channel.

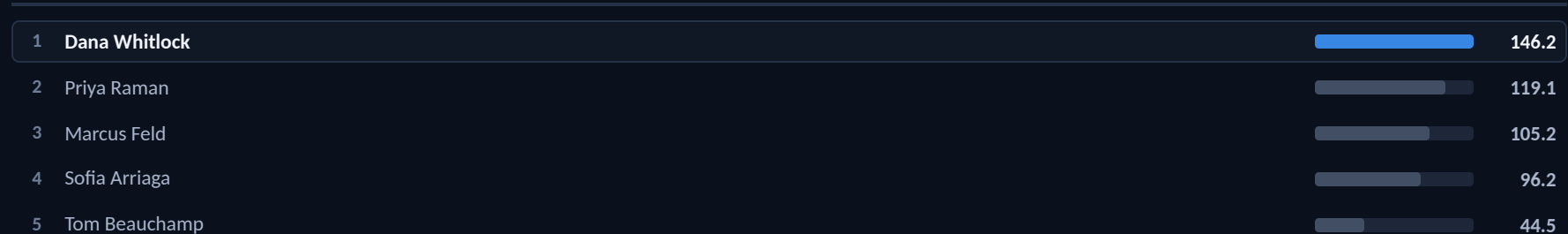
WHERE THE NEXT WIN IS

The softest number on your card right now is **front end gross per unit** at \$795, which is 54% of your internet peers. That's the first place to focus over the rest of the month.

THE PLAYS

- 1 Hold the first pencil. Bring a manager in before the third pass.
- 2 Log the outcome of every appointment and call the day it happens.

WHERE YOU STAND IN YOUR DEPARTMENT



30-DAY TARGETS

- ☐ Hold 5 units for the month ☐ Front end gross per unit above \$1,200 ☐ Confirm every appointment the day before

