

## Liquidity & Cash

Working Capital Ratio 1.1: 1

Debtors Parts & Service (Credit Sales) 45 Days Outstanding

### Inventory:

New Vehicle Days Carry 45  
Stock Turns 8  
Return on Investment 30%

Used Vehicle Days Carry 50  
Stock Turns 7  
Return on Investment 50%

Parts Inventory Days Carry 45  
Stock Turns 8  
Return on Investment 175%

New Car Break Even Days 40 days  
Carry Costs per Day \$45/day

Used Car Break Even Days 45 days  
Carry Costs per Day \$45/day

### Expense % of Gross

Salaries / Commission incl Technicians }  
Floor Plan Interest } 70%  
Advertising }

### Internet Usage:

Sales Originated through Internet 25%  
Dealer Response Time for Email Enquiries 1 hour  
Enquiries Sent per Customer to Dealers 2.1

# AutoTeamAustralia

## Dealership Benchmarks

updated January 2010

For further information about benchmarks and enquiries about training seminars, please contact your local Autoteam member:

Tony Lemmo, Autoteam Australia Consulting  
T 03 9851 6511 E [ajl@ataconsulting.com.au](mailto:ajl@ataconsulting.com.au)

Ken Rich, Rich & Co. Pty  
T 07 3221 5045 E [ken.rich@richandco.com.au](mailto:ken.rich@richandco.com.au)

Mark Wachtel, Vindico Partners Pty Ltd  
T 07 3225 3500 E [mark.wachtel@vindicopartners.com.au](mailto:mark.wachtel@vindicopartners.com.au)

George Pantahos, George Pantahos & Co  
T 08 8223 7649 E [george@pantahos.com.au](mailto:george@pantahos.com.au)

Graham Tull, Graham Tull Chartered Accountant  
T 08 8223 1988 E [graham@grahamtull.com.au](mailto:graham@grahamtull.com.au)

Ed Colledge, Colledge's Pty Ltd  
T 03 9851 6500 E [edcolledge@colledges.com.au](mailto:edcolledge@colledges.com.au)

Brendan Brooker, LSA Partners Pty Ltd  
T 03 9830 6466 E [brendan@lsapartners.com.au](mailto:brendan@lsapartners.com.au)

Vincent Choy, Auswild & Co  
T 02 9588 5511 E [vince@auswild.com.au](mailto:vince@auswild.com.au)

These benchmarks are for general use. The information has been prepared with reasonable care and derived from sources believed to be accurate. No responsibility or liability is accepted by Autoteam Australia or any of its affiliations.

© Autoteam Australia Consulting

© CHC Partners Pty Ltd

Those Dealers who operate their business on achievement of benchmarks are generally the more profitable Dealers in the country.

Benchmarks represent the minimum of what the top 30% of Dealers are achieving nationally. They are not static and reviewed quarterly. Achieving benchmarks one quarter does not guarantee achievement next quarter.

## Quick Benchmarks

	Benchmark
NPBT % Dealership Revenue	2.5%
Total Gross per Employee	\$11,000
Parts and Service Absorption	57.5%
New Retail Gross \$PNVR	\$2,800
New Unit Sales per Salesperson (incl Manager)	12
Used Retail Gross \$PUVR	\$2,600
Used Unit Sales per Salesperson (incl Manager)	10
F&I New Vehicle Penetration Rate	32%
F&I Used Vehicle Penetration Rate	30%
Total F&I Income \$PVR	\$700
Gross per Parts Employee (excl drivers)	\$19,000
Total Parts Gross % Sales	27%
Selling Gross per Parts Employee	\$10,000
Service % of Available Hours Sold	97.5%
Service Labour Sales per Chargeable Employee	\$14,000
Service Labour Gross per Chargeable Employee	\$10,500
Rent and Property Expenses % of Gross	8%

Total Dealership	
	Benchmark
NPBT % Revenue	2.5%
Gross % Sales	15.5%
Expenses % Sales	13%
Gross per Employee	\$11,000
Expense per Employee (excl admin)	\$5,500
Selling Gross per Employee	\$5,500
NPBT per Employee	\$2,500
Parts and Service Absorption	57.5%

Administration	
	Benchmark
Rent and Property Expense % of Gross	8%
Total Administrative Expenses % Gross	25%

Finance & Insurance	
	Benchmark
New Vehicle Penetration Rate	32%
Used Vehicle Penetration Rate	30%
Finance Income \$PNVR	\$600
Finance Income \$PUVR	\$550
Insurance Income \$PNVR	\$150
Insurance Income \$PUVR	\$200
Total F&I Income \$PVR	\$700
F&I Gross per Employee	\$45,000
F&I Selling Gross per Employee	\$30,000

New	
	Benchmark
Retail Gross \$PNVR	\$2,800
Fleet Gross \$PFVS	\$1,600
Unit Sales per Salesperson (incl Manager)	12
Gross per Salesperson (incl Manager)	\$30,000
Remuneration % Gross	33%
Variable Expenses % Gross	20%
Fixed Expenses % Gross	45%
Selling Gross per Sales Employee (incl Manager)	\$10,000
Return on Investment	30%

Used	
	Benchmark
Retail Gross \$PUVR	\$2,600
Unit Sales per Salesperson (incl Manager)	10
Gross per Salesperson (incl Manager)	\$25,000
Remuneration % Gross	40%
Variable Expenses % Gross	14%
Fixed Expenses % Gross	50%
Selling Gross per Sales Employee (incl Manager)	\$8,000
Return on Investment	50%

Service	
	Benchmark
Ratio Chargeable: Non-chargeable	1.5:1
Percent of Available Hours Sold	97.5%
Labour Sales per Chargeable Employee	\$14,000
Ratio Customer Parts to Labour Sales	0.75
Labour Gross per Chargeable Employee	\$10,500
Salaries and Payroll On Costs % of Gross	40%
Total Direct Expenses % of Gross	50%
Selling Gross per Chargeable Employee	\$6,000
Selling Gross per Department Employee	\$3,000

Parts	
	Benchmark
Parts Sales per Employee (excl drivers)	\$75,000
Parts Gross per Employee (excl drivers)	\$19,000
Gross % Sales	27%
Salaries % Gross	32%
Total Department Expenses % Gross	37.5%
Selling Gross per Parts Employee	\$10,000
Return on Investment	175%