

# 2011

## Industry Market Report

### Buy Here-Pay Here Trends at a Glance



Positive Trend



Negative Trend



Unchanged

YEAR	2003	2004	2005	2006	2007	2008	2009	2010	2011	Trend
<b>SALES BENCHMARKS</b>										
Avg. Retail Sales Per Month(Lot)	28	32	30	36	35	36	39	45	46	▲
Avg. Selling Price	\$6,894	\$7,346	\$7,228	\$7,517	\$ 7,997	\$ 8,778	\$ 9,253	\$ 9,736	\$10,015	▲
Gross Profit Margin	53.5%	52.8%	52.7%	52.1%	50.22%	50.26%	50.62%	49.90%	49.30%	▼
Avg. Cost of Goods	\$3,249	\$3,413	\$3,422	\$3,603	\$ 3,981	\$ 4,366	\$ 4,569	\$ 4,876	\$5,076	▲
Avg. Reconditioning	\$366	\$388	\$372	\$457	\$ 473	\$ 510	\$ 536	\$ 551	\$584	▲
Avg. Down Payment(@ delivery)	\$890	\$784	\$714	\$704	\$ 732	\$ 762	\$ 777	\$ 845	\$894	▲
Down as Pct. Of Price	12.91%	10.67%	9.88%	9.37%	9.15%	8.68%	8.40%	8.67%	8.93%	▲
Avg. Cash In Deal	\$2,709	\$2,979	\$3,058	\$3,249	\$ 3,677	\$ 4,131	\$ 4,347	\$ 4,805	\$4,661	▼
Avg. Term In Weeks	110	116	116	121	127	134	138	142	149	▲
Avg. Weekly Payment	\$74	\$75	\$76	\$77	\$79	\$83	\$88	\$86	\$88	▲
<b>PROFIT BENCHMARKS</b>										
Avg. Net to Gross Ratio	52.8%	45.6%	41.7%	39.1%	40.4%	40.2%	39.2%	38.9%	35.8%	▼
Avg. Interest to C/O Ratio	1.45	1.38	1.12	1.07	1.06	1.04	0.96	0.94	0.98	▲
Avg. Gross Profit	\$3,645	\$3,833	\$3,806	\$3,914	\$ 4,016	\$ 4,412	\$ 4,684	\$ 4,860	\$4,939	▲
<b>INVENTORY BENCHMARKS</b>										
Avg. Days Supply Inventory (\$'s)	40	50	44	45	46	45	41	45	47	▲
Avg. Days Supply Inventory (#)	45	46	45	45	47	46	46	48	46	▲
Avg. Annual Inventory Turn	9.13	7.30	8.30	8.11	7.93	8.12	8.90	8.04	7.74	▼
<b>COLLECTIONS BENCHMARKS</b>										
Avg. 1-Day:1-Dollar Delinquency	27.21%	22.74%	23.09%	21.91%	20.82%	24.12%	24.35%	23.12%	21.83%	▼
Avg. 30+ Day Delinquency	6.96%	4.63%	4.50%	4.40%	4.74%	5.01%	6.49%	5.66%	6.03%	▲
Avg. <30 Days Recency	91.91%	92.36%	95.05%	95.60%	95.20%	94.43%	93.82%	94.80%	95.10%	▲
Avg. Net Mo. Charge-Off	1.84%	1.54%	1.33%	1.33%	1.52%	1.45%	1.42%	1.58%	1.48%	▼
Avg. # of Mo. Charge-Offs	2.86%	2.54%	2.36%	2.23%	2.28%	2.31%	2.33%	2.22%	2.25%	▲
Avg. No. of Accounts/Collector	306	307	282	345	344	352	367	405	408	▲
<b>EXPENSE BENCHMARKS</b>										
Selling Expense % of OGP	9.9%	11.6%	11.3%	11.6%	10.5%	10.4%	9.3%	8.8%	9.10%	▲
Personnel Expense % of OGP	15.6%	18.3%	16.2%	16.1%	16.0%	15.4%	15.5%	13.7%	13.0%	▼
Semi-Fixed Expense % of OGP	10.1%	11.5%	8.5%	11.0%	11.3%	10.8%	9.8%	8.3%	8.1%	▼
Fixed Expense % of OGP	3.3%	4.0%	4.1%	4.4%	4.8%	4.6%	4.1%	3.9%	3.5%	▼
Bad Debt Expense % of OGP	19.5%	20.3%	20.4%	19.9%	22.1%	21.7%	22.1%	28.1%	31.1%	▲
Overhead Per Car Sold	\$1,601	\$1,660	\$1,973	\$2,208	\$ 2,191	\$ 2,286	\$ 2,303	\$ 2,230	\$2,406	▲