

Sample: Daily Used Car Opportunity Report

Pre-rendered example showing what the daily report looks like in production. Used on the landing page and in the generic Loom. Data below is fabricated for illustration.

Valley Motors Auto Group — Daily Used Car Opportunity Report

Tuesday, May 7, 2026 · Prepared 6:30 AM PT

Department pulse

Metric	Today	7-day avg	30-day avg	Trend
Used units in stock	142	138	135	↑
Avg days on lot	47	44	41	↑ (watch)
Avg gross/unit (last 7d)	\$2,180	—	\$2,340	↓
Internet leads (last 24h)	18	22	—	↓
Appointments set (last 24h)	4	6	—	↓

Aged units to address today

Units 60+ days that haven't been re-priced or re-merchandised in 14+ days.

Stock #	Year/Make/Model	Days	Listed	Market Avg	Variance	Suggested Action
U22847	2021 Toyota RAV4 XLE	73	\$26,990	\$25,350	+\$1,640	Re-price to \$25,690
U22901	2020 Honda CR-V EX	68	\$23,490	\$22,200	+\$1,290	Re-price to \$22,490
U22755	2019 Ford F-150 XLT	81	\$34,990	\$33,100	+\$1,890	Re-price + reshoot photos (currently 8 photos)

12 total units past 60 days. 3 above are the highest variance to market — likely costing 2–3 leads/week each.

Recon stalls

Units in recon longer than the 7-day target.

Stock #	Year/Make/Model	In recon	Stage	Notes
U23041	2022 Subaru Outback	11 days	Detail	Held for tire delivery
U23068	2023 Hyundai Tucson	9 days	Photos	Photographer scheduled today


Subaru Outback bottleneck is parts-related; Tucson is process-flow. The Tucson should be frontline by EOD if photo crew confirms.

Top 5 mispriced opportunities

Units where a \$300–800 adjustment likely moves them in the next 14 days.

Stock #	Vehicle	Listed	Market	Suggestion
U22999	2021 Mazda CX-5 Touring	\$25,490	\$24,800	Drop \$700 → \$24,790
U22911	2020 Nissan Rogue SV	\$19,990	\$19,200	Drop \$500 → \$19,490
U23005	2022 Kia Sorento LX	\$28,990	\$28,300	Drop \$400 → \$28,590
U22884	2019 Chevy Equinox LT	\$17,490	\$16,950	Drop \$400 → \$17,090
U23022	2021 GMC Terrain SLT	\$26,490	\$25,800	Drop \$500 → \$25,990

Internet leads from last 24 hours that need attention

Time	Lead	Vehicle of interest	Last touch	Status
8:42 PM (May 6)	M. Reyes (Indio)	2021 RAV4 XLE (U22847)	Auto-reply only	 No human follow-up after 9.7 hours
11:15 PM (May 6)	T. Patel (Palm Desert)	2022 Tucson (U23068)	Auto-reply + email at 7:02 AM	OK

Leads not contacted within 5 minutes of arrival: 6 of 18 Leads with no human follow-up after first auto-reply: 1

Merchandising flags

Units that appeared on the lot 7+ days ago and are still missing:

- **Under 10 photos:** 4 units (U22755, U22999, U23041, U22920)
- **No video:** 18 of top 20 most-viewed VDPs
- **Generic / canned description:** 14 units appear to use stock-feed text
- **Missing window sticker:** 7 units

Three things worth doing this morning

1. **Re-price U22847 (RAV4) to \$25,690** — top variance to market and the only lead from yesterday that didn't get human follow-up was on this unit. Two issues, one fix.
 2. **Add 12 photos + video to U22755 (F-150 XLT)** — 81 days, only 8 photos, \$1,890 over market. Either re-merchandise hard or wholesale.
 3. **Internet desk huddle on first-response cadence** — 6 of 18 leads weren't touched within 5 minutes yesterday. That's 33%. Worth a 10-minute conversation before the day starts.
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Footer

Generated 06:30 AM PT for Valley Motors Auto Group. Questions or pulse-check: [Your Name] · (760) 555-0142 · contact@example.com

This report runs daily at 6:30 AM PT. To pause or adjust, just reply.

Notes for landing page version

- Render this to PDF and host at `/sample-daily-report.pdf`
- Watermark "SAMPLE — illustrative data" lightly across the page
- Keep the format identical to what dealers will receive in production