



EXCLUSIVE
PRIVATE SALE, INC.



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ADVANTAGE

Hi PBS,

Please review the settings of your Exclusive Private Sale event scheduled from 10/17/14 to 10/18/14. We are excited to be a part of PBS Demo's marketing strategy and look forward to a successful sales event with your team!

Your Advantage Invite settings are below. This information will be sent to our design team so they can create a unique invite design and call to action for each group of invitees. Your Account Manager at EPS will also receive a copy of this document and verify that all settings are correct.

If you selected to include Conquest mailers or Upgrader mailers, EPS will contact you to discuss the details & options for these.

Exclusive Private Sale Event Details

Lead Group - 1

Report Type: Local or Out of town

Report Description: This report contains all past customer leads based whether they are/are not in the same city as your dealership.

Report Settings

Local: Full size cars, Mid size cars, Small cars, SUVs, Crossovers, Trucks, Vans, Green cars

Lead Count: 410

Lead Group - 2

Report Type: Vehicle Class

Report Description: This report contains all past customer leads based on the selected vehicle class(es).

Report Settings

Vehicle Classes:

Lead Count: 154

Lead Group - 3

Report Type: Vehicle Class

Report Description: This report contains all past customer leads based on the selected vehicle class(es).

Report Settings

Vehicle Classes:

Lead Count: 0

Your Event At a Glance

Event Start Date: 10/17/14

Event End Date: 10/18/14

Custom Campaign

Total EPS Invites: 564

Lead Target Groups: 5

Purchase Date: 10/31/2008 To 10/17/2014 Years

Advertising Options:

EPS Advantage

Lead Mining Presets:

Advanced Options

Your Dealership Info

PBS Demo

Edmonton, alberta

T5H 3S6

780-266-6663

NATE@BOOST2BUSINESS.CA

<http://epsadvantage.com>

Your EPS Contacts

Nathaniel Schick

Craig Freer

Charity Lee

780-987-3940

charity.lee@exclusiveprivatesale.com

EPS Invite Options

Invite Size : Standard Invite

Invite Cost : \$1077.24

Estimated Event Fees

Show Fees: \$3000.00

Invite Cost: \$1077.24

Versioning: \$85.00

AutoPen: \$0

Insert - Cardstock: \$0

Insert - Paperstock: \$0

Variable Imaging: \$112.80

Coloured Envelopes: \$0

Total Event Cost: \$4275.04



Lead Group - 4

Report Type: Vehicle Out of Warranty

Report Description: This report contains all past customers leads with the warranty option selected:

Report Settings
Out of Warranty:

Lead Count: 0

Lead Group - 5

Report Type: Vehicle Out of Warranty

Report Description: This report contains all past customers leads with the warranty option selected:

Report Settings
Out of Warranty:

Lead Count: 0

Current Dealership & OEM Specials

Manufacturer Interest Rate:
Best Sub Prime Rate:
Factory Rebate:
Dealership Incentives:
Excess Vehicle:
Dealership Promos: