

Invoice For

Paul Heuring Ford, Inc. (5089)

Invoice Number: OP#-00151124

Salesperson: Christian Salazar Date Created: 3/15/2012

Products

| Product | Description | Quantity | List Price | Total Price |
|-------------------------------|--|----------|------------|-------------|
| CRM - Limited Users, up to 15 | Customer Relationship Management System - manages entire customer base. Includes; ILM, spam assassin, service marketing, bad lead rejection, reverse look-up and VinBrochures. Users limited to 15. Includes mobile application for smart phones. | 1.0 | \$1,749.00 | \$1,399.00 |
| Website - VIN Ala Carte | Monthly fee for VIN Website, includes mobile platform for Blackberry, iphone, ipad and Droid. Choose from one of eight best practice themes with customizable colors, and customizable/movable calls to action. Includes up to 40 pages of content, 5 custom content pages, a 17-20 page service department section and the ability for dealer to customize the look and feel by moving modules around within the site. SEO includes recent customers, In addition to Inventory and Titles. These enhancements add functionality, calls to action and improve SEO. | 1.0 | \$1,299.00 | \$950.00 |
| Data Integration | Data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable. | 1.0 | \$99.00 | \$99.00 |
| Inventory Light | Limited inventory gallery, view inventory with ILM | 1.0 | \$0.00 | \$0.00 |
| ILM | Internet Lead Management system manages all incoming internet leads. Includes: VinBrochure, reverse look-up, | 1.0 | \$0.00 | \$0.00 |

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|---|--|-----|------------|------------|
| | spam assassin and bad lead rejection. Includes mobile application for smart phones. | | | |
| Inventory Light | Limited inventory gallery, view inventory with ILM | 1.0 | \$0.00 | \$0.00 |
| Market Pricing Tool | Local market pricing tool | 1.0 | \$549.00 | \$450.00 |
| Service Dashboard | Ties your CRM to your service department dashboard. | 1.0 | \$0.00 | \$0.00 |
| BDC Module | Easily support your entire organization from one centralized location when applicable. Pull any report you want across the entire organization, ROI, lead performance, anything. | 1.0 | \$0.00 | \$0.00 |
| Desking Light | Enables payment calculator and summary. | 1.0 | \$0.00 | \$0.00 |
| Dynamic Comment Builder | Dynamic comment builder automatically creates rich vehicle descriptions with no two alike. | 1.0 | \$0.00 | \$0.00 |
| Email Banner | Email Banner | 1.0 | \$0.00 | \$0.00 |
| Email Hosting | Hosting of dealers' email. | 1.0 | \$0.00 | \$0.00 |
| VIN Chat | VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports. | 1.0 | \$0.00 | \$0.00 |
| AIS Rebates - Website Integration | Third party vender - website integration. | 1.0 | \$0.00 | \$0.00 |
| Email Hosting | Hosting of dealers' email. | 1.0 | \$0.00 | \$0.00 |
| Form Mapping | Form Mapping. Up to 3 dealership provided forms. | 1.0 | \$0.00 | \$0.00 |
| Mobile Application | Smart phone application | 1.0 | \$0.00 | \$0.00 |
| Black Book Used Car Pricing | Black Book pricing of used cars | 1.0 | \$129.00 | \$0.00 |
| NADA Used Car Pricing Tool | NADA used car pricing tool | 1.0 | \$129.00 | \$0.00 |
| <hr/> | | | | |
| CRM - limited users, onetime fee | Onetime fee for limited user CRM, includes 3 days of training with 1 trainer, expenses paid by dealer | 1.0 | \$6,699.00 | \$4,468.00 |
| Drivers License Scanner | Automatically uploads customer's information | 1.0 | \$999.00 | \$999.00 |
| Website - VIN Ala Carte onetime fee | Onetime fee to create VIN Website. | 1.0 | \$1,299.00 | \$950.00 |
| Market Pricing Tool onetime fee | Onetime fee for local market pricing | 1.0 | \$549.00 | \$549.00 |
| Data Integration - onetime fee | Onetime fee for data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable. | 1.0 | \$199.00 | \$199.00 |
| Black Book used car pricing onetime fee | Black Book used car pricing onetime fee | 1.0 | \$129.00 | \$129.00 |
| NADA used car pricing tool | | | | |

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|---|---|-----|----------|--------------|
| onetime fee | Onetime fee for NADA used car pricing | 1.0 | \$129.00 | \$129.00 |
| Service Dashboard onetime fee | Setup service dashboard. | 1.0 | \$0.00 | \$0.00 |
| BDC Module onetime fee | Create BDC module | 1.0 | \$0.00 | \$0.00 |
| Desking Light onetime fee | Setup payment calculator and summary. | 1.0 | \$0.00 | \$0.00 |
| Dynamic comment builder onetime fee | Setup dynamic comment builder. | 1.0 | \$0.00 | \$0.00 |
| ILM onetime fee | Onetime fee for ILM | 1.0 | \$0.00 | \$0.00 |
| Launch Coordinator | Launch coordinator ensures smooth transition to MotoSnap. | 1.0 | \$0.00 | \$0.00 |
| VIN Chat onetime fee | Onetime fee for VIN Click to Chat. | 1.0 | \$0.00 | \$0.00 |
| AIS Rebates - Website integration onetime fee | Onetime fee for AIS Rebates - website integration. | 1.0 | \$0.00 | \$0.00 |
| Inventory Light onetime fee | Onetime fee for limited inventory gallery, view inventory with ILM | 1.0 | \$0.00 | \$0.00 |
| Email Hosting onetime fee | Email hosting for dealer | 1.0 | \$0.00 | \$0.00 |
| Trainer - Three Day Package | Three days on-site with one trainer. All travel expenses paid by dealer. Package is discounted 10%. | 1.0 | \$0.00 | \$0.00 |
| Email Banner onetime fee | Creation of Email Banner | 1.0 | \$0.00 | \$0.00 |
| Email Hosting onetime fee | Email hosting for dealer | 1.0 | \$0.00 | \$0.00 |
| Form Mapping Onetime fee | Form Mapping. Up to 3 dealership provided forms. | 1.0 | \$0.00 | \$0.00 |
| Inventory Light onetime fee | Onetime fee for limited inventory gallery, view inventory with ILM | 1.0 | \$0.00 | \$0.00 |
| Mobile Application onetime fee | Smart phone application | 1.0 | \$0.00 | \$0.00 |
| Credit - AutoTrader Family Discount | Onetime fee AutoTrader Family discount. | 1.0 | \$0.00 | (\$4,654.00) |

Total: \$5,667.00

Shipping: \$15.00

Invoice Total

Total Due NOW: \$5,697.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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CONTRACTS

HASSLES

SERVERS