

Invoice For

## Brandon Dodge on Broadway (4205)

Invoice Number: OP#-00066647

Salesperson: Brian Fox Date Created: 4/8/2011

### Products

| Product                           | Description  | Quantity | List Price | Total Price |
|-----------------------------------|--|----------|------------|-------------|
| Platinum 1 package                | Includes; CRM, ILM, Desking, eBay, inventory management, and dealer website. Requires: on-site training by professional trainer. Subsequent training at Vinsolutions.  | 1.0      | \$4,499.00 | \$3,040.00  |
| Service Aisle CRM and Website     | Ties your CRM to your service department and website. Features detailed customizable dashboards and scheduling tools. Allows your customers to schedule their own service appointments. Pushes and pulls from Arkona or ADP 3PA DMS. Integration fees may apply.                                 | 1.0      | \$699.00   | \$559.00    |
| Data Integration - Bi-directional | Data integration with dealer's DMS. When applicable, publishes Vehicle Inventory, F&I Deal History (preload up to 5 years of history), Repair Orders (preload up to 2 years of history), Insert/Update/Search Customer, Insert/Update/Search Service Vehicle, and pushes F&I Deals in real time. | 1.0      | \$249.00   | \$249.00    |
| Blue Book used car pricing        | Used car pricing from Blue Book  | 1.0      | \$99.00    | \$0.00      |
| NADA used car pricing tool        | NADA used car pricing tool   | 1.0      | \$99.00    | \$0.00      |
| 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      |
| Craigslist - manual               | Craigslist listings manual tool  | 1.0      | \$0.00     | \$0.00      |

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|---|--|-----|------------|------------|
| CRM - Bundled Solution                    | Customer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, reverse look-up and VinBrochures.       | 1.0 | \$0.00     | \$0.00     |
| Desking module                            | Push deals to DMS, print deals and forms.  | 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     |
| eBay listings - 10                        | 10 eBay listings included in Inventory Module or 10 additional listings.   | 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     |
| Form Mapping                              | Form Mapping. Up to 3 dealership provided forms.   | 1.0 | \$0.00     | \$0.00     |
| ILM                                       | Internet Lead Management system manages all incoming internet leads. Includes: VinBrochure, reverse look-up, spam assassin and bad lead rejection. Includes mobile application for smart phones.         | 1.0 | \$0.00     | \$0.00     |
| Inventory Gallery for website             | Inventory Gallery display - monthly  | 1.0 | \$0.00     | \$0.00     |
| Inventory Module                          | Inventory Module - monthly   | 1.0 | \$0.00     | \$0.00     |
| Mobile Application                        | Smart phone application  | 1.0 | \$0.00     | \$0.00     |
| Photo overlay                             | Photo overlay display - monthly  | 1.0 | \$0.00     | \$0.00     |
| Survey Module                             | Survey Tool for CRM customers  | 1.0 | \$0.00     | \$0.00     |
| VinVideos                                 | VinVideo display for website   | 1.0 | \$0.00     | \$0.00     |
| Website - best practice package incl. SEO | Monthly fee website best practice package includes Search Engine Optimization. Search engine optimization includes long tail inventory keywords and the ability to control title updates.                | 1.0 | \$0.00     | \$0.00     |
| Website - mobile                          | Customized smart phone mobile website for Blackberry, iphone, ipad and Droid.  | 1.0 | \$0.00     | \$0.00     |
| VinLens                                   | VinLens, Customer Information Application allows you to see and track your website traffic in real time. Track click paths to direct market and reactivate customers or prospects listed as bad or lost. | 1.0 | \$0.00     | \$0.00     |
| Platinum 1 package onetime fee            | Onetime fee for Platinum package includes includes 4 days of training with 1 trainer, expenses paid by dealer  | 1.0 | \$9,499.00 | \$6,441.00 |
| Service Aisle CRM and Website onetime fee | Establish CRM and Website Service Aisle.   | 1.0 | \$699.00   | \$559.00   |
|   | Onetime fee for data integration with dealer's DMS. When applicable, publishes   |     |            |            |

|  |  |     |          |          |
|--|--|-----|----------|----------|
| Data Integration -<br>Bi-directional onetime fee   | Vehicle Inventory, F&I Deal History (preload up to 5 years of history), Repair Orders (preload up to 2 years of history), Insert/Update/Search Customer, Insert/Update/Search Service Vehicle, and pushes F&I Deals in real time.                                  | 1.0 | \$499.00 | \$499.00 |
| Blue Book used car pricing onetime fee   | Blue Book used car pricing onetime fee   | 1.0 | \$99.00  | \$0.00   |
| NADA used car pricing tool onetime fee   | Onetime fee for NADA used car pricing  | 1.0 | \$99.00  | \$0.00   |
| 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   |
| Craigslist - manual onetime fee  | Onetime fee for manual Craigslist  | 1.0 | \$0.00   | \$0.00   |
| CRM Bundled Solution onetime fee   | Onetime fee for Customer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, reverse look-up and VinBrochures  | 1.0 | \$0.00   | \$0.00   |
| Desking module onetime fee   | Onetime fee for Desking  | 1.0 | \$0.00   | \$0.00   |
| Dynamic comment builder onetime fee  | Setup dynamic comment builder.   | 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   |
| ILM onetime fee  | Onetime fee for ILM  | 1.0 | \$0.00   | \$0.00   |
| Inventory Gallery onetime fee  | Onetime fee for inventory gallery  | 1.0 | \$0.00   | \$0.00   |
| Inventory Module onetime fee   | Onetime fee for Inventory Module   | 1.0 | \$0.00   | \$0.00   |
| Mobile Application onetime fee   | Smart phone application  | 1.0 | \$0.00   | \$0.00   |
| Photo overlay onetime fee  | Onetime fee for photo overlay  | 1.0 | \$0.00   | \$0.00   |
| Survey Module onetime fee  | Onetime fee for Survey Tool for CRM customers  | 1.0 | \$0.00   | \$0.00   |
| Trainer - four days on-site with one trainer. Airfare, hotel and rental car expenses paid by dealer. | Four days on-site with one trainer. All travel and lodging to be paid by dealer.   | 1.0 | \$0.00   | \$0.00   |
| Trainer - online training via webinar  | Online training via WebEx. To be completed before onsite training.   | 1.0 | \$0.00   | \$0.00   |
| VinVideos onetime fee  | Onetime fee for VinVideos  | 1.0 | \$0.00   | \$0.00   |
| Website - best practice package incl. SEO onetime fee  | Onetime fee for website best practice package includes Search Engine Optimization. Search engine optimization includes long tail inventory keywords and the ability to control title updates. Search Engine Optimization.<br>Customized smart phone mobile website | 1.0 | \$0.00   | \$0.00   |

|                              |  |     |        |        |
|------------------------------|--|-----|--------|--------|
| Website - mobile onetime fee | onetime fee, includes mobile platform for Blackberry, iphone, ipad and Droid.  | 1.0 | \$0.00 | \$0.00 |
| VinLens onetime fee          | Onetime fee for VinLens, Customer Information Application allows you to see and track your website traffic in real time. Track click paths to direct market and reactivate customers or prospects listed as bad or lost. | 1.0 | \$0.00 | \$0.00 |

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**Total: \$11,347.00**

Shipping: \$0.00

**Invoice Total**

**Total Due NOW: \$11,347.00**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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