

Invoice For

Eich Motor Company (4204)

Invoice Number: OP#-00075527

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

Products

Product	Description	Quantity	List Price	Total Price
Platinum 3 package	Includes; CRM, ILM, Desking, eBay, inventory management, and dealer website. Requires: on-site training by professional trainer. Subsequent training at Vinsolutions.	1.0	\$5,199.00	\$4,700.00
Digital Marketing Social Media Management SMM Package	<ul style="list-style-type: none"> • Dealer Branded Facebook Site Set Up • • Dealer Branded Facebook Site Monthly Management • • Monthly Strategy Session with Budget Recommendations • • 10 Dealer Specific Facebook Custom Posts Monthly • • 5 Facebook Widgets • • Creation of Dealer Branded Twitter Account • • Dealer Branded Twitter Account Featuring Automated Inventory Posts • • Dealer Registration and Content Syndication for Flickr • • YouTube Posting (only available for customers on our inventory, ILM or CRM packages) • • Bit.ly Management and Reporting • • Dedicated Marketing Retention Manager • • Weekly or Monthly Reporting Provided • • Optional Items for Package \$299 Set Up/\$199 Monthly: ? Dealer Rater Account Set Up ? • Dealer Rater Monitoring for Customer Posts ? • Positive Customer Testimonial Postings 	1.0	\$499.00	\$499.00
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	1.0	\$249.00	\$249.00

	Vehicle, and pushes F&I Deals in real time.			
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
Black Book used car pricing	Black Book pricing of used cars	1.0	\$0.00	\$0.00
Blue Book used car pricing	Used car pricing from Blue Book	1.0	\$0.00	\$0.00
Craigslist auto posting tool-MotoBlast	Monthly fee for automatic Craigslist posting tool. Includes Facebook widgets for increased inventory online exposure.	1.0	\$0.00	\$0.00
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
Galves used car pricing tool	Galves used car pricing tool	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
Market Pricing Tool	Local market pricing tool	1.0	\$0.00	\$0.00
Mobile Application	Smart phone application	1.0	\$0.00	\$0.00
NADA used car pricing tool	NADA used car pricing tool	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	Monthly fee website best practice package includes Search Engine Optimization. Search engine optimization includes long	1.0	\$0.00	\$0.00

incl. SEO	tail inventory keywords and the ability to control title updates.			
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
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Platinum 3 package onetime fee	Onetime fee for Platinum 3 package includes includes includes 4 days of training with 1 trainer, expenses paid by dealer	1.0	\$10,199.00	\$8,302.00
VinCamera & software	VinCamera & software 12.1 Mega pixel rubberized waterproof military spec camera.	1.0	\$999.00	\$999.00
Data Integration - Bi-directional onetime fee	Onetime fee for 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	\$499.00	\$499.00
Digital Marketing Social Media Management SMM Package Onetime fee	Onetime fee for: • Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific Facebook Custom Posts Monthly • 5 Facebook Widgets • Creation of Dealer Branded Twitter Account • Dealer Branded Twitter Account Featuring Automated Inventory Posts • Dealer Registration and Content Syndication for Flickr • YouTube Posting (only available for customers on our inventory, ILM or CRM packages) • Bit.ly Management and Reporting • Dedicated Marketing Retention Manager • Weekly or Monthly Reporting Provided • Optional Items for Package \$299 Set Up/\$199 Monthly: ? Dealer Rater Account Set Up ? Dealer Rater Monitoring for Customer Posts ? Positive Customer Testimonial Postings	1.0	\$499.00	\$499.00
Craigslist auto posting tool-MotoBlast Plug-in	Craigslist auto posting tool - MotoBlast Plug-in.	1.0	\$119.00	\$119.00
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

Black Book used car pricing onetime fee	Black Book used car pricing onetime fee	1.0	\$0.00	\$0.00
Blue Book used car pricing onetime fee	Blue Book used car pricing onetime fee	1.0	\$0.00	\$0.00
Craigslist auto posting tool-MotoBlast onetime fee	Onetime fee for automatic Craigslist listing tool.	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
Galves used car pricing tool onetime fee	Galves used car pricing tool onetime fee	1.0	\$0.00	\$0.00
ILM onetime fee	Onetime fee for ILM	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
Website - mobile onetime fee	Customized smart phone mobile website onetime fee, includes mobile platform for Blackberry, iphone, ipad and Droid.	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.	1.0	\$0.00	\$0.00
VinVideos onetime fee	Onetime fee for VinVideos	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
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
Survey Module onetime fee	Onetime fee for Survey Tool for CRM customers	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
Market Pricing Tool onetime				

fee	Onetime fee for local market pricing	1.0	\$0.00	\$0.00
Mobile Application onetime fee	Smart phone application	1.0	\$0.00	\$0.00
NADA used car pricing tool onetime fee	Onetime fee for NADA used car pricing	1.0	\$0.00	\$0.00
Photo overlay onetime fee	Onetime fee for photo overlay	1.0	\$0.00	\$0.00

Total: \$15,866.00

Shipping: \$30.00

Invoice Total

Total Due NOW: \$15,896.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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