

Invoice For

**Long Beach Lincoln Mercury Inc. (5848)**

Invoice Number: OP#-00036543

Salesperson: Bobby Roberts Date Created: 11/29/2012

**Products**

Product	Description	Qty.	List Price	Sales Price	Sales Tax
Diamond Package PROMO	Includes; CRM, ILM, Desking, inventory management, service aisle, numerous third party service and integrations, fulfillment campaign and VIN website. *Our most complete package. Additional fulfillment, third party campaigns and calls may be purchased depending on dealer's needs.	1.0	\$8,499.00	\$5,708.00	
Data Integration - Enhanced	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	
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			
CRM - Bundled Solution	Customer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, campaign creation, CSR, Wish List, equity mining, reverse look-up, VinBrochures, and free unlimited live online training.	1.0			
Inventory Module	Inventory Module - monthly	1.0			
Website - VIN	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			
Service Dashboard	Ties your CRM to your service department dashboard.	1.0			
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			
Dynamic Comment Builder	Dynamic comment builder automatically creates rich vehicle descriptions with no two alike.	1.0			
Email Banner	Email Banner	1.0			

Email Hosting	Hosting of dealers' email.	1.0
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0
Mobile Application	Smart phone application	1.0
NCC Integration	Integration with National Credit Center. Credit Bureaus at \$2.35 each, NCC bills dealer directly.	1.0
AIS Rebates - Desking and Website Integration	Desking, website and inventory incentive integration.	1.0
Black Book Used Car Pricing	Black Book pricing of used cars	1.0
Blue Book Used Car Pricing	Used car pricing from Blue Book	1.0
Click to Chat Manned	Manned Click to Chat	1.0
VIN Chat	VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.	1.0
Craigslist - Manual	Craigslist listings manual tool	1.0
Desking Module	Push deals to your DMS, Dealer Track and Route One. Print deals and forms.	1.0
Galves Used Car Pricing Tool	Galves used car pricing tool	1.0
Inventory Gallery for Website	Inventory Gallery display - monthly	1.0
KnowMe Premium	Third party vender - Premium KnowMe phone integration includes 16 toll free numbers, 4 Click to Call links and 2000 minutes a month.	1.0
Market Pricing Tool	Local market pricing tool	1.0
NADA Used Car Pricing Tool	NADA used car pricing tool	1.0
PBX Phone Integration	Private branch exchange phone integration into VinSolutions' CRM	1.0
Photo Overlay	Photo overlay display - monthly	1.0
Survey Module	Survey Tool for CRM customers	1.0
Talking Head	Visible ups third party lead generator - \$199 set up fee	1.0
Customer Text Messaging - 1000 Texts	Customer Text Messaging - 1000 texts per month incoming or outgoing. In the case of overages, dealer will be invoiced for and moved to the ongoing quantity that covers usage. Unused texts are not rolled over.	1.0
SEO - Advanced	<ul style="list-style-type: none"> <li>• Keyword market research analysis</li> <li>• Market Control Dealer SEO Titles</li> <li>• Primary Optimization for three city specific locations</li> <li>• Search Engine Friendly Automotive SEO URLs</li> <li>• Long tail SEO</li> <li>• Location Specific Page heading and content optimization</li> <li>• Lead Generating Vehicle Detail Pages</li> <li>• Integrated Content Management</li> <li>• Inventory Specials &amp; Featured Vehicles</li> <li>• Search Engine Optimized Automotive Content</li> <li>• Ability to Add Custom Pages</li> <li>• Dynamic OneClick Inventory Search</li> <li>• Boomerang Coupon Technology</li> <li>• Integrated Vehicle Video's</li> <li>• High Resolutions Pictures (Unique to VinSolutions)</li> <li>• RSS Feeds (Inventory &amp; Specials)</li> <li>• Enhanced XML Sitemaps (Google, Bing &amp; Yahoo!)</li> <li>• Robot.txt file</li> <li>• Google Analytics &amp; VinSolutions Integrated Analytics</li> <li>• Local Listing URL Submission plan</li> <li>• Social Media Plugins</li> <li>• HTML Optimization</li> <li>• Recent Customer community specific pages</li> <li>• Sold Vehicle SEO Pages</li> <li>• Dealer Market SEO wrap</li> <li>• 5 SEO service driven Sub Pages</li> <li>• Page Header Enhancement</li> <li>• Platinum Home Page SEO Enhancements</li> <li>• Dominant City SEO scroll bar</li> </ul>	1.0
Trainer - Ongoing Campaign - 8 days Annually Onsite	<p>Trainer - Ongoing Campaign - 8 days Annually Onsite - all airfare, hotel and rental car expenses to be paid by dealer.</p> <p>Our social media experts will work with you to completely control your online social media presence. This includes: Gmail Set up account for dealership Facebook: Set Up of Fan Page Development of Info page Linking with dealership Place page (if set up) Custom profile pic Custom Timeline Image Facebook App Set up Set up: Fan Page status updates – minimum 14/week Monitoring and reaction to Fan Page Ad set up and</p>	1.0

Digital Marketing VinSocial Maximum	<p>management of ads - Ad spend not included Create vanity url Networking with local supporting businesses Posting of positive sentiment reviews from review sites Twitter: Set Up of Account Custom background Custom avatar Connecting with your community Connect &amp; link to/from other social media accounts Minimum of 14 Tweets /week Management of @mentions Keyword conversation management and response within 24 hours Competition Monitoring (up to 3) Unsolicited Support through dealer name and keywords Additional Twitter accounts can be set up for an additional fee, ie: Service, Community, Body Shop, Sales. Pinterest: Set up Customization Create Boards Create Images and Adds linking back to dealer website Google+: Set up Google Account Set up Google+ Profile Custom profile pic Manage circles Monitoring and reaction to page Connection to YouTube account Links posted on profile page to other dealer's social sites YouTube: Channel setup Custom background Custom avatar 3 interactions/week with users Connection to Google+, Twitter and Facebook Full networking with local community channels Target customers using keywords and demographics About.me Set up &amp; customization Custom Graphics Connection to all SM sites Foursquare: Set up Claim your listing Create deals Track Analysis of and respond to reviews Blog: Blog creation RSS Feed from OEM Posting to social media accounts Online Reputation Management Track mentions of dealership on social channels Track analysis of reviews Respond to reviews &amp; Notify Dealership of Reviews Correct inaccurate statement(s) about dealership Klout: Set Up Manage K+ adds Additional Social Media Site Set up: Secondary and Up &amp; Coming Social Sites Seo/SEM Optimized Context Descriptors included in Social Site Set up &amp; Content Posted Link relevancy connecting SM account increasing SEO Weekly Reach Out Phone calls/ Email from VinSocial Specialist Full Reports Available Weekly/Monthly/Custom</p>	1.0			
Data Appending	Recurring appending your customer data.	1.0			
VinCamera & Software	G700	1.0	\$799.00	\$799.00	\$69.92
Data Integration - Enhanced 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	
Diamond package PROMO onetime fee	Onetime fee for Diamond package includes setup and integration of all software including third party and creation, optimizing and hosting of website. Includes initial 4 day training with 1 trainer, expenses paid by dealer.	1.0	\$11,474.00		
Service Dashboard onetime fee	Setup service dashboard.	1.0			
BDC Module onetime fee	Create BDC module	1.0			
Dynamic comment builder onetime fee	Setup dynamic comment builder.	1.0			
Email Banner onetime fee	Creation of Email Banner	1.0			
Email Hosting onetime fee	Email hosting for dealer	1.0			
Form Mapping Onetime fee	Form Mapping. Up to 3 dealership provided forms.	1.0			
Mobile Application onetime fee	Smart phone application	1.0			
AIS Rebates - Desking and Website integration onetime fee	Desking, website and inventory incentive integration onetime fee.	1.0			
Black Book used car pricing onetime fee	Black Book used car pricing onetime fee	1.0			
Blue Book used car pricing onetime fee	Blue Book used car pricing onetime fee	1.0			
Click for Chat manned onetime fee	Onetime fee for manned Click to Chat	1.0			
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	1.0			

Craigslist - manual onetime fee	Onetime fee for manual Craigslist	1.0
CRM Bundled Solution onetime fee	Customer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, campaign creation, CSR, Wish List, equity mining, reverse look-up, VinBrochures, and free unlimited live online training.	1.0
Desking module onetime fee	Onetime fee for Advanced Desking.	1.0
Galves used car pricing tool onetime fee	Galves used car pricing tool onetime fee	1.0
ILM onetime fee	Onetime fee for ILM	1.0
Inventory Module onetime fee	Onetime fee for Inventory Module	1.0
KnowMe Premium onetime fee	Oentime fee for third party vender - Premium KnowMe phone integration	1.0
Market Pricing Tool onetime fee	Onetime fee for local market pricing	1.0
NADA used car pricing tool onetime fee	Onetime fee for NADA used car pricing	1.0
Newsletter - dealer onetime fee	Onetime fee includes account creation, banner development and campaign planning	1.0
PBX phone integration onetime fee	Onetime fee for private branch exchange phone integration into VinSolutions CRM	1.0
Photo Overlay Onetime Fee	Onetime fee for photo overlay	1.0
Survey Module onetime fee	Onetime fee for Survey Tool for CRM customers	1.0
Talking Head onetime fee	Onetime fee for Talking Head	1.0
Trainer - Four Day Package	Four days initial on-site training with one trainer. All travel expenses paid by dealer.	1.0
Website - VIN onetime fee	Onetime fee to create VIN Website.	1.0
Web site - Mobile	Customized smart phone mobile web site for Blackberry, iphone, ipad and Droid.	1.0
Customer Text Messaging - 1000 Texts Onetime Fee	Customer Text Messaging onetime fee.	1.0
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0
Inventory Gallery onetime fee	Onetime fee for inventory gallery	1.0
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0
Digital Marketing VinSocial Maximum Onetime Fee	Onetime fee to establish VinSocial Maximum which includes over 50 different social media sites.	1.0
Data Appending onetime fee	Onetime fee to initially append customer data.	1.0
Credit - AutoTrader Family Discount	Onetime fee AutoTrader Family discount.	1.0

Products/One Time:	\$799.00
One Time Shipping:	\$0.00
One Time Sales Tax:	\$69.92
Monthly Recurring:	\$5,957.00
Monthly Recurring Sales Tax:	\$0.00
<b>Total Now Due:</b>	<b>\$6,825.92</b>
<b>Total Monthly Recurring:</b>	<b>\$5,957.00</b>

\*Taxes are subject to state and local regulations and are subject to change

\*Does not include Dealer-paid Travel Expenses related to onsite training

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

*Copyright VinSolutions.*

**CONTRACTS**

**HASSLES**

**SERVICES**

6405 Metcalf Ave. Suite 400 • Overland Park, KS 66202 • T: 1.800.980.7488 • F: 913.825.6396 • [www.vinsolutions.com](http://www.vinsolutions.com)

VinSolutions  
6405 Metcalf Ave Suite 400  
Overland Park, KS 66202  
(P) 913-825-6300  
(F) 617-904-1618

## Payment Authorization

The undersigned customer hereby authorizes VinSolutions, LLC to charge said account on our behalf. If selecting the Check by Fax option, we authorize VinSolutions to submit all pertinent information from this check to our bank for payment as check, and we understand that we are not required to submit the check to VinSolutions.

### ONE TIME AUTHORIZATION

ACCOUNT HOLDER INFORMATION			
Account Owners Name:		VinSolutions Account Number: 5848	
Address Line 1:		Phone Number:	
Address Line 2:		Fax Number:	
City:	State:	Zip:	Email:
Opportunity ID: OP#-00036543		Dollar Amount: \$6,825.92	

### Credit Card Payment

CREDIT CARD INFORMATION	
Cardholder Name:	Visa Mastercard AmEx - Please circle one
Card Number:	Expiration Date:

### Check by Fax

CHECK BY FAX INFORMATION (ACTUAL CHECK MUST ACCOMPANY THIS FORM) DO NOT MAIL	
Bank Name:	Bank Phone:
Name on Bank Acct:	Check Number:
Bank Routing Number:	Checking Account Number:

### ACH (Electronic Debit)

ACH (ELECTRONIC DEBIT) (VOIDED CHECK MUST ACCOMPANY THIS FORM)	
Bank Name:	Bank Phone:
Name on Bank Acct:	
Bank Routing Number:	
Checking Account Number:	

### ACKNOWLEDGEMENT

Authorized Name:	Title:
Authorized Signature:	Date: