

Invoice For

Rairdon Auto Group (5197)

Invoice Number: OP#-00186927

Salesperson: Bobby Roberts Date Created: 4/30/2012

Products

Product	Description	Quantity	List Price	Total Price
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	\$852.00
ILM Ala Carte	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	\$899.00	\$549.00
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
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
Email Hosting	Hosting of dealers' email.	1.0	\$0.00	\$0.00
AIS Rebates - Website Integration	Third party vender - website integration.	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
	<ul style="list-style-type: none"> • Keyword market research analysis • Market Control Dealer SEO Titles • Primary Optimization for three city specific locations • Search Engine Friendly Automotive SEO URLs • Long tail SEO • Location Specific Page heading and content optimization • Lead Generating Vehicle Detail Pages • Integrated Content Management • Inventory Specials & Featured Vehicles • Search Engine Optimized Automotive Content • Ability to Add Custom Pages • Dynamic OneClick Inventory Search • Boomerang Coupon Technology 			
SEO - Advanced	<ul style="list-style-type: none"> • Integrated Vehicle Video's • High Resolutions Pictures (Unique to VinSolutions) • RSS Feeds (Inventory & Specials) • Enhanced XML Sitemaps (Google, Bing & Yahoo!) • Robot.txt file • Google Analytics & VinSolutions Integrated Analytics • Local Listing URL Submission plan • Social Media Plugins • HTML Optimization • Recent Customer community specific pages • Sold Vehicle SEO Pages • Dealer Market SEO wrap • 5 SEO service driven Sub Pages • Page Header Enhancement • Platinum Home Page SEO Enhancements • Dominant City SEO scroll bar 	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
Website - VIN Ala Carte onetime fee	Onetime fee to create VIN Website.	1.0	\$1,299.00	\$1,299.00
ILM ala carte onetime fee	Onetime fee for ILM	1.0	\$899.00	\$899.00
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
Email Hosting onetime fee	Email hosting for dealer	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
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	\$0.00	\$0.00
Email Hosting onetime fee	Email hosting for dealer	1.0	\$0.00	\$0.00
	Onetime fee for limited inventory gallery,			

Inventory Light onetime fee	view inventory with ILM	1.0	\$0.00	\$0.00
Email Banner onetime fee	Creation of Email Banner	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
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	1.0	\$0.00	\$0.00
Credit - AutoTrader Family Discount	Onetime fee AutoTrader Family discount.	1.0	\$0.00	(\$897.00)

Total: \$3,000.00

Shipping: \$0.00

Invoice Total

Total Due NOW: \$3,000.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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CONTRACTS

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