

Invoice For

**Donley Ford Lincoln (5299)**

Invoice Number: OP#-00199094

Salesperson: Dominic Scalise Date Created: 6/8/2012

**Products**

| Product                | Description  | Quantity | List Price | Total Price |
|------------------------|--|----------|------------|-------------|
| Gold 2 Package PROMO   | Includes: CRM, ILM, inventory management and a VIN website. Requires three days on site training by professional trainer.  | 1.0      | \$4,589.00 | \$3,919.20  |
| 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      | \$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 Module       | Inventory Module - monthly   | 1.0      | \$0.00     | \$0.00      |
| 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 | 1.0      | \$0.00     | \$0.00      |

to Inventory and Titles. These enhancements add functionality, calls to action and improve SEO.

|                                   |  |     |         |         |
|-----------------------------------|--|-----|---------|---------|
| 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 |
| Service Dashboard                 | Ties your CRM to your service department dashboard.  | 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  |
| 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  |
| 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  |
| AIS Rebates - Website Integration | Third party vender - website integration.  | 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  |
| 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  |
| Craigslist - Manual               | Craigslist listings manual tool  | 1.0 | \$0.00  | \$0.00  |
| eBay Listings - 10                | 10 eBay listings included in Inventory Module or 10 additional listings. eBay listing charges are paid by dealer.  | 1.0 | \$0.00  | \$0.00  |
| Galves Used Car Pricing Tool      | Galves used car pricing tool   | 1.0 | \$0.00  | \$0.00  |
| Inventory Gallery for Website     | Inventory Gallery display - monthly  | 1.0 | \$0.00  | \$0.00  |
| Market Pricing Tool               | Local market pricing tool  | 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  |
|                                   | <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</li> </ul> |     |         |         |

|   |   |     |            |            |
|---|---|-----|------------|------------|
| SEO - Advanced                                | Generating Vehicle Detail Pages •<br>Integrated Content Management •<br>Inventory Specials & Featured Vehicles •<br>Search Engine Optimized Automotive<br>Content • Ability to Add Custom Pages •<br>Dynamic OneClick Inventory Search •<br>Boomerang Coupon Technology •<br>Integrated Vehicle Video's • High<br>Resolutions Pictures (Unique to<br>VinSolutions) • RSS Feeds (Inventory &<br>Specials) • Enhanced XML Sitemaps<br>(Google, Bing & Yahoo!) • Robot.txt file •<br>Google Analytics & VinSolutions<br>Integrated Analytics • Local Listing URL<br>Submission plan • Social Media Plugins •<br>HTML Optimization • Recent Customer<br>community specific pages • Sold Vehicle<br>SEO Pages • Dealer Market SEO wrap • 5<br>SEO service driven Sub Pages • Page<br>Header Enhancement • Platinum Home<br>Page SEO Enhancements • Dominant City<br>SEO scroll bar | 1.0 | \$0.00     | \$0.00     |
| Gold 2 package PROMO onetime fee              | Onetime fee for Gold package, includes 3 days of training with 1 trainer, expenses paid by dealer   | 1.0 | \$8,669.00 | \$1,799.50 |
| VinCamera & Software                          | VinCamera & software 12.1 Mega pixel rubberized waterproof military spec camera.  | 1.0 | \$1,149.00 | \$949.00   |
| 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   |
| Service Dashboard onetime fee                 | Setup service dashboard.  | 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     |
| 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     |
| Mobile Application onetime fee                | Smart phone application   | 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     |
| AIS Rebates - Website integration onetime fee | Onetime fee for AIS Rebates - website integration.  | 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 |
| VIN Chat onetime fee                     | Onetime fee for VIN Click to Chat.   | 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         | 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 | \$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 |
| 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 |
| 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 |
| 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 |
| Website - VIN onetime fee                | Onetime fee to create VIN Website.   | 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 |
| Inventory Gallery onetime fee            | Onetime fee for inventory gallery  | 1.0 | \$0.00 | \$0.00 |
| Launch Coordinator                       | Launch coordinator ensures smooth transition to MotoSnap.  | 1.0 | \$0.00 | \$0.00 |

Products/One Time: \$2,947.50  
Monthly Recurring: \$4,018.20  
One Time Shipping: \$15.00

**Total Due Now: \$6,980.70**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature \_\_\_\_\_

Date \_\_\_\_\_

*Copyright VinSolutions.*

**CONTRACTS**

**HASSLES**

**SERVICES**



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: 5299 |        |
| Address Line 1:              |        | Phone Number:                     |        |
| Address Line 2:              |        | Fax Number:                       |        |
| City:                        | State: | Zip:                              | Email: |
| Opportunity ID: OP#-00199094 |        | Dollar Amount: \$6,980.70         |        |

### 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:  |