

Invoice For

**Morrie's Bentley Maserati (5763)**

Invoice Number: OP#-00222679

Salesperson: Brian Fox Date Created: 10/31/2012

**Products**

| Product                                             | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Qty. | List Price | Sales Price | Sales Tax |
|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------------|-------------|-----------|
| Platinum 1 Package PROMO                            | Includes; CRM, ILM, Desking, eBay, Inventory Management, Service Aisle and VIN Website. Requires: on-site training by professional trainer. Subsequent training at Vinsolutions.                                                                                                                                                                                                                                                                                                                                                                                   | 1.0  | \$4,759.00 | \$1,924.13  |           |
| 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    |           |
| Website - Portal                                    | Monthly fee for web site portal.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 0.13 | \$116.87   | \$116.87    |           |
| 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  |            |             |           |
| 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  |            |             |           |
| 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  |            |             |           |
| Trainer - Ongoing Campaign - 8 days Annually Onsite | Trainer - Ongoing Campaign - 8 days Annually Onsite - all airfare, hotel and rental car expenses to be paid by dealer.                                                                                                                                                                                                                                                                                                                                                                                                                                             | 1.0  | \$699.00   | \$699.00    |           |
| AIS Rebates - Desking Integration                   | Third party vendor, - incentive integration into Desking module.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 1.0  | \$199.00   | \$199.00    |           |
| Data Appending                                      | Recurring appending your customer data.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1.0  | \$149.00   | \$149.00    |           |
| PBX Phone Integration                               | Private branch exchange phone integration into VinSolutions' CRM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 1.0  | \$129.00   | \$129.00    |           |
|                                                     | Customer Text Messaging - 1000 texts per month                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |      |            |             |           |

|                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |     |         |         |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------|---------|
| Customer Text Messaging - 1000 Texts | 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 | \$29.00 | \$29.00 |
| 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 |         |         |
| Service Dashboard                    | Ties your CRM to your service department dashboard.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 1.0 |         |         |
| Dynamic Comment Builder              | Dynamic comment builder automatically creates rich vehicle descriptions with no two alike.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 1.0 |         |         |
| Email Hosting                        | Hosting of dealers' email.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 1.0 |         |         |
| AIS Rebates - Website Integration    | Third party vender - website integration.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 1.0 |         |         |
| 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 |         |         |
| Mobile Application                   | Smart phone application                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 1.0 |         |         |
| Form Mapping                         | Form Mapping. Up to 3 dealership provided forms.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 1.0 |         |         |
| Email Banner                         | Email Banner                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 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 |         |         |
| eBay Listings - 10                   | 10 eBay listings included in Inventory Module or 10 additional listings. eBay listing charges are paid by dealer.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 1.0 |         |         |
| Inventory Gallery for Website        | Inventory Gallery display - monthly                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 1.0 |         |         |
| Photo Overlay                        | Photo overlay display - monthly                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 1.0 |         |         |
| Survey Module                        | Survey Tool for CRM customers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 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 |         |         |
| 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 |         |         |
| ILM onetime fee                      | Onetime fee for ILM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 1.0 |         |         |

|                                                  |                                                                                                                                                                                                                                                                                                                  |     |             |
|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------|
| Inventory Module onetime fee                     | Onetime fee for Inventory Module                                                                                                                                                                                                                                                                                 | 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 |             |
| 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 |             |
| 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 |             |
| Platinum 1 package PROMO onetime fee             | Onetime fee for Platinum package includes includes includes 4 days of training with 1 trainer, expenses paid by dealer                                                                                                                                                                                           | 1.0 | \$10,499.00 |
| Customer Text Messaging - 1000 Texts Onetime Fee | Customer Text Messaging onetime fee.                                                                                                                                                                                                                                                                             | 1.0 | \$49.00     |
| Credit - AutoTrader Family Discount              | Onetime fee AutoTrader Family discount.                                                                                                                                                                                                                                                                          | 1.0 |             |
| PBX phone integration onetime fee                | Onetime fee for private branch exchange phone integration into VinSolutions CRM                                                                                                                                                                                                                                  | 1.0 | \$1,259.00  |
| Trainer - Four Day Package                       | Four days initial on-site training with one trainer. All travel expenses paid by dealer.                                                                                                                                                                                                                         | 1.0 | \$5,399.00  |
| Website - Portal onetime fee                     | Web site - portal onetime fee.                                                                                                                                                                                                                                                                                   | 1.0 | \$899.00    |
| 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    |
| 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 |             |
| 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 |             |
| AIS Rebates - Desking integration onetime fee    | Onetime fee for AIS Rebates - incentive integration into Desking module                                                                                                                                                                                                                                          | 1.0 | \$199.00    |
| AIS Rebates - Website integration onetime fee    | Onetime fee for AIS Rebates - website integration.                                                                                                                                                                                                                                                               | 1.0 |             |
| Data Appending onetime fee                       | Onetime fee to initially append customer data.                                                                                                                                                                                                                                                                   | 1.0 | \$149.00    |

Products/One Time: \$0.00  
 Monthly Recurring: \$3,495.00  
 One Time Shipping: \$0.00  
**Total Now Due: \$3,495.00**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

**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: 5763 |        |
| Address Line 1:              |        | Phone Number:                     |        |
| Address Line 2:              |        | Fax Number:                       |        |
| City:                        | State: | Zip:                              | Email: |
| Opportunity ID: OP#-00222679 |        | Dollar Amount: \$3,495.00         |        |

### 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:  |