

Invoice For

**Lakeside Ford Inc (4953)**

Invoice Number: OP#-00074377

Salesperson: Roby Anderson Date Created: 2/6/2012

**Products**

Product	Description	Quantity	Total Price
Bronze 1 Package	Inventory module and VIN website.	1.0	\$1,999.00
Data Integration	Data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable.	1.0	\$99.00
Inventory Module	Inventory Module - monthly	1.0	\$0.00
Website - Microsite	Creation of dealer's microsite. Bolsters SEO as well as providing additional real estate for additional details and consumer interaction. Includes one page microsite with a form. Additional content pages for information (max of 2), limited lead pages (maximum of 2) and splash links out to other dealership sites.	1.0	\$399.00
Dynamic Comment Builder	Dynamic comment builder automatically creates rich vehicle descriptions with no two alike.	1.0	\$0.00
Mobile Application	Smart phone application	1.0	\$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
AIS Rebates - Website Integration	Third party vender - website integration.	1.0	\$0.00
VIN Chat	Unmanned Click to Chat	1.0	\$0.00
Craigslist - Manual	Craigslist listings manual tool	1.0	\$0.00
eBay Listings - 10	10 eBay listings included in Inventory Module or 10 additional listings. eBay	1.0	\$0.00

	listing charges are paid by dealer.		
Inventory Gallery for Website	Inventory Gallery display - monthly	1.0	\$0.00
Photo Overlay	Photo overlay display - monthly	1.0	\$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 to Inventory and Titles. These enhancements add functionality, calls to action and improve SEO.	1.0	\$0.00
Bronze 1 package onetime fee	One time fee for Bronze 1 package	1.0	\$1,999.00
Website - Microsite Onetime Fee	Website - microsite onetime fee.	1.0	\$449.00
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
Dynamic comment builder onetime fee	Setup dynamic comment builder.	1.0	\$0.00
Mobile Application onetime fee	Smart phone application	1.0	\$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
AIS Rebates - Website integration onetime fee	Onetime fee for AIS Rebates - website integration.	1.0	\$0.00
VIN Chat unmanned onetime	Onetime fee for unmanned Click to Chat unmanned	1.0	\$0.00
Craigslist - manual onetime fee	Onetime fee for manual Craigslist	1.0	\$0.00
Inventory Module onetime fee	Onetime fee for Inventory Module	1.0	\$0.00
Photo Overlay Onetime Fee	Onetime fee for photo overlay	1.0	\$0.00
Inventory Gallery onetime fee	Onetime fee for inventory gallery	1.0	\$0.00
Credit - AutoTrader Family Discount	Onetime fee AutoTrader Family discount.	-1.0	(\$647.00)

**Total: \$4,497.00**  
Shipping: \$0.00

**Invoice Total**

**Total Due NOW: \$4,497.00**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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**CONTRACTS**

**HASSLES**

**SERVICES**

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