Invoice For

Kerlin Motor Co (6265)

Invoice Number:OP#-00258101

Salesperson: Soren Blair Date Created: 3/21/2013

Products

Product	Description	Qty.	List Price	Sales Price	Sales Tax
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	$3,600.00	$252.00
Website - DIY Ala Carte	Monthly fee for DIY (Do It Yourself) Website, includes mobile platform for Blackberry, iphone, ipad and Droid. Choose from one of three best practice themes with customizable colors and calls to action. Includes up to 40 pages of content, the ability for dealer to add up to five custom pages. Comes with Basic SEO through Inventory and Titles. Example theme is here: http://alpha.vinmanagersites.com	1.0	$699.00	$400.00	
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 Light	Limited inventory gallery, view inventory with ILM	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			
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	$6.93
Service Dashboard	Ties your CRM to your service department dashboard.	1.0			
Desking Light	Enables payment calculator and summary.	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			
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			
AIS Rebates - Website Integration	Third party vender - website 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			
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			
eBay Listings - 10	10 eBay listings included in Inventory Module or 10 additional listings. eBay listing charges are paid by dealer.	1.0			
Galves Used Car Pricing Tool	Galves used car pricing tool	1.0			
Inventory Gallery for Website	Inventory Gallery display - monthly	1.0			
Market Pricing Tool	Local market pricing tool	1.0			
NADA Used Car Pricing Tool	NADA used car pricing tool	1.0			
Photo Overlay	Photo overlay display - monthly	1.0			
SEO - Advanced	• 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 • 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			
Email Hosting	Hosting of dealers' email.	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			
SEO - DIY Website	Search engine optimization includes long tail inventory keywords and the ability to control title updates.	1.0			
Credit - package limited user monthly reoccurring fee	Credit - package limited user monthly reoccurring fee.	1.0	($1,099.00)	($1,099.00)	($76.93)
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	$3,101.00	
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			
Desking Light onetime fee	Setup payment calculator and summary.	1.0			
Dynamic comment builder onetime fee	Setup dynamic comment builder.	1.0			
Email Banner onetime fee	Creation of Email Banner	1.0			

Item	Description	Qty	Price
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 - Website integration onetime fee	Onetime fee for AIS Rebates - website integration.	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	
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	
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	
SEO - DIY website onetime fee		1.0	
Website - DIY Ala Carte onetime fee	Website - Best Practice onetime fee to create site.	1.0	$699.00
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	
Inventory Light onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM	1.0	
Email Hosting onetime fee	Email hosting for dealer	1.0	
VinCamera & Software	G700	1.0	$799.00
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	
Photo Overlay Onetime Fee	Onetime fee for photo overlay	1.0	
Trainer - Three Day Package	Three days on-site with one trainer. All travel expenses paid by dealer. Package is discounted 10%.	1.0	
Website - VIN onetime fee	Onetime fee to create VIN Website.	1.0	
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	
CRM Customer Push onetime fee	Onetime fee to establish CRM Customer Push.	1.0	
Inventory Gallery onetime fee	Onetime fee for inventory gallery	1.0	
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0	

Products/One Time:	$3,300.00
One Time Shipping:	$0.00
One Time Sales Tax:	$0.00
Monthly Recurring:	$3,000.00
Monthly Recurring Sales Tax:	$182.00
Total Now Due:	**$6,482.00**
Total Monthly Recurring:	**$3,182.00**

*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 _____

CONTRACTS   HASSLES   SERVERS

6405 Metcalf Ave. Suite 400   •   Overland Park, KS 66202   •   T: 1.800.980.7488   •   F: 913.825.6396   •   www.vinsolutions.com

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: 6265	
Address Line 1:			Phone Number:	
Address Line 2:			Fax Number:	
City:	State:	Zip:	Email:	
Opportunity ID: OP#-00258101			Dollar Amount: $6,482.00	

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: