

Invoice For

**McGrath Honda STC (3737)**

Invoice Number: OP#-00045073

Salesperson: Christian Salazar Date Created: 10/15/2010

**Products**

| Product   | Description  | Quantity | List Price | Total Price |
|---|--|----------|------------|-------------|
| CRM - Ala Carte Solution                            | Customer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, reverse look-up and VinBrochures. | 1.0      | \$2,499.00 | \$1,599.00  |
| Website - best practice package incl. SEO ala carte | Monthly fee website best practice package includes Search Engine Optimization. Search engine optimization includes long tail inventory keywords and the ability to control title updates.          | 1.0      | \$799.00   | \$799.00    |
| Market Pricing Tool                                 | Local market pricing tool  | 1.0      | \$399.00   | \$349.00    |
| KnowMe Basic with outbound tracking                 | Third party vender - Basic KnowMe phone integration with outbound tracking   | 1.0      | \$249.00   | \$249.00    |
| NADA used car pricing tool                          | NADA used car pricing tool   | 1.0      | \$99.00    | \$49.00     |
| Inventory Light                                     | Limited inventory gallery, view inventory with ILM   | 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      |
| Form Mapping  | Form Mapping. Up to 3 dealership provided forms.   | 1.0      | \$0.00     | \$0.00      |
| Email Banner  | Email Banner   | 1.0      | \$0.00     | \$0.00      |
| 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      | \$0.00     | \$0.00      |
| Inventory Light                                     | Limited inventory gallery, view inventory with ILM   | 1.0      | \$0.00     | \$0.00      |

|   |   |     |            |            |
|---|---|-----|------------|------------|
| Mobile Application  | Smart phone application   | 1.0 | \$0.00     | \$0.00     |
| Service Aisle   | Ties your CRM to your service department. Features detailed customizable dashboards and scheduling tools.   | 1.0 | \$0.00     | \$0.00     |
| Desking light   | Desking light   | 1.0 | \$0.00     | \$0.00     |
| <hr/>   |   |     |            |            |
| CRM Ala Carte onetime fee   | Onetime fee for CRM, includes 3 days of training with 1 trainer, expenses paid by dealer  | 1.0 | \$6,249.00 | \$4,999.00 |
| Website - best practice package incl. SEO onetime fee ala carte                                       | Onetime fee for website best practice package includes Search Engine Optimization. Search engine optimization includes long tail inventory keywords and the ability to control title updates. Search Engine Optimization. | 1.0 | \$799.00   | \$799.00   |
| Market Pricing Tool onetime fee   | Onetime fee for local market pricing  | 1.0 | \$399.00   | \$349.00   |
| KnowMe Basic with outbound tracking onetime fee   | Onetime fee for third party vender - Basic KnowMe phone integration with outbound tracking  | 1.0 | \$249.00   | \$249.00   |
| Inventory Light onetime fee   | Onetime fee for limited inventory gallery, view inventory with ILM  | 1.0 | \$0.00     | \$0.00     |
| Trainer - online training via webinar   | Online training via WebEx. To be completed before onsite training.  | 1.0 | \$0.00     | \$0.00     |
| BDC Module onetime fee  | Create BDC module   | 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     |
| Service Aisle onetime fee   | Setup service aisles.   | 1.0 | \$0.00     | \$0.00     |
| Form Mapping  | 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     |
| Trainer - three days on-site with one trainer. Airfare, hotel and rental car expenses paid by dealer. | Three days on-site with one trainer. All travel and lodging to be paid by 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     |
| Desking light onetime fee   | Desking light one time fee  | 1.0 | \$0.00     | \$0.00     |

**Total: \$9,441.00**

Shipping: \$0.00

**Invoice Total**

**Total Due NOW: \$9,441.00**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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**CONTRACTS**

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**SERVERS**

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