

Invoice For

Perry Infiniti of Escondido (3939)

Invoice Number: OP#-00061616

Salesperson: Brendan Shea Date Created: 12/21/2010

Products

Product	Description	Quantity	List Price	Total Price
Gold 2 package	Includes: CRM, ILM, inventory management and dealer website. Requires three days on site training by professional trainer.	1.0	\$4,099.00	\$3,580.00
Digital Marketing SEO Package	<ul style="list-style-type: none"> • Keyword & Market Research Analysis • Title & Page Name Optimization • Page Heading & Content Optimization • HTML Optimization • Local Listing & URL Submission Plan • Website Lead Enhancer • Monthly Web Ranking Report 	1.0	\$399.00	\$399.00
Service Dashboard	Ties your CRM to your service department dashboard.	1.0	\$0.00	\$0.00
CRM - Bundled Solution	Customer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, reverse look-up and VinBrochures.	1.0	\$0.00	\$0.00
Craigslist - manual	Craigslist listings manual tool	1.0	\$0.00	\$0.00
Photo overlay	Photo overlay display - monthly	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 - best practice	Monthly fee for best practice website, includes mobile platform for Blackberry, iphone, ipad and Droid.	1.0	\$0.00	\$0.00

Email Hosting	Hosting of dealers' email.	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
Black Book used car pricing	Black Book pricing of used cars	1.0	\$0.00	\$0.00
eBay listings - 10	10 eBay listings included	1.0	\$0.00	\$0.00
Mobile Application	Smart phone application	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
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
Desking Light	Enables payment calculator and summary.	1.0	\$0.00	\$0.00
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0	\$0.00	\$0.00
Market Pricing Tool	Local market pricing tool	1.0	\$0.00	\$0.00
Inventory Gallery for website	Inventory Gallery display - monthly	1.0	\$0.00	\$0.00
Email Banner	Email Banner	1.0	\$0.00	\$0.00
Blue Book used car pricing	Used car pricing from Blue Book	1.0	\$0.00	\$0.00
Credit - package limited user monthly reoccurring fee	Credit - package limited user monthly reoccurring fee.	1.0	(\$849.00)	(\$849.00)
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Gold 2 package onetime fee	Onetime fee for Gold package, includes 3 days of training with 1 trainer, expenses paid by dealer	1.0	\$7,899.00	\$6,730.00
Digital Marketing SEO Package Onetime fee	Onetime fee for: • Keyword & Market Research Analysis • Title & Page Name Optimization • Page Heading & Content Optimization • HTML Optimization • Local Listing & URL Submission Plan • Website Lead Enhancer • Monthly Web Ranking Report	1.0	\$499.00	\$499.00
Service Dashboard onetime fee	Setup service dashboard.	1.0	\$0.00	\$0.00
Photo overlay onetime fee	Onetime fee for photo overlay	1.0	\$0.00	\$0.00
Inventory Gallery onetime fee	Onetime fee for inventory gallery	1.0	\$0.00	\$0.00
Inventory Module onetime fee	Onetime fee for Inventory Module	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
Craigslist - manual onetime fee	Onetime fee for manual Craigslist	1.0	\$0.00	\$0.00
BDC Module onetime fee	Create BDC module	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
Market Pricing Tool onetime fee	Onetime fee for local market pricing	1.0	\$0.00	\$0.00
Mobile Application onetime fee	Smart phone application	1.0	\$0.00	\$0.00
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0	\$0.00	\$0.00
Dynamic comment builder onetime fee	Setup dynamic comment builder.	1.0	\$0.00	\$0.00
Email Hosting onetime fee	Email hosting for dealer	1.0	\$0.00	\$0.00
Email Banner onetime fee	Creation of Email Banner	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
ILM onetime fee	Onetime fee for ILM	1.0	\$0.00	\$0.00
CRM Bundled Solution onetime fee	Onetime fee for 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	\$0.00	\$0.00
Website - best practice onetime fee	Website - best practice onetime fee, includes mobile platform for Blackberry, iphone, ipad and Droid. Includes micro sites.	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

Total: \$10,359.00

Shipping: \$24.95

Invoice Total

Total Due NOW: \$10,383.95

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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CONTRACTS

HASSLES

SERVICES