

Invoice For

**Woody Smith Ford (2327)**

Invoice Number: OP#-00059856

Salesperson: William Fowler Date Created: 3/2/2011

**Products**

| Product                        | Description   | Quantity | List Price | Total Price |
|--------------------------------|---|----------|------------|-------------|
| Nickel 2 package               | Inventory module, gallery insert, photo overlay, market pricing with choice of 2 bookouts, 10 eBay listings and manual craigslist poster (month to month)   | 1.0      | \$949.00   | \$949.00    |
| CRM - limited users, up to 10. | Customer Relationship Management System - manages entire customer base. Includes; ILM, spam assassin, service marketing, bad lead rejection, reverse look-up and VinBrochures. Users limited to 10. Includes mobile application for smart phones. | 1.0      | \$1,349.00 | \$1,079.00  |
| Data Integration               | Data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable.  | 1.0      | \$99.00    | \$99.00     |
| Black Book used car pricing    | Black Book pricing of used cars   | 1.0      | \$0.00     | \$0.00      |
| Blue Book used car pricing     | Used car pricing from Blue Book   | 1.0      | \$0.00     | \$0.00      |
| Craigslist - manual            | Craigslist listings manual tool   | 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      |
| eBay listings - 10             | 10 eBay listings included in Inventory Module or 10 additional listings.  | 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      |
| Dynamic comment builder        | Dynamic comment builder automatically creates rich vehicle descriptions with no   | 1.0      | \$0.00     | \$0.00      |

|   |  |     |            |            |
|---|--|-----|------------|------------|
|   | two alike.   |     |            |            |
| Email Hosting   | Hosting of dealers' email.   | 1.0 | \$0.00     | \$0.00     |
| Mobile Application  | Smart phone application  | 1.0 | \$0.00     | \$0.00     |
| Inventory Light   | Limited inventory gallery, view inventory with ILM   | 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     |
| 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     |
| Desking Light   | Enables payment calculator and summary.  | 1.0 | \$0.00     | \$0.00     |
| Inventory Gallery for website   | Inventory Gallery display - monthly  | 1.0 | \$0.00     | \$0.00     |
| Inventory Module  | Inventory Module - monthly   | 1.0 | \$0.00     | \$0.00     |
| Market Pricing Tool   | Local market pricing tool  | 1.0 | \$0.00     | \$0.00     |
| Mobile Application  | Smart phone application  | 1.0 | \$0.00     | \$0.00     |
| Photo overlay   | Photo overlay display - monthly  | 1.0 | \$0.00     | \$0.00     |
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| CRM - limited users, onetime fee  | Onetime fee for limited user CRM, includes 3 days of training with 1 trainer, expenses paid by dealer  | 1.0 | \$5,099.00 | \$4,099.00 |
| Nickel 2 package onetime fee  | Onetime fee for Nickel 2 package   | 1.0 | \$949.00   | \$949.00   |
| 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   |
| Black Book used car pricing onetime fee   | Black Book used car pricing onetime fee  | 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     |
| Craigslist - manual onetime fee   | Onetime fee for manual Craigslist  | 1.0 | \$0.00     | \$0.00     |
| Dynamic comment builder onetime fee   | Setup dynamic comment builder.   | 1.0 | \$0.00     | \$0.00     |
| Desking Light onetime fee   | Setup payment calculator and summary.  | 1.0 | \$0.00     | \$0.00     |
| Email Banner onetime fee  | Creation of Email Banner   | 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     |
| Trainer - online training via webinar   | Online training via WebEx. To be completed before onsite training.   | 1.0 | \$0.00     | \$0.00     |
| Mobile Application onetime fee  | Smart phone application  | 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     |

|                                     |  |     |        |        |
|-------------------------------------|--|-----|--------|--------|
| ILM onetime fee                     | Onetime fee for ILM                              | 1.0 | \$0.00 | \$0.00 |
| Form Mapping Onetime fee            | Form Mapping. Up to 3 dealership provided forms. | 1.0 | \$0.00 | \$0.00 |
| Email Hosting onetime fee           | Email hosting for dealer                         | 1.0 | \$0.00 | \$0.00 |
| Dynamic comment builder onetime fee | Setup dynamic comment builder.                   | 1.0 | \$0.00 | \$0.00 |
| BDC Module onetime fee              | Create BDC module                                | 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 |
| 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 |

**Total: \$7,374.00**

Shipping: \$0.00

Number of Installments: 3

Installment Due Date    Installment Amount

3/15/2011                      \$2,158.00

4/9/2011                      \$2,158.00

3/10/2011                     \$2,158.00

**Invoice Total**

**Total Due NOW: \$2,158.00**

☐ 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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