

Purchase Agreement Summary For  
**Arrow Ford Mitsubishi (5827)**  
Agreement Number: OP#-00285013  
Salesperson: Roby Anderson Date Created: 8/15/2013

**Products**

Product	Description	Qty.	List Price	Sales Price	Sales Tax
CRM	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	\$2,264.97	\$1,613.66	\$106.50
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	\$603.44	\$429.92	\$28.38
Inventory Module	Inventory Module - monthly	1.0	\$452.39	\$322.30	\$21.28
Data Integration - Upgrade	Upgrade to enhanced data integration. When applicable, publishes Vehicle Inventory, F&I Deal History (preload up to 5 years of history), Repair Orders (preload up to 2 years of history), Insert/Update/Search Customer, Insert/Update/Search Service Vehicle, and pushes F&I Deals in real time.	1.0	\$149.00	\$149.00	\$9.83
Platinum Lite 1 Package	Includes; CRM, ILM, Desking, eBay, inventory management, Business Development Center, Craigslist manual listings tool, Dynamic Comment Builder, Mobile Application and Service Dashboard. Requires: on-site training by professional trainer. Subsequent training at Vinsolutions.  Our social media experts will work with you to completely control your online social media presence. This includes: Gmail Set up account for dealership Facebook: Set Up of Fan Page Development of Info page Linking with dealership Place page (if set up) Custom profile pic Custom Timeline Image Facebook App Set up Set up: Fan Page status updates â€œ minimum 14/week Monitoring and reaction to Fan Page Ad set up and management of ads - Ad spend not included Create vanity url Networking with local supporting businesses Posting of positive sentiment reviews from review sites Twitter: Set Up of Account Custom background Custom avatar Connecting with your community Connect & link to/from other social media accounts Minimum of 14 Tweets /week Management of @mentions Keyword conversation management and response within 24 hours Competition Monitoring (up to 3) Unsolicited Support through dealer name and keywords Additional Twitter accounts can be set up for an additional fee, ie: Service,	1.0			

Digital Marketing VinSocial Maximum	Community, Body Shop, Sales. Pinterest: Set up Customization Create Boards Create Images and Adds linking back to dealer website Google+: Set up Google Account Set up Google+ Profile Custom profile pic Manage circles Monitoring and reaction to page Connection to YouTube account Links posted on profile page to other dealer's social sites YouTube: Channel setup Custom background Custom avatar 3 interactions/week with users Connection to Google+, Twitter and Facebook Full networking with local community channels Target customers using keywords and demographics About.me Set up & customization Custom Graphics Connection to all SM sites Foursquare: Set up Claim your listing Create deals Track Analysis of and respond to reviews Blog: Blog creation RSS Feed from OEM Posting to social media accounts Online Reputation Management Track mentions of dealership on social channels Track analysis of reviews Respond to reviews & Notify Dealership of Reviews Correct inaccurate statement(s) about dealership Klout: Set Up Manage K+ adds Additional Social Media Site Set up: Secondary and Up & Coming Social Sites Seo/SEM Optimized Context Descriptors included in Social Site Set up & Content Posted Link relevancy connecting SM account increasing SEO Weekly Reach Out Phone calls/ Email from VinSocial Specialist Full Reports Available Weekly/Monthly/Custom	1.0	\$799.00	\$569.24	
Desking Module	Push deals to your DMS, Dealer Track and Route One. Print deals and forms.	1.0	\$603.44	\$429.92	\$28.38
AIS Rebates - Desking Integration	Third party vendor, incentive integration into Desking module.	1.0	\$199.00	\$141.78	\$9.36
PBX Phone Integration	Private branch exchange phone integration into VinSolutions' CRM	1.0	\$129.00	\$91.91	\$6.07
Survey Module	Survey Tool for CRM customers	1.0	\$74.77	\$53.27	\$3.51
eBay Listings - 10	10 eBay listings included in Inventory Module or 10 additional listings. eBay listing charges are paid by dealer.	1.0			
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CRM 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	\$2,264.97	\$1,754.84	\$115.82
PBX Phone Integration onetime fee	Onetime fee for private branch exchange phone integration into VinSolutions CRM	1.0	\$1,259.00	\$975.44	\$64.38
Digital Marketing VinSocial Maximum onetime fee	Onetime fee to establish VinSocial Maximum which includes over 50 different social media sites.	1.0	\$799.00	\$619.05	\$40.85
Desking Module onetime fee	Onetime fee for Advanced Desking.	1.0	\$603.44	\$467.53	\$30.86
ILM onetime fee	Onetime fee for ILM	1.0	\$603.44	\$467.53	\$30.86
Inventory Module onetime fee	Onetime fee for Inventory Module	1.0	\$452.39	\$350.50	\$23.14
Data Integration - Upgrade onetime fee	Onetime fee for upgrading to enhanced Data Integration.	1.0	\$299.00	\$299.00	\$19.73
Data Integration - Upgrade onetime fee	Onetime fee for upgrading to enhanced Data Integration.	1.0	\$299.00	\$299.00	\$19.73
AIS Rebates - Desking Integration onetime fee	Onetime fee for AIS Rebates - incentive integration into Desking module	1.0	\$199.00	\$154.18	\$10.18
Survey Module onetime fee	Onetime fee for Survey Tool for CRM customers	1.0	\$74.77	\$57.93	\$3.83
Email Banner	Email Banner	1.0	\$199.00		
Inventory Gallery for Website	Inventory Gallery display - one-time, required	1.0			
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0			
Trainer - Four Day Package	Four days initial on-site training with one trainer. All travel expenses paid by dealer.	1.0	\$5,399.00		
VinCamera & Software	G700	1.0	\$799.00		
Drivers License Scanner	Automatically uploads customer's information	1.0	\$999.00		

Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0
Trainer - Two Day Install Follow-Up	Two days complimentary install follow-up training with CRM purchase. All travel expenses paid by dealer.	1.0
Photo Overlay	Photo overlay display - onetime	1.0
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0

Products/One Time:	\$5,445.00
One Time Shipping:	\$0.00
One Time Sales Tax:	\$359.38
Monthly Recurring:	\$3,801.00
Monthly Recurring Sales Tax:	\$213.31
<b>Total Now Due:</b>	<b>\$9,818.69</b>
<b>Total Monthly Recurring:</b>	<b>\$4,014.31</b>

\*Taxes are subject to state and local regulations and are subject to change

\*Does not include Dealer-paid Travel Expenses related to onsite training

**\*this invoice does not replace or supersede current billing**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

*Copyright VinSolutions.*

**CONTRACTS**

**HASSLES**

**SERVICES**

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## 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: 5827	
Address Line 1:		Phone Number:	
Address Line 2:		Fax Number:	
City:	State:	Zip:	Email:
Opportunity ID: OP#-00285013		Dollar Amount: \$9,818.69	

### 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: