

Invoice For

**Al Hendrickson Toyota/Scion (5019)**

Invoice Number: OP#-00140894

Salesperson: James Campbell Date Created: 3/5/2012

**Products**

Product	Description	Quantity	List Price	Total Price
Diamond Package	Includes; CRM, ILM, Desking, inventory management, service aisle, numerous third party service and integrations, fulfillment campaign and VIN website. *Our most complete package. Additional fulfillment, third party campaigns and calls may be purchased depending on dealer's needs.	1.0	\$9,999.00	\$6,751.00
Data Integration - Enhanced	Data integration with dealer's DMS. 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	\$249.00	\$249.00
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
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	1.0	\$0.00	\$0.00

	enhancements add functionality, calls to action and improve SEO.			
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
Inventory Module	Inventory Module - monthly	1.0	\$0.00	\$0.00
Market Pricing Tool	Local market pricing tool	1.0	\$0.00	\$0.00
Trainer - Ongoing Campaign - 8 days Annually Onsite	Trainer - Ongoing Campaign - 8 days Annually Onsite - all airfare, hotel and rental car expenses to be paid by dealer.	1.0	\$0.00	\$0.00
Digital Marketing VinSocial Maximum	Our social media experts will work with you to completely control your online social media presence. We setup and manage your Facebook, Twitter, Google+, YouTube, Google Places, Foursquare, Yelp, Klout and 41 additional sites including DealerRater. Additionally we will post at least one blog a week and one press release a month.	1.0	\$0.00	\$0.00
Data Appending	Recurring appending your customer data.	1.0	\$0.00	\$0.00
Desking Module	Push deals to your DMS, Dealer Track and Route One. Print deals and forms.	1.0	\$0.00	\$0.00
Galves Used Car Pricing Tool	Galves used car pricing tool	1.0	\$0.00	\$0.00
Inventory Gallery for Website	Inventory Gallery display - monthly	1.0	\$0.00	\$0.00
KnowMe Premium	Third party vender - Premium KnowMe phone integration includes 16 toll free numbers, 4 Click to Call links and 2000 minutes a month.	1.0	\$0.00	\$0.00
Service Dashboard	Ties your CRM to your service department dashboard.	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 two alike.	1.0	\$0.00	\$0.00
Email Banner	Email Banner	1.0	\$0.00	\$0.00
Email Hosting	Hosting of dealers' email.	1.0	\$0.00	\$0.00
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0	\$0.00	\$0.00
Mobile Application	Smart phone application	1.0	\$0.00	\$0.00
NCC Integration	Integration with National Credit Center. Credit Bureaus at \$2.35 each, NCC bills dealer directly.	1.0	\$0.00	\$0.00

AIS Rebates - Website Integration	Third party vender - website integration.	1.0	\$0.00	\$0.00
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
Click to Chat Manned	Manned Click to Chat	1.0	\$0.00	\$0.00
VIN Chat	VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.	1.0	\$0.00	\$0.00
Craigslist - Manual	Craigslist listings manual tool	1.0	\$0.00	\$0.00
NADA Used Car Pricing Tool	NADA used car pricing tool	1.0	\$0.00	\$0.00
PBX Phone Integration	Private branch exchange phone integration into VinSolutions' CRM	1.0	\$0.00	\$0.00
Photo Overlay	Photo overlay display - monthly	1.0	\$0.00	\$0.00
Survey Module	Survey Tool for CRM customers	1.0	\$0.00	\$0.00
Talking Head	Visible ups third party lead generator - \$199 set up fee	1.0	\$0.00	\$0.00
Customer Text Messaging - 1000 Texts	Customer Text Messaging - 1000 texts per month incoming or outgoing. In the case of overages, dealer will be invoiced for and moved to the ongoing quantity that covers usage. Unused texts are not rolled over.	1.0	\$0.00	\$0.00
SEO - Advanced	<ul style="list-style-type: none"> <li>• Keyword market research analysis</li> <li>• Market Control Dealer SEO Titles</li> <li>• Primary Optimization for three city specific locations</li> <li>• Search Engine Friendly Automotive SEO URLs</li> <li>• Long tail SEO</li> <li>• Location Specific Page heading and content optimization</li> <li>• Lead Generating Vehicle Detail Pages</li> <li>• Integrated Content Management</li> <li>• Inventory Specials &amp; Featured Vehicles</li> <li>• Search Engine Optimized Automotive Content</li> <li>• Ability to Add Custom Pages</li> <li>• Dynamic OneClick Inventory Search</li> <li>• Boomerang Coupon Technology</li> <li>• Integrated Vehicle Video's</li> <li>• High Resolutions Pictures (Unique to VinSolutions)</li> <li>• RSS Feeds (Inventory &amp; Specials)</li> <li>• Enhanced XML Sitemaps (Google, Bing &amp; Yahoo!)</li> <li>• Robot.txt file</li> <li>• Google Analytics &amp; VinSolutions Integrated Analytics</li> <li>• Local Listing URL Submission plan</li> <li>• Social Media Plugins</li> <li>• HTML Optimization</li> <li>• Recent Customer community specific pages</li> <li>• Sold Vehicle SEO Pages</li> <li>• Dealer Market SEO wrap</li> <li>• 5 SEO service driven Sub Pages</li> <li>• Page</li> </ul>	1.0	\$0.00	\$0.00

Header Enhancement • Platinum Home  
Page SEO Enhancements • Dominant City  
SEO scroll bar

Diamond package onetime fee	Onetime fee for Diamond package includes setup and integration of all software including third party and creation, optimizing and hosting of website. Includes initial 4 day training with 1 trainer, expenses paid by dealer.	1.0	\$13,499.00	\$7,500.00
Data Integration - Enhanced onetime fee	Onetime fee for data integration with dealer's DMS. 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	\$499.00	\$499.00
Galves used car pricing tool onetime fee	Galves used car pricing tool onetime fee	1.0	\$124.00	\$0.00
Digital Marketing VinSocial Maximum Onetime Fee	Onetime fee to establish VinSocial Maximum which includes over 50 different social media sites.	1.0	\$0.00	\$0.00
Data Appending onetime fee	Onetime fee to initially append customer data.	1.0	\$0.00	\$0.00
ILM onetime fee	Onetime fee for ILM	1.0	\$0.00	\$0.00
KnowMe Premium onetime fee	Oentime fee for third party vender - Premium KnowMe phone integration	1.0	\$0.00	\$0.00
BDC Module onetime fee	Create BDC module	1.0	\$0.00	\$0.00
Email Banner onetime fee	Creation of Email Banner	1.0	\$0.00	\$0.00
Form Mapping Onetime fee	Form Mapping. Up to 3 dealership provided forms.	1.0	\$0.00	\$0.00
NADA used car pricing tool onetime fee	Onetime fee for NADA used car pricing	1.0	\$0.00	\$0.00
Market Pricing Tool onetime fee	Onetime fee for local market pricing	1.0	\$0.00	\$0.00
Craigslist - manual onetime fee	Onetime fee for manual Craigslist	1.0	\$0.00	\$0.00
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	1.0	\$0.00	\$0.00
Click for Chat manned onetime fee	Onetime fee for manned Click to Chat	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
Black Book used car pricing onetime fee	Black Book used car pricing onetime fee	1.0	\$0.00	\$0.00
AIS Rebates - Website integration onetime fee	Onetime fee for AIS Rebates - website integration.	1.0	\$0.00	\$0.00
Mobile Application onetime fee	Smart phone application	1.0	\$0.00	\$0.00

Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0	\$0.00	\$0.00
Inventory Gallery onetime fee	Onetime fee for inventory gallery	1.0	\$0.00	\$0.00
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	\$0.00	\$0.00
Customer Text Messaging - 1000 Texts Onetime Fee	Customer Text Messaging onetime fee.	1.0	\$0.00	\$0.00
Web site - Mobile	Customized smart phone mobile web site for Blackberry, iphone, ipad and Droid.	1.0	\$0.00	\$0.00
Website - VIN onetime fee	Onetime fee to create VIN Website.	1.0	\$0.00	\$0.00
Trainer - Four Day Package	Four days initial on-site training with one trainer. All travel expenses paid by dealer.	1.0	\$0.00	\$0.00
Talking Head onetime fee	Onetime fee for Talking Head	1.0	\$0.00	\$0.00
Survey Module onetime fee	Onetime fee for Survey Tool for CRM customers	1.0	\$0.00	\$0.00
Photo Overlay Onetime Fee	Onetime fee for photo overlay	1.0	\$0.00	\$0.00
PBX phone integration onetime fee	Onetime fee for private branch exchange phone integration into VinSolutions CRM	1.0	\$0.00	\$0.00
Newsletter - dealer onetime fee	Onetime fee includes account creation, banner development and campaign planning	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
Service Dashboard onetime fee	Setup service dashboard.	1.0	\$0.00	\$0.00
Inventory Module onetime fee	Onetime fee for Inventory Module	1.0	\$0.00	\$0.00
Desking module onetime fee	Onetime fee for Advanced Desking.	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
Credit - AutoTrader Family Discount	Onetime fee AutoTrader Family discount.	1.0	\$0.00	(\$6,000.00)

**Total: \$8,999.00**

Shipping: \$0.00

**Invoice Total**

**Total Due NOW: \$8,999.00**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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