

Purchase Agreement Summary For  
**Mercedes Benz of Fresno (6901)**

Agreement Number: OP#-00311723  
Salesperson: Bobby Roberts Date Created: 10/8/2013

**Products**

Product	Description	Qty.	List Price	Sales Price	
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	\$2,180.86	\$1,645.97	
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 enhancements add functionality, calls to action and improve SEO.	1.0	\$726.47	\$548.29	
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	\$581.03	\$438.52	
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	
Gold 1 Package	VinSolutions Gold 1 Package: CRM, ILM, inventory management and a VIN website. Also contains Business Development Center to support your entire organization from one location, Craigslist manual listings tool, Dynamic Comment Builder to create unique and rich vehicle descriptions, our Mobile Application, Service Dashboard tie-in, and the VinLens website traffic tracker. Requires three days on site training by professional trainer.	1.0			
	* Keyword market research analysis * Market Control Dealer SEO Titles * Primary Optimization for three city specific locations * Search Engine Friendly Automotive SEO URLs * Long tail SEO * Location Specific Page heading and content optimization * Lead Generating Vehicle Detail Pages * Integrated Content Management * Inventory Specials & Featured Vehicles * Search Engine Optimized Automotive Content * Ability to Add Custom Pages * Dynamic OneClick Inventory Search * Boomerang Coupon Technology * Integrated Vehicle				

SEO - Advanced	Videoâ€™s * High Resolutions Pictures (Unique to VinSolutions) * RSS Feeds (Inventory & Specials) * Enhanced XML Sitemaps (Google, Bing & Yahoo!) * Robot.txt file * Google Analytics & VinSolutions Integrated Analytics * Local Listing URL Submission plan * Social Media Plugins * HTML Optimization * Recent Customer community specific pages * Sold Vehicle SEO Pages * Dealer Market SEO wrap * 5 SEO service driven Sub Pages * Page Header Enhancement * Platinum Home Page SEO Enhancements * Dominant City SEO scroll bar	1.0	\$217.43	\$164.10
VIN Chat	VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.	1.0	\$71.99	\$54.34
AIS Rebates - Website Integration	Third party vendor - website integration.	1.0	\$35.63	\$26.89
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	\$29.00	\$21.89
Desking Light	Enables payment calculator and summary.	1.0		
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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Trainer - Three Day Package	Three days on-site with one trainer. All travel expenses paid by dealer. Package is discounted 10%.	1.0	\$4,049.00	\$1,154.00
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	\$2,180.86	\$618.41
Website - VIN onetime fee	Onetime fee to create VIN Website.	1.0	\$726.47	\$206.00
Email Banner	Email Banner	1.0	\$199.00	\$199.00
ILM onetime fee	Onetime fee for ILM	1.0	\$581.03	\$164.76
SEO - Advanced onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	\$217.43	\$61.66
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	\$56.43
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	1.0	\$71.99	\$20.41
AIS Rebates - Website Integration onetime fee	Onetime fee for AIS Rebates - website integration.	1.0	\$35.63	\$10.11
Customer Text Messaging - 1000 Texts onetime fee	Customer Text Messaging onetime fee.	1.0	\$29.00	\$8.22
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0		
Inventory Gallery for Website	Inventory Gallery display - one-time, required	1.0		
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		
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0		
Photo Overlay	Photo overlay display - onetime	1.0		

Products/One Time:	\$2,499.00
One Time Shipping:	\$0.00
One Time Sales Tax:	\$0.00
Monthly Recurring:	\$2,999.00
<b>Total Now Due:</b>	<b>\$5,498.00</b>
<b>Total Monthly Recurring:</b>	<b>\$2,999.00</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

☐ 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: 6901	
Address Line 1:		Phone Number:	
Address Line 2:		Fax Number:	
City:	State:	Zip:	Email:
Opportunity ID: OP#-00311723		Dollar Amount: \$5,498.00	

### 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: