Purchase Agreement Summary For

BMW VW Porsche of Ocala (6526)

Agreement Number:OP#-00285740

Salesperson: James Campbell Date Created: 6/12/2013

Products

Product	Description	Qty.	List Price	Sales Price	
Platinum 2 Package PROMO	Includes; CRM, ILM, Desking, eBay, Inventory Management, Service Aisle, Business Development Center, Craigslist manual listings tool, Dynamic Comment Builder, Mobile Application, VIN Website and VinLens website traffic tracker. Requires: on-site training by professional trainer. Subsequent training at Vinsolutions.	1.0	$4,999.00	$2,560.00	
Website - VIN Ala Carte	Monthly fee for VIN Website, includes mobile platform for Blackberry, iPhone, iPad and Android. 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 Inventory and Titles. These enhancements add functionality, calls to action and improve SEO. Also includes VinLens, our website traffic tracker.	2.0	$2,598.00	$600.00	
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			
Inventory Light	Limited inventory gallery, view inventory with ILM	2.0			
Inventory Module	Inventory Module - monthly	1.0			
CRM - Bundled Solution	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			
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	1.0			

	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.			
AIS Rebates - Desking Integration	Third party vendor, - incentive integration into Desking module.	1.0	$199.00	$199.00
PBX Phone Integration	Private branch exchange phone integration into VinSolutions' CRM	1.0	$129.00	$129.00
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	$29.00	$29.00
Desking Module	Push deals to your DMS, Dealer Track and Route One. Print deals and forms.	1.0		
Market Pricing Tool	Local market pricing tool	1.0		
Survey Module	Survey Tool for CRM customers	1.0		
SEO - Advanced	• 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 Video'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		
Black Book Used Car Pricing	Black Book pricing of used cars	1.0		
VIN Chat	VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.	2.0		
SEO - Advanced	• 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 Video'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	2.0		
AIS Rebates - Website Integration	Third party vendor - website integration.	2.0		
AIS Rebates - Website Integration	Third party vendor - website integration.	1.0		
VIN Chat	VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.	1.0		

NADA Used Car Pricing Tool	NADA used car pricing tool	1.0		
Inventory Gallery for Website	Inventory Gallery display - monthly	1.0		
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	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		

Platinum 2 package PROMO onetime fee	Onetime fee for Platinum package includes 4 days of training with 1 trainer, expenses paid by dealer	1.0	$10,849.00	$1,501.00
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
Desking module onetime fee	Onetime fee for Advanced Desking.	1.0		
ILM onetime fee	Onetime fee for ILM	1.0		
PBX phone integration onetime fee	Onetime fee for private branch exchange phone integration into VinSolutions CRM	1.0	$1,259.00	
Customer Text Messaging - 1000 Texts Onetime Fee	Customer Text Messaging onetime fee.	1.0	$49.00	
Photo Overlay	Photo overlay display - onetime	1.0		
Form Mapping Onetime fee	Form Mapping. Up to 3 dealership provided forms.	1.0		
AIS Rebates - Desking integration onetime fee	Onetime fee for AIS Rebates - incentive integration into Desking module	1.0	$199.00	
Inventory Module onetime fee	Onetime fee for Inventory Module	1.0		
Market Pricing Tool onetime fee	Onetime fee for local market pricing	1.0		
NADA used car pricing tool onetime fee	Onetime fee for NADA used car pricing	1.0		
Survey Module onetime fee	Onetime fee for Survey Tool for CRM customers	1.0		
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	1.0		
CRM Bundled Solution 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		
Trainer - Four Day Package	Four days initial on-site training with one trainer. All travel expenses paid by dealer.	1.0		
Website - VIN onetime fee	Onetime fee to create VIN Website.	1.0		
Web site - Mobile	Customized smart phone mobile web site for Blackberry, iphone, ipad and Droid.	1.0		
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0		
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	2.0		
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	2.0		
AIS Rebates - Website integration onetime fee	Onetime fee for AIS Rebates - website integration.	2.0		
Inventory Light onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM	2.0		
Website - VIN Ala Carte onetime fee	Onetime fee to create VIN Website.	2.0	$2,598.00	
Black Book used car pricing onetime fee	Black Book used car pricing onetime fee	1.0		
AIS Rebates - Website integration onetime fee	Onetime fee for AIS Rebates - website integration.	1.0		
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0		
Email Banner	Email Banner	1.0		
Inventory Gallery onetime fee	Onetime fee for inventory gallery	1.0		

Products/One Time:	$2,000.00
One Time Shipping:	$0.00
One Time Sales Tax:	$0.00
Monthly Recurring:	$3,766.00
Total Now Due:	**$5,766.00**
Total Monthly Recurring:	**$3,766.00**

*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 _____

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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: 6526	
Address Line 1:			Phone Number:	
Address Line 2:			Fax Number:	
City:	State:	Zip:	Email:	
Opportunity ID: OP#-00285740			Dollar Amount: $5,766.00	

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: