

Purchase Agreement Summary For
Bob Moore Cadillac Land Rover Subaru (3990)

Agreement Number: OP#-00292342
Salesperson: Roby Anderson Date Created: 7/26/2013

Products

| Product | Description | Qty. | List Price | Sales Price | |
|---------------------------------|---|------|------------|-------------|--|
| 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 | \$897.44 | \$571.62 | |
| Website - VIN Ala Carte Package | 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. | 1.0 | | | |
| Inventory Light | Limited inventory gallery, view inventory with ILM | 1.0 | | | |
| Website - Portal | Monthly fee for web site portal. Also includes VinLens, our website traffic tracker. | 1.0 | \$899.00 | \$572.61 | |
| 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™ * 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 * | 1.0 | \$268.60 | \$171.09 | |

| | | | | |
|---|---|-----|----------|---------|
| | Platinum Home Page SEO Enhancements * Dominant City SEO scroll bar | | | |
| VIN Chat | VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports. | 1.0 | \$88.94 | \$56.65 |
| AIS Rebates - Website Integration | Third party vendor - website integration. | 1.0 | \$44.02 | \$28.03 |
| <hr/> | | | | |
| Website - Portal onetime fee | Web site - portal onetime fee. | 1.0 | \$899.00 | |
| AIS Rebates - Website Integration onetime fee | Onetime fee for AIS Rebates - website integration. | 1.0 | \$44.02 | |
| SEO - Advanced onetime fee | Onetime to fee to build Advanced SEO (VinSolutions Website only). | 1.0 | \$268.60 | |
| VIN Chat onetime fee | Onetime fee for VIN Click to Chat. | 1.0 | \$88.94 | |
| Website - VIN onetime fee | Onetime fee to create VIN Website. | 1.0 | \$897.44 | |
| <hr/> | | | | |

| | |
|---------------------------------|-------------------|
| Products/One Time: | \$0.00 |
| One Time Shipping: | \$0.00 |
| One Time Sales Tax: | \$0.00 |
| Monthly Recurring: | \$1,400.00 |
| Total Now Due: | \$1,400.00 |
| Total Monthly Recurring: | \$1,400.00 |

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

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

***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: 3990 | |
| Address Line 1: | | Phone Number: | |
| Address Line 2: | | Fax Number: | |
| City: | State: | Zip: | Email: |
| Opportunity ID: OP#-00292342 | | Dollar Amount: \$1,400.00 | |

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: |