

Invoice For

Brighton Ford (4676)

Invoice Number: OP#-00110717

Salesperson: Brian Fox Date Created: 10/13/2011

Products

Product	Description	Quantity	List Price	Total Price
CRM - limited users, up to 10.	Customer Relationship Management System - manages entire customer base. Includes; ILM, spam assassin, service marketing, bad lead rejection, reverse look-up and VinBrochures. Users limited to 10. Includes mobile application for smart phones.	1.0	\$1,499.00	\$1,049.00
Website - best practice ala carte	Monthly fee for Best Practice Website, includes mobile platform for Blackberry, iphone, ipad and Droid. Choose from one of three best practice themes with customizable colors and calls to action. Includes up to 40 pages of content, the ability for dealer to add up to five custom pages. Comes with Basic SEO through Inventory and Titles. Example theme is here: http://alpha.vinmanagersites.com	1.0	\$799.00	\$529.00
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
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
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
CRM - limited users, additional user.	Additional user added to limited user CRM.	4.0	\$676.00	\$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	\$29.00	\$29.00
SEO - Best Practice website	Best Practice website search engine optimization includes long tail inventory keywords and the ability to control title updates.	1.0	\$0.00	\$0.00
Email Hosting	Hosting of dealers' email.	1.0	\$0.00	\$0.00
Mobile Application	Smart phone application	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
Desking Light	Enables payment calculator and summary.	1.0	\$0.00	\$0.00
Service Dashboard	Ties your CRM to your service department dashboard.	1.0	\$0.00	\$0.00
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0	\$0.00	\$0.00
VinLens	VinLens, Customer Information Application allows you to see and track your website traffic in real time. Track click paths to direct market and reactivate customers or prospects listed as bad or lost.	1.0	\$0.00	\$0.00
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CRM - limited users, onetime fee	Onetime fee for limited user CRM, includes 3 days of training with 1 trainer, expenses paid by dealer	1.0	\$5,799.00	\$5,219.00
Drivers License Scanner	Automatically uploads customer's information	1.0	\$899.00	\$899.00
Website - best practice ala carte onetime fee	Website - Best Practice onetime fee to create site.	1.0	\$799.00	\$699.00
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	\$199.00
Customer Text Messaging - 1000 texts onetime fee	Customer Text Messaging onetime fee.	1.0	\$49.00	\$49.00
Inventory Light onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM Form Mapping. Up to 3 dealership	1.0	\$0.00	\$0.00

Form Mapping Onetime fee	provided forms.	1.0	\$0.00	\$0.00
ILM onetime fee	Onetime fee for ILM	1.0	\$0.00	\$0.00
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0	\$0.00	\$0.00
Dynamic comment builder onetime fee	Setup dynamic comment builder.	1.0	\$0.00	\$0.00
Desking Light onetime fee	Setup payment calculator and summary.	1.0	\$0.00	\$0.00
BDC Module onetime fee	Create BDC module	1.0	\$0.00	\$0.00
Service Dashboard onetime fee	Setup service dashboard.	1.0	\$0.00	\$0.00
Trainer - three days on-site with one trainer. All travel expenses paid by dealer.	Three days on-site with one trainer. All travel expenses paid by dealer.	1.0	\$0.00	\$0.00
Mobile Application onetime fee	Smart phone application	1.0	\$0.00	\$0.00
Inventory Light onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
Email Hosting onetime fee	Email hosting for dealer	1.0	\$0.00	\$0.00
SEO - Best Practice website onetime fee	Best Practice website search engine optimization includes long tail inventory keywords and the ability to control title updates.	1.0	\$0.00	\$0.00
Email Banner onetime fee	Creation of Email Banner	1.0	\$0.00	\$0.00
VinLens onetime fee	Onetime fee for VinLens, Customer Information Application allows you to see and track your website traffic in real time. Track click paths to direct market and reactivate customers or prospects listed as bad or lost.	1.0	\$0.00	\$0.00

Total: \$8,771.00

Shipping: \$15.00

Invoice Total

Total Due NOW: \$8,786.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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