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Sales and Support: 913-825-6124

Invoice For

Advantage Ford (4648)

Invoice Number:OP#-00110940 Salesperson: Brian Fox Date Created: 10/3/2011

Products

| Product | Description | Quantity | Ligt Drigg | Total Price |
|-------------------------------------|--|----------|------------|----------------|
| Gold 2 package | Includes: CRM, ILM, inventory management and dealer website. Requires three days on site training by professional trainer. | 1.0 | \$4,499.00 | \$3,180.00 |
| AIS Rebates - Inventory integration | Third party vender - Inventory integration. | 1.0 | \$169.00 | \$169.00 |
| 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 |
| 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 |
| 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 Hosting | Hosting of dealers' email. | 1.0 | \$0.00 | \$0.00 |
| Mobile Application | Smart phone application | 1.0 | \$0.00 | \$0.00 |
| Craigslist - manual | Craigslist listings manual tool | 1.0 | \$0.00 | \$0.00 |
| eBay listings - 10 | 10 eBay listings included in Inventory Module or 10 additional listings. | 1.0 | \$0.00 | \$0.00 |
| | Monthly fee for Best Practice Website, includes mobile platform for Blackberry, | | | |

| Website - best practice | 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 | \$0.00 | \$0.00 |
|---|---|-----|------------|------------|
| Photo overlay | Photo overlay display - monthly | 1.0 | \$0.00 | \$0.00 |
| NADA used car pricing tool | NADA used car pricing tool | 1.0 | \$0.00 | \$0.00 |
| Market Pricing Tool | Local market pricing tool | 1.0 | \$0.00 | \$0.00 |
| Inventory Module | Inventory Module - monthly | 1.0 | \$0.00 | \$0.00 |
| Inventory Gallery for website | Inventory Gallery display - monthly | 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 - 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 |
| Blue Book used car pricing | Used car pricing from Blue Book | 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 |
| Form Mapping | Form Mapping. Up to 3 dealership provided forms. | 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 |
| Credit - package limited user monthly reoccurring fee | Credit - package limited user monthly reoccurring fee. | 1.0 | (\$949.00) | (\$949.00) |
| Gold 2 package onetime fee | Onetime fee for Gold package, includes 3 days of training with 1 trainer, expenses paid by dealer | 1.0 | \$8,649.00 | \$5,928.00 |
| 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 |
| AIS Rebates - Inventory integration onetime fee | Onetime and first month fee for AIS Rebates - inventory integration | 1.0 | \$169.00 | \$169.00 |
| VinCamera & software | VinCamera & software 12.1 Mega pixel rubberized waterproof military spec camera. | 1.0 | \$1,149.00 | \$103.00 |
| | | | | |

| BDC Module onetime fee Desking Light onetime fee Dynamic comment builder onetime fee Create BDC module Setup payment calculator and summary. 1.0 \$0.00 \$0.00 Sound Dynamic comment builder. 1.0 \$0.00 \$0.00 Sound Craigslist - manual onetime fee Creation of Email Banner Craigslist - manual onetime fee ILM onetime fee Conetime fee for ILM Onetime fee Conetime fee for ILM Onetime fee Conetime fee for ILM Onetime fee SEO - Best Practice website onetime fee SEO - Best Practice website onetime fee Conetime fee Conetime fee for inventory gallery Onetime fee Conetime | Service Dashboard onetime fee | Setup service dashboard. | 1.0 | \$0.00 | \$0.00 |
|--|-------------------------------|--|-----|---------------------------|--------|
| Dynamic comment builder onetime fee Email Banner onetime fee Email Banner onetime fee Cratigolist - manual onetime fee Craigolist - manual onetime fee Craigolist - manual onetime fee ILM onetime fee Onetime fee for manual Craigolist ILM onetime fee Onetime fee for ILM Amrket Pricing Tool onetime fee SEO - Best Practice website onetime fee Onetime fee for local market pricing onetime fee SEO - Best Practice website onetime fee Onetime fee for inventory gallery Onetime fee Onetime fee for photo overlay Onetime fee Onetime fee for NADA used car pricing Onetime fee Onetime fee for Inventory Module Onetime fee for Inventory Module Onetime fee for Inventory Module 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 Blue Book used car pricing onetime fee Form Mapping Onetime fee Form Mapping Onetime fee Form Mapping 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. | BDC Module onetime fee | Create BDC module | 1.0 | \$0.00 | \$0.00 |
| onetime fee Setup dynamic comment officer. I.0 \$0.00 \$0.00 Craits Banner onetime fee Creation of Email Banner 1.0 \$0.00 \$0.00 \$0.00 Craits Islaner amutal onetime fee Onetime fee for manual Craits Islaner 1.0 \$0.00 \$0.00 S0.00 Market Pricing Tool onetime fee Onetime fee for ILM 1.0 \$0.00 \$0.00 S0.00 Market Pricing Tool onetime fee Onetime fee for local market pricing 1.0 \$0.00 \$0.00 S0.00 SECOND SEC | Desking Light onetime fee | Setup payment calculator and summary. | 1.0 | \$0.00 | \$0.00 |
| Craigslist - manual onetime fee ILM onetime fee Onetime fee for ILM | <u> </u> | Setup dynamic comment builder. | 1.0 | \$0.00 | \$0.00 |
| ILM onetime fee Market Pricing Tool onetime fee for ILM SEO - Best Practice website optimization includes long tail inventory keywords and the ability to control title updates. Inventory Gallery onetime fee Website - best practice onetime fee Website - best practice onetime fee Website - best practice onetime fee Website - best practice onetime fee Website - best practice onetime fee Website - best practice onetime fee Website - best Practice onetime fee to create site. Trainer - three days on-site with one trainer. All travel expenses paid by dealer. Photo overlay onetime fee NADA used car pricing tool onetime fee Inventory Module onetime fee Onetime fee for ILM Onetime fee for NADA used car pricing onetime fee CRM Bundled Solution onetime fee Blue Book used car pricing onetime fee Email Hosting onetime fee Email Hosting onetime fee Email Hosting onetime fee Email Hosting onetime fee Mobile Application onetime fee Napping Onetime fee Smart phone application Sundapplication 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. | Email Banner onetime fee | Creation of Email Banner | 1.0 | \$0.00 | \$0.00 |
| Market Pricing Tool onetime fee SEO - Best Practice website optimization includes long tail inventory gollery onetime fee Inventory Gallery onetime fee Website - best practice onetime fee or inventory gallery Newsite - best practice oretime fee or inventory gallery Newsite - best practice oretime fee or inventory gallery Nance and the ability to control title updates. Trainer - three days on-site with one trainer - All travel expenses paid by dealer. Photo overlay onetime fee NADA used car pricing tool onetime fee for Inventory Module Nonetime 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 Blue Book used car pricing onetime fee Email Hosting onetime fee Email Hosting onetime fee Email hosting for dealer Form Mapping Onetime fee Smart phone application Nonetime 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 time. Track click paths to direc | | Onetime fee for manual Craigslist | 1.0 | \$0.00 | \$0.00 |
| Best Practice website optimization includes long tail inventory gallery onetime fee Website - best practice onetime fee Website - best practice onetime fee Website - best Practice website onetime fee fee for inventory gallery onetime fee Website - best practice onetime fee Website - best Practice onetime fee to create site. Trainer - three days on-site with one trainer. All travel expenses paid by dealer. Photo overlay onetime fee NADA used car pricing tool onetime fee Inventory Module onetime fee CRM Bundled Solution onetime fee Blue Book used car pricing onetime fee Email Hosting onetime fee Email Hosting onetime fee Blue Book used car pricing onlow-up and VinBrochures Blue Book used car pricing onetime fee Form Mapping Onetime fee Mobile Application onetime fee VinLens onetime fee Vinterial Restricts websites search engine optimization includes long tail inventory it includes long tail inventory it is of the updates. VinLens onetime fee Sest Practice website search engine optimization lengthin includes long tail inventory it is of the populates. Sound sound Sound so | ILM onetime fee | Onetime fee for ILM | 1.0 | \$0.00 | \$0.00 |
| SEO - Best Practice website onetime fee updates. Inventory Gallery onetime fee Onetime fee for inventory gallery 1.0 \$0.00 \$0 | | Onetime fee for local market pricing | 1.0 | \$0.00 | \$0.00 |
| Website - best practice onetime feeWebsite - Best Practice onetime fee to create site.1.0\$0.00\$0.00Trainer - three days on-site with one trainer. All travel expenses paid by dealer. Photo overlay onetime feeThree days on-site with one trainer. All travel expenses paid by dealer.1.0\$0.00\$0.00NADA used car pricing tool onetime feeOnetime fee for photo overlay1.0\$0.00\$0.00NADA used car pricing tool onetime feeOnetime fee for NADA used car pricing Onetime fee for Inventory Module1.0\$0.00\$0.00Inventory Module onetime feeOnetime 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 VinBrochures1.0\$0.00\$0.00Blue Book used car pricing onetime feeBlue Book used car pricing onetime fee1.0\$0.00\$0.00Form Mapping Onetime feeEmail hosting for dealer1.0\$0.00\$0.00Form Mapping Onetime feeForm Mapping. Up to 3 dealership provided forms.1.0\$0.00\$0.00Mobile Application onetime feeSmart phone application1.0\$0.00\$0.00VinLens onetime feeOnetime 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 | | optimization includes long tail inventory keywords and the ability to control title | 1.0 | \$0.00 | \$0.00 |
| onetime fee create site. Trainer - three days on-site with one trainer. All travel expenses paid by dealer. Photo overlay onetime fee Onetime fee for photo overlay 1.0 \$0.00 \$0.00 \$0.00 onetime fee Onetime fee for NADA used car pricing tool onetime fee Onetime fee for Inventory Module onetime fee Onetime fee for Lustomer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, spam assasin, bad lead rejection, service marketing, reverse look-up and VinBrochures Blue Book used car pricing onetime fee Email Hosting onetime fee Email Hosting onetime fee Form Mapping. Up to 3 dealership provided forms. Mobile Application 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. | Inventory Gallery onetime fee | Onetime fee for inventory gallery | 1.0 | \$0.00 | \$0.00 |
| with one trainer. All travel expenses paid by dealer. Photo overlay onetime fee Onetime fee for photo overlay 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 NADA used car pricing tool onetime fee Onetime fee for Inventory Module 1.0 \$0.00 \$0.00 NADA used car pricing 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 Blue Book used car pricing onetime fee Email hosting for dealer 1.0 \$0.00 \$0. | <u>*</u> | | 1.0 | \$0.00 | \$0.00 |
| NADA used car pricing tool onetime fee Inventory Module onetime fee Onetime fee for Inventory Module 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 Blue Book used car pricing onetime fee Email Hosting onetime fee Email hosting for dealer Form Mapping Onetime fee Form Mapping. Up to 3 dealership provided forms. Mobile Application 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. | with one trainer. All travel | • | 1.0 | \$0.00 | \$0.00 |
| Inventory Module onetime fee Inventory Module onetime fee Onetime fee for Inventory Module 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 Blue Book used car pricing onetime fee Email Hosting onetime fee Email Hosting onetime fee Form Mapping. Up to 3 dealership provided forms. Mobile Application 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. | Photo overlay onetime fee | Onetime fee for photo overlay | 1.0 | \$0.00 | \$0.00 |
| CRM Bundled Solution 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 Blue Book used car pricing onetime fee Email Hosting onetime fee Email hosting for dealer 1.0 \$0.00 \$0.00 \$0.00 Form Mapping Onetime fee Form Mapping. Up to 3 dealership provided forms. Mobile Application onetime fee Smart phone application 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. | | Onetime fee for NADA used car pricing | 1.0 | \$0.00 | \$0.00 |
| CRM Bundled Solution onetime fee customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, reverse look-up and VinBrochures Blue Book used car pricing onetime fee 1.0 \$0.00 \$0 | Inventory Module onetime fee | Onetime fee for Inventory Module | 1.0 | \$0.00 | \$0.00 |
| onetime fee Email Hosting onetime fee Email hosting for dealer Form Mapping Onetime fee Mobile Application onetime fee Smart phone application 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. Sound \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 | | Management System - manages entire customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, reverse | 1.0 | \$0.00 | \$0.00 |
| Form Mapping Onetime fee Form Mapping. Up to 3 dealership | 1 0 | Blue Book used car pricing onetime fee | 1.0 | \$0.00 | \$0.00 |
| Mobile Application onetime fee Mobile Application onetime fee Smart phone application 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 \$0.00 \$0.00 | Email Hosting onetime fee | Email hosting for dealer | 1.0 | \$0.00 | \$0.00 |
| 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. | Form Mapping Onetime fee | 11 - 1 | 1.0 | \$0.00 | \$0.00 |
| VinLens onetime fee 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 | | Smart phone application | 1.0 | \$0.00 | \$0.00 |
| Credit - 1 trainer, 1 day | VinLens onetime fee | 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 | 1.0 | \$0.00 | \$0.00 |
| | Credit - 1 trainer, 1 day | Credit of one trainer day | 1.0 | (\$1,399.00) (\$1,399.00) | |

Total: \$7,499.00

Shipping: \$15.00

Invoice Total

Total Due NOW: \$7,514.00

Date

 \square Check By Fax

 \square One Time ACH

☐ One Time Credit Card Authorization

Signature

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