Invoice For

Collier Ford Inc. (8888)

Invoice Number: OP#-00190474

Salesperson: James Campbell Date Created: 5/3/2012

Products

Product	Description	Quantity	List Price	Total Price
Platinum 2 Package	Includes; CRM, ILM, Desking, eBay, Inventory Management, Service Aisle and VIN Website. Requires: on-site training by professional trainer. Subsequent training at Vinsolutions.	1.0	$5,999.00	$3,821.00
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
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	$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
Inventory Module	Inventory Module - monthly	1.0	$0.00	$0.00
	Monthly fee for VIN Website, includes mobile platform for Blackberry, iphone, ipad and Droid. Choose from one of eight best practice themes with customizable			

Website - VIN	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	$0.00	$0.00
AIS Rebates - Desking Integration	Third party vendor, - incentive integration into Desking module.	1.0	$199.00	$199.00
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
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
Email Banner	Email Banner	1.0	$0.00	$0.00
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0	$0.00	$0.00
AIS Rebates - Website Integration	Third party vender - website integration.	1.0	$0.00	$0.00
VIN Chat	VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.	1.0	$0.00	$0.00
Desking Module	Push deals to your DMS, Dealer Track and Route One. Print deals and forms.	1.0	$0.00	$0.00
	• 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			

SEO - Advanced	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	$0.00	$0.00
Survey Module	Survey Tool for CRM customers	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 Gallery for Website	Inventory Gallery display - monthly	1.0	$0.00	$0.00
eBay Listings - 10	10 eBay listings included in Inventory Module or 10 additional listings. eBay listing charges are paid by dealer.	1.0	$0.00	$0.00
Craigslist - Manual	Craigslist listings manual tool	1.0	$0.00	$0.00
Black Book Used Car Pricing	Black Book pricing of used cars	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
Mobile Application	Smart phone application	1.0	$0.00	$0.00
Email Hosting	Hosting of dealers' email.	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
Credit - package limited user monthly reoccurring fee	Credit - package limited user monthly reoccurring fee.	1.0	($1,099.00)	($1,099.00)
Platinum 2 package onetime fee	Onetime fee for Platinum package includes includes includes 4 days of training with 1 trainer, expenses paid by dealer	1.0	$12,749.00	$4,555.00
VinCamera & Software	VinCamera & software 12.1 Mega pixel rubberized waterproof military spec camera.	1.0	$1,149.00	$999.00
Drivers License Scanner	Automatically uploads customer's information	1.0	$999.00	$999.00
	Onetime fee for data integration with			

Data Integration - Enhanced onetime fee	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
AIS Rebates - Desking integration onetime fee	Onetime fee for AIS Rebates - incentive integration into Desking module	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 Gallery onetime fee	Onetime fee for inventory gallery	1.0	$0.00	$0.00
Email Banner onetime fee	Creation of Email Banner	1.0	$0.00	$0.00
Form Mapping Onetime fee	Form Mapping. Up to 3 dealership provided forms.	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
Market Pricing Tool onetime fee	Onetime fee for local market pricing	1.0	$0.00	$0.00
Inventory Module onetime fee	Onetime fee for Inventory Module	1.0	$0.00	$0.00
ILM onetime fee	Onetime fee for ILM	1.0	$0.00	$0.00
Desking module onetime fee	Onetime fee for Advanced Desking.	1.0	$0.00	$0.00
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	$0.00	$0.00
Craigslist - manual onetime fee	Onetime fee for manual Craigslist	1.0	$0.00	$0.00
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	1.0	$0.00	$0.00
Black Book used car pricing onetime fee	Black Book used car pricing onetime fee	1.0	$0.00	$0.00
AIS Rebates - Website integration onetime fee	Onetime fee for AIS Rebates - website integration.	1.0	$0.00	$0.00
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	$0.00	$0.00
Web site - Mobile	Customized smart phone mobile web site for Blackberry, iphone, ipad and Droid.	1.0	$0.00	$0.00
Website - VIN onetime fee	Onetime fee to create VIN Website.	1.0	$0.00	$0.00
Trainer - Four Day Package	Four days initial on-site training with one trainer. All travel expenses paid by dealer.	1.0	$0.00	$0.00

Survey Module onetime fee	Onetime fee for Survey Tool for CRM customers	1.0	$0.00	$0.00
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
Mobile Application onetime fee	Smart phone application	1.0	$0.00	$0.00
Email Hosting onetime fee	Email hosting for dealer	1.0	$0.00	$0.00
Dynamic comment builder onetime fee	Setup dynamic comment builder.	1.0	$0.00	$0.00
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0	$0.00	$0.00
Service Dashboard onetime fee	Setup service dashboard.	1.0	$0.00	$0.00
BDC Module onetime fee	Create BDC module	1.0	$0.00	$0.00
Credit - AutoTrader Family Discount	Onetime fee AutoTrader Family discount.	1.0	$0.00	($4,000.00)

Total: $6,499.00

Shipping: $30.00

Number of Installments:	2
Installment Due Date	Installment Amount
6/6/2012	$3,300.00
5/3/2012	$3,169.00

Invoice Total

Total Due NOW: $3,199.00

☐ Check By Fax   ☐ One Time ACH   ☐ One Time Credit Card Authorization

Signature _____   Date _____

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