

Invoice For

## **Parkway MotorCars (4737)**

Invoice Number: OP#-00121093

Salesperson: Bobby Roberts Date Created: 11/2/2011

### **Products**

Product	Description	Quantity	List Price	Total Price
Gold Advanced 2 package	Includes: CRM, ILM, inventory management and Advanced dealer website. Requires three days on site training by professional trainer.	1.0	\$4,799.00	\$4,400.00
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
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
Inventory Light	Limited inventory gallery, view inventory with ILM	3.0	\$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
AIS Rebates - Inventory integration	Third party vender - Inventory integration.	4.0	\$676.00	\$676.00
Call Tracking - Unlimited	Call Tracking - Unlimited. Used to populate Dealer website with phone numbers for call tracking and campaign tracking ROI reporting. Pushes customer information to DMS to	1.0	\$499.00	\$229.00

Desking Light - customer push.	desk in dealer's DMS	1.0	\$279.00	\$100.00
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
Mobile Application	Smart phone application	1.0	\$0.00	\$0.00
Black Book used car pricing	Black Book pricing of used cars	1.0	\$0.00	\$0.00
Craigslist - manual	Craigslist listings manual tool	1.0	\$0.00	\$0.00
Inventory Gallery for website	Inventory Gallery display - monthly	1.0	\$0.00	\$0.00
NADA used car pricing tool	NADA used car pricing tool	1.0	\$0.00	\$0.00
Website - Advanced	Monthly fee for Advanced 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	\$0.00	\$0.00
Desking Light	Enables payment calculator and summary.	1.0	\$0.00	\$0.00
Website - splash pages	Monthly fee for web site splash pages	1.0	\$549.00	\$0.00
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0	\$0.00	\$0.00
Email Hosting	Hosting of dealers' email.	1.0	\$0.00	\$0.00
Email Banner	Email Banner	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
Service Dashboard	Ties your CRM to your service department dashboard. • 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	1.0	\$0.00	\$0.00

SEO - Advanced	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	\$0.00	\$0.00
Photo overlay	Photo overlay display - monthly	1.0	\$0.00	\$0.00
Market Pricing Tool	Local market pricing 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
Blue Book used car pricing	Used car pricing from Blue Book 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
VinLens		1.0	\$0.00	\$0.00
Gold Advanced 2 package onetime fee	Onetime fee for Gold package, includes 3 days of training with 1 trainer, expenses paid by dealer	1.0	\$8,949.00	\$6,274.00
VinCamera & software	VinCamera & software 12.1 Mega pixel rubberized waterproof military spec camera.	1.0	\$1,149.00	\$799.00
AIS Rebates - Inventory integration onetime fee	Onetime and first month fee for AIS Rebates - inventory integration	4.0	\$676.00	\$676.00
Call Tracking - Unlimited onetime fee	Call Tracking - Unlimited onetime fee.	1.0	\$499.00	\$349.00
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
Mobile Application onetime fee	Smart phone application	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
Craigslist - manual onetime fee	Onetime fee for manual Craigslist	1.0	\$0.00	\$0.00
Inventory Module onetime fee	Onetime fee for Inventory Module	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
Website - Advanced onetime fee	Onetime fee to create Advanced Website.	1.0	\$0.00	\$0.00
Service Dashboard onetime fee	Setup service dashboard.	1.0	\$0.00	\$0.00
Desking Light - customer push onetime fee	Onetime fee to establish Desking Light - customer push.	1.0	\$279.00	\$0.00
Inventory Light onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM	3.0	\$0.00	\$0.00
Website - splash pages onetime fee	Onetime fee for web site splash pages	1.0	\$549.00	\$0.00
Form Mapping Onetime fee	Form Mapping. Up to 3 dealership provided forms.	1.0	\$0.00	\$0.00
Email Hosting onetime fee	Email hosting for dealer	1.0	\$0.00	\$0.00
Email Banner onetime fee	Creation of Email Banner	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
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	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
Photo overlay onetime fee	Onetime fee for photo overlay	1.0	\$0.00	\$0.00
Market Pricing Tool onetime fee	Onetime fee for local market pricing	1.0	\$0.00	\$0.00
ILM onetime fee	Onetime fee for ILM	1.0	\$0.00	\$0.00
Blue Book used car pricing onetime fee	Blue Book used car pricing onetime fee	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: \$13,879.00**

Shipping: \$15.00

Number of Installments: 2

Installment Due Date    Installment Amount

12/15/2011                      \$6,939.50

11/15/2011                      \$6,939.50

**Invoice Total**

**Total Due NOW: \$6,954.50**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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