

Invoice For

**Perry Ford of Poway (3580)**

Invoice Number: OP#-00043772

Salesperson: Brendan Shea Date Created: 4/14/2011

**Products**

| Product                  | Description  | Quantity | List Price | Total Price |
|--------------------------|--|----------|------------|-------------|
| CRM - Ala Carte 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      | \$2,599.00 | \$2,079.00  |
| 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     |
| 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      |
| Desking Light            | Enables payment calculator and summary.  | 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      |
| Email Hosting            | Hosting of dealers' email.   | 1.0      | \$0.00     | \$0.00      |
| Form Mapping             | Form Mapping. Up to 3 dealership provided forms.   | 1.0      | \$0.00     | \$0.00      |
| Inventory Light          | Limited inventory gallery, view inventory with ILM   | 1.0      | \$0.00     | \$0.00      |
| Mobile Application       | Smart phone application  | 1.0      | \$0.00     | \$0.00      |
|                          | Internet Lead Management system manages all incoming internet leads.   |          |            |             |

|   |  |     |            |            |
|---|--|-----|------------|------------|
| ILM   | Includes: VinBrochure, reverse look-up, spam assassin and bad lead rejection. Includes mobile application for smart phones.          | 1.0 | \$0.00     | \$0.00     |
| CRM Ala Carte onetime fee   | Onetime fee for CRM, includes 3 days of training with 1 trainer, expenses paid by dealer   | 1.0 | \$6,399.00 | \$5,119.00 |
| 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   |
| Service Dashboard onetime fee   | Setup service dashboard.   | 1.0 | \$0.00     | \$0.00     |
| Dynamic comment builder onetime fee   | Setup dynamic comment builder.   | 1.0 | \$0.00     | \$0.00     |
| Email Hosting onetime fee   | Email hosting for dealer   | 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     |
| Trainer - online training via webinar   | Online training via WebEx. To be completed before onsite training.   | 1.0 | \$0.00     | \$0.00     |
| ILM onetime fee   | Onetime fee for ILM  | 1.0 | \$0.00     | \$0.00     |
| Trainer - three days on-site with one trainer. Airfare, hotel and rental car expenses paid by dealer. | Three days on-site with one trainer. All travel and lodging to be paid by dealer.  | 1.0 | \$0.00     | \$0.00     |
| Mobile Application onetime fee  | Smart phone application  | 1.0 | \$0.00     | \$0.00     |
| Form Mapping Onetime fee  | Form Mapping. Up to 3 dealership provided forms.   | 1.0 | \$0.00     | \$0.00     |
| Email Banner onetime fee  | Creation of Email Banner   | 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     |

**Total: \$7,496.00**

Shipping: \$0.00

**Invoice Total**

**Total Due NOW: \$7,496.00**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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**CONTRACTS**

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