Invoice For

Spirit Auto Center (4300)

Invoice Number: OP#-00075778

Salesperson: Jeremy Bravard Date Created: 5/16/2011

Products

Product	Description	Quantity	List Price	Total Price
Gold 2 package	Includes: CRM, ILM, inventory management and dealer website. Requires three days on site training by professional trainer.	1.0	$4,249.00	$3,002.00
CRM - limited users, additional user.	Additional user added to limited user CRM. Limit of 20 users.	4.0	$676.00	$548.00
Service Scheduler CRM	Ties your CRM to your service department. Features detailed customizable dashboards and scheduling tools. Pushes and pulls from Arkona or ADP 3PA DMS. Integration fees may apply.	1.0	$329.00	$209.00
Digital Marketing Facebook Widgets	• Create or Update your Business Profile Facebook Page • Upload your Dealership Logo / Dealership Image • Market to your entire email database with a Facebook Fan Request Email • Update your Facebook Site with an Inventory Widget; Creating a new "Inventory" tab on your Facebook account and uploading all your inventory on Facebook for your customers to search • Update your Facebook Site with our Service Special Widget; Creating a new "Service" tab that allows you to publish service specials and book service requests from your Facebook site • Update your Facebook Site with our Trade Appraisal Widget; Creating a new "Trade Appraisal" Tab allowing your customers to send you an trade in or appraisal request directly from your Facebook page. • Update your Facebook Site with our Reputation Monitor	1.0	$229.00	$139.00

	Widget; crawling all social websites and blogs to gather any comments, discussions or articles that contain your dealership. • Update your Facebook Site with our Web Leads Widget; our Widget will go out and crawl social networking sites to find leads and update your site with those leads			
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
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
Black Book used car pricing	Black Book pricing of used cars	1.0	$0.00	$0.00
Blue Book used car pricing	Used car pricing from Blue Book	1.0	$0.00	$0.00
Craigslist - manual	Craigslist listings manual tool	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
eBay listings - 10	10 eBay listings included in Inventory Module or 10 additional listings.	1.0	$0.00	$0.00
Galves used car pricing tool	Galves used car pricing tool	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 Gallery for website	Inventory Gallery display - monthly	1.0	$0.00	$0.00
Inventory Module	Inventory Module - monthly	1.0	$0.00	$0.00
Market Pricing Tool	Local market pricing tool	1.0	$0.00	$0.00
NADA used car pricing tool	NADA used car pricing tool	1.0	$0.00	$0.00
Photo overlay	Photo overlay display - monthly	1.0	$0.00	$0.00
Website - Best Practice	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	$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
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
Mobile Application	Smart phone application	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	$8,399.00	$5,782.00
Digital Marketing Facebook Widgets Onetime Fee	Onetime fee to establish: • Create or Update your Business Profile Facebook Page • Upload your Dealership Logo / Dealership Image • Market to your entire email database with a Facebook Fan Request Email • Update your Facebook Site with an Inventory Widget; Creating a new "Inventory" tab on your Facebook account and uploading all your inventory on Facebook for your customers to search • Update your Facebook Site with our Service Special Widget; Creating a new "Service" tab that allows you to publish service specials and book service requests from your Facebook site • Update your Facebook Site with our Trade Appraisal Widget; Creating a new "Trade Appraisal" Tab allowing your customers to send you an trade in or appraisal request directly from your Facebook page. • Update your Facebook Site with our Reputation Monitor Widget; crawling all social websites and blogs to gather any comments, discussions or articles that contain your dealership. • Update your Facebook Site with our Web Leads Widget; our Widget will go out and crawl social networking sites to find leads and update your site with those leads	1.0	$329.00	$209.00
Service Scheduler CRM				

onetime fee	Establish CRM Service Aisle.	1.0	$329.00	$209.00
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
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
Black Book used car pricing onetime fee	Black Book used car pricing onetime fee	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
CRM Bundled Solution onetime fee	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	1.0	$0.00	$0.00
Inventory Gallery onetime fee	Onetime fee for inventory gallery	1.0	$0.00	$0.00
Market Pricing Tool onetime fee	Onetime fee for local market pricing	1.0	$0.00	$0.00
Photo overlay onetime fee	Onetime fee for photo overlay	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 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
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 - online training via webinar	Online training via WebEx. To be completed before onsite training.	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
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
Galves used car pricing tool onetime fee	Galves used car pricing tool onetime fee	1.0	$0.00	$0.00

| Craigslist - manual onetime fee | Onetime fee for manual Craigslist | 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: $8,048.00

Shipping: $0.00

Number of Installments:	2
Installment Due Date	Installment Amount
6/15/2011	PAID
5/16/2011	$5,000.00

Invoice Total

Total Due NOW: $5,000.00

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

Signature   Date