Purchase Agreement Summary For

Davis Moore Auto Group (6629)

Agreement Number:OP#-00275457

Salesperson: Roby Anderson Date Created: 7/9/2013

Products

Product	Description	Qty.	List Price	Sales Price	
CRM Limited Users	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	$1,274.05	$861.50	
Website - VIN	Monthly fee for VIN 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	$636.71	$430.53	
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	$509.24	$344.34	
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	$258.73	
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0			
Platinum 1 Limited Users Package	Includes; CRM, ILM, Desking, eBay, Inventory Management, Service Aisle, Business Development Center, Craigslist manual listings tool, Dynamic Comment Builder, Mobile Application, VIN Website and VinLens website traffic tracker. Limited to no more than 15 users. Requires: on-site training by professional trainer. Subsequent training at Vinsolutions.	1.0			
Desking Module	Push deals to your DMS, Dealer Track and Route One. Print deals and forms.	1.0	$509.24	$344.34	
KnowMe Basic Plus	Third party vendor - Basic Plus KnowMe phone integration. 25 toll free #s, 1000 incoming minutes, multi ring capability	1.0	$299.00	$202.18	
Data Appending	Recurring appending your customer data.	1.0	$149.00	$141.89	
	Third party vendor, incentive integration into Desking				

Item	Description	Qty	Price	Price2
AIS Rebates - Desking Integration	module.	1.0	$199.00	$134.58
SEO - Advanced	* 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 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	$190.57	$128.86
Survey Module	Survey Tool for CRM customers	1.0	$63.10	$42.66
VIN Chat	VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.	1.0	$63.10	$42.66
AIS Rebates - Website Integration	Third party vendor - website integration.	1.0	$31.23	$21.11
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	$19.61
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0		
eBay Listings - 10	10 eBay listings included in Inventory Module or 10 additional listings. eBay listing charges are paid by dealer.	1.0		

Item	Description	Qty	Price	Price2
CRM Limited Users 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	$1,274.05	$950.07
Data Integration - Enhanced onetime fee	Onetime fee for 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	$499.00	$519.22
Website - VIN onetime fee	Onetime fee to create VIN Website.	1.0	$636.71	$474.80
ILM onetime fee	Onetime fee for ILM	1.0	$509.24	$379.75
Desking Module onetime fee	Onetime fee for Advanced Desking.	1.0	$509.24	$379.75
KnowMe Basic Plus onetime fee	Onetime fee for third party vendor - Basic KnowMe Plus phone integration	1.0	$299.00	$222.97
AIS Rebates - Desking Integration onetime fee	Onetime fee for AIS Rebates - incentive integration into Desking module	1.0	$199.00	$148.41
Data Appending onetime fee	Onetime fee to initially append customer data.	1.0	$149.00	$142.91
SEO - Advanced onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	$190.57	$142.10
Survey Module onetime fee	Onetime fee for Survey Tool for CRM customers	1.0	$63.10	$47.06
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	1.0	$63.10	$47.06
AIS Rebates - Website Integration onetime fee	Onetime fee for AIS Rebates - website integration.	1.0	$31.23	$23.28
Customer Text Messaging - 1000 Texts onetime fee	Customer Text Messaging onetime fee.	1.0	$29.00	$21.62

Drivers License Scanner	Automatically uploads customer's information	1.0	$999.00
Inventory Gallery for Website	Inventory Gallery display - one-time, required	1.0	
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0	
Trainer - Four Day Package	Four days initial on-site training with one trainer. All travel expenses paid by dealer.	1.0	$5,399.00
Email Banner	Email Banner	1.0	$199.00
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0	
Web site - Mobile	Customized smart phone mobile web site for Blackberry, iphone, ipad and Droid.	1.0	$379.00
Photo Overlay	Photo overlay display - onetime	1.0	
VinCamera & Software	G700	1.0	$799.00

Products/One Time:	$3,499.00
One Time Shipping:	$0.00
One Time Sales Tax:	$0.00
Monthly Recurring:	$2,972.99
Total Now Due:	**$6,471.99**
Total Monthly Recurring:	**$2,972.99**

*Taxes are subject to state and local regulations and are subject to change

*Does not include Dealer-paid Travel Expenses related to onsite training

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

Signature _____   Date _____

Copyright VinSolutions.

Payment Authorization

VinSolutions
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Overland Park, KS 66202
(P) 913-825-6300
(F) 617-904-1618

The undersigned customer hereby authorizes VinSolutions, LLC to charge said account on our behalf. If selecting the Check by Fax option, we authorize VinSolutions to submit all pertinent information from this check to our bank for payment as check, and we understand that we are not required to submit the check to VinSolutions.

ONE TIME AUTHORIZATION

ACCOUNT HOLDER INFORMATION				
Account Owners Name:			VinSolutions Account Number: 6629	
Address Line 1:			Phone Number:	
Address Line 2:			Fax Number:	
City:	State:	Zip:	Email:	
Opportunity ID: OP#-00275457			Dollar Amount: $6,471.99	

Credit Card Payment

CREDIT CARD INFORMATION	
Cardholder Name:	Visa Mastercard AmEx - Please circle one
Card Number:	Expiration Date:

Check by Fax

CHECK BY FAX INFORMATION (ACTUAL CHECK MUST ACCOMPANY THIS FORM) DO NOT MAIL	
Bank Name:	Bank Phone:
Name on Bank Acct:	Check Number:
Bank Routing Number:	Checking Account Number:

ACH (Electronic Debit)

ACH (ELECTRONIC DEBIT) (VOIDED CHECK MUST ACCOMPANY THIS FORM)	
Bank Name:	Bank Phone:
Name on Bank Acct:	
Bank Routing Number:	
Checking Account Number:	

ACKNOWLEDGEMENT	
Authorized Name:	Title:
Authorized Signature:	Date: