

Invoice For

Paramount Auto of Hickory (4681)

Invoice Number: OP#-00103848

Salesperson: James Campbell Date Created: 10/14/2011

Products

Product	Description	Quantity	List Price	Total Price
Diamond Package	Includes; CRM, ILM, Desking, inventory management, service aisle, numerous third party service and integrations, fulfillment campaign and advanced dealer website with SEO. *Our most complete package. Additional fulfillment, third party campaigns and calls may be purchased depending on dealer's needs.	1.0	\$8,999.00	\$6,299.00
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, reverse look-up and VinBrochures.	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
	Customer Text Messaging - 1000 texts per month incoming or outgoing. In the case			

Customer Text Messaging - 1000 texts	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	\$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
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
AIS Rebates - Desking and Website integration	Desking, website and inventory incentive integration.	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
Click to Chat manned	Manned Click to Chat	1.0	\$0.00	\$0.00
Data Appending	Recurring appending your customer data.	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
Galves used car pricing tool	Galves used car pricing tool	1.0	\$0.00	\$0.00
Inventory Gallery for website	Inventory Gallery display - monthly	1.0	\$0.00	\$0.00
KnowMe Premium	Third party vender - Premium KnowMe phone integration includes 16 toll free numbers, 4 Click to Call links and 2000 minutes a month.	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
Newsletter - dealer monthly	One brand article with up to 10,000 emails sent per month	1.0	\$0.00	\$0.00
PBX phone integration	Private branch exchange phone integration into VinSolutions' CRM	1.0	\$0.00	\$0.00
Photo overlay	Photo overlay display - monthly	1.0	\$0.00	\$0.00
Survey Module	Survey Tool for CRM customers	1.0	\$0.00	\$0.00
Talking Head	Visible ups third party lead generator - \$199 set up fee	1.0	\$0.00	\$0.00
	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			

Website - Advanced	<p>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.</p> <p>Ties your CRM to your service department and website. Features detailed</p>	1.0	\$0.00	\$0.00
Service Scheduler CRM and Website	<p>customizable dashboards and scheduling tools. Allows your customers to schedule their own service appointments. Pushes and pulls from Arkona or ADP 3PA DMS. Integration fees may apply.</p> <ul style="list-style-type: none"> • 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	\$0.00	\$0.00
SEO - Advanced		1.0	\$0.00	\$0.00
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Diamond package onetime fee	<p>Onetime fee for Diamond package includes setup and integration of all software including third party and creation, optimizing and hosting of website. Includes initial 4 day training with 1 trainer, expenses paid by dealer.</p>	1.0	\$18,499.00	\$7,399.00

	Further training includes 2 additional days on-site, expenses paid by dealer, and 8 hours virtual training quarterly - for one year.			
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	\$499.00
Customer Text Messaging - 1000 texts onetime fee	Customer Text Messaging onetime fee.	1.0	\$49.00	\$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
Dynamic comment builder onetime fee	Setup dynamic comment builder.	1.0	\$0.00	\$0.00
Email Banner onetime fee	Creation of Email Banner	1.0	\$0.00	\$0.00
Email Hosting onetime fee	Email hosting for dealer	1.0	\$0.00	\$0.00
Form Mapping Onetime fee	Form Mapping. Up to 3 dealership provided forms.	1.0	\$0.00	\$0.00
Mobile Application onetime fee	Smart phone application	1.0	\$0.00	\$0.00
Trainer - year long training campaign - Q1	Year long training campaign broken into 4 quarters. Each quarter includes 2 days of onsite training - all travel expenses to be paid by dealer. Each quarter also includes 8 hours of custom tailored, dedicated WebEx training. Total of 8 days onsite and 32 hours virtual training throughout the year.	1.0	\$0.00	\$0.00
Trainer - year long training campaign - Q2	Year long training campaign broken into 4 quarters. Each quarter includes 2 days of onsite training - all travel expenses to be paid by dealer. Each quarter also includes 8 hours of custom tailored, dedicated WebEx training. Total of 8 days onsite and 32 hours virtual training throughout the year.	1.0	\$0.00	\$0.00
Trainer - year long training campaign - Q3	Year long training campaign broken into 4 quarters. Each quarter includes 2 days of onsite training - all travel expenses to be paid by dealer. Each quarter also includes 8 hours of custom tailored, dedicated WebEx training. Total of 8 days onsite and 32 hours virtual training throughout the year.	1.0	\$0.00	\$0.00
	Year long training campaign broken into 4 quarters. Each quarter includes 2 days of			

Trainer - year long training campaign - Q4	onsite training - all travel expenses to be paid by dealer. Each quarter also includes 8 hours of custom tailored, dedicated WebEx training. Total of 8 days onsite and 32 hours virtual training throughout the year.	1.0	\$0.00	\$0.00
AIS Rebates - Desking and Website integration onetime fee	Desking, website and inventory incentive integration onetime fee.	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
Click for Chat manned onetime fee	Onetime fee for manned Click to Chat	1.0	\$0.00	\$0.00
Inventory Gallery onetime fee	Onetime fee for inventory gallery	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
Data Appending onetime fee	Onetime fee to initially append customer data.	1.0	\$0.00	\$0.00
Desking module onetime fee	Onetime fee for Advanced Desking.	1.0	\$0.00	\$0.00
Digital Marketing Facebook Widgets Onetime Fee	Onetime fee to establish: • Create or Update your Business Profile Facebook Page • Upload your Dealership Logo / Dealership Image • 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	1.0	\$0.00	\$0.00

	Widget; our Widget will go out and crawl social networking sites to find leads and update your site with those leads			
Galves used car pricing tool onetime fee	Galves used car pricing tool onetime fee	1.0	\$0.00	\$0.00
ILM onetime fee	Onetime fee for ILM	1.0	\$0.00	\$0.00
Inventory Module onetime fee	Onetime fee for Inventory Module	1.0	\$0.00	\$0.00
KnowMe Premium onetime fee	Oentime fee for third party vender - Premium KnowMe phone integration	1.0	\$0.00	\$0.00
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0	\$0.00	\$0.00
Market Pricing Tool onetime fee	Onetime fee for local market pricing	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
Newsletter - dealer onetime fee	Onetime fee includes account creation, banner development and campaign planning	1.0	\$0.00	\$0.00
PBX phone integration onetime fee	Onetime fee for private branch exchange phone integration into VinSolutions CRM	1.0	\$0.00	\$0.00
Photo overlay onetime fee	Onetime fee for photo overlay	1.0	\$0.00	\$0.00
Survey Module onetime fee	Onetime fee for Survey Tool for CRM customers	1.0	\$0.00	\$0.00
Talking Head onetime fee	Onetime fee for Talking Head	1.0	\$0.00	\$0.00
Trainer - four days on-site with one trainer. All travel expenses paid by dealer.	Four days on-site with one trainer. All travel expenses paid by dealer.	1.0	\$0.00	\$0.00
Website - Advanced onetime fee	Onetime fee to create Advanced Website.	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
Service Scheduler CRM and Website onetime fee	Establish CRM and Website Service Aisle.	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

Total: \$14,446.00

Shipping: \$0.00

Invoice Total

Total Due NOW: \$14,446.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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SERVERS

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