

Purchase Agreement Summary For
Sakelaris Ford of Rolla (6932)

Agreement Number: OP#-00317235

Salesperson: Brian Fox Date Created: 10/17/2013

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 | \$1,255.25 | \$709.22 | |
| 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 | \$501.72 | \$283.48 | |
| Inventory Module | Inventory Module - monthly | 1.0 | \$376.14 | \$212.52 | |
| 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 | \$140.69 | |
| Platinum Lite 2 Limited Users Package | Includes; CRM, ILM, Desking, eBay, market pricing with bookouts, inventory management, Business Development Center, Craigslist manual listings tool, Dynamic Comment Builder, Mobile Application and Service Dashboard. Limited to no more than 15 users. Requires: on-site training by professional trainer. Subsequent training at Vinsolutions. | 1.0 | | | |
| Website - Portal Package | Monthly fee for web site portal. Also includes VinLens, our website traffic tracker. | 1.0 | | | |
| Inventory Light | Limited inventory gallery, view inventory with ILM | 1.0 | | | |
| Website - Portal | Monthly fee for web site portal. Also includes VinLens, our website traffic tracker. | 1.0 | \$899.00 | \$507.94 | |
| | Our social media experts will work with you to completely control your online social media presence. This includes: Gmail Set up account for dealership Facebook: Set Up of Fan Page Development of Info page Linking with dealership Place page (if set up) Custom profile pic Custom Timeline Image Facebook App Set up Set up: Fan Page status updates â€” minimum 14/week Monitoring and reaction to Fan Page Ad set up and management of ads - Ad spend not included Create vanity url Networking with local supporting businesses Posting of positive sentiment reviews from review sites Twitter: Set Up of Account Custom background Custom | | | | |

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|---|--|-----|------------|------------|
| Digital Marketing VinSocial Maximum | avatar Connecting with your community Connect & link to/from other social media accounts Minimum of 14 Tweets /week Management of @mentions Keyword conversation management and response within 24 hours Competition Monitoring (up to 3) Unsolicited Support through dealer name and keywords Additional Twitter accounts can be set up for an additional fee, ie: Service, Community, Body Shop, Sales. Pinterest: Set up Customization Create Boards Create Images and Adds linking back to dealer website Google+: Set up Google Account Set up Google+ Profile Custom profile pic Manage circles Monitoring and reaction to page Connection to YouTube account Links posted on profile page to other dealer's social sites YouTube: Channel setup Custom background Custom avatar 3 interactions/week with users Connection to Google+, Twitter and Facebook Full networking with local community channels Target customers using keywords and demographics About.me Set up & customization Custom Graphics Connection to all SM sites Foursquare: Set up Claim your listing Create deals Track Analysis of and respond to reviews Blog: Blog creation RSS Feed from OEM Posting to social media accounts Online Reputation Management Track mentions of dealership on social channels Track analysis of reviews Respond to reviews & Notify Dealership of Reviews Correct inaccurate statement(s) about dealership Klout: Set Up Manage K+ adds Additional Social Media Site Set up: Secondary and Up & Coming Social Sites Seo/SEM Optimized Context Descriptors included in Social Site Set up & Content Posted Link relevancy connecting SM account increasing SEO Weekly Reach Out Phone calls/ Email from VinSocial Specialist Full Reports Available Weekly/Monthly/Custom | 1.0 | \$799.00 | \$451.44 |
| Desking Module | Push deals to your DMS, Dealer Track and Route One. Print deals and forms. | 1.0 | \$501.72 | \$283.48 |
| Market Pricing Tool | Local market pricing tool | 1.0 | \$313.34 | \$177.04 |
| AIS Rebates - Desking Integration | Third party vendor, incentive integration into Desking module. | 1.0 | \$199.00 | \$112.44 |
| Black Book Used Car Pricing | Black Book pricing of used cars | 1.0 | \$62.17 | \$35.12 |
| NADA Used Car Pricing Tool | NADA used car pricing tool | 1.0 | \$62.17 | \$35.12 |
| Survey Module | Survey Tool for CRM customers | 1.0 | \$62.17 | \$35.12 |
| 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 | \$16.39 |
| eBay Listings - 10 | 10 eBay listings included in Inventory Module or 10 additional listings. eBay listing charges are paid by dealer. | 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 | \$2,000.00 |
| Digital Marketing VinSocial Maximum onetime fee | Onetime fee to establish VinSocial Maximum which includes over 50 different social media sites. | 1.0 | \$799.00 | |
| 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 | |
| Launch Coordinator | Launch coordinator ensures smooth transition to MotoSnap. | 1.0 | | |
| Drivers License Scanner | Automatically uploads customer's information | 1.0 | \$999.00 | |
| AIS Rebates - Desking Integration onetime fee | Onetime fee for AIS Rebates - incentive integration into Desking module | 1.0 | \$199.00 | |
| Black Book Used Car Pricing onetime | | | | |

| | | | |
|--|--|-----|------------|
| fee | Black Book used car pricing onetime fee | 1.0 | \$62.17 |
| 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 | \$1,255.25 |
| Desking Module onetime fee | Onetime fee for Advanced Desking. | 1.0 | \$501.72 |
| Email Banner | Email Banner | 1.0 | \$199.00 |
| Form Mapping | Form Mapping. Up to 3 dealership provided forms. | 1.0 | |
| ILM onetime fee | Onetime fee for ILM | 1.0 | \$501.72 |
| Inventory Gallery for Website | Inventory Gallery display - one-time, required | 1.0 | |
| Inventory Module onetime fee | Onetime fee for Inventory Module | 1.0 | \$376.14 |
| Launch Coordinator | Launch coordinator ensures smooth transition to MotoSnap. | 1.0 | |
| Market Pricing Tool onetime fee | Onetime fee for local market pricing | 1.0 | \$313.34 |
| NADA Used Car Pricing Tool onetime fee | Onetime fee for NADA used car pricing | 1.0 | \$62.17 |
| Photo Overlay | Photo overlay display - onetime | 1.0 | |
| Website - Portal onetime fee | Web site - portal onetime fee. | 1.0 | \$899.00 |
| Customer Text Messaging - 1000 Texts onetime fee | Customer Text Messaging onetime fee. | 1.0 | \$29.00 |
| VinCamera & Software | G700 | 1.0 | \$799.00 |
| Trainer - Two Day Install Follow-Up | Two days complimentary install follow-up training with CRM purchase. All travel expenses paid by dealer. | 1.0 | |
| Survey Module onetime fee | Onetime fee for Survey Tool for CRM customers | 1.0 | \$62.17 |

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|---------------------------------|-------------------|
| Products/One Time: | \$2,000.00 |
| One Time Shipping: | \$0.00 |
| One Time Sales Tax: | \$0.00 |
| Monthly Recurring: | \$3,000.00 |
| Total Now Due: | \$5,000.00 |
| Total Monthly Recurring: | \$3,000.00 |

*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.

CONTRACTS

HASSLES

SERVERS

6405 Metcalf Ave. Suite 400

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Payment Authorization

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: 6932 | |
| Address Line 1: | | Phone Number: | |
| Address Line 2: | | Fax Number: | |
| City: | State: | Zip: | Email: |
| Opportunity ID: OP#-00317235 | | Dollar Amount: \$5,000.00 | |

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: |