Invoice For

Covert Ford (4012)

Invoice Number:OP#-00065989
Salesperson: Shawn Morse Date Created: 2/9/2011

Products

Product	Description	Quantity	List Price	Total Price
Platinum 2 package	Includes; CRM, ILM, Desking, eBay, inventory management, service aisle and dealer website. Requires: on-site training by professional trainer. Subsequent training at Vinsolutions.	1.0	$4,899.00	$3,840.00
Newsletter - dealer monthly	One brand article with up to 10,000 emails sent per month	1.0	$599.00	$499.00
Digital Marketing Social Media Management SMM Package	• Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific Facebook Custom Posts Monthly • 5 Facebook Widgets • Creation of Dealer Branded Twitter Account • Dealer Branded Twitter Account Featuring Automated Inventory Posts • Dealer Registration and Content Syndication for Flickr • YouTube Posting (only available for customers on our inventory, ILM or CRM packages) • Bit.ly Management and Reporting • Dedicated Marketing Retention Manager • Weekly or Monthly Reporting Provided • Optional Items for Package $299 Set Up/$199 Monthly: ? Dealer Rater Account Set Up ? Dealer Rater Monitoring for Customer Posts ? Positive Customer Testimonial Postings	1.0	$499.00	$499.00
Digital Marketing SEO	• VinSolutions Websites Only • Keyword & Market Research Analysis • Title & Page Name Optimization • Page Heading			

Package (VinSolutions Website Only)	& Content Optimization • HTML Optimization • Local Listing & URL Submission Plan • Website Lead Enhancer • Monthly Web Ranking Report	1.0	$299.00	$299.00
Data Integration - Bi-directional	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
Service Dashboard	Ties your CRM to your service department dashboard.	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
Desking module	Push deals to DMS, print deals and forms.	1.0	$0.00	$0.00
Craigslist - manual	Craigslist listings manual tool	1.0	$0.00	$0.00
Photo overlay	Photo overlay display - monthly	1.0	$0.00	$0.00
Market Pricing Tool	Local market pricing tool	1.0	$0.00	$0.00
Website - mobile	Customized smart phone mobile website for Blackberry, iphone, ipad and Droid.	1.0	$0.00	$0.00
VinVideos	VinVideo display for website	1.0	$0.00	$0.00
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
eBay listings - 10	10 eBay listings included	1.0	$0.00	$0.00
Mobile Application	Smart phone application	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
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
Email Hosting	Hosting of dealers' email.	1.0	$0.00	$0.00
Survey Module	Survey Tool for CRM customers	1.0	$0.00	$0.00
Email Banner	Email Banner	1.0	$0.00	$0.00
Inventory Gallery for website	Inventory Gallery display - monthly	1.0	$0.00	$0.00
Galves used car pricing tool	Galves used car pricing tool	1.0	$0.00	$0.00

Website - best practice package incl. SEO	Monthly fee website best practice package includes Search Engine Optimization. Search engine optimization includes long tail inventory keywords and the ability to control title updates.	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
NADA used car pricing tool	NADA used car pricing tool	1.0	$0.00	$0.00
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0	$0.00	$0.00
Platinum 2 package onetime fee	Onetime fee for Platinum 2 package includes includes includes 4 days of training with 1 trainer, expenses paid by dealer	1.0	$9,899.00	$7,919.00
Newsletter - dealer onetime fee	Onetime fee includes account creation, banner development and campaign planning	1.0	$599.00	$499.00
Data Integration - Bi-directional 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
Digital Marketing Social Media Management SMM Package Onetime fee	Onetime fee for: • Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific Facebook Custom Posts Monthly • 5 Facebook Widgets • Creation of Dealer Branded Twitter Account • Dealer Branded Twitter Account Featuring Automated Inventory Posts • Dealer Registration and Content Syndication for Flickr • YouTube Posting (only available for customers on our inventory, ILM or CRM packages) • Bit.ly Management and Reporting • Dedicated Marketing Retention Manager • Weekly or Monthly Reporting Provided • Optional Items for Package $299 Set Up/$199 Monthly: ?	1.0	$499.00	$399.00

	Dealer Rater Account Set Up ? Dealer Rater Monitoring for Customer Posts ? Positive Customer Testimonial Postings			
Digital Marketing SEO Package Onetime fee (VinSolutions Website Only)	Onetime fee for: • VinSolutions Website Only • Keyword & Market Research Analysis • Title & Page Name Optimization • Page Heading & Content Optimization • HTML Optimization • Local Listing & URL Submission Plan • Website Lead Enhancer • Monthly Web Ranking Report • VinSolutions Website Only	1.0	$299.00	$299.00
Service Dashboard onetime fee	Setup service dashboard.	1.0	$0.00	$0.00
Photo overlay onetime fee	Onetime fee for photo overlay	1.0	$0.00	$0.00
VinVideos onetime fee	Onetime fee for VinVideos	1.0	$0.00	$0.00
Inventory Gallery onetime fee	Onetime fee for inventory gallery	1.0	$0.00	$0.00
Desking module onetime fee	Onetime fee for Desking	1.0	$0.00	$0.00
Website - mobile onetime fee	Customized smart phone mobile website onetime fee, includes mobile platform for Blackberry, iphone, ipad and Droid.	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
Mobile Application onetime fee	Smart phone application	1.0	$0.00	$0.00
Trainer - four days on-site with one trainer. Airfare, hotel and rental car expenses paid by dealer.	Four days on-site with one trainer. All travel and lodging to be paid by 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
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
Email Hosting onetime fee	Email hosting for dealer	1.0	$0.00	$0.00
Survey Module onetime fee	Onetime fee for Survey Tool for CRM customers	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
Email Banner onetime fee	Creation of Email Banner	1.0	$0.00	$0.00
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
Market Pricing Tool onetime fee	Onetime fee for local market pricing	1.0	$0.00	$0.00
Craigslist - manual onetime fee	Onetime fee for manual Craigslist	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
Website - best practice package incl. SEO onetime fee	Onetime fee for website best practice package includes Search Engine Optimization. Search engine optimization includes long tail inventory keywords and the ability to control title updates. Search Engine Optimization.	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
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
Galves used car pricing tool onetime fee	Galves used car pricing tool onetime fee	1.0	$0.00	$0.00

Total: $15,001.00
Shipping: $0.00

Invoice Total
Total Due NOW: $15,001.00

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

Signature _____   Date _____

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