

Purchase Agreement Summary For
Stadium Auto Inc. (6564)

Agreement Number: OP#-00263173

Salesperson: Roby Anderson Date Created: 6/19/2013

Products

Product	Description	Qty.	List Price	Sales Price	Sales Tax
CRM	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	\$1,963.33	\$1,316.68	\$84.26
Digital Marketing SEM Package	* Monthly Strategy Session with Ad Budget Recommendations * PPC Keyword & Market Research Analysis * Search, Display, Mobile, and Remarketing Campaign Creation * Campaign Management * Bid Management * Keyword & Ad Copy Optimization * Landing Site Technology * Monthly Reporting	1.0	\$899.00	\$602.90	
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	\$654.01	\$438.60	\$28.07
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	\$523.08	\$350.79	\$22.45
Inventory Module	Inventory Module - monthly	1.0	\$392.14	\$262.99	\$16.83
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	\$15.94
Platinum 2 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. Requires: on-site training by professional trainer. Subsequent training at Vinsolutions.	1.0			
	Our social media experts will work with you to completely control your online social media presence.				

Digital Marketing VinSocial Maximum	<p>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 “ 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 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</p>	1.0	\$799.00	\$535.84	
KnowMe Premium	<p>Third party vendor - Premium KnowMe phone integration includes 16 toll free numbers, 4 Click to Call links and 2000 minutes a month.</p>	1.0	\$549.00	\$368.18	\$23.56
Desking Module	<p>Push deals to your DMS, Dealer Track and Route One. Print deals and forms.</p>	1.0	\$523.08	\$350.79	\$22.45
Market Pricing Tool	<p>Local market pricing tool</p>	1.0	\$326.68	\$219.08	\$14.02
SEO - Advanced	<p>* 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</p>	1.0	\$195.74	\$131.27	\$8.40

	service driven Sub Pages * Page Header Enhancement * Platinum Home Page SEO Enhancements * Dominant City SEO scroll bar				
Black Book Used Car Pricing	Black Book pricing of used cars	1.0	\$64.81	\$43.47	\$2.78
Survey Module	Survey Tool for CRM customers	1.0	\$64.81	\$43.47	\$2.78
VIN Chat	VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.	1.0	\$64.81	\$43.47	\$2.78
NADA Used Car Pricing Tool	NADA used car pricing tool	1.0	\$64.81	\$43.47	\$2.78
eBay Listings - 10	10 eBay listings included in Inventory Module or 10 additional listings. eBay listing charges are paid by dealer.	1.0			
Digital Marketing SEM Budget	Dealer's Search Engine Marketing Budget per month. Used on behalf of dealer.	1.0			
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0			
<hr/>					
Trainer - Four Day Package	Four days initial on-site training with one trainer. All travel expenses paid by dealer.	1.0	\$5,399.00	\$4,339.71	
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	\$31.94
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	\$31.94
Web site - Mobile	Customized smart phone mobile web site for Blackberry, iphone, ipad and Droid.	1.0	\$379.00	\$379.00	\$24.26
Email Banner	Email Banner	1.0	\$199.00	\$199.00	\$12.74
CRM 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	\$1,963.33	\$23.36	\$1.50
Digital Marketing SEM Package onetime fee	Onetime fee for establishing dealer's Search Engine Marketing.	1.0	\$899.00	\$10.70	\$0.69
Digital Marketing VinSocial Maximum onetime fee	Onetime fee to establish VinSocial Maximum which includes over 50 different social media sites.	1.0	\$799.00	\$9.51	\$0.61
Website - VIN onetime fee	Onetime fee to create VIN Website.	1.0	\$654.01	\$7.78	\$0.50
KnowMe Premium onetime fee	Onetime fee for third party vendor - Premium KnowMe phone integration	1.0	\$549.00	\$6.53	\$0.42
Desking Module onetime fee	Onetime fee for Advanced Desking.	1.0	\$523.08	\$6.22	\$0.40
ILM onetime fee	Onetime fee for ILM	1.0	\$523.08	\$6.22	\$0.40
Inventory Module onetime fee	Onetime fee for Inventory Module	1.0	\$392.14	\$4.67	\$0.30
Market Pricing Tool onetime fee	Onetime fee for local market pricing	1.0	\$326.68	\$3.89	\$0.24
SEO - Advanced onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	\$195.74	\$2.33	\$0.15
Black Book Used Car Pricing onetime fee	Black Book used car pricing onetime fee	1.0	\$64.81	\$0.77	\$0.05
NADA Used Car Pricing Tool onetime fee	Onetime fee for NADA used car pricing	1.0	\$64.81	\$0.77	\$0.05
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	1.0	\$64.81	\$0.77	\$0.05
Survey Module onetime fee	Onetime fee for Survey Tool for CRM customers	1.0	\$64.81	\$0.77	\$0.05
Inventory Gallery for Website	Inventory Gallery display - one-time, required	1.0			
Photo Overlay	Photo overlay display - onetime	1.0			
	Launch coordinator ensures smooth transition to				

Launch Coordinator	MotoSnap.	1.0
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0

Products/One Time:	\$6,000.01
One Time Shipping:	\$0.00
One Time Sales Tax:	\$106.29
Monthly Recurring:	\$5,000.00
Monthly Recurring Sales Tax:	\$247.10
Total Now Due:	\$11,353.40
Total Monthly Recurring:	\$5,247.10

*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

SERVICES

6405 Metcalf Ave. Suite 400 • Overland Park, KS 66202 • T: 1.800.980.7488 • F: 913.825.6396 • www.vinsolutions.com

VinSolutions
6405 Metcalf Ave Suite 400
Overland Park, KS 66202
(P) 913-825-6300
(F) 617-904-1618

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: 6564	
Address Line 1:		Phone Number:	
Address Line 2:		Fax Number:	
City:	State:	Zip:	Email:
Opportunity ID: OP#-00263173		Dollar Amount: \$11,353.40	

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: