Invoice For

Advantage Ford (4648)

Invoice Number:OP#-00110940

Salesperson: Brian Fox Date Created: 10/3/2011

Products

Product	Description	Quantity	List Price	Total Price
Gold 2 package	Includes: CRM, ILM, inventory management and dealer website. Requires three days on site training by professional trainer.	1.0	$4,499.00	$3,180.00
AIS Rebates - Inventory integration	Third party vender - Inventory integration.	1.0	$169.00	$169.00
Data Integration	Data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable.	1.0	$99.00	$99.00
SEO - Best Practice website	Best Practice website search engine optimization includes long tail inventory keywords and the ability to control title updates.	1.0	$0.00	$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 Hosting	Hosting of dealers' email.	1.0	$0.00	$0.00
Mobile Application	Smart phone application	1.0	$0.00	$0.00
Craigslist - manual	Craigslist listings manual tool	1.0	$0.00	$0.00
eBay listings - 10	10 eBay listings included in Inventory Module or 10 additional listings.	1.0	$0.00	$0.00
	Monthly fee for Best Practice Website, includes mobile platform for Blackberry,			

Website - best practice	iphone, ipad and Droid. Choose from one of three best practice themes with customizable colors and calls to action. Includes up to 40 pages of content, the ability for dealer to add up to five custom pages. Comes with Basic SEO through Inventory and Titles. Example theme is here: http://alpha.vinmanagersites.com	1.0	$0.00	$0.00
Photo overlay	Photo overlay display - monthly	1.0	$0.00	$0.00
NADA used car pricing tool	NADA used car pricing tool	1.0	$0.00	$0.00
Market Pricing Tool	Local market pricing tool	1.0	$0.00	$0.00
Inventory Module	Inventory Module - monthly	1.0	$0.00	$0.00
Inventory Gallery for website	Inventory Gallery display - monthly	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
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
Blue Book used car pricing	Used car pricing from Blue Book	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
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0	$0.00	$0.00
Email Banner	Email Banner	1.0	$0.00	$0.00
Desking Light	Enables payment calculator and summary.	1.0	$0.00	$0.00
Credit - package limited user monthly reoccurring fee	Credit - package limited user monthly reoccurring fee.	1.0	($949.00)	($949.00)
Gold 2 package onetime fee	Onetime fee for Gold package, includes 3 days of training with 1 trainer, expenses paid by dealer	1.0	$8,649.00	$5,928.00
Data Integration - onetime fee	Onetime fee for data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable.	1.0	$199.00	$199.00
AIS Rebates - Inventory integration onetime fee	Onetime and first month fee for AIS Rebates - inventory integration	1.0	$169.00	$169.00
VinCamera & software	VinCamera & software 12.1 Mega pixel rubberized waterproof military spec camera.	1.0	$1,149.00	$103.00

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
Desking Light onetime fee	Setup payment calculator and summary.	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
Craigslist - manual onetime fee	Onetime fee for manual Craigslist	1.0	$0.00	$0.00
ILM onetime fee	Onetime fee for ILM	1.0	$0.00	$0.00
Market Pricing Tool onetime fee	Onetime fee for local market pricing	1.0	$0.00	$0.00
SEO - Best Practice website onetime fee	Best Practice website search engine optimization includes long tail inventory keywords and the ability to control title updates.	1.0	$0.00	$0.00
Inventory Gallery onetime fee	Onetime fee for inventory gallery	1.0	$0.00	$0.00
Website - best practice onetime fee	Website - Best Practice onetime fee to create site.	1.0	$0.00	$0.00
Trainer - three days on-site with one trainer. All travel expenses paid by dealer.	Three days on-site with one trainer. All travel expenses paid by dealer.	1.0	$0.00	$0.00
Photo overlay onetime fee	Onetime fee for photo overlay	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
Inventory Module onetime fee	Onetime fee for Inventory Module	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
Blue Book used car pricing onetime fee	Blue Book used car pricing onetime fee	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
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
Credit - 1 trainer, 1 day	Credit of one trainer day	1.0	($1,399.00)	($1,399.00)

Total: $7,499.00
Shipping: $15.00

Invoice Total

Total Due NOW: $7,514.00

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

Signature   Date

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