

Purchase Agreement Summary For  
**Doug Henry Ford Tarboro (6606)**

Agreement Number: OP#-00285044  
Salesperson: James Campbell Date Created: 6/28/2013

**Products**

Product	Description	Qty.	List Price	Sales Price	
CRM Plus PROMO	Customer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, Business Development Center, Mobile Application, Service Dashboard, spam assassin, bad lead rejection, service marketing, campaign creation, CSR, Wish List, equity mining, reverse look-up, VinBrochures, and free unlimited live online training. Push deals to your DMS, Dealer Track and Route One. Print deals and forms.	1.0	\$3,399.00	\$2,379.00	
Website - VIN Ala Carte	Monthly fee for VIN Website, includes mobile platform for Blackberry, iPhone, iPad and Android. 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 Inventory and Titles. These enhancements add functionality, calls to action and improve SEO. Also includes VinLens, our website traffic tracker.	1.0	\$1,299.00	\$766.00	
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	
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0			
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			
AIS Rebates - Desking Integration	Third party vendor, - incentive integration into Desking module.	1.0	\$199.00	\$106.00	
AIS Rebates - Website Integration	Third party vendor - website integration.	1.0			
VIN Chat	VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports. • 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	1.0			

SEO - Advanced	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		
Desking Module	Push deals to your DMS, Dealer Track and Route One. Print deals and forms.	1.0		
PBX Phone Integration	Private branch exchange phone integration into VinSolutions' CRM	1.0	\$129.00	
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	
KnowMe Basic Plus	Third party vendor - Basic Plus KnowMe phone integration. 25 toll free #s, 1000 incoming minutes, multi ring capability	1.0	\$299.00	
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0		
CRM Plus PROMO onetime fee	Onetime fee for CRM, includes 4 days of training with 1 trainer, expenses paid by dealer	1.0	\$8,879.00	\$1,601.00
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	\$499.00
Inventory Light onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM	1.0		
AIS Rebates - Website integration onetime fee	Onetime fee for AIS Rebates - website integration.	1.0		
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	1.0		
Website - VIN Ala Carte onetime fee	Onetime fee to create VIN Website.	1.0	\$1,299.00	
Form Mapping Onetime fee	Form Mapping. Up to 3 dealership provided forms.	1.0		
Desking module onetime fee	Onetime fee for Advanced Desking.	1.0		
Trainer - Four Day Package	Four days initial on-site training with one trainer. All travel expenses paid by dealer.	1.0		
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0		
PBX phone integration onetime fee	Onetime fee for private branch exchange phone integration into VinSolutions CRM	1.0	\$1,259.00	
Email Banner	Email Banner	1.0		
ILM onetime fee	Onetime fee for ILM	1.0		
AIS Rebates - Desking integration onetime fee	Onetime fee for AIS Rebates - incentive integration into Desking module	1.0	\$199.00	
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0		
Email Templates - Year Long Campaign (12)	Email Template year long campaign (12). VinSolutions provides one dealer branded template to be used throughout the year. Dealer is entitled to up to 12 different variances of core template depending on campaign needs. Must use quantity of 12.	24.0	\$5,496.00	
Customer Text Messaging - 1000 Texts Onetime Fee	Customer Text Messaging onetime fee.	1.0	\$49.00	

KnowMe Basic Plus onetime fee	Onetime fee for third party vendor - Basic KnowMe Plus phone integration	1.0	\$299.00
-------------------------------	--	-----	----------

---

Products/One Time:	\$2,100.00
One Time Shipping:	\$0.00
One Time Sales Tax:	\$0.00
Monthly Recurring:	\$3,500.00
<b>Total Now Due:</b>	<b>\$5,600.00</b>
<b>Total Monthly Recurring:</b>	<b>\$3,500.00</b>

\*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](http://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: 6606	
Address Line 1:		Phone Number:	
Address Line 2:		Fax Number:	
City:	State:	Zip:	Email:
Opportunity ID: OP#-00285044		Dollar Amount: \$5,600.00	

### 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: