

Invoice For

Billy Bender Chevrolet (5050)

Invoice Number: OP#-00152179

Salesperson: Jeremy Bravard Date Created: 3/12/2012

Products

Product	Description	Quantity	List Price	Total Price
Silver 2 Package	Includes; ILM, inventory management and Advanced dealer website.	1.0	\$2,899.00	\$1,652.00
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
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
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	\$0.00	\$0.00

• Create or Update your Dealership Facebook Page • Inventory Widget:
Creating a new "Inventory" tab on your Facebook account and uploading all your inventory on Facebook for your customers

Digital Marketing Facebook Site	to search • Service Special Widget: Creating a new “Service” tab that allows you to publish service specials and book service requests from your Facebook site • Trade Appraisal Widget: Creating a new “Trade Appraisal” Tab allowing your customers to send you an trade in or appraisal request directly from your Facebook page. • Reputation Monitor Widget: Creating a new “Reputation Monitor” Tab that crawls all social websites and blogs to gather any comments, discussions or articles that contain your dealership. • Web Leads Widget: our Widget will go out and crawl social networking sites to find leads and update your site with those leads	1.0	\$499.00	\$349.00
Dynamic Comment Builder	Dynamic comment builder automatically creates rich vehicle descriptions with no two alike.	1.0	\$0.00	\$0.00
Email Banner	Email Banner	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
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
AIS Rebates - Website Integration	Third party vender - website integration.	1.0	\$0.00	\$0.00
Black Book Used Car Pricing	Black Book pricing of used cars	1.0	\$0.00	\$0.00
VIN Chat	VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.	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. eBay listing charges are paid by dealer.	1.0	\$0.00	\$0.00
Inventory Gallery for Website	Inventory Gallery display - monthly	1.0	\$0.00	\$0.00
Market Pricing Tool	Local market pricing tool	1.0	\$0.00	\$0.00
NADA Used Car Pricing Tool	NADA used car pricing tool	1.0	\$0.00	\$0.00
Photo Overlay	Photo overlay display - monthly	1.0	\$0.00	\$0.00
	• 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			

SEO - Advanced	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 service driven Sub Pages • Page Header Enhancement • Platinum Home Page SEO Enhancements • Dominant City SEO scroll bar	1.0	\$0.00	\$0.00
Silver 2 package onetime fee	Onetime fee for Silver package.	1.0	\$2,899.00	\$1,801.00
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
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
Email Hosting onetime fee	Email hosting for dealer	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
AIS Rebates - Website integration onetime fee	Onetime fee for AIS Rebates - website integration.	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
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	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
Inventory Module onetime fee	Onetime fee for Inventory Module	1.0	\$0.00	\$0.00
Market Pricing Tool onetime fee	Onetime fee for local market pricing	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
Photo Overlay Onetime Fee	Onetime fee for photo overlay	1.0	\$0.00	\$0.00
Website - VIN onetime fee	Onetime fee to create VIN Website.	1.0	\$0.00	\$0.00
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	\$0.00	\$0.00
Inventory Gallery onetime fee	Onetime fee for inventory gallery	1.0	\$0.00	\$0.00
Digital Marketing Facebook Site Onetime fee	Onetime fee to establish Facebook Site	1.0	\$649.00	\$0.00

Total: \$4,100.00

Shipping: \$0.00

Invoice Total

Total Due NOW: \$4,100.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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