

Invoice For

Stuart Powell Ford (945)

Invoice Number: OP#-00063041

Salesperson: Christian Salazar Date Created: 2/4/2011

Products

Product	Description	Quantity	List Price	Total Price
CRM - limited users, up to 10.	Customer Relationship Management System - manages entire customer base. Includes; ILM, spam assassin, service marketing, bad lead rejection, reverse look-up and VinBrochures. Users limited to 10. Includes mobile application for smart phones.	1.0	\$1,349.00	\$1,249.00
Website - best practice ala carte	Monthly fee for best practice website, includes mobile platform for Blackberry, iphone, ipad and Droid.	1.0	\$699.00	\$649.00
Digital Marketing Social Media Management SMM Package	<ul style="list-style-type: none"> • 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	\$475.00

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
Service Dashboard	Ties your CRM to your service department dashboard.	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
Desking Light	Enables payment calculator and summary.	1.0	\$0.00	\$0.00
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	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
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
Email Banner	Email Banner	1.0	\$0.00	\$0.00
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CRM - limited users, onetime fee	Onetime fee for limited user CRM, includes 3 days of training with 1 trainer, expenses paid by dealer	1.0	\$5,099.00	\$3,623.00
Website - best practice ala carte onetime fee	Website - best practice onetime fee, includes mobile platform for Blackberry, iphone, ipad and Droid. Includes micro sites.	1.0	\$699.00	\$679.00
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	1.0	\$499.00	\$499.00

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

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
Service Dashboard onetime fee	Setup service dashboard.	1.0	\$0.00	\$0.00
ILM onetime fee	Onetime fee for ILM	1.0	\$0.00	\$0.00
Desking Light onetime fee	Setup payment calculator and summary.	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
Inventory Light onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
Inventory Light onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
Dynamic comment builder onetime fee	Setup dynamic comment builder.	1.0	\$0.00	\$0.00
Form Mapping Onetime fee	Form Mapping. Up to 3 dealership provided forms.	1.0	\$0.00	\$0.00
BDC Module onetime fee	Create BDC module	1.0	\$0.00	\$0.00
Email Banner onetime fee	Creation of Email Banner	1.0	\$0.00	\$0.00
Trainer - three days on-site with one trainer. Airfare, hotel and rental car expenses paid by dealer.	Three days on-site with one trainer. All travel and lodging to be paid by dealer.	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

Total: \$7,472.00

Shipping: \$0.00

Invoice Total

Total Due NOW: \$7,472.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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