

Invoice For

Gould Brothers Chevrolet (4367)

Invoice Number: OP#-00087020

Salesperson: Brian Fox Date Created: 6/15/2011

Products

| Product | Description | Quantity | List Price | Total Price |
|-----------------------------|---|----------|------------|-------------|
| Diamond Package | Includes; CRM, ILM, Desking, inventory management, service aisle, numerous third party service and integrations, fulfillment campaign and advanced dealer website with SEO. *Our most complete package. Additional fulfillment, third party campaigns and calls may be purchased depending on dealer's needs. | 1.0 | \$8,999.00 | \$6,396.00 |
| 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 |
| 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 |
| 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 |

| | | | | |
|---|--|-----|--------|--------|
| AIS Rebates - Desking and Website integration | Desking, website and inventory incentive integration. | 1.0 | \$0.00 | \$0.00 |
| Black Book used car pricing | Black Book pricing of used cars | 1.0 | \$0.00 | \$0.00 |
| Blue Book used car pricing | Used car pricing from Blue Book | 1.0 | \$0.00 | \$0.00 |
| Click to Chat manned | Manned Click to Chat | 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 |
| Data Appending | Appending your customer data. | 1.0 | \$0.00 | \$0.00 |
| Desking module | Push deals to your DMS, Dealer Track and Route One. Print deals and forms. | 1.0 | \$0.00 | \$0.00 |
| Digital Marketing Facebook Widgets | <ul style="list-style-type: none"> • Create or Update your Business Profile Facebook Page • Upload your Dealership Logo / Dealership Image • Market to your entire email database with a Facebook Fan Request Email • Update your Facebook Site with an Inventory Widget; Creating a new “Inventory” tab on your Facebook account and uploading all your inventory on Facebook for your customers to search • Update your Facebook Site with our Service Special Widget; Creating a new “Service” tab that allows you to publish service specials and book service requests from your Facebook site • Update your Facebook Site with our 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. • Update your Facebook Site with our Reputation Monitor Widget; crawling all social websites and blogs to gather any comments, discussions or articles that contain your dealership. • Update your Facebook Site with our 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 | \$0.00 | \$0.00 |
| Galves used car pricing tool | Galves used car pricing tool | 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 |
| Inventory Gallery for website | Inventory Gallery display - monthly | 1.0 | \$0.00 | \$0.00 |
| Inventory Module | Inventory Module - monthly | 1.0 | \$0.00 | \$0.00 |

| | | | | |
|-----------------------------------|---|-----|-------------|-------------|
| KnowMe Premium | Third party vender - Premium KnowMe phone integration includes 16 toll free numbers, 4 Click to Call links and 2000 minutes a month. | 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 |
| Newsletter - dealer monthly | One brand article with up to 10,000 emails sent per month | 1.0 | \$0.00 | \$0.00 |
| PBX phone integration | Private branch exchange phone integration into VinSolutions' CRM | 1.0 | \$0.00 | \$0.00 |
| Photo overlay | Photo overlay display - monthly | 1.0 | \$0.00 | \$0.00 |
| Survey Module | Survey Tool for CRM customers | 1.0 | \$0.00 | \$0.00 |
| Talking Head | Visible ups third party lead generator - \$199 set up fee | 1.0 | \$0.00 | \$0.00 |
| Website - Advanced | Monthly fee for Advanced 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 |
| Service Scheduler CRM and Website | Ties your CRM to your service department and website. Features detailed customizable dashboards and scheduling tools. Allows your customers to schedule their own service appointments. Pushes and pulls from Arkona or ADP 3PA DMS. Integration fees may apply. | 1.0 | \$0.00 | \$0.00 |
| Diamond package onetime fee | Onetime fee for Diamond package includes setup and integration of all software including third party and creation, optimizing and hosting of website. Includes initial 4 day training with 1 trainer, expenses paid by dealer. Further training includes 2 additional days on-site, expenses paid by dealer, and 8 hours virtual training quarterly - for one year. | 1.0 | \$18,499.00 | \$14,799.00 |
| VinCamera & software | VinCamera & software 12.1 Mega pixel rubberized waterproof military spec camera. | 1.0 | \$1,149.00 | \$1,149.00 |

| | | | | |
|--|---|-----|----------|----------|
| VinSticker - 500 Custom | Custom four color Vinstickers window sticker - price per 500 | 1.0 | \$499.00 | \$499.00 |
| 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 |
| VinStickers - Custom / Ad hoc design fee | New custom sticker creative work or changes to an existing custom sticker. | 1.0 | \$169.00 | \$169.00 |
| Buyers Guide - English500 | English Buyers Guide - price per 500 | 1.0 | \$129.00 | \$129.00 |
| 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 |
| 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 |
| 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 |
| Trainer - year long training campaign - Q1 | Year long training campaign broken into 4 quarters. Each quarter includes 2 days of onsite training - all airfare, hotel and rental car expenses to be paid by dealer. Each quarter also includes 8 hours of custom tailored, dedicated WebEx training. Total of 8 days onsite and 32 hours virtual training throughout the year. | 1.0 | \$0.00 | \$0.00 |
| Trainer - year long training campaign - Q2 | Year long training campaign broken into 4 quarters. Each quarter includes 2 days of onsite training - all airfare, hotel and rental car expenses to be paid by dealer. Each quarter also includes 8 hours of custom tailored, dedicated WebEx training. Total of 8 days onsite and 32 hours virtual training throughout the year. | 1.0 | \$0.00 | \$0.00 |
| Trainer - year long training campaign - Q3 | Year long training campaign broken into 4 quarters. Each quarter includes 2 days of onsite training - all airfare, hotel and rental car expenses to be paid by dealer. Each quarter also includes 8 hours of custom tailored, dedicated WebEx training. Total of 8 days onsite and 32 hours virtual training throughout the year. | 1.0 | \$0.00 | \$0.00 |
| | Year long training campaign broken into 4 quarters. Each quarter includes 2 days | | | |

| | | | | |
|---|--|-----|--------|--------|
| Trainer - year long training campaign - Q4 | of onsite training - all airfare, hotel and rental car expenses to be paid by dealer. Each quarter also includes 8 hours of custom tailored, dedicated WebEx training. Total of 8 days onsite and 32 hours virtual training throughout the year. | 1.0 | \$0.00 | \$0.00 |
| AIS Rebates - Desking and Website integration onetime fee | Desking, website and inventory incentive integration onetime fee. | 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 |
| Blue Book used car pricing onetime fee | Blue Book used car pricing onetime fee | 1.0 | \$0.00 | \$0.00 |
| Click for Chat manned onetime fee | Onetime fee for manned Click to Chat | 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 |
| Data Appending onetime fee | Onetime fee to initially append customer data. | 1.0 | \$0.00 | \$0.00 |
| Desking module onetime fee | Onetime fee for Advanced Desking. | 1.0 | \$0.00 | \$0.00 |
| Digital Marketing Facebook Widgets Onetime Fee | Onetime fee to establish: • Create or Update your Business Profile Facebook Page • Upload your Dealership Logo / Dealership Image • Market to your entire email database with a Facebook Fan Request Email • Update your Facebook Site with an Inventory Widget; Creating a new “Inventory” tab on your Facebook account and uploading all your inventory on Facebook for your customers to search • Update your Facebook Site with our Service Special Widget; Creating a new “Service” tab that allows you to publish service specials and book service requests from your Facebook site • Update your Facebook Site with our 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. • Update your Facebook Site with our Reputation Monitor Widget; crawling all social websites and blogs to gather any comments, discussions or articles that contain your dealership. • Update your Facebook Site with our Web Leads Widget; our Widget will go out and crawl | 1.0 | \$0.00 | \$0.00 |

| | | | | |
|--|--|-----|--------|--------|
| | social networking sites to find leads and update your site with those leads | | | |
| Galves used car pricing tool onetime fee | Galves used car pricing tool onetime fee | 1.0 | \$0.00 | \$0.00 |
| ILM onetime fee | Onetime fee for ILM | 1.0 | \$0.00 | \$0.00 |
| Inventory Gallery onetime fee | Onetime fee for inventory gallery | 1.0 | \$0.00 | \$0.00 |
| Inventory Module onetime fee | Onetime fee for Inventory Module | 1.0 | \$0.00 | \$0.00 |
| KnowMe Premium onetime fee | Oentime fee for third party vender - Premium KnowMe phone integration | 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 |
| Newsletter - dealer onetime fee | Onetime fee includes account creation, banner development and campaign planning | 1.0 | \$0.00 | \$0.00 |
| PBX phone integration onetime fee | Onetime fee for private branch exchange phone integration into VinSolutions CRM | 1.0 | \$0.00 | \$0.00 |
| Photo overlay onetime fee | Onetime fee for photo overlay | 1.0 | \$0.00 | \$0.00 |
| Survey Module onetime fee | Onetime fee for Survey Tool for CRM customers | 1.0 | \$0.00 | \$0.00 |
| Talking Head onetime fee | Onetime fee for Talking Head | 1.0 | \$0.00 | \$0.00 |
| Trainer - four days on-site with one trainer. Airfare, hotel and rental car expenses paid by dealer. | Four days on-site with one trainer. All travel and lodging to be paid by dealer. | 1.0 | \$0.00 | \$0.00 |
| Website - Advanced onetime fee | Onetime fee to create Advanced Website. | 1.0 | \$0.00 | \$0.00 |
| Web site - mobile onetime fee | Customized smart phone mobile web site onetime fee, includes mobile platform for Blackberry, iphone, ipad and Droid. | 1.0 | \$0.00 | \$0.00 |
| Service Scheduler CRM and Website onetime fee | Establish CRM and Website Service Aisle. | 1.0 | \$0.00 | \$0.00 |

Total: \$23,889.00

Shipping: \$55.00

Invoice Total

Total Due NOW: \$23,944.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

Copyright VinSolutions.

CONTRACTS

HASSLES

SERVERS

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