

Invoice For

**Riley Chevrolet Buick GMC Cadillac (5576)**

Invoice Number: OP#-00214330

Salesperson: Brian Fox Date Created: 9/14/2012

**Products**

Product	Description	Quantity	List Price	Total Price
Platinum 2 Package PROMO	Includes; CRM, ILM, Desking, eBay, Inventory Management, Service Aisle and VIN Website. Requires: on-site training by professional trainer. Subsequent training at Vinsolutions.	1.0	\$4,999.00	\$2,694.00
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
CRM - Bundled Solution	Customer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, campaign creation, CSR, Wish List, equity mining, reverse look-up, VinBrochures, and free unlimited live online training.	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 Module	Inventory Module - monthly Monthly fee for VIN Website, includes mobile platform for Blackberry, iphone, ipad and Droid. Choose from one of eight best practice themes with customizable	1.0	\$0.00	\$0.00

Website - VIN	<p>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.</p>	1.0	\$0.00	\$0.00
Digital Marketing VinSocial Maximum	<p>Our social media experts will work with you to completely control your online social media presence. This includes:  Gmail Set up account for dealership  Facebook: Set Up of Fan Page  Development of Info page Linking with dealership Place page (if set up) Custom profile pic Custom Timeline Image  Facebook App Set up Set up: Fan Page status updates – minimum 14/week  Monitoring and reaction to Fan Page Ad set up and management of ads - Ad spend not included Create vanity url  Networking with local supporting businesses Posting of positive sentiment reviews from review sites  Twitter: Set Up of Account Custom background Custom avatar Connecting with your community Connect &amp; link to/from other social media accounts Minimum of 14 Tweets /week Management of @mentions  Keyword conversation management and response within 24 hours Competition Monitoring (up to 3) Unsolicited Support through dealer name and keywords  Additional Twitter accounts can be set up for an additional fee, ie: Service, Community, Body Shop, Sales.  Pinterest: Set up Customization Create Boards Create Images and Adds linking back to dealer website  Google+: Set up Google Account Set up Google+ Profile Custom profile pic Manage circles Monitoring and reaction to page Connection to YouTube account Links posted on profile page to other dealer's social sites  YouTube: Channel setup Custom background Custom avatar 3 interactions/week with users Connection to Google+, Twitter and Facebook Full networking with local community channels Target customers using keywords and demographics About.me</p>	1.0	\$799.00	\$749.00

	Set up & customization Custom Graphics Connection to all SM sites Foursquare: Set up Claim your listing Create deals Track Analysis of and respond to reviews Blog: Blog creation RSS Feed from OEM Posting to social media accounts Online Reputation Management Track mentions of dealership on social channels Track analysis of reviews Respond to reviews & Notify Dealership of Reviews Correct inaccurate statement(s) about dealership Klout: Set Up Manage K+ adds Additional Social Media Site Set up: Secondary and Up & Coming Social Sites Seo/SEM Optimized Context Descriptors included in Social Site Set up & Content Posted Link relevancy connecting SM account increasing SEO Weekly Reach Out Phone calls/ Email from VinSocial Specialist Full Reports Available Weekly/Monthly/Custom			
AIS Rebates - Desking Integration	Third party vendor, - incentive integration into Desking module.	1.0	\$199.00	\$199.00
PBX Phone Integration	Private branch exchange phone integration into VinSolutions' CRM	1.0	\$129.00	\$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	\$29.00
Service Dashboard	Ties your CRM to your service department dashboard.	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
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
Survey Module	Survey Tool for CRM customers	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 Gallery for Website	Inventory Gallery display - monthly	1.0	\$0.00	\$0.00
Galves Used Car Pricing Tool	Galves used car pricing 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
Desking Module	Push deals to your DMS, Dealer Track and Route One. Print deals and forms.	1.0	\$0.00	\$0.00
Craigslist - Manual	Craigslist listings manual tool	1.0	\$0.00	\$0.00
SEO - Advanced	<ul style="list-style-type: none"> <li>• Keyword market research analysis •</li> <li>Market Control Dealer SEO Titles •</li> <li>Primary Optimization for three city specific locations •</li> <li>Search Engine Friendly Automotive SEO URLs •</li> <li>Long tail SEO •</li> <li>Location Specific Page heading and content optimization •</li> <li>Lead Generating Vehicle Detail Pages •</li> <li>Integrated Content Management •</li> <li>Inventory Specials &amp; Featured Vehicles •</li> <li>Search Engine Optimized Automotive Content •</li> <li>Ability to Add Custom Pages •</li> <li>Dynamic OneClick Inventory Search •</li> <li>Boomerang Coupon Technology •</li> <li>Integrated Vehicle Video's •</li> <li>High Resolutions Pictures (Unique to VinSolutions) •</li> <li>RSS Feeds (Inventory &amp; Specials) •</li> <li>Enhanced XML Sitemaps (Google, Bing &amp; Yahoo!) •</li> <li>Robot.txt file •</li> <li>Google Analytics &amp; VinSolutions Integrated Analytics •</li> <li>Local Listing URL Submission plan •</li> <li>Social Media Plugins •</li> <li>HTML Optimization •</li> <li>Recent Customer community specific pages •</li> <li>Sold Vehicle SEO Pages •</li> <li>Dealer Market SEO wrap •</li> <li>5 SEO service driven Sub Pages •</li> <li>Page Header Enhancement •</li> <li>Platinum Home Page SEO Enhancements •</li> <li>Dominant City SEO scroll bar</li> </ul>	1.0	\$0.00	\$0.00
Blue Book Used Car Pricing	Used car pricing from Blue Book	1.0	\$0.00	\$0.00
AIS Rebates - Website Integration	Third party vender - website integration.	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
	Easily support your entire organization from one centralized location when			
BDC Module		1.0	\$0.00	\$0.00

	applicable. Pull any report you want across the entire organization, ROI, lead performance, anything.			
Credit - package limited user monthly reoccurring fee	Credit - package limited user monthly reoccurring fee.	1.0	(\$1,099.00)	(\$1,099.00)
Platinum 2 package PROMO onetime fee	Onetime fee for Platinum package includes 4 days of training with 1 trainer, expenses paid by dealer	1.0	\$10,849.00	\$10,849.00
Trainer - Four Day Package	Four days initial on-site training with one trainer. All travel expenses paid by dealer.	1.0	\$5,399.00	\$5,399.00
Trainer - Two Day Package	Two days initial on-site training with one trainer. All travel expenses paid by dealer.	1.0	\$2,699.00	\$2,699.00
PBX phone integration onetime fee	Onetime fee for private branch exchange phone integration into VinSolutions CRM	1.0	\$1,259.00	\$1,259.00
Drivers License Scanner	Automatically uploads customer's information	1.0	\$999.00	\$999.00
Digital Marketing VinSocial Maximum Onetime Fee	Onetime fee to establish VinSocial Maximum which includes over 50 different social media sites.	1.0	\$799.00	\$799.00
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
AIS Rebates - Desking integration onetime fee	Onetime fee for AIS Rebates - incentive integration into Desking module	1.0	\$199.00	\$199.00
Customer Text Messaging - 1000 Texts Onetime Fee	Customer Text Messaging onetime fee.	1.0	\$49.00	\$49.00
Service Dashboard onetime fee	Setup service dashboard.	1.0	\$0.00	\$0.00
Mobile Application onetime fee	Smart phone application	1.0	\$0.00	\$0.00
ILM onetime fee	Onetime fee for ILM	1.0	\$0.00	\$0.00
Galves used car pricing tool onetime fee	Galves used car pricing tool onetime fee	1.0	\$0.00	\$0.00
Desking module onetime fee	Onetime fee for Advanced Desking.	1.0	\$0.00	\$0.00
CRM Bundled Solution onetime fee	Customer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, campaign creation, CSR,	1.0	\$0.00	\$0.00

	Wish List, equity mining, reverse look-up, VinBrochures, and free unlimited live online training.			
Craigslist - manual onetime fee	Onetime fee for manual Craigslist	1.0	\$0.00	\$0.00
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	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
Black Book used car pricing onetime fee	Black Book used car pricing onetime fee	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
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0	\$0.00	\$0.00
Inventory Gallery onetime fee	Onetime fee for inventory gallery	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
Web site - Mobile	Customized smart phone mobile web site for Blackberry, iphone, ipad and Droid.	1.0	\$0.00	\$0.00
Website - VIN onetime fee	Onetime fee to create VIN Website.	1.0	\$0.00	\$0.00
Trainer - Four Day Package	Four days initial on-site training with one trainer. All travel expenses paid by dealer.	1.0	\$0.00	\$0.00
Survey Module onetime fee	Onetime fee for Survey Tool for CRM customers	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
Market Pricing Tool onetime fee	Onetime fee for local market pricing	1.0	\$0.00	\$0.00
Inventory Module onetime fee	Onetime fee for Inventory Module	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
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
Dynamic comment builder onetime fee	Setup dynamic comment builder.	1.0	\$0.00	\$0.00
Email Hosting onetime fee	Email hosting for dealer	1.0	\$0.00	\$0.00
Email Banner onetime fee	Creation of Email Banner	1.0	\$0.00	\$0.00
Credit - AutoTrader Family Discount	Onetime fee AutoTrader Family discount.	1.0	\$0.00 (\$22,001.00)	

Products/One Time: \$750.00  
Monthly Recurring: \$2,950.00  
One Time Shipping: \$15.00

**Total Due Now: \$3,715.00**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

*Copyright VinSolutions.*

**CONTRACTS**

**HASSLES**

**SERVICES**

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## 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: 5576	
Address Line 1:		Phone Number:	
Address Line 2:		Fax Number:	
City:	State:	Zip:	Email:
Opportunity ID: OP#-00214330		Dollar Amount: \$3,715.00	

### 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: