2012 Product Price Guide

One Integration. One Collaboration. One Solution.

CRM/ILM

Websites

Sales Process

Digital Marketing

DMS Certified
OEM Certified

Marketing

Desking & Finance

Complete Dealership Marketing Solution

Inventory

Market Pricing

BDC

Service

Training

No Contracts • No Hassles • No Servers

VinSolutions.com
FIND. SELL. KEEP.

2012 Product Packages

Package	Inventory Module	Gallery Insert	Photo Overlay	Dynamic Comment Builder	10 Ebay Listings	Craigslist Manual	Mobile Applications	Market Pricing	W/ 2 Bookouts	Best Practice Website	VinLens	ILM	Service Dashboard	CRM	Desking	Advanced Website	Retail
Nickel 1	X	X	X	X	X	X	X										$999
Nickel 2	X	X	X	X	X	X	X	X	X								$1399
Bronze 1	X	X	X	X	X	X	X		X	X							$1799
Bronze 2	X	X	X	X	X	X	X	X	X	X							$2199
Silver Lite 1	X	X	X	X	X	X	X				X						$1899
Silver Lite 2	X	X	X	X	X	X	X	X	X		X						$2299
Silver 1	X	X	X	X	X	X	X			X	X	X					$2299
Silver 2	X	X	X	X	X	X	X	X	X	X	X						$2699
Silver Advanced 1	X	X	X	X	X	X	X			X	X				X		$2699
Silver Advanced 2	X	X	X	X	X	X	X	X	X	X	X				X		$3099
Gold Lite 1	X	X	X	X	X	X	X					X	X	X			$4199
Gold Lite 2	X	X	X	X	X	X	X	X	X			X	X	X			$4599
Gold 1	X	X	X	X	X	X	X			X	X	X	X	X			$4599
Gold 2	X	X	X	X	X	X	X	X	X	X	X	X	X	X			$4999
Gold Advanced 1	X	X	X	X	X	X	X				X	X	X	X	X		$4999
Gold Advanced 2	X	X	X	X	X	X	X	X			X	X	X	X	X		$5399
Platinum Lite 1	X	X	X	X	X	X	X					X	X	X	X		$4799
Platinum Lite 2	X	X	X	X	X	X	X	X	X			X	X	X	X		$5199
Platinum 1	X	X	X	X	X	X	X			X	X	X	X	X	X		$5199
Platinum 2	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		$5599
Platinum Advanced 1	X	X	X	X	X	X	X				X	X	X	X	X	X	$5599
Platinum Advanced 2	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	$5999
Diamond	Our most complete package. Please see inside for details.																$10,349

2012 NICKEL PACKAGES
Inventory

Nickel 1 Package per rooftop

INCLUDES:

The Nickel 1 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

Nickel 1 • $999/mo

Onetime cost includes: Establishing multiple third party inventory feeds, 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool, pull and setup all existing inventory and photos. Design custom graphics for photo overlay. Includes unlimited continuous free online training.

Onetime cost • $999

Nickel 2 Package per rooftop

INCLUDES:

The Nickel 2 package includes everything in the Nickel 1 package plus our Market Pricing Tool. VinSolutions' Market Pricing tool displays the vehicles in your market graphically allowing you to compare your inventory to your competitor's. Easily view average mileage, price and profit levels of local vehicles updated daily from multiple major online vehicle listing sources. Included is your choice of 2 of the following integrated bookouts: Kelly Blue Book, Black Book, Galves and NADA.

Nickel 2 • $1,399/mo

Onetime cost includes: Host and setup our Market Pricing Tool with 2 integrated bookouts. Establishing multiple third party inventory feeds, 10 eBay listings and postings, connection to YouTube channel, setup Craigslist posting tool, pull and setup inventory and photos. Design custom graphics for photo overlay. Includes unlimited continuous free online training.

Onetime cost. • $1,399

2012 Bronze Packages
Inventory/ Website

Bronze 1 Package per rooftop

INCLUDES:

The Bronze 1 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

Choose from one of our proven best practice website templates with rich graphics and effective calls to action. Includes VinLens, enabling you to monitor activity of your website visitors. Your customers will enjoy the ease of navigation and usefulness of your new online home.

Bronze 1 • $1,799/mo

Onetime cost includes: Creation and hosting best practice website. Establishing multiple third party inventory feeds, 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool, pull and setup all existing inventory and photos. Design custom graphics for photo overlay. Includes unlimited continuous free online training.

Onetime cost • $1,799

Bronze 2 Package per rooftop

INCLUDES:

The Bronze 2 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

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Bronze 2 • $2,199/mo

Onetime cost includes: Host and setup our Market Pricing Tool with 2 integrated bookouts. Creation and hosting best practice website. Establishing multiple third party inventory feeds, 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool, pull and setup all existing inventory and photos. Design custom graphics for photo overlay. Includes unlimited continuous free online training.

Onetime cost • $2,199

2012 Silver Lite Packages

Inventory/ ILM

Silver Lite 1 Package per rooftop

INCLUDES:

The Silver Lite 1 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck. Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, email prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion.

Silver Lite 1 • $1,899/mo

Onetime cost includes: Setup lead queues and lead assignment rules/notifications to automatically route leads to the correct person, includes bad lead rejection. Create lead tagging and tracking process. Establish lead management portal and opened email notification, multiple third party inventory feeds, 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool, pull and setup all existing inventory, photos, sold and unsold follow-up, host and set up e-mail including proven best practice templates. Design custom graphics for photo overlay. Includes unlimited continuous free online training.

Onetime cost • $1,899

Silver Lite 2 Package per rooftop

INCLUDES:

The Silver Lite 2 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck. VinSolutions' Market Pricing tool displays the vehicles in your market graphically allowing you to compare your inventory to your competitor's. Easily view average mileage, price and profit levels of local vehicles updated daily from multiple major online vehicle listing sources. Included is your choice of 2 of the following integrated bookouts: Kelly Blue Book, Black Book, Galves and NADA. Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion.

Silver Lite 2 • $2,299/mo

Onetime cost includes: Host and setup our Market Pricing Tool with 2 integrated bookouts. Setup lead queues and lead assignment rules/notifications to automatically route leads to the correct person, includes bad lead rejection. Create lead tagging and tracking process. Establish lead management portal and opened email notification, multiple third party inventory feeds, 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool, pull and setup all existing inventory, photos, sold and unsold follow-up, host and set up e-mail including proven best practice templates. Design custom graphics for photo overlay. Includes unlimited continuous free online training.

Onetime cost • $2,299

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2012 Silver Packages

Inventory/ILM/ Website
Silver 1 Package per rooftop
INCLUDES:
The Silver 1 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.
Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, email prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. Our website allows you to choose from one of our proven best practice website templates with rich graphics, effective calls to action and VinLens. Your customers will appreciate the ease of navigation and usefulness of your new online home.

Silver 1 Monthly Cost • $2,299

Onetime cost includes: Creation and hosting best practice website. Establishing multiple third party inventory feeds, 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool, pull and setup all existing inventory and photos. Design custom graphics for photo overlay. Includes unlimited continuous free online training.
Onetime cost • $2,299

Silver 2 Package per rooftop
INCLUDES:
The Silver 2 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.
VinSolutions' Market Pricing tool displays the vehicles in your market graphically allowing you to compare your inventory to your competitor's. Easily view average mileage, price and profit levels of local vehicles updated daily from multiple major online vehicle listing sources. Included is your choice of 2 of the following integrated bookouts: Kelly Blue Book, Black Book, Galves and NADA.
Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. Our website allows you to choose from one of our proven best practice website templates with rich graphics, effective calls to action and VInLens. Your customers will appriciate the ease of navigation and usefulness of your new online home.

Silver 2 Monthly Cost • $2,699

Onetime cost includes: Host and setup our Market Pricing Tool with 2 integrated bookouts. Creation and hosting best practice website. Setup lead queues and lead assignment rules/notifications to automatically route leads to the correct person, includes bad lead rejection. Create lead tagging and tracking process. Establish lead management portal and portal and opened e-mail notification, multiple third party inventory feeds 10 eBay listings and postings, connection to YouTube channel, setup tool, pull and setup all existing inventory, photos, sold and unsold follow-up, host and set up e-mail including proven best practice templates. Design custom graphics for photo overlay. Includes unlimited continuous free online training.
Onetime cost • $2,699

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2012 Silver Advanced Packages

Inventory/ILM/ Website
Silver Advanced 1 Package per rooftop

INCLUDES:

The Silver 1 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, email prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. Our website allows you to choose from one of our proven Advanced website templates with rich graphics, effective calls to action and VinLens. Your customers will appreciate the ease of navigation and usefulness of your new online home.

Silver Advanced 1 Monthly Cost • $2,699

Onetime cost includes: Creation and hosting Advanced Website. Establishing multiple third party inventory feeds, 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool, pull and setup all existing inventory and photos. Design custom graphics for photo overlay. Includes unlimited continuous free online training.

Onetime cost • $2,699

Silver Advanced 2 Package per rooftop

INCLUDES:

The Silver 2 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

 VinSolutions' Market Pricing tool displays the vehicles in your market graphically allowing you to compare your inventory to your competitor's. Easily view average mileage, price and profit levels of local vehicles updated daily from multiple major online vehicle listing sources. Included is your choice of 2 of the following integrated bookouts: Kelly Blue Book, Black Book, Galves and NADA.

Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. Our website allows you to choose from one of our proven Advanced website templates with rich graphics, effective calls to action and VinLens. Your customers will appriciate the ease of navigation and usefulness of your new online home.

Silver Advanced 2 Monthly Cost • $3,099

Onetime cost includes: Host and setup our Market Pricing Tool with 2 integrated bookouts. Creation and hosting Advanced Website. Setup lead queues and lead assignment rules/notifications to automatically route leads to the correct person, includes bad lead rejection. Create lead tagging and tracking process. Establish lead management portal and portal and opened e-mail notification, multiple third party inventory feeds 10 eBay listings and postings, connection to YouTube channel, setup tool, pull and setup all existing inventory, photos, sold and unsold follow-up, host and set up e-mail including proven best practice templates. Design custom graphics for photo overlay. Includes unlimited continuous free online training.

Onetime cost • $3,099

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2012 Gold Lite Packages

Gold Lite 1 Package per rooftop

INCLUDES:

The Gold Lite1 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. VinSolutions' CRM pulls (pushing is only available in Platinum Packages) from your DMS to provide seamless integration between your inventory and Internet marketing. This tool monitors the showroom floor, Internet, BDC, service department, and inventory to provide one place to find any information needed to help strengthen customer loyalty and profitability. Just a few of the features are; inventory and equipment lists, bad, lost and sold lead reporting, unanswered e-mails and e-mail opt out lists. Service module ties your service department to your CRM with detailed customizable dashboards and service calendar. Know exactly what exposure is maximizing your return on investment; vehicle hit reports with charted metrics illustrating popularity versus opportunity, lead source performance, work list reports, response time and appointment performance, and manual Craigslist reporting. Includes data appending services that cleanse inaccurate or unproductive data from your database. Capture tomorrow's revenue using yesterday's sales and service data. Vinsolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion and our CRM manages them for life.

Gold Lite 1 • $4,199/mo

Onetime cost includes: Pull sold data history, import prospect data from existing CRM, credit bureaus if applicable, RouteOne and DealerTrack integration, multiple third party integrations. Pull and setup all existing inventory, photos, sold and unsold follow-up, transfer website, host and set up e-mail including stationary and proven templates. 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool. Design of custom graphics for photo overlay. Users are setup and our proven follow-up process and e-mail templates are activated. Append and scrub DMS database before pushing cleansed data into new CRM.

Training includes: a customized agenda and curriculum per store. User specific traning tailored to individual's role: salespeople, management and administration in both one to one and classroom settings. BDC, enterprise, everything is covered. Our trainers have a combined 120 years of experience working in real dealerships – not generic skill sets. Training manuals are provided for each user as well as unlimited continuous free online training. One trainer for three days is required and priced into the onetime fee (training does NOT include travel and expenses).

Onetime cost and training • $8,999

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Gold Lite 2 Package per rooftop

INCLUDES:

The Gold Lite 2 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

VinSolutions' Market Pricing tool displays the vehicles in your market graphically allowing you to compare your inventory to your competitor's. Easily view average mileage, price and profit levels of local vehicles updated daily from multiple major online vehicle listing sources. Included is your choice of 2 of the following integrated bookouts: Kelly Blue Book, Black Book, Galves and NADA.

Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. VinSolutions' CRM pulls (pushing is only available in Platinum Packages) from your DMS to provide seamless integration between your inventory and Internet marketing. This tool monitors the showroom floor, Internet, BDC, service department, and inventory to provide one place to find any information needed to help strengthen customer loyalty and profitability. Just a few of the features are; inventory and equipment lists, bad, lost and sold lead reporting, unanswered e-mails and e-mail opt out lists. Service module ties your service department to your CRM with detailed customizable dashboards and service calendar. Know exactly what exposure is maximizing your return on investment; vehicle hit reports with charted metrics illustrating popularity versus opportunity, lead source performance, work list reports, response time and appointment performance, and manual Craigslist reporting. Includes data appending services that cleanse inaccurate or unproductive data from your database. Capture tomorrow's revenue using yesterday's sales and service data. Vinsolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion and our CRM manages them for life.

Gold Lite 2 • $4,599/mo

Onetime cost includes: Host and setup our Market Pricing tool with 2 integrated bookouts. Pull sold data history, import prospect data from existing CRM, credit bureaus if applicable, RouteOne and DealerTrack integration, multiple third party integrations. Pull and setup all existing inventory, photos, sold and unsold follow-up, transfer website, host and set up e-mail including stationary and proven templates. 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool. Design of custom graphics for photo overlay. Users are setup and our proven follow-up process and e-mail templates are activated. Append and scrub DMS database before pushing cleansed data into new CRM.

Training includes: a customized agenda and curriculum per store. User specific training tailored to individual's role: salespeople, management and administration in both one to one and classroom settings. BDC, enterprise, everything is covered. Our trainers have a combined 120 years of experience working in real dealerships – not generic skill sets. Training manuals are provided for each user as well as unlimited continuous free online training. One trainer for three days is required and priced into the onetime fee (training does NOT include travel and expenses).

Onetime cost and training • $9,399

2012 Gold Packages

Gold 1 Package per rooftop

INCLUDES:

The Gold 1 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

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Gold 1 Monthly Cost • $4,599

Onetime cost includes: Creation and hosting best practice website. Pull sold data history, import prospect data from existing CRM, credit bureaus if applicable, RouteOne and DealerTrack integration, multiple third party integrations. Pull and setup all existing inventory, photos, sold and unsold follow-up, transfer website, host and set up e-mail including stationary and proven templates. 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool. Design of custom graphics for photo overlay. Users are setup and our proven follow-up process and e-mail templates are activated. Append and scrub DMS database before pushing cleansed data into new CRM.

Training includes: a customized agenda and curriculum per store. User specific training tailored to individual's role: salespeople, management and administration in both one to one and classroom settings. BDC, enterprise, everything is covered. Our trainers have a combined 120 years of experience working in real dealerships – not generic skill sets. Training manuals are provided for each user as well as unlimited continuous free online training. One trainer for three days is required and priced into the onetime fee (training does NOT include travel and expenses).

Onetime cost and training • $9,399

be *one* with **VIN**

Gold 2 Package per rooftop

INCLUDES:

The Gold 2 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

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Gold 2 Monthly Cost • $4,999

Onetime cost includes: Host and setup our Market Pricing tool with 2 integrated bookouts. Creation and hosting best practice website. Pull sold data history, import prospect data from existing CRM, credit bureaus if applicable, RouteOne and DealerTrack integration, multiple third party integrations. Pull and setup all existing inventory, photos, sold and unsold follow-up, transfer website, host and set up e-mail including stationary and proven templates. 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool. Design of custom graphics for photo overlay. Users are setup and our proven follow-up process and e-mail templates are activated. Append and scrub DMS database before pushing cleansed data into new CRM. **Training includes:** a customized agenda and curriculum per store. User specific training tailored to individual's role: salespeople, management and administration in both one to one and classroom settings. BDC, enterprise, everything is covered. Our trainers have a combined 120 years of experience working in real dealerships – not generic skill sets. Training manuals are provided for each user as well as unlimited continuous free online training. One trainer for three days is required and priced into the onetime fee (training does NOT include travel and expenses).

Onetime cost and training • $9,799

2012 Platinum Lite Packages

Inventory/ ILM/ CRM/ Desking

Platinum Lite 1 Package per rooftop

INCLUDES:

The Platinum Lite 1 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck. Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. VinSolutions' CRM pulls (pushing is only available in Platinum Packages) from your DMS to provide seamless integration between your inventory and Internet marketing. This tool monitors the showroom floor, Internet, BDC, service department, and inventory to provide one place to find any information needed to help strengthen customer loyalty and profitability. Just a few of the features are; inventory and equipment lists, bad, lost and sold lead reporting, unanswered e-mails and e-mail opt out lists. Service module ties your service department to your CRM with detailed customizable dashboards and service calendar. Know exactly what exposure is maximizing your return on investment; vehicle hit reports with charted metrics illustrating popularity versus opportunity, lead source performance, work list reports, response time and appointment performance, and manual Craigslist reporting. Includes data appending services that cleanse inaccurate or unproductive data from your database. Also Included is our Advanced Desking module creating multiple loan and/or lease worksheets, built in appraisal tools, vehicle finder tools, easily pull closed ROs for customizable follow-up - all pushed real time into your DMS. Capture tomorrow's revenue using yesterday's sales and service data. Vinsolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion and our CRM manages them for life.

Platinum Lite 1 Monthly Cost • $4,799

Onetime cost includes: Create and implement Advanced Desking module. Pull sold data history, import prospect data from existing CRM, credit bureaus if applicable, RouteOne and DealerTrack integration, multiple third party integrations. Pull and setup all existing inventory, photos, sold and unsold follow-up, transfer website, host and set up e-mail including stationary and proven templates. 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool. Design of custom graphics for photo overlay. Append and scrub DMS database before pushing cleansed data into new CRM. Users are setup and our proven follow-up process and e-mail templates are activated.

Training includes: A customized agenda and curriculum per store. User specific training tailored to individual's role: salespeople, management and administration in both one to one and classroom settings. BDC, enterprise, everything is covered. Our trainers have a combined 120 years of experience working in real dealerships – not generic skill sets. Training manuals are provided for each user as well as unlimited continuous free online training. One trainer for four days is required and priced into the onetime fee (training does NOT include travel and expenses).

Onetime cost and training • $11,549

be one with VIN

Platinum Lite 2 Package per rooftop

INCLUDES:

The Platinum Lite 2 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck. VinSolutions' Market Pricing tool displays the vehicles in your market graphically allowing you to compare your inventory to your competitor's. Easily view average mileage, price and profit levels of local vehicles updated daily from multiple major online vehicle listing sources. Included is your choice of 2 of the following integrated bookouts: Kelly Blue Book, Black Book, Galves and NADA.

Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. VinSolutions' CRM pulls (pushing is only available in Platinum Packages) from your DMS to provide seamless integration between your inventory and Internet marketing. This tool monitors the showroom floor, Internet, BDC, service department, and inventory to provide one place to find any information needed to help strengthen customer loyalty and profitability. Just a few of the features are; inventory and equipment lists, bad, lost and sold lead reporting, unanswered e-mails and e-mail opt out lists. Service module ties your service department to your CRM with detailed customizable dashboards and service calendar. Know exactly what exposure is maximizing your return on investment; vehicle hit reports with charted metrics illustrating popularity versus opportunity, lead source performance, work list reports, response time and appointment performance, and manual Craigslist reporting. Includes data appending services that cleanse inaccurate or unproductive data from your database. Also Included is our Advanced Desking module creating multiple loan and/or lease worksheets, built in appraisal tools, vehicle finder tools, easily pull closed ROs for customizable follow-up - all pushed real time into your DMS. Capture tomorrow's revenue using yesterday's sales and service data. Vinsolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion and our CRM manages them for life.

Platinum Lite 2 Monthly Cost • $5,199

Onetime cost includes: Host and setup our Market Pricing tool with 2 integrated bookouts. Pull sold data history, import prospect data from existing CRM, credit bureaus if applicable, RouteOne and DealerTrack integration, multiple third party integrations. Pull and setup all existing inventory, photos, sold and unsold follow-up, transfer website, host and set up e-mail including stationary and proven templates. 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool. Design of custom graphics for photo overlay. Create and implement Advanced Desking module. Users are setup and our proven follow-up process and e-mail templates are activated. Append and scrub DMS database before pushing cleansed data into new CRM.

Training includes: A customized agenda and curriculum per store. User specific training tailored to individual's role: salespeople, management and administration in both one to one and classroom settings. BDC, enterprise, everything is covered. Our trainers have a combined 120 years of experience working in real dealerships – not generic skill sets. Training manuals are provided for each user as well as unlimited continuous free online training. One trainer for four days is required and priced into the onetime fee (training does NOT include travel and expenses).

Onetime cost and training • $11,949

2012 Platinum Packages

Platinum 1 Package per rooftop

INCLUDES:

The Platinum 1 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. VinSolutions' CRM pulls (pushing is only available in Platinum Packages) from your DMS to provide seamless integration between your inventory and Internet marketing. This tool monitors the showroom floor, Internet, BDC, service department, and inventory to provide one place to find any information needed to help strengthen customer loyalty and profitability. Just a few of the features are; inventory and equipment lists, bad, lost and sold lead reporting, unanswered e-mails and e-mail opt out lists. Service module ties your service department to your CRM with detailed customizable dashboards and service calendar. Know exactly what exposure is maximizing your return on investment; vehicle hit reports with charted metrics illustrating popularity versus opportunity, lead source performance, work list reports, response time and appointment performance, and manual Craigslist reporting. Includes data appending services that cleanse inaccurate or unproductive data from your database. Also Included is our Advanced Desking module creating multiple loan and/or lease worksheets, built in appraisal tools, vehicle finder tools, easily pull closed ROs for customizable follow-up - all pushed real time into your DMS. Capture tomorrow's revenue using yesterday's sales and service data. Vinsolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. Choose from one of our proven best practice website with rich graphics, effective calls to action and the surveillant VinLens. Your customers will appreciate the ease of navigation and usefulness of your new online home, your ILM monitors leads from creation to conversion, and the CRM manages them for life.

Platinum 1 Monthly Cost • $5,199

Onetime cost includes: Creation and hosting of best practice website. Pull sold data history, import prospect data from existing CRM, credit bureaus if applicable, RouteOne and DealerTrack integration, multiple third party integrations. Pull and setup all existing inventory, photos, sold and unsold follow-up, transfer website, host and set up e-mail including stationary and proven templates. 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool. Design of custom graphics for photo overlay. Create and implement advanced desking module. Append and scrub DMS database before pushing cleansed data into new CRM. Users are setup and our proven follow-up process and e-mail templates are activated.

Training includes: A customized agenda and curriculum per store. User specific training tailored to individual's role: salespeople, management and administration in both one to one and classroom settings. BDC, enterprise, everything is covered. Our trainers have a combined 120 years of experience working in real dealerships – not generic skill sets. Training manuals are provided for each user as well as unlimited continuous free online training. One trainer for four days is required and priced into the onetime fee (training does NOT include travel and expenses).

Onetime cost and training • $11,949

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Platinum 2 Package per rooftop

INCLUDES:

The Platinum 2 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

VinSolutions' Market Pricing tool displays the vehicles in your market graphically allowing you to compare your inventory to your competitor's. Easily view average mileage, price and profit levels of local vehicles updated daily from multiple major online vehicle listing sources. Included is your choice of 2 of the following integrated bookouts: Kelly Blue Book, Black Book, Galves and NADA.

Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. VinSolutions' CRM pulls and pushes from you DMS to provide seamless integration between your inventory and Internet marketing. This tool monitors the showroom floor, Internet, BDC, service department, and inventory to provide one place to find any information needed to help strengthen customer loyalty and profitability. Just a few of the features are; inventory and equipment lists, bad, lost and sold lead reporting, DMS to CRM sales matching, unanswered e-mail and e-mail opt out lists. Service module ties your service department to your CRM with detailed customizable dashboards and service calendar. Know exactly what exposure is maximizing your return on investment; vehicle hit reports with charted metrics illustrating popularity versus opportunity, lead source performance, work list reports, response time and appointment performance. Includes data appending services that cleanse inaccurate or unproductive data from your database. Also Included is our Advanced Desking module creating multiple loan and/or lease worksheets, built in appraisal tools, vehicle finder tools, easily pull closed ROs for customizable follow-up - all pushed real time into your DMS. Choose from one of our proven best practice websites with rich graphics, effective calls to action and the surveillant VinLens. Your customers will appreciate the ease of navigation and usefulness of your new online home, your ILM monitors leads from creation to conversion, and the CRM manages them for life.

Platinum 2 Monthly Cost • $5,599

Onetime cost includes: Host and setup our Market Pricing tool with 2 integrated bookouts. Creation and hosting of best practice website. Pull sold data history, import prospect data from existing CRM, credit bureaus if applicable, RouteOne and DealerTrack integration, multiple third party integrations. Pull and setup all existing inventory, photos, sold and unsold follow-up, transfer website, host and set up e-mail including stationary and proven templates. 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool. Design of custom graphics for photo overlay. Create and implement Advanced Desking module. Append and scrub DMS database before pushing cleansed data into new CRM. Users are setup and our proven follow-up process and e-mail templates are activated.

Training includes: A customized agenda and curriculum per store. User specific training tailored to individual's role: salespeople, management and administration in both one to one and classroom settings. BDC, enterprise, everything is covered. Our trainers have a combined 120 years of experience working in real dealerships – not generic skill sets. Training manuals are provided for each user as well as unlimited continuous free online training. One trainer for four days is required and priced into the onetime fee (training does NOT include travel and expenses).

Onetime cost and training • $12,349

VinSolutions.com
FIND. SELL. KEEP.

2012 Platinum Advanced Packages

Platinum Advanced 1 Package per rooftop

INCLUDES:

The Platinum Advanced 1 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. VinSolutions' CRM pulls (pushing is only available in Platinum Packages) from your DMS to provide seamless integration between your inventory and Internet marketing. This tool monitors the showroom floor, Internet, BDC, service department, and inventory to provide one place to find any information needed to help strengthen customer loyalty and profitability. Just a few of the features are; inventory and equipment lists, bad, lost and sold lead reporting, unanswered e-mails and e-mail opt out lists. Service module ties your service department to your CRM with detailed customizable dashboards and service calendar. Know exactly what exposure is maximizing your return on investment; vehicle hit reports with charted metrics illustrating popularity versus opportunity, lead source performance, work list reports, response time and appointment performance, and manual Craigslist reporting. Includes data appending services that cleanse inaccurate or unproductive data from your database. Also Included is our Advanced Desking module creating multiple loan and/or lease worksheets, built in appraisal tools, vehicle finder tools, easily pull closed ROs for customizable follow-up - all pushed real time into your DMS. Capture tomorrow's revenue using yesterday's sales and service data. Vinsolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. Included is our Advanced Website utilizing professional SEO with rich graphics, effective calls to action and the surveillant VinLens. Your customers will appreciate the ease of navigation and usefulness of your new online home, your ILM monitors leads from creation to conversion, and the CRM manages them for life.

Platinum Advanced 1 Monthly Cost • $5,599

Onetime cost includes: Creation and hosting of Advanced Website with Professional SEO. Pull sold data history, import prospect data from existing CRM, credit bureaus if applicable, RouteOne and DealerTrack integration, multiple third party integrations. Pull and setup all existing inventory, photos, sold and unsold follow-up, transfer website, host and set up e-mail including stationary and proven templates. 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool. Design of custom graphics for photo overlay. Create and implement Advanced Desking module. Append and scrub DMS database before pushing cleansed data into new CRM. Users are setup and our proven follow-up process and e-mail templates are activated.

Training includes: A customized agenda and curriculum per store. User specific training tailored to individual's role: salespeople, management and administration in both one to one and classroom settings. BDC, enterprise, everything is covered. Our trainers have a combined 120 years of experience working in real dealerships – not generic skill sets. Training manuals are provided for each user as well as unlimited continuous free online training. One trainer for four days is required and priced into the onetime fee (training does NOT include travel and expenses).

Onetime cost and training • $12,349

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Platinum Advanced 2 Package per rooftop

INCLUDES:

The Platinum Advanced 2 package includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

VinSolutions' Market Pricing tool displays the vehicles in your market graphically allowing you to compare your inventory to your competitor's. Easily view average mileage, price and profit levels of local vehicles updated daily from multiple major online vehicle listing sources. Included is your choice of 2 of the following integrated bookouts: Kelly Blue Book, Black Book, Galves and NADA.

Also includes our Internet Lead Management (ILM) Tool. VinSolutions' ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. VinSolutions' ILM monitors leads from creation to conversion. VinSolutions' CRM pulls and pushes from you DMS to provide seamless integration between your inventory and Internet marketing. This tool monitors the showroom floor, Internet, BDC, service department, and inventory to provide one place to find any information needed to help strengthen customer loyalty and profitability. Just a few of the features are; inventory and equipment lists, bad, lost and sold lead reporting, DMS to CRM sales matching, unanswered e-mail and e-mail opt out lists. Service module ties your service department to your CRM with detailed customizable dashboards and service calendar. Know exactly what exposure is maximizing your return on investment; vehicle hit reports with charted metrics illustrating popularity versus opportunity, lead source performance, work list reports, response time and appointment performance. Includes data appending services that cleanse inaccurate or unproductive data from your database. Also Included is our Advanced Desking module creating multiple loan and/or lease worksheets, built in appraisal tools, vehicle finder tools, easily pull closed ROs for customizable follow-up - all pushed real time into your DMS. Included is our Advanced Website utilizing professional SEO with rich graphics, effective calls to action and the surveillant VinLens. Your customers will appreciate the ease of navigation and usefulness of your new online home, your ILM monitors leads from creation to conversion and the CRM manages them for life.

Platinum Advanced 2 Monthly Cost • $5,999

Onetime cost includes: Host and setup our Market Pricing tool with 2 integrated bookouts. Creation and hosting of advanced website with Professional SEO. Create and implement Advanced Desking module. Pull sold data history, import prospect data from existing CRM, credit bureaus if applicable, RouteOne and DealerTrack integration, multiple third party integrations. Pull and setup all existing inventory, photos, sold and unsold follow-up, transfer website, host and set up e-mail including stationary and proven templates. 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool. Design of custom graphics for photo overlay. Create and implement advanced desking module. Append and scrub DMS database before pushing cleansed data into new CRM. Users are setup and our proven follow-up process and e-mail templates are activated.

Training includes: A customized agenda and curriculum per store. User specific training tailored to individual's role: salespeople, management and administration in both one to one and classroom settings. BDC, enterprise, everything is covered. Our trainers have a combined 120 years of experience working in real dealerships – not generic skill sets. Training manuals are provided for each user as well as unlimited continuous free online training. One trainer for four days is required and priced into the onetime fee (training does NOT include travel and expenses).

Onetime cost and training • $12,749

2012 Diamond Package

Diamond Package per rooftop

INCLUDES:

The Diamond package is our most powerful package. It includes our Customer Relationship Management (CRM) tool with Advanced Desking, integrated Internet Lead Management (ILM) tool, our Advanced Dealer Website with Professional Search Engine Optimization (SEO) and VinLens. Includes our Inventory Module, Galley Insert, Photo Overlay, 10 eBay listings, and manual Craigslist posting tool. VinSolutions' Inventory Module features the ability to print and send brochures, print buyer's guides and certified custom window stickers. Automatically export actual vehicle videos and up to 100 photos per vehicle containing rich vehicle descriptions, via VinDecoder, to multiple third party vendors. Dynamic comment builder ensures fresh descriptions with no two alike. VinSolutions' Inventory Module supports mobile access from your smartphone and is integrated with CARFAX and AutoCheck.

Further, we include the following third party services and integrations: AIS Rebates and incentives, click for calls and click for chat consumer communication conveniences, talking head credit service, data appending DMS cleansing, KnowMe Premium call tracking services and PBX phone integration into CRM. Additionally, the Diamond package includes a dealer report card and 500 sales and service calls to kick off your new fulfillment campaign. VinSolutions' CRM pulls and pushes from you DMS to provide seamless integration between your inventory and internet marketing. This tool monitors the showroom floor, Internet, BDC, service department, and inventory to provide one place to find any information needed to help strengthen customer loyalty and profitability. Just a few of the features are; inventory and equipment lists, bad, lost and sold lead reporting, DMS to CRM sales matching, unanswered e-mail and e-mail opt out lists. Know exactly what exposure is maximizing your return on investment; vehicle hit reports with charted metrics illustrating popularity versus opportunity, lead source performance, work list reports, response time and appointment performance, and MotoBlast Craigslist reporting. Includes our Advanced Desking module creating multiple loan and/or lease worksheets, built in appraisal tools, vehicle finder tools, easily pull closed ROs for customizable follow-up; all pushed real time into your DMS. Capture tomorrow's revenue using yesterday's sales and service data. Our ILM manages staff, leads, and processes ensuring no leads are ever lost or dropped. Features include automatic lead tracking and routing, lead management portal, bad lead rejection, automatic notifications, e-mail prospecting and tracking, ROI tracking and customizable triggers and alerts. Included is our Advanced website utilizing Professional SEO with rich graphics, effective calls to action and the surveillant VinLens. Your customers will appreciate the ease of navigation and usefulness of your new online home, your ILM monitors leads from creation to conversion, and the CRM manages them for life.

Diamond Monthly Cost • $10,349

Onetime cost includes: The creation and hosting of Advanced Website with Advanced SEO that includes long tailed keywords, title bars and Meta tags. Host and setup of our Market Pricing tool with 2 integrated bookouts and MotoBlast the automatic inventory posting tool. Pull sold data history, import prospect data from existing CRM, credit bureaus if applicable, RouteOne and DealerTrack integration and multiple other third party integrations. Pull and setup all existing inventory, photos, sold and unsold follow-up, transfer website, host and set up e-mail including stationary and proven templates. 10 eBay listings and postings, connection to YouTube channel, setup Craigslist manual posting tool. Design of custom graphics for photo overlay. Create and implement advanced desking module. Users are setup and our proven follow-up processes and e-mail templates are activated.

The implementation process consists of six phases. First we perform DMS cleansing and uploading followed by a technical and strategic assessment of the dealership. Next, we roll out your new inventory management module complete with our Market Pricing Tool, all your photos, and the third party hosting is established. Phase four is the ILM module where custom triggers, alerts, processes, are imbedded into the system. The CRM phase completes full integration into your DMS, includes our Advanced Desking module and MotoFactory, and merges all communications into one central location. Once the CRM is installed, your new optimized Website is rolled out, soon becoming the top of your sales funnel.

Our training program is designed to ensure your long term success with our system. First, the implementation phase involves a VinSolutions trainer at your location for four days (airfare, hotel and rental car expenses to be paid by dealer). A customized agenda and curriculum is created per store for your sales, management and F&I staff. This curriculum is tailored to the individual's roles, and the settings are both classroom and one to one. Our trainers have a combined 120 years of experience working in real dealerships – not generic skill sets. Training manuals are provided for each user as well as unlimited continuous free online training.

We don't end there. Understanding the need for continuous training, with the ever changing business environ- ment and related product enhancements, we include an ongoing year long program. This consists of a VinSolutions trainer at your location for two days, every quarter, over the course of one year (airfare, hotel and rental car expenses to be paid by dealer). Complimenting this program we include eight hours of dedicated virtual online training, per quarter, as well. Schedule this onsite and online training with our Training Coordinator, at your convenience, anytime during the quarter. Our Training Coordinator will shop for the best travel deals and will approve any expenditure before proceeding.

Onetime cost and training • $21,249

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2012 Diamond Package

INVENTORY MODULE:
Take complete control of your Internet Marketing destiny.

- Mobile application
- Market pricing tool
- Choice of two bookouts
- Craigslist tool
- Dynamic Comment Builder

ILM:
Monitor and manage leads from creation to conversion.

- Mobile application
- Talking Head
- Click for Calls
- Click for Chat

CRM:
Turn your philosophy into action easier than any other tool on the market.

- Mobile application
- Desking Module
- DMS bi-directional integration
- Data Appends – Authenticom
- AIS Rebates
- BDC

CALL TRACKING:
Easily capture all call data and create robust reporting.

- KnowMe Premium
- PBX Phone Integration

FULFILLMENT:
Stop potential profit leaks.

- Campaign Manager
- Equity Mining
- Survey Tool

WEBSITE:
The top of the sales funnel.

- Advanced Website with VinLens
- Integrates with CRM
- AIS Rebates integration
- Mobile website

TRAINING & CONSULTING:
VinSolutions' consultants are the best in the business.

- Four days on site with professional trainer working with your sales, service, management and F & I staff implementing best practices
- Ongoing yearly professional training campaign which includes two days on site and eight hours of dedicated online training per quarter

*Our most complete package. Additional fulfillment, third party campaigns and calls may be purchased depending on dealer's needs.

VinSolutions.com
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2012 Digital Marketing Packages

Website SEO PACKAGE per website
INCLUDES:
This package will turn your website into a search engine optimized machine no matter who built it! First, we analyze your current website by performing keyword and market research analysis. Next we start the optimization process through title and page name, page heading and content, and HTML optimization. Our website lead enhancer helps drive leads back to you with specific incentives. Once complete, we submit a local listing and URL submission plan and provide you with monthly web ranking reports.

Website SEO package monthly cost $899

Onetime cost includes: Performing research, website optimization, submission plan and monthly reporting.
Website SEO package onetime cost $899

Website SEM PACKAGE per website
INCLUDES:
Search Engine Marketing can be a powerful and effective way to drive people to your website. We expertly manage your SEM budget to ensure maximum return on your investment. First, we generate a geo-targeted keyword list for your dealership and make keyword phrase recommendations. We include one search engine and three campaigns, PPC keyword and market research analysis, campaign and bid management, as well as keyword and ad copy optimization. Further, you are provided a monthly strategy session with ad budget recommendations and monthly reporting of your success.

Website SEM Management package monthly cost (does not include monthly budget $899

Onetime cost includes: Establish keyword phrases for one search engine and three campaigns, budget management, optimization, recommendations and monthly reporting.
Website SEM Management package onetime cost (does not include monthly budget $899

Website SMM PACKAGE per website
INCLUDES:
Join the latest social media craze and communicate to your customers via their preferred medium. With our Social Media Management package we handle everything. First, we start with your dealer branded Facebook site set up and management that includes ten dealer specific custom Facebook postings monthly. Further, we establish a branded Twitter account which includes automated inventory posts and dealer registration. Rounding out this effective marketing package is content syndication for Flickr, postings to YouTube, Bit.ly management and reporting, as well as the services of a dedicated Marketing Retention Manager.
Website SMM package monthly cost $629

Onetime cost includes: Establish Facebook and Twitter accounts as well as Facebook postings. Place YouTube postings and dealer registration for Flickr. Bit.ly management and reporting.
Website SMM package onetime cost $629

Stand-Alone Products

CRM* per rooftop/per month
Unlimited Monthly Subscription Price	$3,399
Limited User Monthly Subscription Price	$1,749
Add-ons: Full DMS Push, Pull Intergration	Dealer Paid
Desking Module	$999
ILM to CRM Upgrade	$2,299
Data Appends	$279

ILM* per rooftop/per month Monthly Subscription Price	$899

INVENTORY MANAGEMENT* per rooftop/per month
Monthly Subscription Price	$599
eBay Unlimited Listings	$399
Inventory Gallery for Website	$229
Photo Overlay	$199

USED CAR PRICING APPRAISAL TOOL*
Market Pricing Appraisal Tool	$629
Market Pricing Appraisal Tool with ILM purchase	$549
Black Book Used Car Pricing	$129
Blue Book Used Car Pricing	$129
NADA Used Car Pricing	$129

DEALER WEBSITES* per rooftop/per month
Website - Best Practice	$899
Website - Advanced	$1,299
Website - Premium	$1,599
Custom Site	Refer to Sales Rep
SEO	$899
Website Upgrade	Refer to Sales Rep
Service Scheduler CRM	$349
VinVideos	$359
Click For Call	packages starting at $169
Click For Chat	packages starting at $99
Credit Bureaus	$2.35 per bureau
AIS Rebates	packages starting at $99

PRINT PRODUCTS
Buyer's Guides - 250 (minimum order	$89
Custom 4-color Window Stickers - 250 (minimum order)	$319
One-time set-up fee for all custom window stickers	$169

HARDWARE PRODUCTS
Optical Driver's License Scanner	$999
VinCamera	$1,149

CALL TRACKING*
KnowMe tm	packages starting at $229

* ONETIME FEES MAY APPLY TO ESTABLISH SERVICE **REQUIRES ADP 3PA OR ARKONA DMS INTEGRATION

VinSolutions.com
FIND. SELL. KEEP.

Save up to 70% with our Bundled Solutions

Advertising: SEM, Social Network, Direct Mail, Print, TV and Radio

- ☐ Aspen Marketing
- ☐ Mudd Advertising
- ☐ Omni Advertising
- ☐ Local Supplier
- ☐ J Walter Thompson
- ☐ McCarthy Agency
- ☐ Moore & Scarry
- ☐ Kea Advertising

- ☐ ADP Digital Marketing
- ☐ CallRevu
- ☐ CallSource
- ☐ Cobalt Group
- ☐ GOSO
- ☐ ReachLocal
- ☐ Car-Mercial
- ☐ Other

TOTAL $_____

CRM

- ☐ Dealer Socket
- ☐ ADP
- ☐ Imagic Labs
- ☐ AVV
- ☐ E Leads
- ☐ AutoBase
- ☐ Dealer.com
- ☐ Dealer Impact
- ☐ IZMO
- ☐ Nettrak
- ☐ Cobalt LMCC
- ☐ Dealer ups
- ☐ Car Research XRM
- ☐ AutoAcceleratorCRM

- ☐ Reynolds Contact Manager
- ☐ Higher Gear
- ☐ Promax
- ☐ BZ Results
- ☐ Dealer Peak
- ☐ Advent
- ☐ Auto Jockey
- ☐ Cop
- ☐ Pro Response
- ☐ Sales Edge
- ☐ Dealerclick
- ☐ Advent
- ☐ AutoRaptor
- ☐ Other

TOTAL $_____

Websites

- ☐ Dealer.com
- ☐ Cobalt
- ☐ ADP
- ☐ IDP Solutions
- ☐ Dealer Fire
- ☐ TK Carsites
- ☐ BZ Results
- ☐ IZMO
- ☐ Dealer Made
- ☐ Blue Solutions
- ☐ Auto Jini
- ☐ Higher Turnover
- ☐ XI Group
- ☐ Smart Web Concepts
- ☐ Dealer HD
- ☐ MJM Internet
- ☐ Autofusion
- ☐ Potratz
- ☐ Other

- ☐ DealerSkins
- ☐ Reynolds Web Solutions
- ☐ Auto Jockey
- ☐ Seritas
- ☐ Dealer Peak
- ☐ Click Motive
- ☐ Dealer On
- ☐ Auction 123
- ☐ E Car List
- ☐ Net Lab
- ☐ Auto Media ONE
- ☐ Wilson Software
- ☐ Rocket clicks
- ☐ Dealer ON
- ☐ Pure Dealer
- ☐ Nexteppe
- ☐ World Dealer Ultra 7.0
- ☐ Dealer Trend

TOTAL $_____

be one *with* VIN

Market Pricing Tools

- [ ] V-Auto $_____
- [ ] AAX $_____
- [ ] First Look $_____
- [ ] Kelley Blue Book $_____
- [ ] Blackbook $_____
- [ ] NADA $_____
- [ ] Galves $_____
- [ ] Other $_____

TOTAL $_____

Desking

- [ ] Promax $_____
- [ ] Dealertrack $_____
- [ ] Dealer Socket $_____
- [ ] Car Done $_____
- [ ] Other $_____

TOTAL $_____

Inventory Replacements

- [ ] Dealer Specialties $_____
- [ ] CDM Data $_____
- [ ] Auction 123 $_____
- [ ] Car Spot / AutoTrader $_____
- [ ] Diamond Lot $_____
- [ ] Teton Motors $_____
- [ ] Net Look $_____
- [ ] E Biz $_____
- [ ] Auto Fusion $_____
- [ ] Lot Wizard

- [ ] Auto Uplink $_____
- [ ] Homenet $_____
- [ ] Liquid Motors $_____
- [ ] Data One $_____
- [ ] E Car List $_____
- [ ] Lot Pro $_____
- [ ] Auto Revo $_____
- [ ] Chrome Data $_____
- [ ] TK $_____
- [ ] Other $_____

TOTAL $_____

ILM

- [ ] AVV $_____
- [ ] E Leads $_____
- [ ] Sales Point $_____
- [ ] Dealer.com $_____
- [ ] Auto Jockey $_____
- [ ] Car Research XRM $_____
- [ ] Dealer Socket $_____
- [ ] BuzzTrack $_____

- [ ] Imagic Labs $_____
- [ ] IZMO $_____
- [ ] Cobalt LMCC $_____
- [ ] Dealer Peak $_____
- [ ] Net Track $_____
- [ ] Higher Gear $_____
- [ ] Reynolds Contact Manager $_____
- [ ] Other $_____

TOTAL $_____

Craigslist Tools

- [ ] Smart Promote $_____
- [ ] Smart Pillars $_____
- [ ] Other $_____

TOTAL $_____

eBay Tools

- [ ] Auction 123 $_____
- [ ] E Biz $_____
- [ ] Car Ad $_____
- [ ] Other $_____

TOTAL $_____

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FIND. SELL. KEEP.

VinCare

From our team to your dealership.

People who know your VIN products best.