

Invoice For

**Toyota of Santa Barbara (4845)**

Invoice Number: OP#-00134008

Salesperson: Shawn Morse Date Created: 12/15/2011

**Products**

Product	Description	Quantity	Total Price
Gold Advanced 1 Hitchcock package	Includes: CRM, ILM, inventory management and Advanced dealer website. Requires three days on site training by professional trainer.	1.0	\$4,732.00
Data Integration	Data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable.	1.0	\$99.00
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
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
Inventory Module	Inventory Module - monthly	1.0	\$0.00
AIS Rebates - Inventory Integration	Third party vender - Inventory integration.	1.0	\$169.00
Service Dashboard	Ties your CRM to your service department dashboard.	1.0	\$0.00
Desking Light	Enables payment calculator and summary.	1.0	\$0.00
Dynamic Comment Builder	Dynamic comment builder automatically creates rich vehicle descriptions with no two alike.	1.0	\$0.00
Email Banner	Email Banner	1.0	\$0.00

Craigslist - Manual	Craigslist listings manual tool	1.0	\$0.00
Inventory Gallery for Website	Inventory Gallery display - monthly	1.0	\$0.00
	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
Website - 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
SEO - Advanced			
Photo Overlay	Photo overlay display - monthly	1.0	\$0.00
eBay Listings - 10	10 eBay listings included in Inventory Module or 10 additional listings.	1.0	\$0.00
Email Hosting	Hosting of dealers' email.	1.0	\$0.00
Form Mapping	Form Mapping. Up to 3 dealership provided forms.	1.0	\$0.00

Mobile Application	Smart phone application	1.0	\$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
Trainer - One Day	One day of on-site training with one trainer. All travel expenses paid by dealer.	4.0	\$7,996.00
Data Integration - onetime fee	Onetime fee for data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable.	1.0	\$199.00
AIS Rebates - Inventory integration onetime fee	Onetime and first month fee for AIS Rebates - inventory integration	1.0	\$169.00
Service Dashboard onetime fee	Setup service dashboard.	1.0	\$0.00
Desking Light onetime fee	Setup payment calculator and summary.	1.0	\$0.00
Dynamic comment builder onetime fee	Setup dynamic comment builder.	1.0	\$0.00
Email Banner onetime fee	Creation of Email Banner	1.0	\$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
Inventory Module onetime fee	Onetime fee for Inventory Module	1.0	\$0.00
Website - Advanced onetime fee	Onetime fee to create Advanced Website.	1.0	\$0.00
Gold Advanced 1 Hitchcock package onetime fee	Onetime fee for Gold package.	1.0	\$0.00
Launch Coordinator	Launch coordinator ensures smooth transition to MotoSnap.	1.0	\$0.00
Inventory Gallery onetime fee	Onetime fee for inventory gallery	1.0	\$0.00
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	\$0.00
Photo Overlay Onetime Fee	Onetime fee for photo overlay	1.0	\$0.00
ILM onetime fee	Onetime fee for ILM	1.0	\$0.00
Craigslist - manual onetime fee	Onetime fee for manual Craigslist	1.0	\$0.00
Email Hosting onetime fee	Email hosting for dealer	1.0	\$0.00
Form Mapping Onetime fee	Form Mapping. Up to 3 dealership provided forms.	1.0	\$0.00
Mobile Application onetime fee	Smart phone application	1.0	\$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	1.0	\$0.00

reactivate customers or prospects listed as  
bad or lost.

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**Total: \$13,364.00**

Shipping: \$0.00

**Invoice Total**

**Total Due NOW: \$13,364.00**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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**CONTRACTS**

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