

Presented by:

apogeeINVENT

Driving real business and opportunity through the online experience.



**Business Development
and Operations Office**

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The Auto Search Online Contract

Project Team Introduction

The Auto Search Team includes accredited designers, skilled software engineers, and experienced customer service professionals. Each project undergoes detailed review to ensure your new web presence captures the essence of each company and is portrayed professionally to potential new clients, existing clients, and colleagues. All team members are degreed professionals in their field and each project is overseen by a project manager to ensure timely completion and excellent customer service. We pride ourselves on the transparency of our work and availability to clients. We are always excited to work with a new client and look forward to the successful completion of your project!

Website Design Standards

- **Creative Interview-** We will conduct a full creative interview with you and your staff in order to learn exactly what you want to present to your online audience. Through this interview we will help you determine your color scheme, logo placement and precisely how to design and lay out your new website.
- **Language Usage-** We develop our websites utilizing the most current and advanced languages. We use full CSS layouts and HTML standards that are all 2.0 compliant (2.0 is the current industry standard). Depending on the specified website layout, other languages may be used, such as JavaScript, ActionScript and PHP.
- **Logo Incorporation-** We will take your current logo and any other branding you have and incorporate it into the website. If you do not have one, a professionally styled logo for the web is included in this contract.
- **Website Layout-** We will skillfully design up to 10 custom exterior web pages for your new website. Included in these ten pages are standard web pages such as home, about us, our services, contact us, and so on. Each page will have unique images and a styled layout giving them a rich look and feel. The design is formatted to optimize exposure of your inventory.
- **Contact Web Form-** The website comes with a standard contact web form where visitors can inquire about the business and email questions. This form includes a place for first name, last name, email, best time to contact and a form entry for the body of the inquiry.
- **Meta-tag Development-** We will create custom meta-tags for each of the pages on your new website. Each of the pages on the web has a unique subject focus pertaining to the product or services that you're bringing to the online audience. Through the meta-tags, we instruct the algorithms of the various search engines as to where and how your website is to be placed.

Website Submission Standards:

- **Search Engine Submission-** We will publish your new website to Google, Yahoo, MSN, ASK, and 2500 other traffic generating services online.
- **Placement Tracking-** We will track your online placement until we find you have been indexed and placed appropriately on the search engines.

Website Customer Features

Homepage Features

- **Homepage Featured Autos-** You can easily select autos in your back office to be featured on the homepage. Customers will be able to first see your top selected inventory when they visit your site.
- **Photo Gallery-** A scrolling auto photo gallery at the bottom of your homepage will add movement and appeal to your homepage. Customers can scroll through the pictures you have selected to place in this gallery and click on the photos to be taken to their auto listing page.
- **Promotions-** A section will feature special promotions or company information on the homepage where customers can learn about the latest inventory, specials, or updated information. This content can be continually updated in the back office so new and old customers will always getting the latest information and promotional offers.



Search Options

- **Browse Price-** Customers visiting your site will be able browse your inventory listings by specially marked prices. This information is made available in real time, so it will always be the most current, up-to-date information.
- **Browse Autos-** Customers can also elect to search based on the auto type. This information is also available in real time so they will receive the most recent information.
- **Browse Location-** For dealers that have multiple locations, users can elect to browse the inventory based on where it is located, including distance from their location and other filtering options.
- **Detailed Search-** Customers can choose a more detailed search option that will allow them to choose from a list, including: Default Auto Image, Year, Make, Model, Price, Location, and Additional Features.
- **Advanced Search-** An option to search your inventory by “Keywords” (All words, Any Words, or Exact Phrase) is available through this feature. Customers can also conduct a 13 point search including, but not limited to: Default Vehicle Image, Year, Make, Model, Color, Price, Mileage, Location, Est. MPG, Additional Features.

Property Listing Features

- **Slideshow-** An automatic slideshow that includes all of your uploaded inventory photos is available for customers to view. You can upload an unlimited number of photos for each vehicle into this slideshow.
- **Vehicle Description-** You can include a full description of your vehicle, such as the make, model, year, color, and so on. This can be as detailed or as vague as you choose.
- **Location-** This information will give the location of the property; again, this can be detailed or give regional / general information.
- **Financial-** You can put in your pricing information in this area. If you have a special price, the original price will appear with a line through it and the special price below it to promote vehicle specials or lowered pricing.
- **Additional Details-** Here you can choose to put any information that is important but does not fall under the other categories. This could include VIN, Mileage, Transmission, or any other pertinent details the buyer may wish to know.
- **View Vehicle Features-** This allow the customer to view vehicle features such as comfort, emissions, entertainment, exterior detail, interior detail, and more from a customizable and easy to use list.
- **Inquire-** Customers can send an email inquiry about the vehicle to a representative through the form available.
- **Credit Application-** Interested customers can fill out a credit application that comes with the program with spam block protection. This form can be customized to fit your requirements.
- **Additional Actions-** From your back end portal you can select from six additional feature details that you can add to your vehicle listing to enhance your customers’ experience. This six items include: Ask About This Vehicle, Apply Online, Print This Page, Payment Calculator, Send Page To Friend, Interest Calculator.
- **Print This Page-** From this button, all of the vehicle information will be presented in a printer friendly format. This also includes the option to select photos to print, and send it directly to the printer.
- **Payment Calculator-** Customers can calculate an estimated monthly payment for their desired vehicle by: Vehicle Cost, Down Payment, Estimated Finance Rate, Number of Payments, and so on.
- **Send Page to Friend-** Sends an email to an interested party that will include a link to the exact page on the website that the vehicle is listed on. From this page the potential customer will be able to navigate through the site and further inquire about any additional information of your company.
- **Interest Calculator-** A customer can calculate the amount of interest that they will be paying over the series of terms by: Loan Amount, Estimated Annual Rate, Length of Terms (5 Years / 60 Payments, Etc.). This will calculate both the Final amount that they will be spending, as well as the amount of interest to entice them to put down a larger down payment.

Apply Online

- **Apply-** Customers will be able to apply online for general credit approval to find out if they might be eligible for a loan. This comes with an encrypted secure data transfer to protect personal information.
- **Questions-** Customers will be able to include any additional questions or comments they may have concerning the vehicle or the application and send these with their credit application.
- **Additional Fields-** Additional fields will be showcased to customers as necessary for them to view particular information.



- **Electronic Signature-** This system allows for customers to include an electronic signature on their applications.
- **Auto Fill-** Customers can choose to auto fill the vehicle information into the loan details of the credit application upon activating the form through the vehicle listing page of their desired auto. This will speed the process up and reduce error.
- **Review Lenders Policy-** This allows customers to review the lender policy for auto loans or a credit check for buyers directly on your credit application.

Company Information

- **Contact Us-** Customers can navigate to your Contact Us page to view more detailed contact information, including your: Company Name, Address, Phone Number, Fax Number, and Email.
- **Map-** They can choose to view a map of your location or driving directions if necessary to meet in person or view vehicles on location. They can select to use MapQuest or Google maps to obtain these driving directions.
- **Direct Email-** They can send you a direct email directly to your company. This service includes spam block protection so you will not receive spam through this feature.
- **Photos-** You can choose to upload unlimited number of photos of your location for users to view.
- **Staff Bio's-** An entire section can be included to insert the biographical information of your staff. Customers can navigate through this link to view profiles of each of the employees in your company including: Photos of employees, Biographies of employees, and Contact Information.

Back End Office Features

- **Control Panel-** The Auto Search Online comes with a back end user management control panel that allows you to navigate with ease, as well as choose your desired tasks from 15 categories: Add a New Vehicle, Edit Current Locations, View Applications, View Inquiries, Manage Users, Printable Inventory, Employee Bio Page, Manage Listed Vehicles, Modify Features List, Choose Application, Edit Site Settings, Edit Account Settings and Help. All the information is secured with SSL and a log in form.
- **Add and Display-** Add and display your vehicles online will show all of their costs and features including any one of the following 27 fields: New / Pre-Owned, Year, Make, Model, Exterior Color, Price, Call for Price, Special Price, Down Payment, Repayment, Terms (Months), Payment Amount, Estimated MPG City, Estimated MPG Highway, Mileage, Transmission, Engine, Stock Number, Total Passengers, Interior Color, Body / Trim, Drive Type, VIN, Plate, Number of Doors, Fuel Type, Vehicle Type.
- **Photos-** You will be able to upload unlimited photos from the back office, change photos, update them, and so on. Images do not need to be resized; this software will automatically do this for you. You can also choose to upload multiple photos of your vehicles at the same time for faster input.
- **Auto Select-** You are able to auto select available auto features with your mouse from a customizable list. This means that certain features, when turned on or off, will appear on all vehicle listings so you do not need to select fields for each individual listing.
- **Add Additional Features-** This customizable list of vehicle features can be added to or deleted from directly through the vehicle entry page.
- **Scrolling Text-** Create customizable scrolling text in the back office to be displayed on a vehicle page. You can enter whatever message you would like displayed and also choose a color for the text. The color choices are generated automatically from a drop down color grid.
- **Sort-** Customize the vehicle listings to be displayed by your desired sort order.
- **Private Information-** Store private information on each vehicle that will not be available to customers, including: Minimum Price, Previous Owner Information, Private Notes, and so on. Any administrative user can view or edit these notes to update vehicle information.
- **Edit-** This features allows you to edit your current location profiles and update your company information at any time so you can always have the most up-to-date information on your website. You can also edit the employee bios page in a user friendly format.
- **Credit Applications View-** You can access and view submitted credit applications through the back portal. These applications are categorized by Name, Email, Status, and Date.
- **Organize Credit Applications-** Easily organize all the credit applications according to categories: New, Pending, Declined, Accepted.



- **Print-** You can print and store applications to create a lead list for sales staff.
- **Email Notifications-** You can choose to receive email notifications on all inquiries in real time information so you can respond immediately to inquiries.
- **Manage User Profiles-** This option allows you to create user profiles for employees with multiple permission levels so they can only access the information you wish them to see and be able to edit.
- **Print Inventory List-** Print an entire inventory list including: Year, Make, Model, Color, Price, Special Price, Mileage, Transmission, Drive, Engine, Stock Number, VIN. This button allows dealerships to display their entire inventory in a tabulated printable format. This helps keep staff and customers well informed of recent inventory changes.
- **Vehicle Postings-** Users with the correct permissions can edit or copy information on existing vehicle postings. This includes marking vehicles as SOLD, deleting vehicle listings that are no longer active or available, and so on.
- **Auto Fill-** Add/Edit and customize a features list pertaining to the type of vehicles sold by your company to auto fill the "Available Features" section on your vehicle entry page.
- **Coupon-** Activate/Deactivate a pop up coupon that will appear the first time a potential customer visits your site. Customize the coupon title to create a promotion for your company, or customize the coupon information to allow a deadline or expiration of coupon. Edit, copy, delete and organize retrieved coupons by: First Name, Last Name, Email Address, IP Address, Date Added.
- **Showcase Application-** Choose and select the credit application that best matches the requirements of your credit lender to be showcased when potential customers apply online.
- **Application Types-** With multiple loan application types available, a dealership is able to pick from the available loan application types. (See representative about custom applications)
- **Master List Control-** Turn on and off site features through a master control list, as well as edit the following: Admin email, Contact email, Site name, Contact success message, Application success message, Application policy, Application email, Inquiry email, success message.
- **FAQS-** Read questions and answers on frequently asked questions regarding 3 categories, including: Email, General, Technical
- **Customer Service-** Contact the Customer Service/Technical Support office directly through a live email portal regarding any questions you may have.

Languages

Our technology is written in a combination of PHP, various other web languages (XML, Soap, AJAX) and Action Script (flash code base) on a MySQL database structure. Our choice of language is based on flexibility, usability and a very strong existing code library that we have developed over time.

Weekly Meetings

Company will be allotted a weekly meeting time during the project with the project managers of AST to discuss progress. Access to additional meetings will be provided upon company's request.

Training

We will give your staff full training on how to use the system. We can do this individually for up to 3 staff members or we can do up to 3 conference meetings to review the use of the system. Further training can be requested at an hourly rate.

Cost of Service, Time Frame and Installation

The Auto Search Online base cost is \$4,495.

The project time line to launch your new website to the internet is 7 to 14 days from the time we receive the questionnaire and schedule and fulfill the initial creative interview. We usually start the design work within 5 business days from the time of sale. If you have an import or export the time frame is an additional 2 to 3 weeks after the website is completely published to the World Wide Web for completion of the import / export.



Further Development on this Project

We offer free upgrades for life for those that host with us. There may be features that you need which are outside of our upgrade schedule. If so, once the system is in place we offer you continuing development services at a per hour basis on your new website software platform. Once the system is in place we offer you continuing development services per hour on this particular project. We only bill when we are working on your projects. We are usually available to handle anything you need.

Auto Search Tech Lifetime Limited Warranty

For customers that host with our services we offer a lifetime warranty. (Because we have no control over the hosting server environment if you choose not to host with us we are unable to offer this warranty on exterior platforms.)

If your application ever becomes unstable we will investigate the conditions which led up to the problem(s) of concern. If it's determined that the conditions which created the instability were directly related to the software/web development performed by Property Search Tech we will remedy the issues as quickly as possible.

Forthwith there are certain conditions such as choice of database structure, pre-existing code, service of the host, server attacks, moving the software away from installation point and other potential factors that may be determined by us to be in breach of this warranty. As a condition of this warranty no other party outside of assigned PST staff may alter, access or move the code or software in any way without consultation and permission from PST. In the instance of such a violation, the warranty is void immediately.

Client Responsibility

When we are working on import or export functionality it is the dealer's responsibility to open communications with 3rd party vendors in order to allow us access to the information we need. We will do our best to gain co-operation but in the end it is the dealer's responsibility to get us the information or directly in touch with the people that have the information.

Refund Policy

AST does not generally offer refunds. However, because we value our customer's satisfaction, if a customer feels that an AST product or service has excessively failed their expectations then they may contact us via email for individual consideration of a full or partial refund. As a convenience AST offers the ability to use credit and debit cards for smaller payments toward products and services rendered. By signing this agreement client agrees not to charge back their payments to AST and instead to work with AST on arrangements for refund if one is offered. Refunds are fully left to the discretion of AST.

Project Timeframe and Deadlines

Software and website development and distribution deadlines are meant to be a guideline, and we fully intend to meet all deadlines quoted to our customers. Due to the nature of custom development, timeframes can be compromised by unforeseen events in the design and engineering process. With our superior experience and seasoned track record these occurrences are minimal, but remain a potential that clients need to be aware of. We fully understand our clients have deadlines surrounding funding and marketing objectives for delivery of their product. We do everything we can to match our development speed and delivery to these deadlines. In the software industry unrealistic deadlines can result in a poor quality of software and therefore on occasion we will extend deadlines to assure that high quality and usable products are produced from our projects. We do not guarantee that project completion will occur by the quoted deadline or time frame.



Custom Development

All custom development that we do outside of our standard priced website and software platforms are billed hourly based on the current pricing found on our website. Due to the nature of custom development, we offer our clients incremental reporting on their projects. All of the engineering we do is well documented and submitted with our invoicing. Hours spent in client meetings, coding, debugging, testing and installing the platform are all considered billable hours.

Code Environment Access

All of the code for the projects we work on is to remain on the AST development server prior to an agreed to launch date. Client is able to access, test and use the code base on our servers in the same way they would if it was live on their servers. At launch, once the product cost and/or invoicing has been paid in full, we will transfer the code to the environment of choice for the client. We often work on live versions after the code has been launched. Once the project is launched we reserve the rights to maintain user log in information to the client's live code base during development and until all invoices are paid in full. We back up the code that we work on at the end of every work week. If payment is not executed within the Net 7 billing cycle and arrangements for alternative payment is not made AST will cease all development on the project. Although we are usually very flexible with clients that keep in good communications over payments, AST reserves the right to roll back the code to the previous version before the development was done in the period that remains unpaid.

Ownership

Client is receiving an unlimited license to possess and use the software platform developed by AST as they see fit within the constraints of their own enterprise. Client may sell their business and the platform along with it, valuing the software application with that purchase, but may not simply replicate the code structure and begin selling the code base as a product or duplicate it for another business model without further contracting with AST. The code base and modules used to develop the client's project are part of the AST and its partners' dynamic skeleton code base and rights are retained by AST, their partners, and their developers.

Arbitration Provision

If any dispute arises among the parties, they agree to try first in good faith to settle the dispute by mediation administered by the American Arbitration Association (AAA) under its Commercial Mediation Rules. All unresolved disputes shall then be decided by final and binding arbitration in accordance with the Commercial Arbitration Rules of the AAA. Fees charged by any mediators, arbitrators, or the AAA shall be shared equally by all parties. In agreeing to arbitration, we both acknowledge that in the event of a dispute over fees, each of us is giving up the right to have the dispute decided in a court of law before a judge or jury and instead we are accepting the use of arbitration for resolution.

Signature

Upon signature and initial of each page this contract will be officially enacted and stand as the legal and binding document for the work to be accomplished.

Client Name (Please Print) _____

Sign _____ Date _____

Please fax to 360.251.8734

Mike Jackson, CEO Auto Search Technologies, Inc.

Sign _____ Date _____