

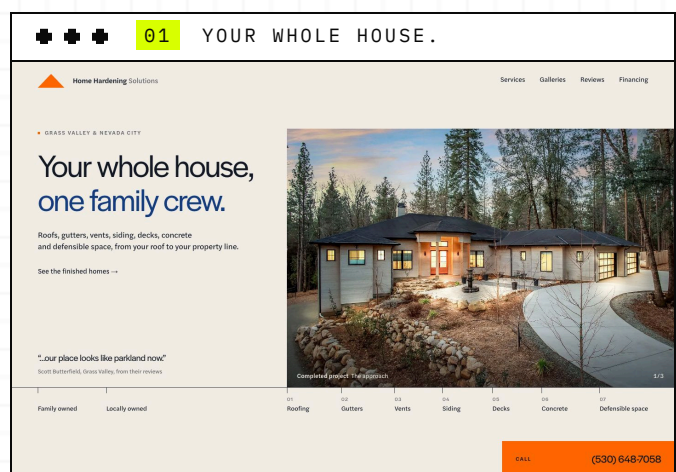
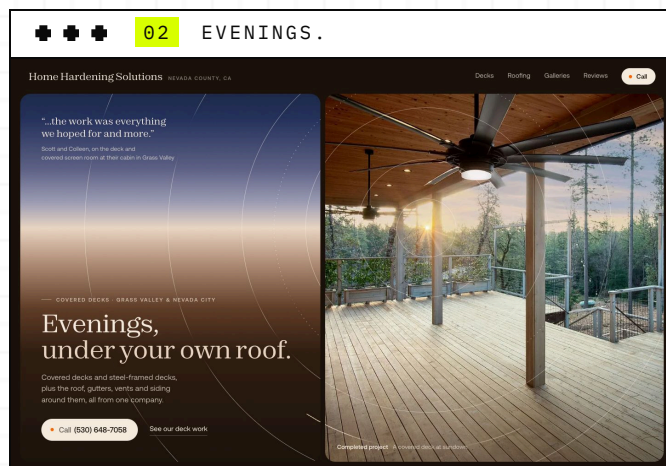


A new website for Home Hardening Solutions.

PREPARED FOR CONOR AND THE CREW • BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

Three ways it could look. Pick one, and we build the rest in it.



THE LAUNCH

\$2,500

for \$3,660 of work, one time

LIVE

Within a week
of saying go

YOURS

Yours to keep
site and files in your name



01 WHERE WE STARTED

What we built it around.

01 Our place looks like parkland now.

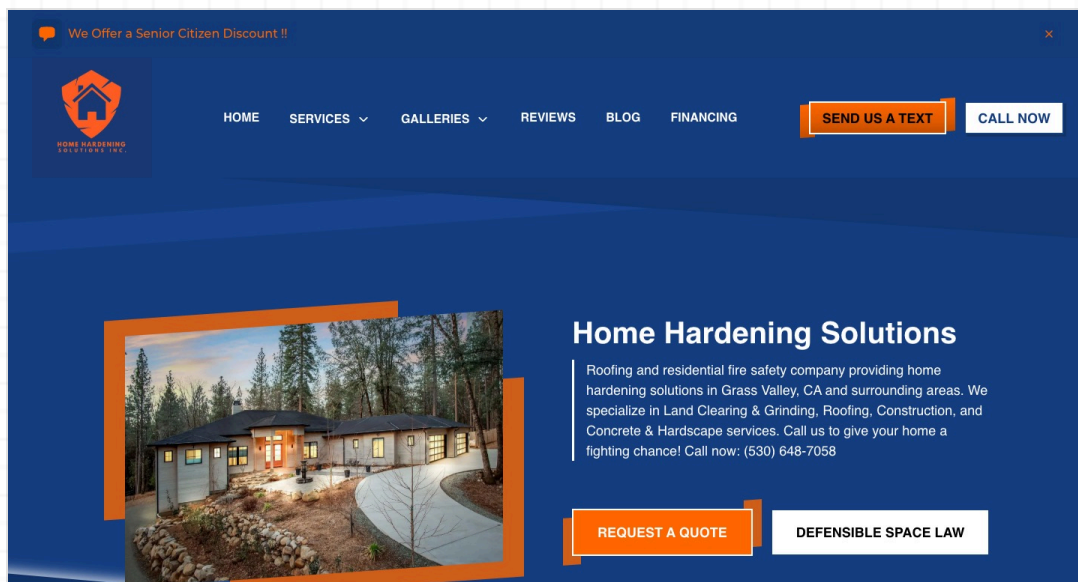
From your reviews. Option 1 puts one of your finished homes in the pines up front, with every trade you do laid out beneath it.

02 The work was everything we hoped for and more.

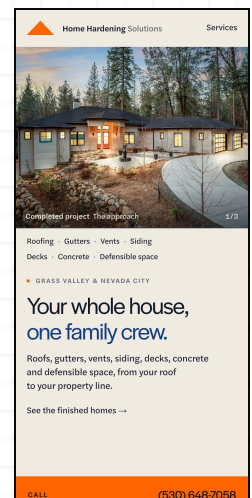
Scott and Colleen, on their deck. Option 2 opens on one of your covered decks at sundown.

03 The ridge caps are perfectly straight, from the top to the bottom edge.

From your reviews. Option 3 cuts one of your new roofs along its own valley line, in your navy and orange.



TODAY



ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website A new site for Home Hardening Solutions: the homepage, a gallery of your finished homes, roofs and decks, your services and a quote request form, built out from the top you've just seen. Live on your domain within a week of saying go.	\$2,500
02	A launch promo A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	\$140
03	A launch email Designed and written for your past clients and neighbourhood contacts, so the homeowners who already know your work hear about the new site from you.	\$350
04	A launch ad set Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four.	\$350
05	A phone receptionist, first month From <u>Hire Whoever</u> , our sister company: a voice assistant that answers your line while you're out on a job, so new quote requests still get an answer, and every call becomes a short written record.	\$105
06	30 days of changes Text or email us what to change. It's live the next business day.	\$35

PLUS, WHEN YOU SAY GO BEFORE 6 NOVEMBER 2026

BONUS	Launch email setup We set up the launch email and line it up for your past clients, ready to go out on launch day.	\$180
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TOTAL VALUE	YOU PAY	THE ONE-WEEK PROMISE
\$3,660	\$2,500	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN US DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.



03 HOW IT GOES

Live within a week of go.

DAY 0	DAYS 1 TO 7	LAUNCH	30 DAYS
You say go You pay the 50% deposit and give us access to your domain and current site. Your live site won't change until you say.	We finish the site We build these pages into your full site. You see every page in a preview before anything goes live.	It goes live The new site goes live on your domain, and the promo and launch email are ready to go out with it.	Changes, next day Text or email a change and it is live the next business day.

04 INVESTMENT

The launch	\$2,500
To start, when you say go (50%)	\$1,250
When the site goes live	\$1,250
<small>AFTER LAUNCH: MONTHLY PLANS FROM \$250, ONLY IF YOU WANT ONE</small>	
Care	\$250/mo
Site care and hosting, unlimited edits live the next business day, your Google listing kept current.	
Grow	\$500/mo
Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site.	
Growth Partner	\$1,000/mo
Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.	

05 WHAT YOU OWN

- The site and every file, in your name.
- Your project photos, quote form and contact details carry over.
- No commitment on anything monthly. Cancel anytime; the site stays yours.



06 QUESTIONS

The usual questions.

01 Will moving hurt my Google ranking?

We move it carefully. Every page address on your current site keeps working or forwards to its new page, and your titles and business details carry over, so nothing Google already knows about breaks. The new site is fast and built for phones first, which Google rewards. We don't promise rankings.

02 Is it secure?

Yes. It's built lean and tested on a preview before anything goes live, and your quote form keeps sending to the same inbox it does now.

03 Who owns it?

You do. The design and every file sit in your name. Your domain stays with you; nothing of ours renews unless you ask.

04 How do I make changes?

Text or email me the change and it's live the next business day. The first 30 days are free. After that, unlimited changes come with any monthly plan, from \$250 a month, cancel anytime.

05 When do I pay?

Half (\$1,250) when you say go, the rest (\$1,250) when the site is live. You've seen the homepage before paying anything.

06 What if the Zone 0 rules change?

Then the site changes with it. Service pages are easy to update, and if the state's rules shift before launch, I'll rewrite those pages as part of the build.



07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 29 November 2026.

Say go by email

See the first look again

Eric Berg

CRUSH DIGITAL ATELIER • ERIC@CRUSHHH.CO • CRUSHHH.CO