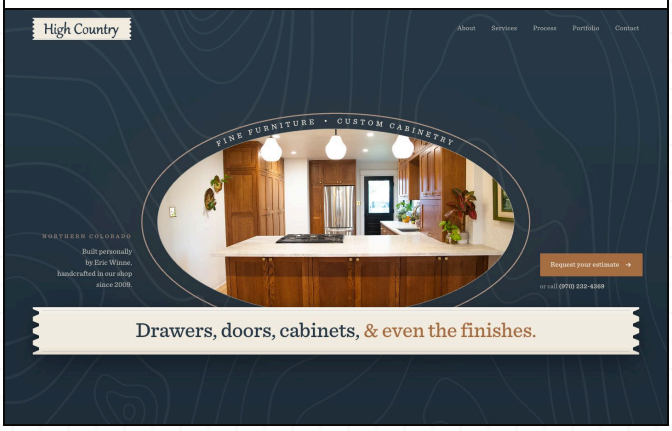
A new website for High Country.

PREPARED FOR ERIC · BY ERIC BERG, CRUSH

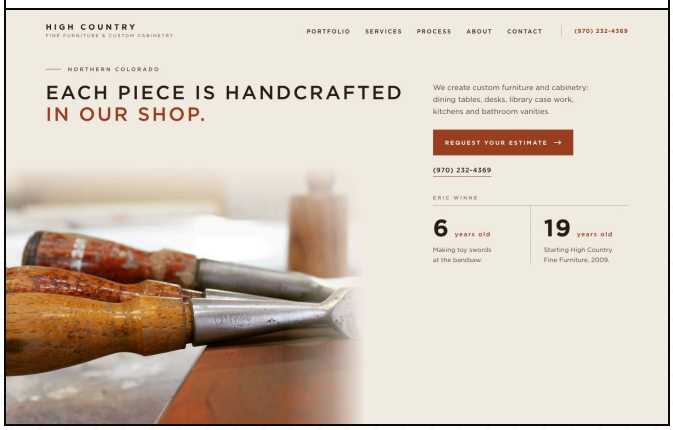
THE TOP OF YOUR HOMEPAGE

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

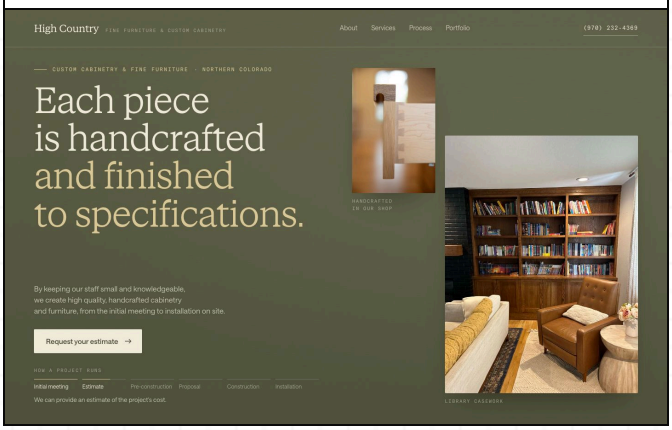
01 YOUR BADGE



02 THE WINNE CHISELS



03 SIX STEPS



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

builds everything personally: drawers, doors, cabinets, & even the finishes

From your About page. Option 1 opens your badge onto a kitchen you built.

02

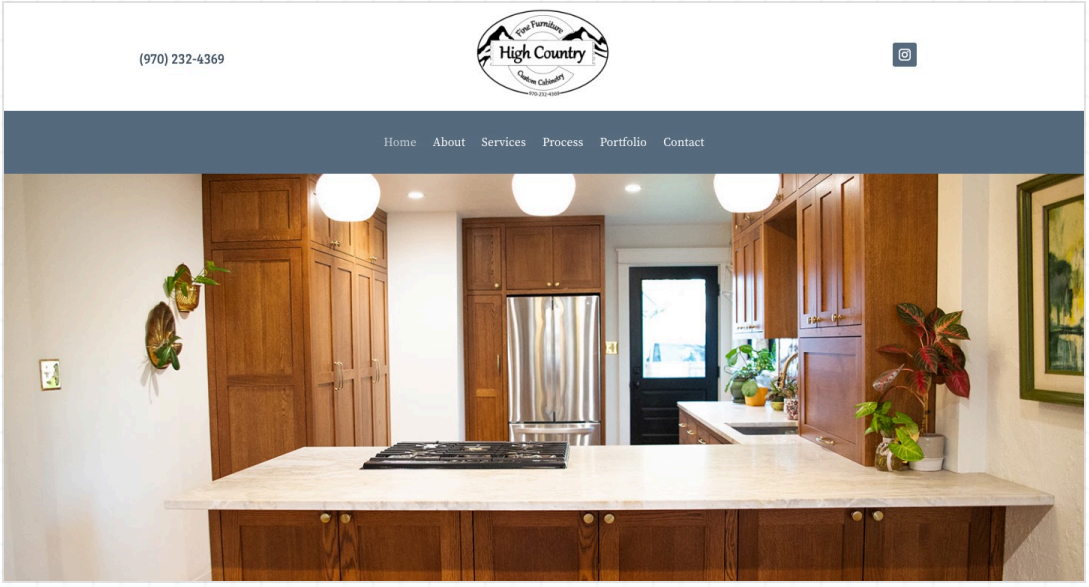
Each piece is handcrafted in our shop

From your homepage. Option 2 starts with your own chisels.

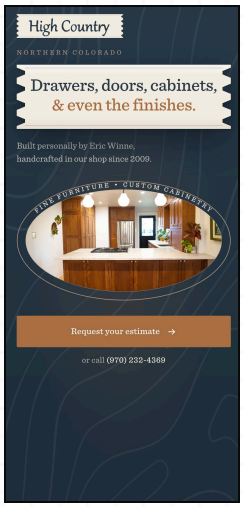
03

each piece is handcrafted and finished to specifications

From your Process page. Option 3 walks your six steps.



TODAY



ON A PHONE

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** A new site for High Country: the homepage, a gallery of your kitchens, built-ins and furniture, your process and a project enquiry 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 trade contacts, so the people 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 Hire Whoever, our sister company: a voice assistant that answers your shop line while you're at the saw, so new kitchen enquiries 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 8 NOVEMBER 2026

BONUS	**Launch email setup** We set up the launch email and line it up for your past clients and trade contacts, ready to go out on launch day.	$180

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

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.

DAYS 1 TO 7

We finish the site

We build these pages into your full site. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new site goes live on your domain, and the promo and launch email are ready to go out with it.

30 DAYS

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

AFTER LAUNCH: MONTHLY PLANS FROM $250, ONLY IF YOU WANT ONE

Care Site care and hosting, unlimited edits live the next business day, your Google listing kept current.	$250/mo
Grow Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site.	$500/mo
Growth Partner Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads.	$1,000/mo

05 WHAT YOU OWN

- The site and every file, in your name.
- Your project photos, enquiry 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 enquiry 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 about new projects?

Then the gallery grows with you. New kitchens and built-ins are easy to add, and I'll load your best past projects into it 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 1 December 2026.

Say go by email

See the first look again



Eric Berg

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