

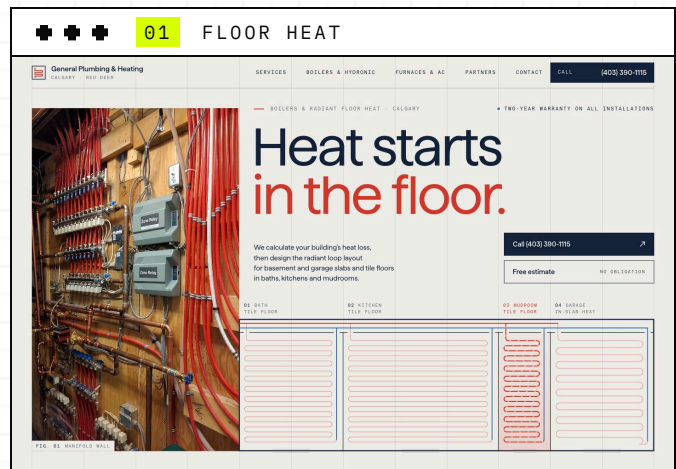
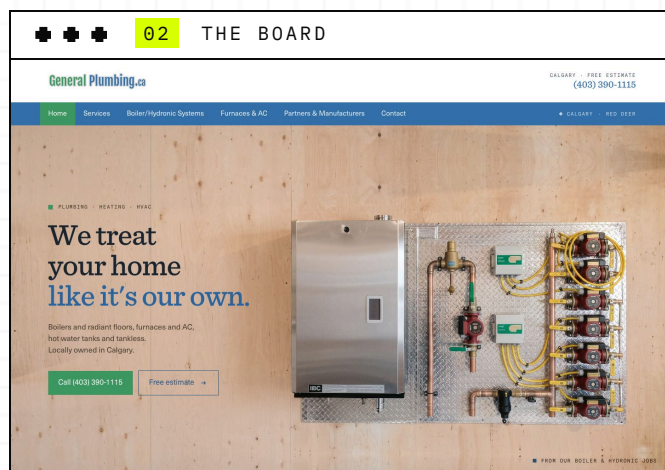
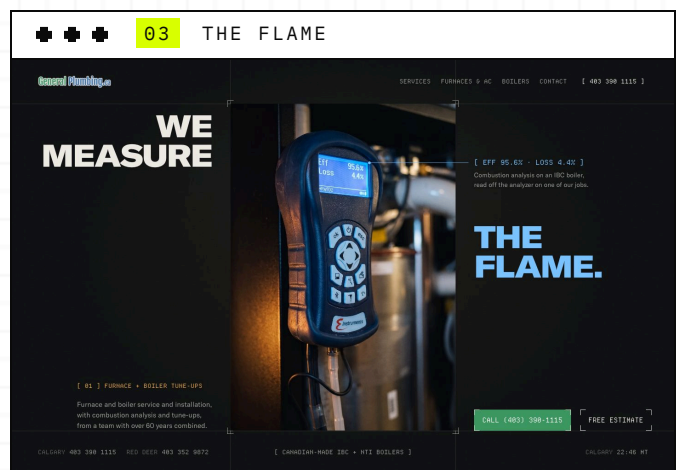


A new website for General Plumbing & Heating.

PREPARED FOR THE GENERAL PLUMBING & HEATING TEAM • 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

\$1,800

for \$5,137 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

site and domain in your name



01 WHERE WE STARTED

What we built it around.

01 Loops laid out room by room.

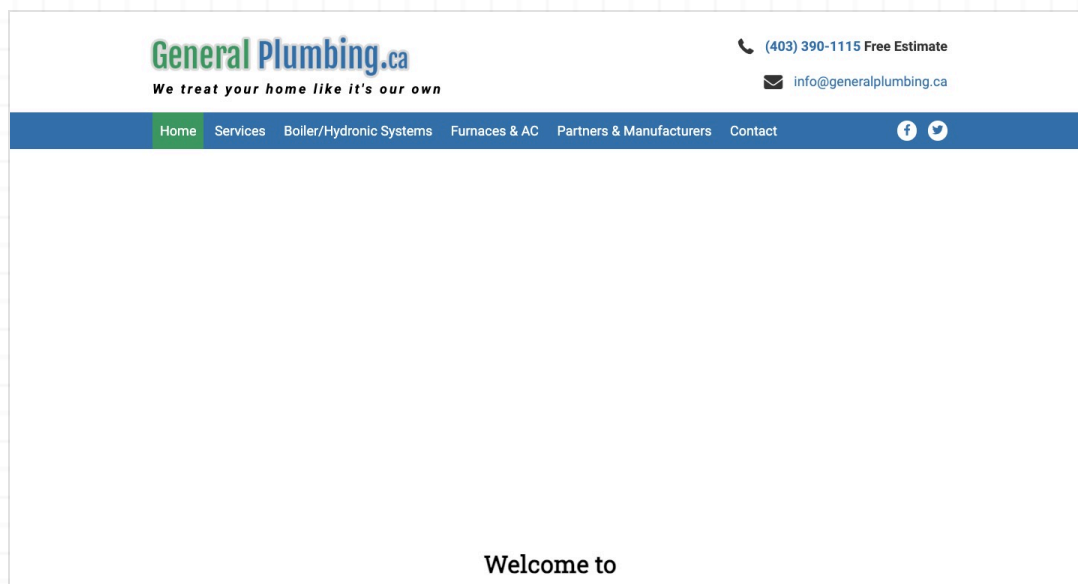
From your Boiler/Hydronic page: you work out the heat loss, then design the loop layout for slabs and tile floors in baths, kitchens and mudrooms. Option 1 draws that layout beside a manifold wall you piped.

02 We treat your home like it's our own.

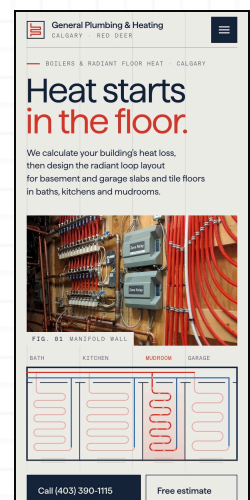
Your own line, from under your logo. Option 2 keeps your colours and header, and hangs it beside one of your boiler boards, every circulator lined up.

03 95.6% on the analyzer.

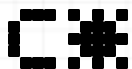
From one of your IBC boiler jobs, where you checked the combustion. Option 3 builds the page around that reading.



TODAY



ON A PHONE



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website The full site built out from the top you've just seen, in the same look, with your own words and photos. On your domain within a week of saying go.	\$3,500
02	A launch promo A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.	\$199
03	A launch email Designed and written for the homeowners you've already kept warm, so they hear about the new site, and their next tune-up, from you.	\$495
04	A launch ad set Twelve ads, each sized for feeds and stories, with moving versions of the best four.	\$495
05	A phone receptionist, first month From <u>Hire Whoever</u> , our sister company: a voice assistant that answers your line while you're on a job, so a no-heat call still gets an answer, and every call becomes a short written record.	\$149
06	30 days of changes Text or email us what to change. It's live the next business day.	\$49

PLUS, WHEN YOU SAY GO BEFORE 7 NOVEMBER 2026

BONUS	Email setup and list import We set up your email sending and bring your customer list over, ready for the launch email.	\$250
--------------	---	-------

TOTAL VALUE	YOU PAY	THE ONE-WEEK PROMISE
\$5,137	\$1,800	If the site isn't live within a week of go, your first three months of changes are free.

ALL PRICES IN CANADIAN 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 send us access to your domain.	We finish the site We build out the remaining pages. You see every page before anything goes live.	It goes live The site goes up on your domain, and the promo, email and ads 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	\$1,800
To start, when you say go (50%)	\$900
When the site goes live	\$900
<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, the domain and every file, in your name.
- Hosting is included.
- 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. There's no WordPress and no plugins to keep patching, the usual way small-business sites get broken into. It runs on modern hosting with SSL, and every version is saved, so any change can be rolled back.

03 Who owns it?

You do. The site and the domain are in your name, not ours. Hosting is included and nothing renews unless you ask. If you ever want to move it, you get every file.

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 (\$900) when you say go, the rest (\$900) when the site is live. You've seen the homepage before paying anything.



07 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 30 November 2026.

Say go by email

See the first look again

Eric Berg

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