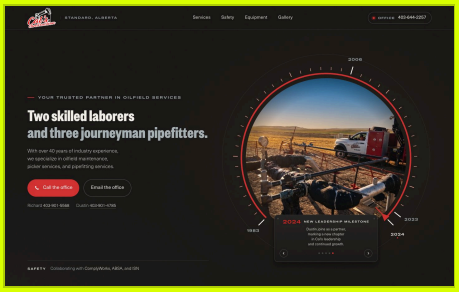
# A new website for Cal's.

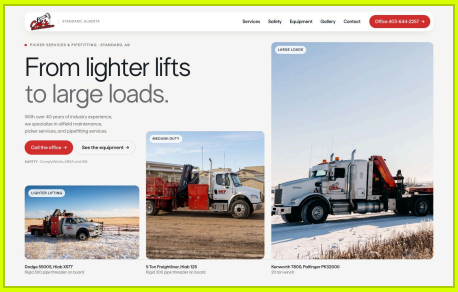
Prepared for Richard, Dustin and the crew by Eric Berg, Crush




01 The gauge




02 Standard




03 The line-up

Your number

## $3,500

Paid once.

### Half at go, half at launch

$1,750 when you say go, $1,750 when your site is live.

### Built within a week

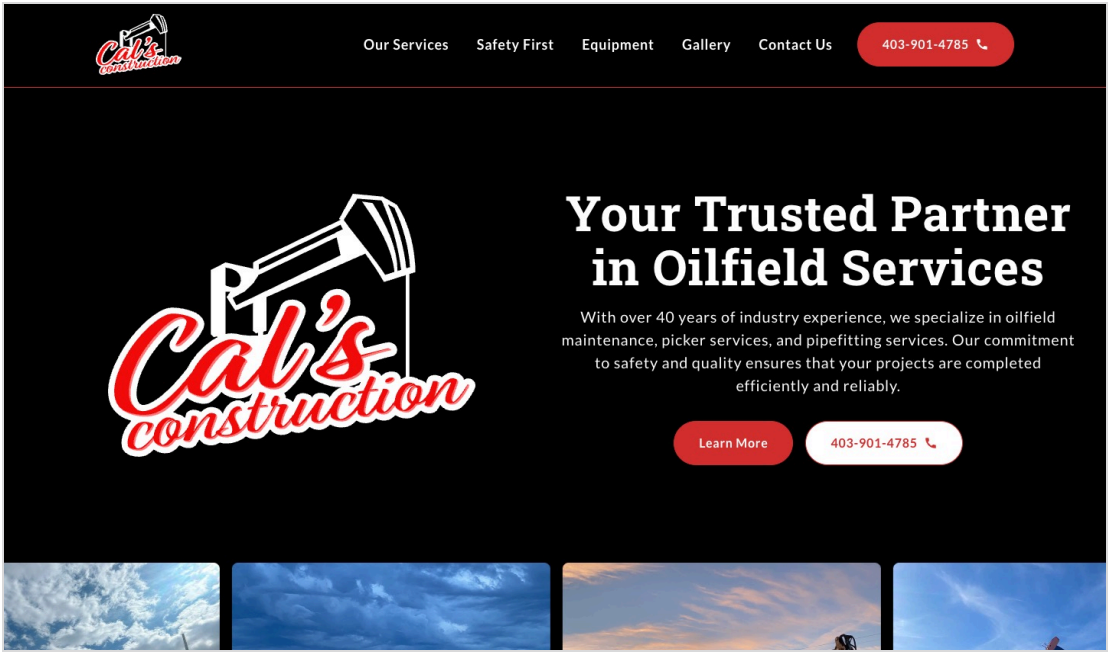
of your go. You see every page before anything goes live.

### Yours to keep

Site and domain in your name.

# What we built it around.

| | |
|---|---|
| Two skilled laborers and three journeyman pipefitters. | Your own words from your timeline. Option 1 sets one of your wellhead tie-ins inside a pressure gauge whose dial sweeps your years from 1983 to 2024. |
| Serving Standard and the surrounding areas. | Your footer line. Option 2 puts your manbasket job under big summer clouds on your red, with the office number as a decal. |
| From lighter lifts to large loads. | Built from your Equipment page. Option 3 lines up your three picker trucks by the size of job each one takes. |




Today




New, on a phone

# All in the price of your website.

## The website

Up to five pages built out from the top you've just seen, in the same look, with your own words and photos. Built within a week of your go.

## An animated promo

A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post.

## A designed email

Designed and written for the producers and crews who already know your work, so they hear about the new site from you.

## Twelve ads

Twelve ads, each sized for feeds and stories, with moving versions of the best four.

## A front desk

First month on us

From Hire Whoever, our sister company: a voice assistant built around your business that picks up your line when you can't. You teach it by text, and every call it takes becomes a short written record you can read after.

## Unlimited small changes

For the first 30 days, anything you send is live the next business day. After that, small changes stay free: a price, a photo, your hours, a line of text. Text or email it and it's done within the week.

## Email setup and list import

Included when you say go before 20 November 2026

We set up your email sending and bring your customer list over, ready for the launch email.

$3,500, paid once. Nothing that comes with it is billed separately. All prices in Canadian dollars.

# Built within a week of your go.

Day 0

## You say go

You pay the 50% deposit and send us access to your domain.

Days 1 to 7

## We finish the site

We build out the remaining pages. You see every page before anything goes live.

Launch

## It goes live

The site goes up on your domain, and the promo, email and ads are ready to go out with it.

After launch

## Changes, on us

For 30 days, anything you send is live the next business day. Small changes stay free after that.

Launch day depends on you too: the sooner your answers and approvals come back, the sooner it's live. If we're ever the hold-up, your first three months of Steady, our monthly care plan, are on us.

"We weren't planning to rebuild the website for our cafe, until Eric from Crush approached us... We're so glad he did!"

Alejandra Dominguez, Switchboard Cafe, Salt Spring Island, BC

"I don't respond to emails from outsiders, but I'm glad we did with you."

Midwest Peps, online store, Kansas

"...completely modernized the site while keeping its identity, its history and the content I care about."

Vincent Cheville, Volcano Explorer, La Réunion (translated from French)

# Yours, start to finish.

## 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.

## What you pay

| Your website | $3,500 |
|---|---|
| When you say go (50%) | $1,750 |
| When the site is live | $1,750 |

All prices in Canadian dollars.
This proposal holds until 13 December 2026.

# When you want more.

Small changes stay free, so you never need a plan to keep your site right. These are for when you want us working on it every month: no commitment, cancel anytime.

| | | |
|---|---|---|
| Steady | Any change live the next business day, your Google listing kept current, backups checked by a test restore, updates tested, lookalikes and spam reported. | $250/mo |
| Grow | Everything in Steady, plus a new page or article a month, showing up in Google and ChatGPT answers, one campaign, review requests and where you stand each month. | $500/mo |
| Partner | Everything in Grow, plus Eric on call every day, and we run your marketing & sales: full SEO, every email, promo and ad, offers from your own numbers, prize games, custom booking and checkout. | $1,000/mo |

# Questions.

## 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.

## 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.

## 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.

## How do I make changes?

Text or email me the change. For the first 30 days, anything you send is live the next business day. After that, small changes stay free, done within the week: a price, a photo, your hours, a line of text. Something new, like a page or a feature, gets a price before we touch it, or a monthly plan covers it.

## When do I pay?

Half ($1,750) when you say go, the rest ($1,750) when the site is live. You've seen the homepage before paying anything.

## Can it carry our safety tickets?

Yes: your prequalifications on their own page, plus a careers page.

# Say go.

Reply to my email or write to eric@crushhh.co,
and the build starts.
This proposal holds until 13 December 2026.

Say go by email ↗

See the looks again: calsconstruction.crushhh.co



Eric Berg
Crush Digital Atelier
eric@crushhh.co · crushhh.co