

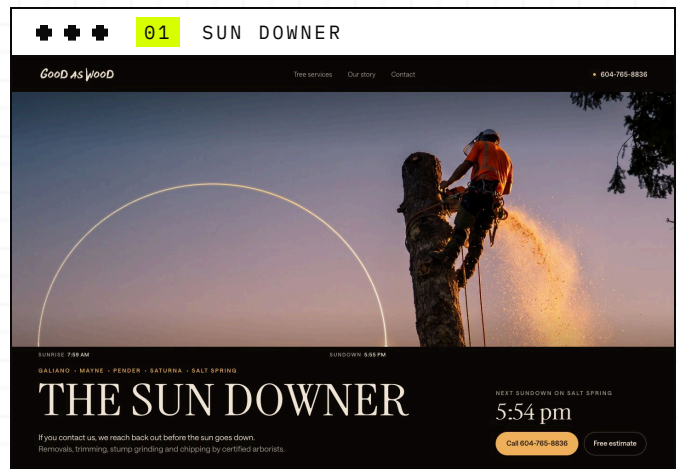
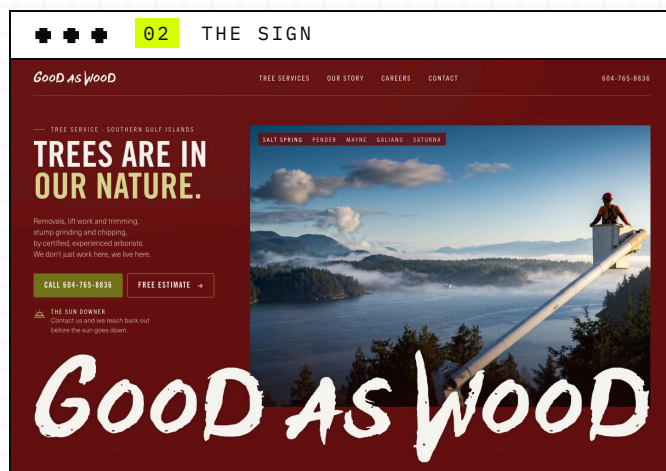
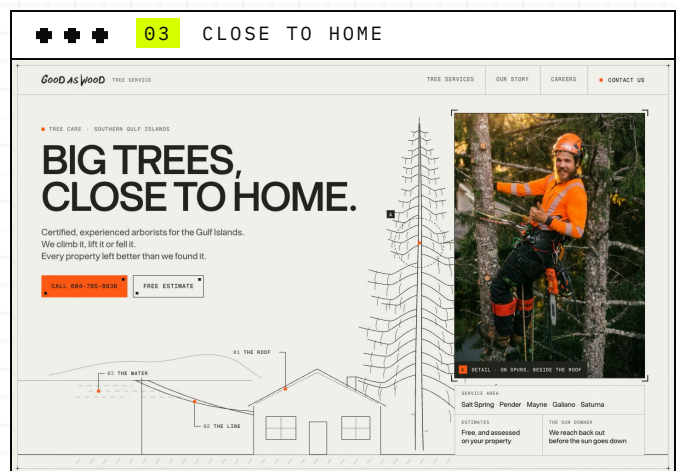


A new website for Good As Wood.

PREPARED FOR BEN • 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

\$800

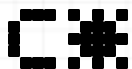
for \$5,137 of work, one time

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 The Sun Downer.

From your homepage: "If you contact us we will reach back out before the sun goes down." Option 1 puts today's real sundown on Salt Spring beside your call button, over your own climber topping a spar.

02 Trees are in our nature.

From your Our Story page. Option 2 is set in your own maroon and brush lettering, the sign islanders already pass on the roadside, with your lift over the channel.

03 Southern Gulf Islands tree care.

From your homepage. Option 3 draws the island lot your crews work in, the roof, the line and the water, around your climber on spurs beside the house.



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website A new site for Good As Wood: the homepage, your tree services, your story, a gallery of your jobs across the islands and a free estimate form, built out from the top you've just seen. Live 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 your past clients across the islands, so the people who already know your work hear about the new site 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 up a tree, so new estimate requests still get 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	Launch email setup We set up the launch email and line it up for your past clients, ready to go out on launch day.	\$250
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TOTAL VALUE	YOU PAY • FALL RATE	THE ONE-WEEK PROMISE
\$5,137	\$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

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 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.

30 DAYS

Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

The launch (fall rate)**\$800**

To start, when you say go (50%)

\$400

When the site goes live

\$400

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

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 (\$400) when you say go, the rest (\$400) 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