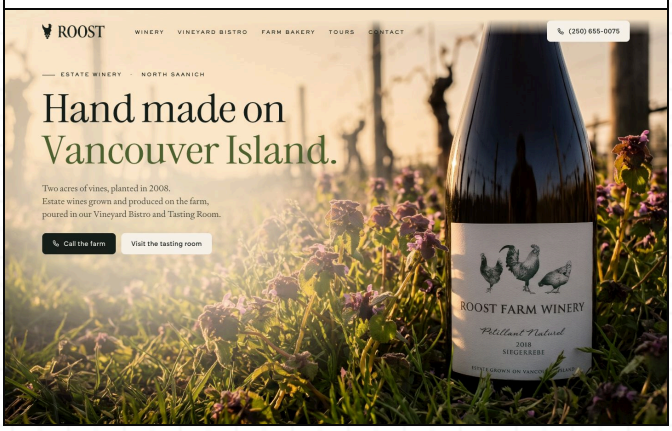
# A new website for the Roost.

PREPARED FOR THE ROOST TEAM · BY ERIC BERG, CRUSH

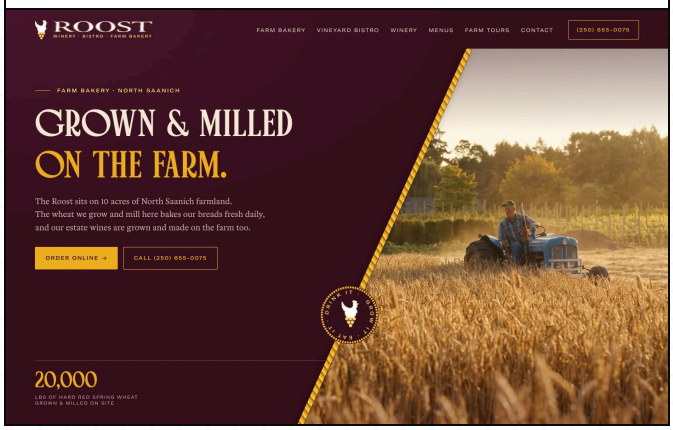
THE TOP OF YOUR HOMEPAGE

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

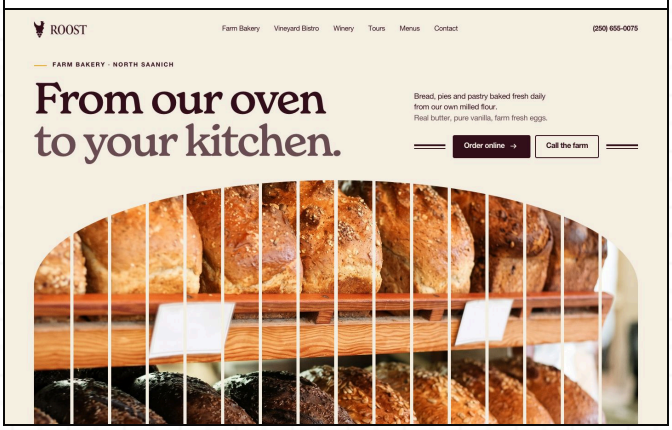
01 THE WINERY




02 GROWN & MILLED




03 FROM OUR OVEN




THE LAUNCH

**$1,200**

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

## Hand made on Vancouver Island.

Your own words from the Winery page. Option 1 is your own photo of the Roost Farm Winery bottle in the vineyard, re-shot in the low evening sun, with the two acres of vines planted in 2008 beside it.

02

## Grown & milled on the farm.

From your Farm Bakery and Farm Facts: the wheat you grow and mill on site goes into the bread. Option 2 is your wheat field and the blue tractor at golden hour, cut by your logo's gold rope, with the 20,000 lbs counting up.

03

## From our oven to your kitchen.

Your Take Out line. Option 3 turns your own bakery shelf into one big loaf, sliced, rising on the page.

02 WHAT YOU GET

# Pay for the website. Get the whole launch.

| | | |
|---|---|---|
| 01 | **The website**<br>Up to five pages 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**<br>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**<br>Designed and written for your regulars, so the people who already come in hear about the new site, and the next menu, from you. | $495 |
| 04 | **A launch ad set**<br>Twelve ads, each sized for feeds and stories, with moving versions of the best four. | $495 |
| 05 | **A phone receptionist, first month**<br>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. | $149 |
| 06 | **30 days of changes**<br>Text or email us what to change. It's live the next business day. | $49 |

PLUS, WHEN YOU SAY GO BEFORE 9 NOVEMBER 2026

| | | |
|---|---|---|
| BONUS | **Email setup and list import**<br>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~~ | $1,200 | 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 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.

30 DAYS

### Changes, next day

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

04 INVESTMENT

| The launch | $1,200 |
|---|---|
| To start, when you say go (50%) | $600 |
| When the site goes live | $600 |

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

| | |
|---|---|
| **Care**<br>Site care and hosting, unlimited edits live the next business day, your Google listing kept current. | $250/mo |
| **Grow**<br>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**<br>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, 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 ($600) when you say go, the rest ($600) 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 2 December 2026.

Say go by email

See the first look again



Eric Berg

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