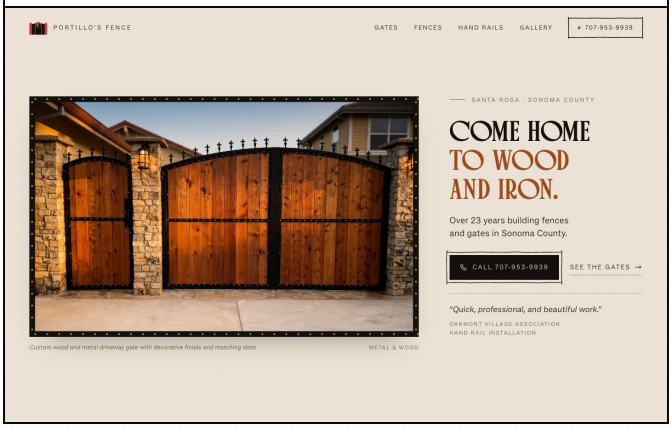
A new website for Portillo's Fence.

PREPARED FOR THE PORTILLO'S FENCE TEAM · BY ERIC BERG, CRUSH

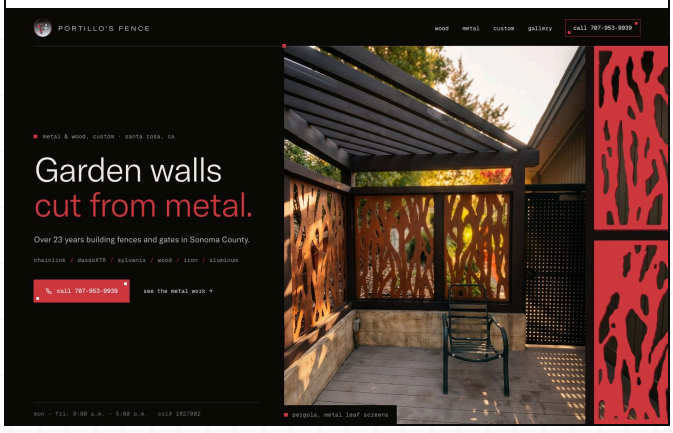
THE TOP OF YOUR HOMEPAGE

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

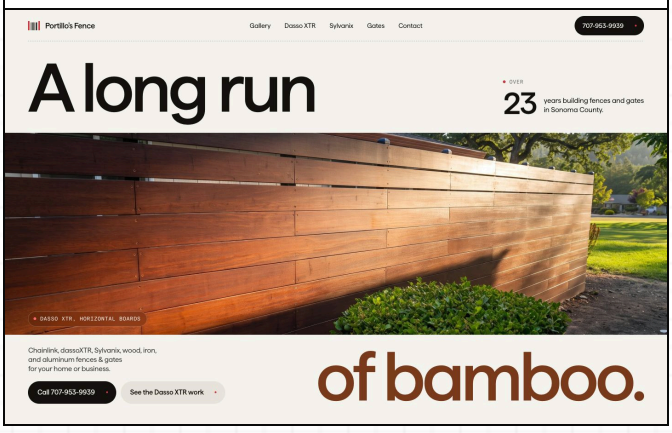
01 COME HOME TO WOOD AND IRON.



02 GARDEN WALLS CUT FROM METAL.



03 A LONG RUN OF BAMBOO.



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

Over 23 years building fences and gates in Sonoma County.

From your homepage. Option 1 opens like a pair of gates onto your arched cedar driveway gates between the stone pillars, re-lit in evening sun.

02

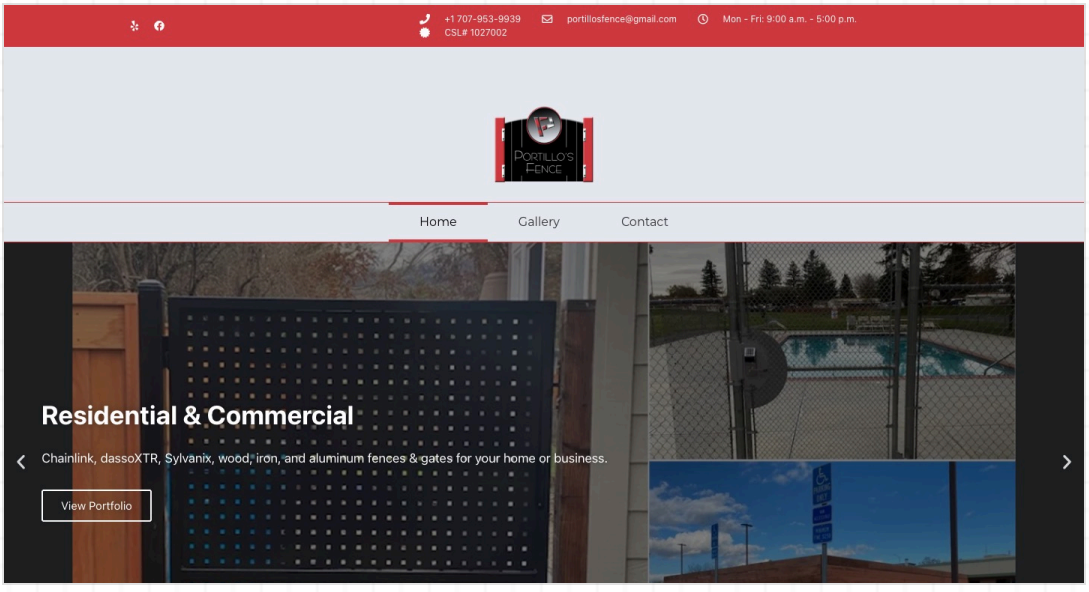
Custom wood and metal driveway gate with decorative finials and matching door.

Your own gallery caption, used under the photo in option 1. Option 2 turns to your pergola with the leaf-cut metal screens, in your logo's black and red.

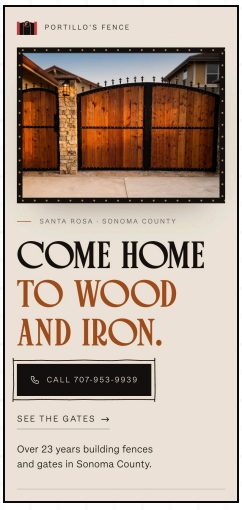
03

Chainlink, dassoXTR, Sylvanix, wood, iron, and aluminum fences & gates for your home or business.

From the top of your homepage. Option 3 is the light one: your long Dasso XTR wall as one band across the page.



TODAY



ON A PHONE

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** A new site for Portillo's: the homepage, a gallery of your fences and gates, your services and a quote request 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 neighbourhood contacts, so the homeowners 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 line while you're out on a job, so new quote requests 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, 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, quote 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 quote 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 if the Zone 0 rules change?

Then the site changes with it. Service pages are easy to update, and if the state's rules shift before launch, I'll rewrite those pages 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