A new website for Pilothouse Labs.

PREPARED FOR NATE AND LIAM · BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

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

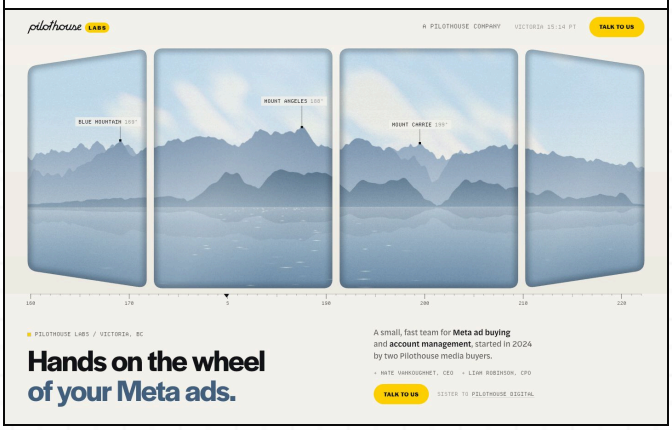
01 THE BENCH



02 HOME WATER



03 WHEELHOUSE



THE LAUNCH

$2,500

for $4,493 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 site you haven't built yet.

Nate's post said the Labs websites aren't done yet. These are three tops for it, each one plainly a Pilothouse sibling: Pilothouse's yellow, Pilothouse's script, a Labs mark beside it.

02

Your work, said plainly.

Every option leads with the two things you do, Meta ad buying and account management, and the two of you who started it. No borrowed Pilothouse clients or results, until Labs has its own to show.

03

Three moods, one company.

Option 1 is the bench: a live trace that settles from noise into one clean signal. Option 2 draws your home water, Victoria Harbour, in Pilothouse yellow. Option 3 is the view from the wheelhouse, across the strait.

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 your contacts, so the brands and partners who already know you hear about Labs from you.	$495
04	**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 10 NOVEMBER 2026

BONUS	**Email setup and contact import** We set up sending on your own domain and bring your contacts over, ready for the launch email.	$250

TOTAL VALUE	YOU PAY · NEIGHBOUR RATE	THE ONE-WEEK PROMISE
~~$4,493~~	$2,500	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 the domain you want it on.

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 (neighbour rate)	$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, 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

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.

02

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.

03

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.

04

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.

07 NEXT STEP

Say go.

Message me on LinkedIn or write to eric@crushhh.co, and the build starts. This proposal holds until 3 December 2026.

Say go by email

See the first look again

Eric Berg

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