A new website for Farmulated.

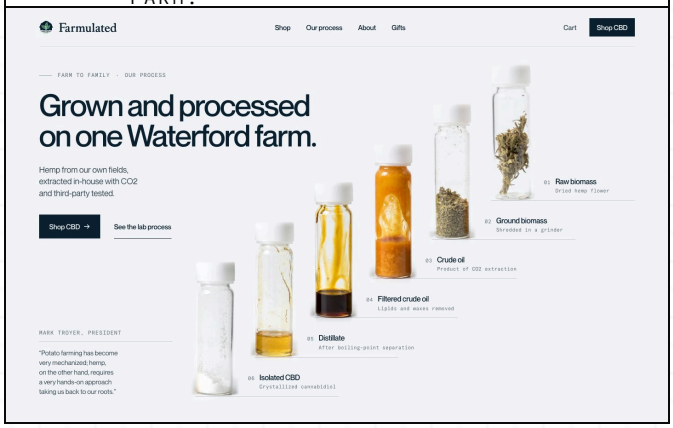
PREPARED FOR THE TROYER FAMILY · BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

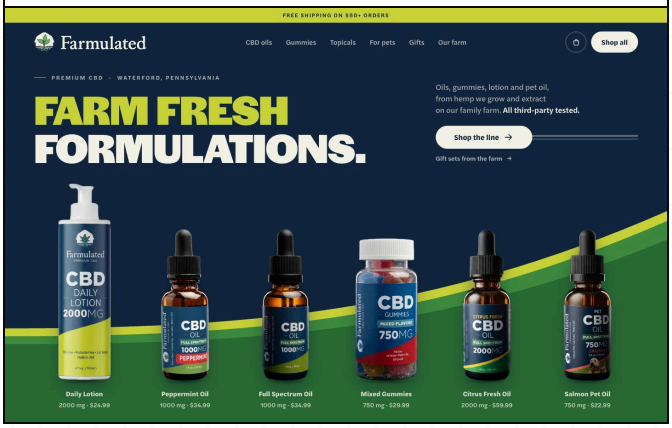
Three ways it could look. Pick one, and we build the rest in it.

01 AMERICAN GROWN BY FAMILY FARMERS.

02 GROWN AND PROCESSED ON ONE FARM.



03 FARM FRESH FORMULATIONS.



THE LAUNCH

$2,500

for $3,660 of work, one time

LIVE

Within a week

of saying go

YOURS

Yours to keep

theme and files in your Shopify store

01 WHERE WE STARTED

What we built it around.

01

Family farmers.

Your own line. Option 1 puts Mark and Zack and the red pickup on a print of your rows.

02

One farm.

Option 2 climbs your six process jars, from raw biomass to isolate, all on the Waterford farm.

03

Farm fresh.

Option 3 lines up six of your products on your label's own colour sweep.

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** A new theme for your Shopify store: the homepage, shop pages, product pages and cart, built out from the top you've just seen, on your real products, sizes and checkout. 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 customer list, so the people who already order from you 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 Whoever, our sister company: a voice assistant that answers a store phone line for you, so customers who'd rather call still get an answer, and every call becomes a short written record you can read after.	$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 26 NOVEMBER 2026

BONUS	**Launch email setup** We set up the launch email in your store and line it up for your customer list, 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 add us as a staff account in your Shopify admin. Your live store won't change until you say.

DAYS 1 TO 7

We finish the site

We turn these pages into your Shopify theme. You see every page in a preview before anything goes live.

LAUNCH

It goes live

The new theme 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, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day	$35/mo
Four animated promos a month, vertical and square	$425/mo
Two custom email designs a month	$280/mo
Twelve unique ads a month	$280/mo

05 WHAT YOU OWN

- The theme and every file, in your Shopify store and your name.
- Your products, orders, customers and checkout stay right where they are.
- No commitment on anything monthly. Cancel anytime; the theme stays yours.

OPTIONAL ADD-ON

OR ALL FOUR, TOGETHER

$565/mo ~~$1,020~~

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save $455/mo. No commitment, cancel anytime.

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, with no page builder or extra plugins, and tested on a copy before anything goes live. Your checkout and payments stay exactly as they are.

03

Who owns it?

You do. The design and every file sit in your store, in your name. Hosting, domain and checkout stay 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, then unlimited changes are $35 a month if you want them, 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 my lineup changes with the new hemp rules?

Then the site changes with it. Products, labels and pages are built so they're easy to swap, and if your lineup changes before or after launch, I'll redo the shop pages for it 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 26 November 2026.

Say go by email

See the first look again

Eric Berg

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