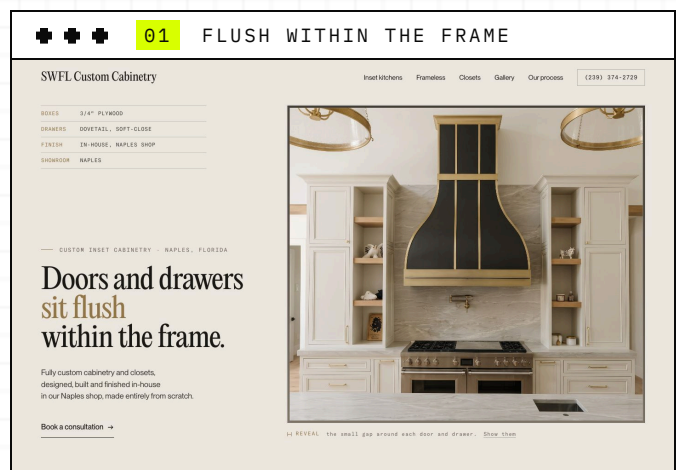
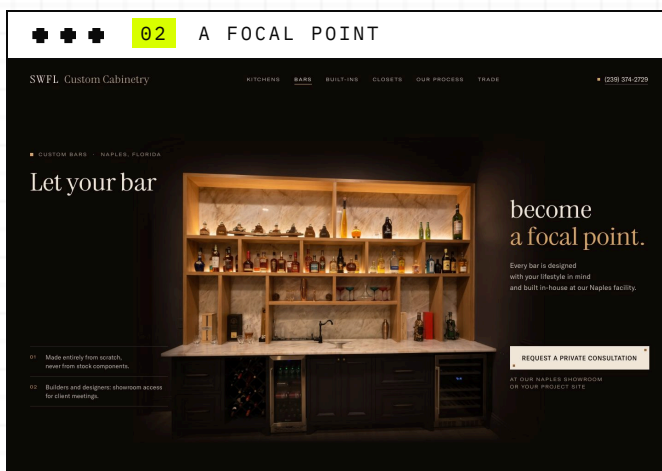
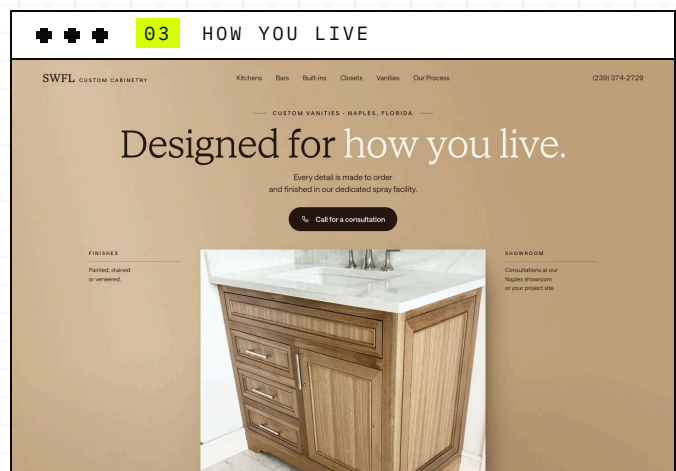


A new website for SWFL.

PREPARED FOR THE SWFL CUSTOM CABINETRY TEAM • 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

\$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 Inset construction; where doors and drawers sit flush within the frame.
From your About page. Option 1 traces the reveals of your black and brass range wall.
- 02 Let your bar become a focal point, not just a functional feature.
From your Bars page. Option 2 opens your wet bar at night.
- 03 Every detail is made to order and professionally finished in our dedicated spray facility for exceptional durability and color consistency.
From your Vanities page. Option 3 sets your white oak vanity in Gulf daylight.

SWFL Custom Cabinetry

Home About Our Services Service Areas Blog Contact

Our Mission

Creating custom spaces that are comfortable,
memorable and inspiring.

Proudly serving Marco Island up to Tampa and West Palm to Miami

2024

THE OFFICIAL COMMUNITY'S CHOICE AWARDS

CABINET COMPANY

Cape Coral

FINALIST

2024

THE OFFICIAL COMMUNITY'S CHOICE AWARDS

CABINET COMPANY

Fort Myers

FINALIST

2025

THE OFFICIAL COMMUNITY'S CHOICE AWARDS

Cabinet Company

Cape Coral

2024

2025

THE OFFICIAL COMMUNITY'S CHOICE AWARDS

Cabinet Company

Fort Myers

2024

2025

THE OFFICIAL COMMUNITY'S CHOICE AWARDS

Cabinet Company

Naples

FINALIST

2025

THE OFFICIAL COMMUNITY'S CHOICE AWARDS

KITCHEN AND BATH

Cape Coral

FINALIST

2025

THE OFFICIAL COMMUNITY'S CHOICE AWARDS

Cabinet Company

Naples

2025

2025

THE OFFICIAL COMMUNITY'S CHOICE AWARDS

KITCHEN AND BATH

Cape Coral

2025

SWFL Custom Cabinetry

CALL MENU

CUSTOM INSET CABINETRY • NAPLES, FLORIDA

Doors and drawers
sit flush
within the frame.

Fully custom cabinetry and closets,
designed, built and finished in-house
in our Naples shop, made entirely from scratch.

14 REVEALS the small gap around each door and drawer. Show them

Book a consultation →

TODAY

ON A PHONE

SWFL CUSTOM CABINETRY • PROPOSAL 550 FROM CRUSH • 2 / 6



02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	The website A new site for SWFL Custom Cabinetry: the homepage, a gallery of your kitchens and built-ins, your process and a project enquiry 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 trade contacts, so the people 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 <u>Hire Whoever</u> , our sister company: a voice assistant that answers your shop line while you're at the saw, so new kitchen enquiries 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 7 NOVEMBER 2026

BONUS	Launch email setup We set up the launch email and line it up for your past clients and trade contacts, ready to go out on launch day.	\$180
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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	DAYS 1 TO 7	LAUNCH	30 DAYS
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.	We finish the site We build these pages into your full site. You see every page in a preview before anything goes live.	It goes live The new site goes live on your domain, and the promo and launch email are ready to go out with it.	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
<small>AFTER LAUNCH: MONTHLY PLANS FROM \$250, ONLY IF YOU WANT ONE</small>	
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 and every file, in your name.
- Your project photos, enquiry 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 enquiry 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 about new projects?

Then the gallery grows with you. New kitchens and built-ins are easy to add, and I'll load your best past projects into 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 30 November 2026.

Say go by email

See the first look again

Eric Berg

CRUSH DIGITAL ATELIER • ERIC@CRUSHHH.CO • CRUSHHH.CO