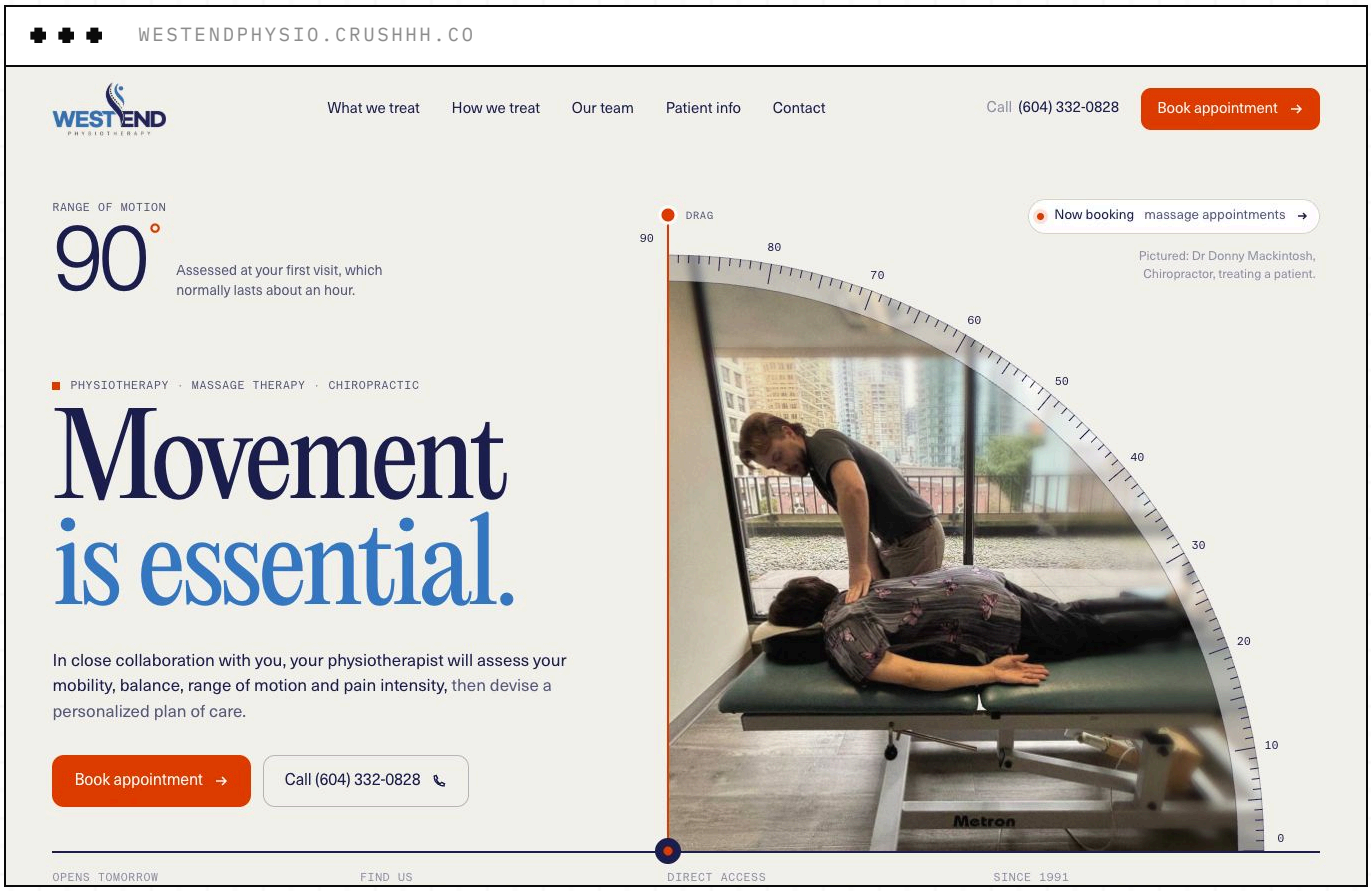
A new website for West End Physiotherapy Clinic.

PREPARED FOR THE WEST END PHYSIOTHERAPY CLINIC TEAM · BY ERIC BERG, CRUSH



THE LAUNCH

$3,500

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

Movement is essential.

Your physiotherapists assess range of motion, so the page is built around the instrument that measures it: a goniometer opens your own treatment-room photo like a joint moving through its range, and visitors can drag it.

02

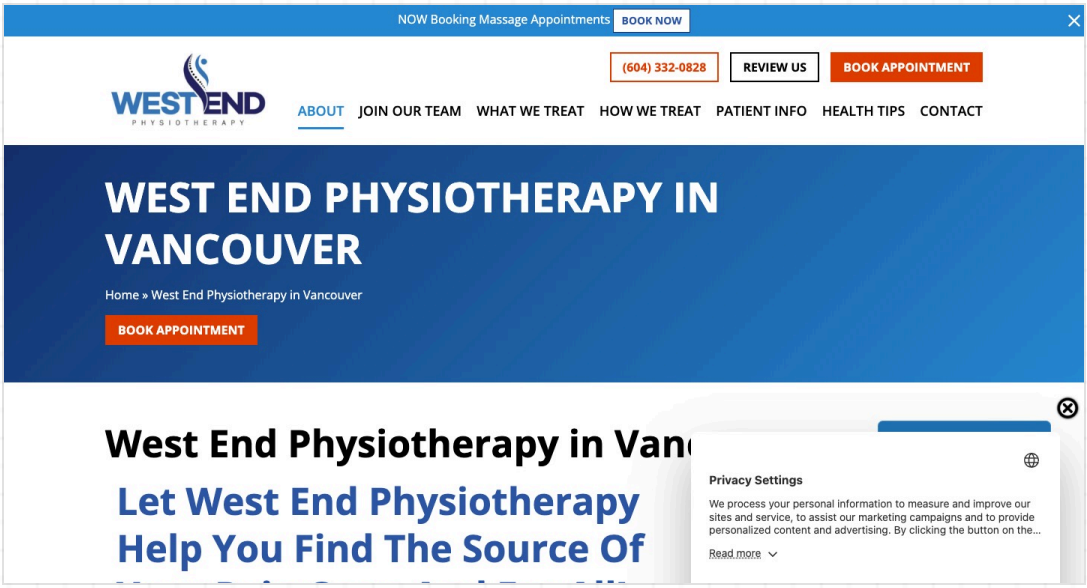
Serving downtown since 1991.

Physiotherapy, massage therapy and chiropractic. Your physiotherapist assesses mobility, balance, range of motion and pain intensity, then devises a personalized plan of care.

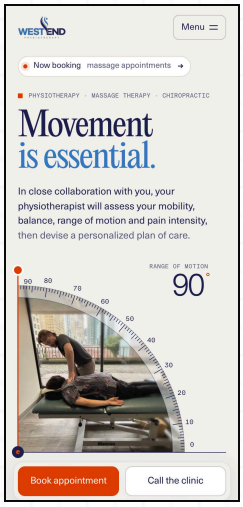
03

No referral needed.

Book appointment opens your online booking and (604) 332-0828 is one tap away, beside your live hours, morning and evening appointments and direct access without a doctor's referral.



TODAY



ON A PHONE

02 WHAT YOU GET

Pay for the website. Get the whole launch.

01	**The website** 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** 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 patient list, so the people who already know you hear about the new site from you.	$495
04	**A launch ad set** Twelve ads, each sized for feeds and stories, with moving versions of the best four.	$495
05	**A phone receptionist, first month** From 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** Text or email us what to change. It's live the next business day.	$49

PLUS, WHEN YOU SAY GO BEFORE 17 NOVEMBER 2026

BONUS	**Email setup and list import** 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~~	$3,500	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 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	$3,500
To start, when you say go (50%)	$1,750
When the site goes live	$1,750

AFTER LAUNCH, MONTH TO MONTH, ONLY IF YOU WANT THEM

Unlimited edits, live next business day	$49/mo
Four animated promos a month, vertical and square	$599/mo
Two custom email designs a month	$395/mo
Twelve unique ads a month	$395/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.

OPTIONAL ADD-ON

OR ALL FOUR, TOGETHER

$795/mo ~~$1,438~~

Unlimited edits, four animated promos, two custom emails and twelve unique ads every month. You save $643/mo. No commitment, cancel anytime.

06 NEXT STEP

Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 17 November 2026.

Say go by email

See the first look again

Eric Berg

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