

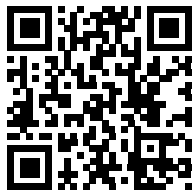
A WEBSITE BUILT AROUND YOU

Your business. Your website.

Explore five business examples, eight color palettes, and the pages and tools that can bring your website together.



PAGES / BOOKINGS / PROPERTY SEARCH / OWNER TOOLS



Try the live showroom

Scan to switch colors, explore the pages, and try the owner dashboard.

projecthgm.com/showroom

01 / THE BUILDING BLOCKS

Find your look.

A consistent palette connects every page. Choose a starting point, then shape it around your business.

HGM original

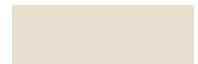
The Project HGM LLC signature.



#A33125



#282924



#E9DED0

Coastal blue

Clear, calm, and approachable.



#205D80



#183546



#E0EEF3

Forest green

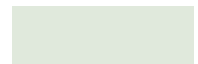
Natural and grounded.



#35624B



#203B2D



#E0E9DC

Deep plum

Expressive and refined.



#754265



#352A39



#ECE0E9

Top Shelf Golf

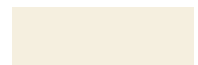
Inspired by our golf project.



#A13D31



#244735



#F5EFDF

Real estate pink

Inspired by our real estate project.



#FF007A



#000000



#FFCFE3

Copper & Cream

An original, warm direction.



#92512F



#39342E



#F1E3CE

Midnight Citrus

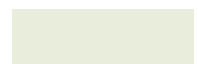
An original, bright contrast.



#D5EA63



#182C3A



#E9EEDC

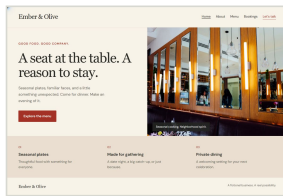
Mix and match: all eight palettes work with every business example. Your choice carries between the pages in the live showroom.

Printed colors may differ slightly from the on-screen preview.

02 / THE BUILDING BLOCKS

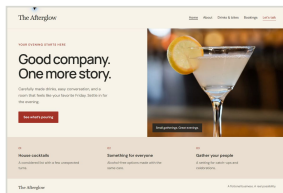
Find your starting point.

Choose an example that fits your business, then make the pages, colors, and content your own.



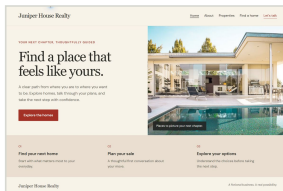
Restaurant

Menus, table requests, kitchen availability, and a reservation book.



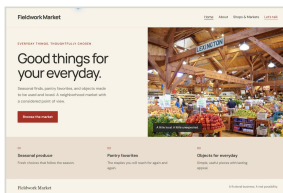
Bar

Drinks, group bookings, private events, and an events calendar.



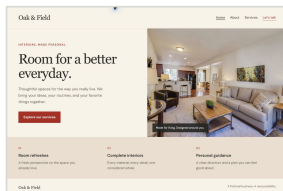
Real estate

Featured properties, an IDX search preview, saved homes, and tour requests.



Shops & Markets

Product collections, stock counts, and click-and-collect order stages.



Design studio

Service collections, a project board, milestones, and client approvals.

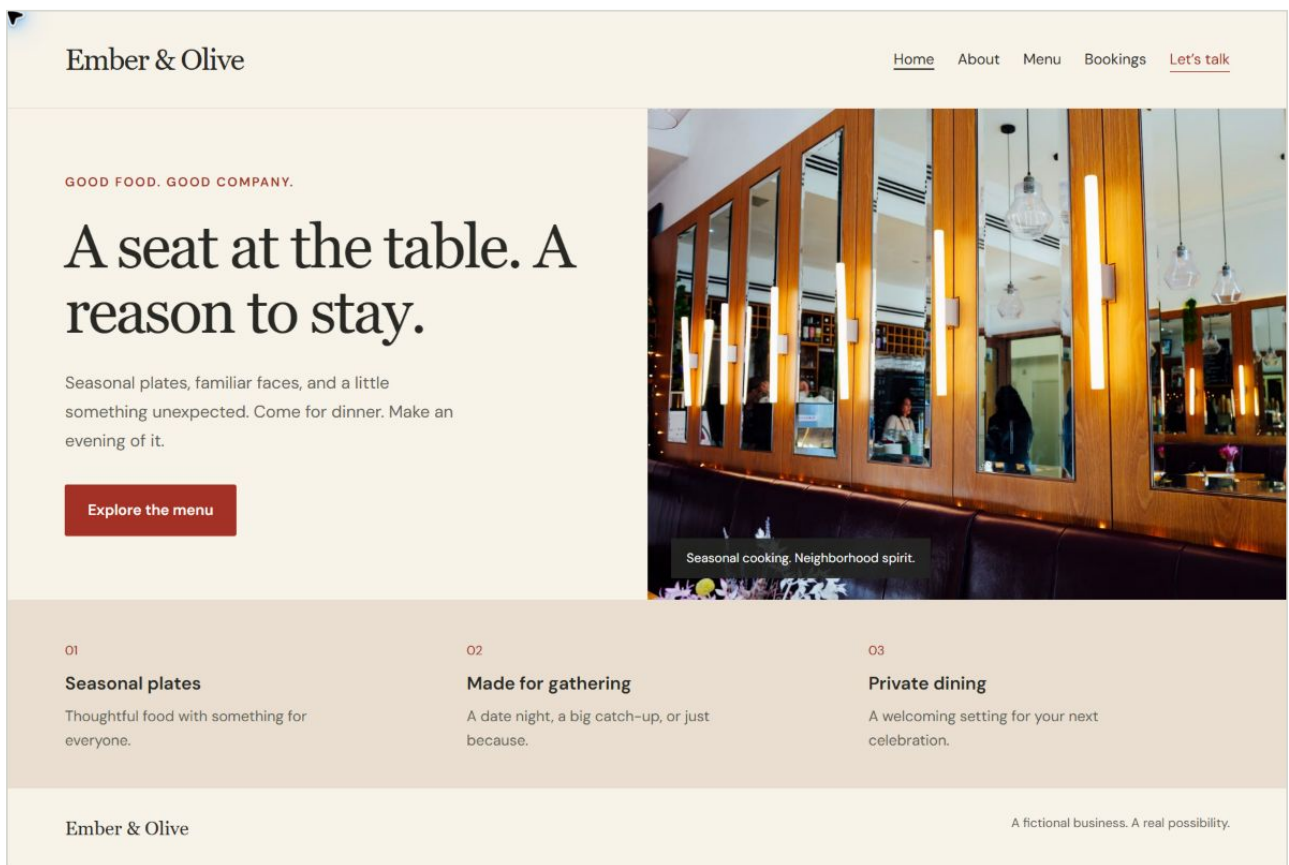
Every business shown here is fictional and uses sample content.

03 / THE BUILDING BLOCKS

Make the first impression count.

A focused homepage tells people who you are, what you do, and how to take the next step.

EMBER & OLIVE / FICTIONAL BUSINESS EXAMPLE



Introduce the business

A clear name, headline, and short introduction.

Set the scene

Stock photography shows how imagery can shape the page.

Give a next step

A button leads to an offering, booking, or conversation.

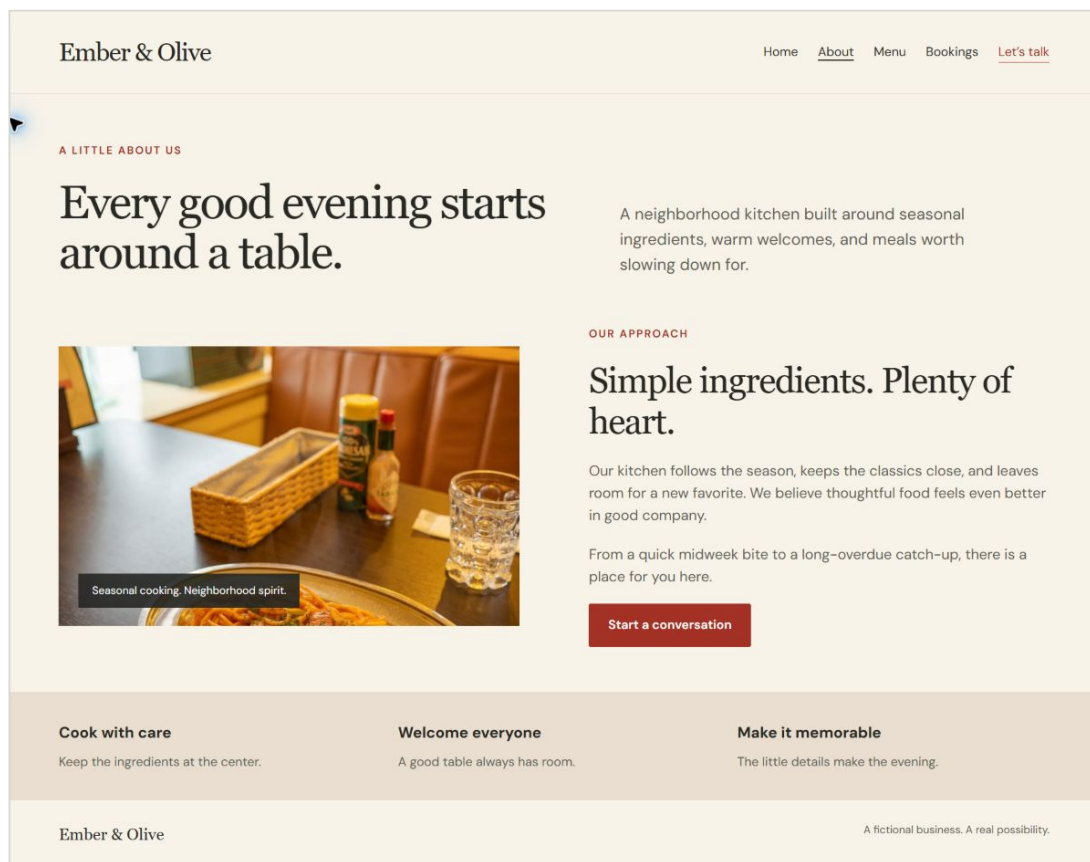
Stock photography is illustrative. Replace it with your own images as your brand grows.

04 / THE BUILDING BLOCKS

Put a story behind the name.

An About page shares the approach, personality, and care behind your business.

EMBER & OLIVE / FICTIONAL BUSINESS EXAMPLE



Tell your story

Explain what you do and why it matters.

Make it personal

Use a voice and imagery that fit the business.

Build confidence

Help visitors understand what to expect.

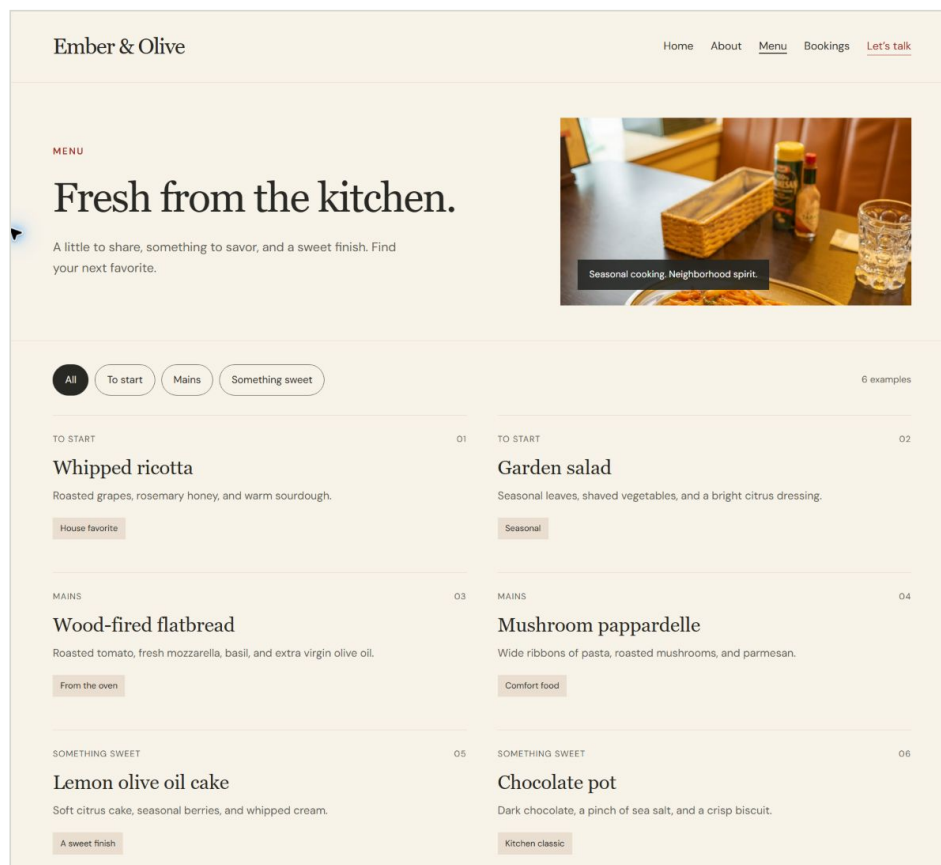
All five business types have their own story, imagery, and service language.

05 / THE BUILDING BLOCKS

Show what you have to offer.

A browsable menu or collection makes your food, drinks, properties, products, or services easy to explore.

EMBER & OLIVE / FICTIONAL BUSINESS EXAMPLE



Make it browsable

Category filters keep a collection easy to explore.

Keep it current

Restaurant owners can mark dishes sold out in the demo.

Curate the collection

Real estate owners choose which sample homes to feature.

The online collection changes with the business. All offerings shown are examples.

06 / THE BUILDING BLOCKS

Restaurant owner tools.

A reservation book and kitchen controls put the next dinner service in view.

EMBER & OLIVE / FICTIONAL BUSINESS EXAMPLE

RESTAURANT OPERATIONS - SAMPLE DATA

Ready for the dinner rush.

Welcome your guests, keep tables moving, and update what is available from the kitchen.

[View website](#)



Upcoming requests

1

Confirmed guests

6

Guests seated

0

Dishes available

6

Reservation book

Jamie Brooks Requested

2026-09-30 · 18:00 · 4 guests · Dining room

[Confirm](#) [Cancel](#)

► Guest details

Taylor Reed Confirmed

2026-10-01 · 19:00 · 6 guests · Private dining

[Seat guests](#) [Cancel](#)

► Guest details

[Try a table request](#)

From the kitchen

Whipped ricotta Available

To start

[Mark sold out](#)

Garden salad Available

To start

[Mark sold out](#)

Wood-fired flatbread Available

Mains

[Mark sold out](#)

Mushroom pappardelle Available

Mains

[Mark sold out](#)

Lemon olive oil cake Available

Welcome guests

Review requests, confirm parties, seat guests, and complete visits.

Manage the menu

Mark dishes sold out or available and see the menu update.

Stay connected

Keep guest inquiries and simple homepage edits in one place.

Try a booking first, then follow that request into the restaurant dashboard.

07 / THE BUILDING BLOCKS

Bar owner tools.

Plan groups and private celebrations while keeping your events calendar up to date.

THE AFTERGLOW / FICTIONAL BUSINESS EXAMPLE

BAR & EVENTS - SAMPLE DATA

Set the tone for tonight.
Plan the guest list, coordinate celebrations, and keep your events calendar current.

View website

Event requests
1

Confirmed guests
16

Published events
2

Private celebrations
1

Groups & private events

Jamie Brooks
2026-09-30 · 18:00 · 8 guests · Lounge table
Requested

Confirm Cancel

Guest details

Taylor Reed
2026-10-01 · 19:00 · 16 guests · Private event
Confirmed

Complete Cancel

Guest details

Try a group booking

What's on this week

Acoustic Thursdays
Thursday · 7 pm
Published

Move to draft

Weekend guest DJ
Saturday · 8 pm
Draft

Publish event

Sunday social
Sunday · 5 pm
Published

Move to draft

Published events appear on the bar's Bookings page.

Plan the guest list

See party sizes and manage sample group requests.

Publish events

Move events between draft and published status.

Keep plans visible

Published events appear on the bar Bookings page.

The bar keeps its own requests and calendar, separate from the restaurant.

projecthgm.com/showroom

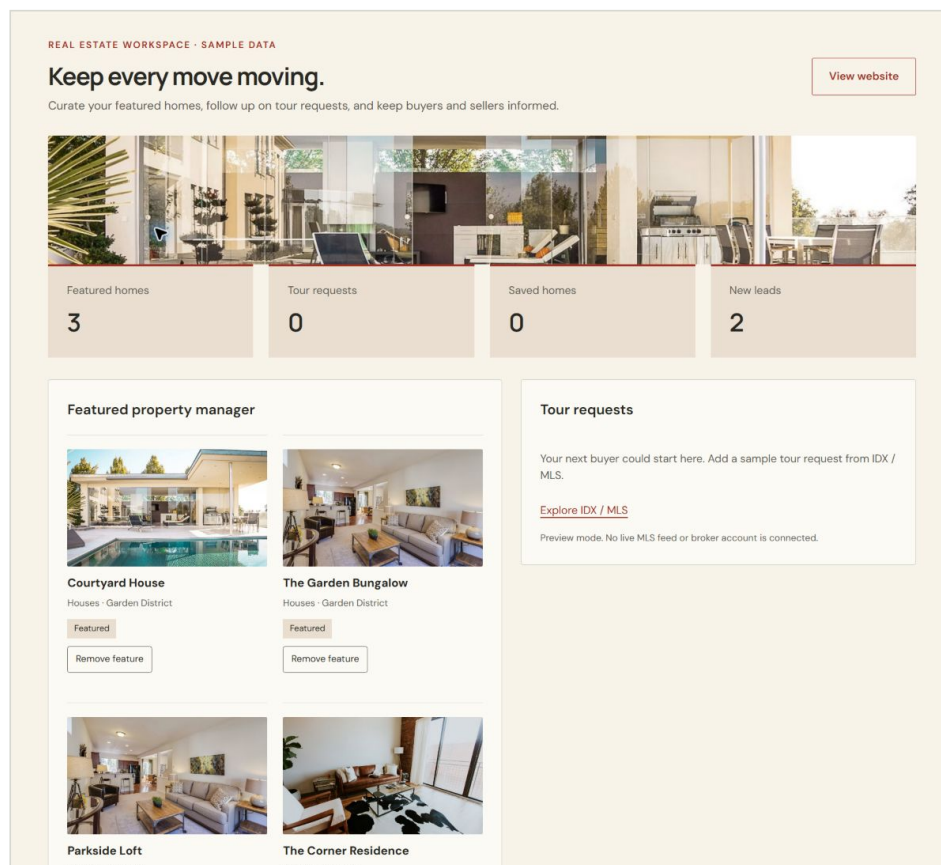
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08 / THE BUILDING BLOCKS

Real estate owner tools.

Manage the featured property collection and follow up on sample buyer interest.

JUNIPER HOUSE REALTY / FICTIONAL BUSINESS EXAMPLE



Curate properties

Choose which homes appear in the Properties collection.

Follow up on tours

View sample tour requests and mark them contacted.

Understand interest

See saved-home and inquiry counts in the workspace.

No broker account or live MLS feed is connected in this public demo.

09 / THE BUILDING BLOCKS

Shops & Markets owner tools.

Keep an eye on shelves and move pickup orders through a simple fulfillment flow.

FIELDWORK MARKET / FICTIONAL BUSINESS EXAMPLE

SHOP OPERATIONS - SAMPLE DATA

A good day on the shelves.

Keep stock in sight and move click-and-collect orders from packed to picked up.

View website

Units in stock

25

Low-stock items

2

Orders to pack

1

Ready for pickup

1

Stockroom

Seasonal harvest box

Fresh

-

3

+

Low stock

Small-batch granola

Pantry

-

12

+

In stock

Weekend market tote

Home & gifts

-

2

+

Low stock

Stoneware mug

Home & gifts

-

8

+

In stock

Pickup orders

Alex Morgan

Harvest box + granola · Tomorrow · 11 am-1 pm

To pack

Mark ready

Casey Lane

Two stoneware mugs · Tomorrow · 2-4 pm

Ready

Mark collected

A click-and-collect workflow example. No payment or customer notification is sent.

Watch stock levels

Adjust sample quantities and see low-stock indicators.

Prepare orders

Move a pickup order from To pack to Ready.

Close the loop

Mark orders collected and see the totals update.

An illustrative shop workflow. No checkout, payment, or customer notification is sent.

10 / THE BUILDING BLOCKS

Design studio owner tools.

A project board and approval list keep the next design decision in focus.

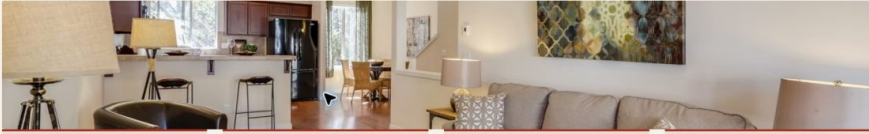
OAK & FIELD / FICTIONAL BUSINESS EXAMPLE

STUDIO PROJECT DESK - SAMPLE DATA

Make space for good work.

Move projects through their next milestone and track the decisions that keep a design moving.

[View website](#)



Active projects	Awaiting approval	In design	Completed
3	2	1	0

Project board

The Morgan living room Concept

Room refresh

[Move to Design](#)

Brief Concept Design Complete

Juniper home office Brief

Design guidance

[Move to Concept](#)

Brief Concept Design Complete

The Reed residence Design

Complete interiors

[Move to Complete](#)

Brief Concept Design Complete

Client approvals

Morgan - fabric palette Awaiting review

Sample client decision

[Mark approved](#)

Reed - lighting selection Awaiting review

Sample client decision

[Mark approved](#)

Juniper - floor plan Approved

Sample client decision

[Reopen review](#)

Track projects

Move from brief to concept, design, and completion.

See the next step

Milestone indicators show where each project stands.

Manage approvals

Mark sample selections approved or reopen a review.

Each studio project and client decision is fictional sample content.

11 / THE BUILDING BLOCKS

Restaurant bookings.

Give guests a clear way to ask for a table or plan a private dining occasion.

EMBER & OLIVE / FICTIONAL BUSINESS EXAMPLE

Ember & Olive

Home About Menu Bookings Let's talk

MAKE A PLAN

There's a table with your name on it.

Choose a date, a time, and your favorite people. Send a sample reservation request.

Interactive sample only. No table is reserved and no message is sent. Use fictional details.

Request a table

Date

mm/dd/yyyy

Preferred time

5:00 pm

Guests

4

Experience

Dining room

Your name

Alex Morgan

Email address

alex@example.com

Anything we should know?

A sample celebration or seating preference

A THOUGHTFUL WELCOME

Dinner, at your pace.

A quiet table for two or a long-overdue catch-up. Explore a table request for up to 12 sample guests.

01 / Make a request

Choose the date, party size, and experience.

02 / Hear from your host

A live business would confirm the arrangements.

03 / Look forward to it

Your evening starts with a clear plan.

Demo dates cover the next 90 days. Times shown are sample choices, not live availability.

Picture the possibilities.

Choose the visit

A preferred date, time, experience, and party size.

Add the details

A name, email, and short note help the host prepare.

Follow the request

The sample request appears in the reservation book.

Demo only. Dates and times are sample choices, not live availability or confirmed tables.

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SHOWROOM GUIDE / 12

12 / THE BUILDING BLOCKS

Bar bookings & events.

Help groups plan an evening, a birthday gathering, or a private celebration.

THE AFTERGLOW / FICTIONAL BUSINESS EXAMPLE

The Afterglow

HomeAboutDrinks & bitesBookingsLet's talk

MAKE A PLAN

Make it a night to remember.

From a lounge table to a private celebration. Tell us who you are bringing and we will set the scene.

Interactive sample only. No table is reserved and no message is sent. Use fictional details.

Plan your gathering

Date

mm/dd/yyyy

Preferred time

5:00 pm

Guests

4

Experience

Lounge table

Your name

Alex Morgan

Email address

alex@example.com

Anything we should know?

A sample celebration or seating preference

A THOUGHTFUL WELCOME

Your people. Your kind of evening.

A birthday, a team catch-up, or a night worth celebrating. Explore a group booking with up to 40 sample guests.

01 / Make a request

Choose the date, party size, and experience.

02 / Hear from your host

A live business would confirm the arrangements.

03 / Look forward to it

Your evening starts with a clear plan.

Demo dates cover the next 90 days. Times shown are sample choices, not live availability.

Make it a gathering

Choose a lounge table, birthday, or private event.

Plan the party

Try a sample group request for up to 40 guests.

Share what is on

Published calendar events appear beside the form.

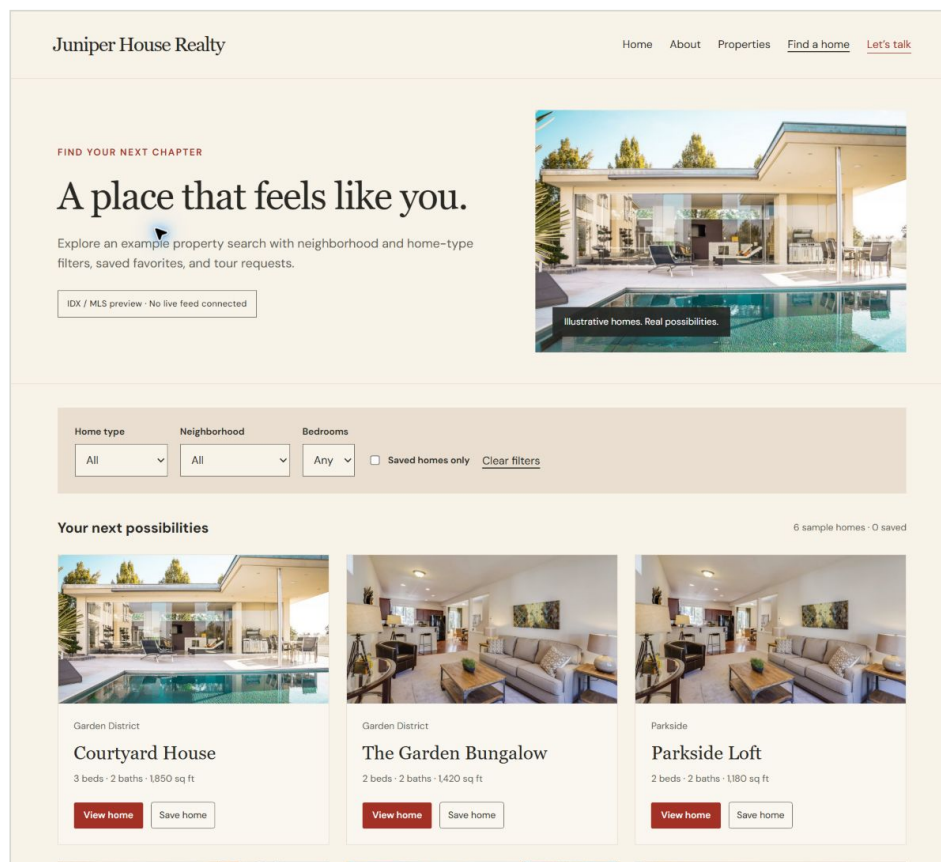
Demo only. No space is reserved and no message is delivered to a venue.

13 / THE BUILDING BLOCKS

IDX / MLS property search.

Explore how a connected property-search experience could fit a real estate website.

JUNIPER HOUSE REALTY / IDX DEMONSTRATION



Find a fit

Filter fictional homes by type, neighborhood, and bedrooms.

Save a favorite

Keep sample favorites while exploring in the same tab.

Request a tour

Send a fictional request into the owner workspace.

Live IDX is a separate integration, subject to MLS eligibility, authorization, and display rules.

14 / THE BUILDING BLOCKS

Make getting in touch easy.

A clear contact page helps visitors explain what they need and start a useful conversation.

EMBER & OLIVE / FICTIONAL BUSINESS EXAMPLE

Ember & Olive

Home About Menu Bookings [Let's talk](#)



PULL UP A CHAIR

Let's make an evening of it.

Ask about a table, a celebration, or bringing your favorite people together.

Start with a conversation
Tables, celebrations, and everything between.

This is a demonstration. Use sample details; nothing is emailed or sent to a business.

Ember & Olive

A fictional business. A real possibility.

Your name

Email address

What can we help with?

Table reservation

Tell us a little more

We would love to reserve a table for four on Saturday evening. Could you let us know the next steps?

Send sample inquiry

[Fill with sample details](#)

Ask useful questions

Contact details and service choices fit the selected business.

Guide the visitor

Clear labels and validation help complete the form.

Follow the inquiry

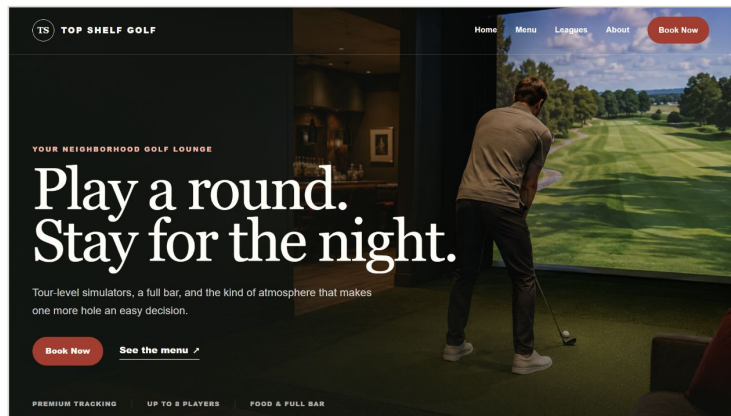
Sample messages appear in the relevant owner inbox.

Use fictional information. The public showroom does not send email or store data on a server.

15 / THE BUILDING BLOCKS

Work you can explore.

Two Project HGM LLC projects, with different businesses, different audiences, and a design built around each one.

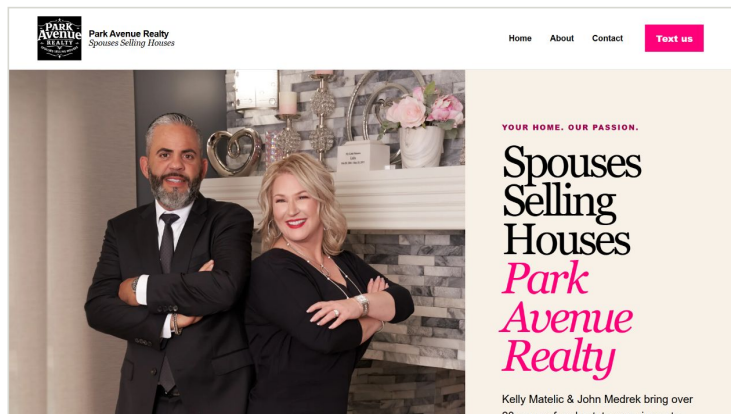


GOLF & HOSPITALITY

Top Shelf Golf

Custom website design, responsive development, booking experience, venue content, and ongoing website management.

topshelfgolfap.com



REAL ESTATE

Spouses Selling Houses

Website design and development, team storytelling, buyer and seller inquiry paths, and deployment setup.

spousesellinghouse.com

16 / THE BUILDING BLOCKS

Let us map out your website.

Use this page during your conversation. Choose a starting scope and note what matters most to the business.

Business / contact**Your starting pages**

- | | |
|--|--|
| ☐ Color scheme | ☐ Home page |
| ☐ About page | ☐ Menu / collection |
| ☐ Owner dashboard | ☐ Contact page |
| ☐ Bookings | ☐ IDX / MLS integration |

What should visitors do on the website?**Content, photos, or features you already have****Ideal timeline and next step****Keep the conversation going.**

contact@projecthgm.com | projecthgm.com

17 / THE BUILDING BLOCKS

A note on the photography.

Free stock images help show what is possible. All examples are fictional; the photographs do not represent work completed for these businesses or the properties shown.

Adrien Olichon

Restaurant Room / Unsplash

Bee

Bar Room / Unsplash

Francesca Tosolini

Studio Living / Unsplash

Brett Wharton

Market Room / Unsplash

Hannah Busing

Studio Detail / Unsplash

Kouji Tsuru

Restaurant Food / Unsplash

Rob Maxwell

Market Produce / Unsplash

Courtney Cook

Bar Drink / Unsplash

Florian Schmidinger

Realestate House / Unsplash

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unsplash.com/license

Live property data: MLS permission, participant eligibility, provider support, and required display credits are established for each project. This showroom contains no real MLS data.