



Anyone can build a website. Anyone can post on social media. Anyone can ask AI to write their ads.

But none of that builds a brand. None of that understands what it means to run a ranch at 4am, to bet everything on a bull sale, to build something from nothing in the middle of nowhere — and make the world take notice.

***There is no app for 25 years of experience.  
There is no shortcut to the trust we've earned — or the results we deliver.***

Ranch House Designs was built by rural people, for rural people. We are ranchers, ag business owners, and rural entrepreneurs who happen to be world-class marketers. We understand your world because we live it. And for 25 years, we have helped the best operations in America build brands worthy of the legacies behind them.

Whether you run a seedstock operation, an agricultural organization, a rural health network, or a business rooted in the land — you deserve a marketing partner who meets you where you are and takes you where you want to go.

Welcome to Ranch House Designs. Let's build something that lasts.

[ranchhousedesigns.com](http://ranchhousedesigns.com)

AMERICA'S RURAL MARKETING AGENCY

**BRAND  
BUILDERS.**

**LEGACY  
MAKERS.**

RANCH HOUSE DESIGNS — EST. 1999





AMERICA'S RURAL MARKETING AGENCY

# The Elite Team Behind 25 Years of Results

Ranch House Designs was built on a simple but radical idea: that rural businesses deserve world-class marketing. Not close enough. Not almost. **World-class.**

For 25 years, Founder & CEO Rachel Cutrer has assembled and led a national team of marketing professionals who don't just understand the rural world — they live it. Ranchers, business owners, rural entrepreneurs, and seasoned creative strategists who bring both first-hand industry knowledge and elite marketing expertise to every client relationship.

Our specialized teams are built to deliver exceptional work at the speed rural business demands. Our dedicated client updates team brings more than 15 years of RHD tenure each, providing the kind of institutional knowledge and reliable execution that only comes with time. Our marketing specialists

are widely recognized in the agricultural industry for strategic insight that consistently moves the needle for clients across the country.

We operate globally, but we're small enough to know your name and your operation. And, we are seasoned enough to know exactly what your brand needs.

At Ranch House Designs, artificial intelligence is a tool we understand and utilize — but it will never replace the human judgment, creative vision, and deep industry knowledge that make the difference between a brand that exists and a brand that leads.

This is not a template shop. This is not a one-size-fits-all agency. **This is a team that has spent a quarter century earning the right to call itself America's Rural Marketing Agency.**

**26**  
YEARS IN BUSINESS

**7X**  
AGGIE 100 AWARD WINNER



## A NOTE FROM THE FOUNDER

# Built From the Ground Up. Just Like You.

I know what it feels like to build something from nothing.

I have done it more than once — launching businesses from scratch, betting on my own vision, and doing the hard work of turning an idea into something real and lasting. Ranch House Designs is one of those businesses. So is BRC Ranch, my working cattle ranch, and The Ranch Downtown, our local coffee shop and meat market. Every single one started with a blank page, a zero bank account, a clear purpose, and an absolute refusal to settle for average.

I started Ranch House Designs because I believed something that not everyone did at the time — that people in small towns deserved great marketing, and that great marketing should be accessible, not a luxury reserved for the biggest operations. I saw what technology and strategy could do for a cattle producer. Better visibility. Better sale prices. A better quality of life for farm and ranch families. That was the mission then. It is still the mission now.

What began as one person with a vision has grown into a national agency with a team of seasoned professionals, three published books on livestock marketing used at universities worldwide, seven Aggie 100 awards, and a client roster that spans every corner of rural America. We have helped seedstock cattle operations build dynasties. We have helped commodity organizations find their voice. We have helped rural health networks reach the communities that need them most. We have helped rural entrepreneurs build brands worthy of the dreams behind them.

But here is what I want you to know above everything else: the growth has never changed the mission. We are still here to serve people who work hard, build things that matter, and deserve a marketing partner who understands the difference.

If you are ready to build something that lasts, I am ready to help you do it.

**Rachel Cutrer**  
Founder & CEO, Ranch House Designs



*"I started Ranch House Designs because I believed ranchers deserved great marketing at prices they could afford. I saw what technology and smart strategy could do for a ranching operation — better visibility, better prices, a better quality of life. I built RHD to make that possible for others."*

# From the ranch to the clinic. From the feed store to the **farm bureau.**

*If your roots are rural, you're home here.*



## CATTLE & SEEDSTOCK

### Where Champions Are Built.

From storied seedstock operations to first generation family farms, we have spent 25 years helping cattle producers build brands as strong as their work ethic. We speak your language because we live your life.



## AG BUSINESS & SERVICES

### The Businesses That Keep Rural America Running.

Veterinary clinics, feed stores, livestock nutrition companies, auction barns, feedyards — you are the backbone of rural commerce. We help you show up professionally, compete confidently, and grow.



## BUSINESS

### Serious Business. Rural Soul.

From energy companies to engineering firms, industrial operations to multi-generation family enterprises — we serve businesses that are serious about growth and proud of where they came from. Big operations. Rural integrity. World-class results.



#### FOOD, FARM & LIFESTYLE

### Rooted in the Land. Ready for the Market.

Farm to table operations, hunting and outdoor brands, rodeo associations, fairs and livestock shows — you have a story worth telling. We help you tell it in a way that resonates, converts, and endures.



#### ASSOCIATIONS & ORGANIZATIONS

### The Voice Your Members Deserve.

Breed associations, commodity boards, farm credits, nonprofit organizations — your members are counting on you to lead with clarity and credibility. We help you show up at the level your mission demands.



#### HEALTH & COMMUNITY

### Serving the People Who Serve Rural Communities

Rural healthcare providers and community organizations carry an outsized responsibility. We help you communicate with clarity, build trust, and reach the people who need you most — where they are.

**“If you work the land, feed the world, or serve the people who do — we were built for you.”**

RANCH HOUSE DESIGNS

## WEBSITE PACKAGES

# Your website is your first impression, your best salesperson, and the heart of your brand.

Before a buyer ever sets foot on your property, picks up the phone, or walks through your door — they have already visited your website. They have already decided whether you are worth their time and their money.

At RHD, we build websites for businesses, ranches, and organizations across America. From basic informational sites to robust platforms to e-commerce stores, we do it all.

**Every website we build is custom designed, mobile optimized, and search engine ready.** We build websites that look as good as the operations behind them .

### SIGNATURE PACKAGE

## Signature

Home page + 4 interior pages

**\$2500 FIRST YEAR**

*Then starting at \$100/month for hosting & unlimited updates*

#### WHAT'S INCLUDED

- Basic custom design
- Mobile optimized & SEO ready
- Home page + 4 interior pages
- Domain & hosting included
- Unlimited text & photo updates
- Guaranteed 3 day update service

#### PAYMENT PLAN AVAILABLE

\$250/month for 12 months  
Flexible financing for your operation

### MOST POPULAR

## Executive

Home page + 9 interior pages

**\$4500 FIRST YEAR**

*Then starting at \$100/month for hosting & unlimited updates*

#### WHAT'S INCLUDED

- Elevated custom design
- Mobile optimized & SEO ready
- Home page + 9 interior pages
- Domain & hosting included
- Unlimited text & photo updates
- Guaranteed 3 day update service

#### PAYMENT PLAN AVAILABLE

\$400/month for 12 months  
Flexible financing for your operation

And when your website is live, we don't disappear.

Our dedicated updates team — with more than 15 years of RHD experience each — provides unlimited updates, same-day service, and proactive support so your site stays fresh, current, and getting results.

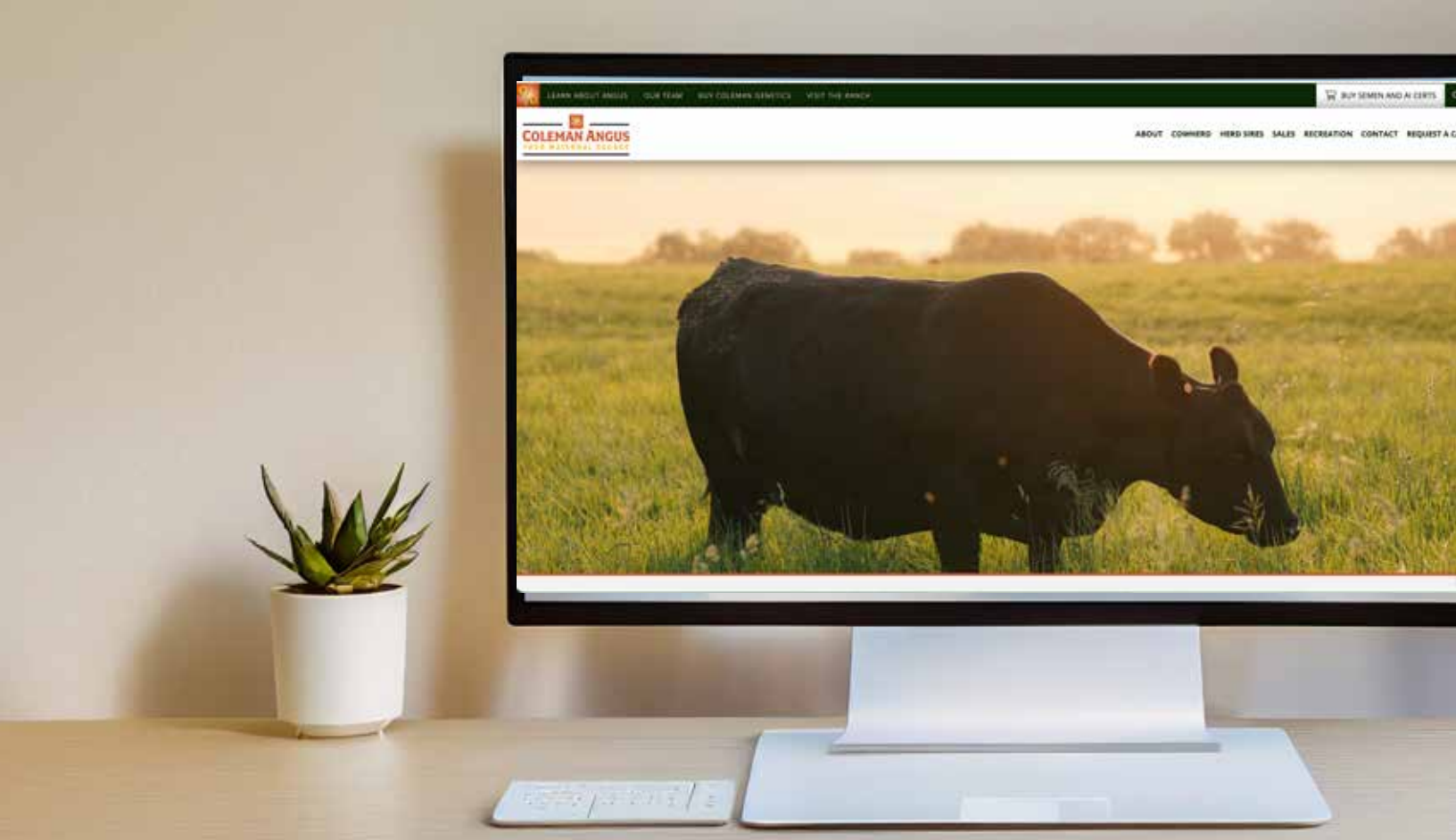
### Popular Add-Ons

- Shopify online store
- Interactive forms
- Dealer locator
- Blogs
- Email / Klaviyo integration
- Social media feeds

### FARMER & RANCHER RATE

**\$87/month - Our thank you to the people who started it all.**

Farmers and ranchers start at a special monthly rate in recognition of the industry that inspired Ranch House Designs from day one. All packages. All the same great service.



# Two Words: Unlimited Updates.

With Ranch House Designs, your website is never finished — it evolves with your business. Our dedicated updates team, with more than 15 years of RHD experience each, handles unlimited text and photo updates at no additional charge, with same-day service in most cases. While other agencies charge by the hour, we charge nothing. It is included in your monthly fee. Because a website that doesn't stay current doesn't stay competitive.

***All packages are fully customizable.***

No two RHD websites are the same - because no two clients are either.

Ready to get started? Visit [ranchhousedesigns.com](http://ranchhousedesigns.com) or call 979-532-9141 to schedule a complimentary consultation.



BRAND STRATEGY & IDENTITY

*Before the logo. Before the website.  
Before any of it —*

**there is your story.**

Ranch House Designs doesn't just build brands. We uncover them. Every operation has a story worth telling — a history, a purpose, a way of doing things that sets it apart from everything else out there. Our job is to find that story, shape it into a brand, and build everything else around it. Because when your brand is rooted in something true, everything you put into the market carries that truth with it.

STRATEGY FIRST.  
EVERYTHING ELSE FOLLOWS.







# A Great Logo is Deceptively Simple. And Incredibly Hard-Working.

That one small emblem supports your entire brand — it represents who you are, helps people recognize you instantly, and evokes an emotion before a single word is read. It is often the first thing we build together, and the last thing we take lightly.



## Logo & branding packages starting at \$700.

All packages include multiple concept directions, revision rounds, a brand guide, and final files in every format you'll ever need. Payment plans available.



## Fences and barns need fresh coats of paint. So do logos.

Maybe you already have a logo — one you've had for years and it seems to be working just fine. Why fix what isn't broken? We have a few words for you: Rocky Mountain jeans. Things change. Brands evolve. At Ranch House Designs, we excel at freshening up your logo while preserving everything that made it great in the first place. Or, maybe you tried AI or Canva for a logo only to realize it's not vector, and it doesn't work where you need it. We can help with that too.



# The digital landscape changes every day. We change with it so you don't have to.

Algorithms shift. Platforms evolve. New tools emerge overnight. Keeping up with digital marketing is a full-time job — and you already have one. Ranch House Designs stays ahead of every curve, every update, and every opportunity so your brand never falls behind.

## We don't just use AI. We understand it.

Artificial intelligence is reshaping marketing faster than most agencies can keep up. At Ranch House Designs, AI is not a threat to what we do — it is a tool we have mastered to deliver faster, smarter, and more effective results for our clients. We combine cutting-edge technology with 25 years of rural industry expertise. No algorithm replaces that. Nothing does.

POWERED BY  
HUMAN EXPERTISE  
+ MODERN AI TOOLS.

### SEARCH & VISIBILITY

Search engine optimization (SEO)

Local SEO & Google Business

Keyword strategy & research

Google Ads & paid search

Website analytics & reporting

Competitive digital analysis

### EMAIL & CAMPAIGNS

Email marketing strategy

Email blast design & deployment

Newsletter creation & management

Klaviyo & mailing list integration

Facebook & Instagram advertising

Digital campaign management

# When One Team Handles Everything, Everything Looks Like It Belongs.



Consistency builds recognition. Recognition builds trust. Trust builds business. Our most successful client relationships are built on a simple idea — one agency, one vision, everything connected. From your business card to your billboard, your sale catalog to your social media graphics, every piece we create tells the same powerful story.

## PRINT & PHYSICAL

Business cards

Letterhead

Brochures

Sale catalogs

Sale day programs

Postcards & mailers

Menus

Annual reports

Newsletters

Membership directories

Stickers

Sponsorship decks

Press & media kits

Fundraising materials

Event programs

Livestock show programs

Property marketing

## SIGNAGE & ENVIRONMENTAL

Banners & signs

Trade show booths

Billboards

Stall signs & show cards

Vehicle wraps

Wayfinding signage

Apparel & t-shirt graphics

Branded merchandise

Journal & magazine ads

Clinic patient materials

Certificates and awards

**Don't see what you need? If it can  
be designed, we can build it.**



## Brand Palette

BY BARNHOUSE DESIGN



## DIGITAL & SOCIAL

Social media graphics

Facebook timeline & profiles

Email newsletter templates

Digital ad creative

YouTube channel art

Video thumbnails

Podcast cover art

Shopify graphics

Website design & updates

Shopify online store builds

## BRAND & IDENTITY

Logo design

Event themes & logos

Brand standards guides

Color & typography systems

Brand voice development

Brand strategy

Copy writing & visual layouts

Competitive positioning

Association publications

Breed journals



Graphic design services are available as part of a full marketing relationship or as standalone projects for existing RHD clients. All clients on a website contract also get 10% off any graphic design services as a thank you for your business.

# Your audience is already **online**. The question is — are you showing up?

Social media is no longer optional. It is where your customers discover you, evaluate you, and decide whether to trust you — often before they ever make contact. Ranch House Designs guides you with content that looks like you, sounds like you, and works for you around the clock.



**200K+**  
FOLLOWERS  
GROWN FROM  
ZERO FOR RHD-  
MANAGED  
ACCOUNTS

**1M+**  
VIEWS REACHED  
ON RHD-POSTED  
REELS

**\$\$**

ACTIVELY ADVISING CLIENTS ON  
SOCIAL MEDIA MONETIZATION

***Rural communities have has always been built on relationships.***

*Social media is just the newest pasture where those relationships begin. Doing it well means showing up consistently, authentically, and with content worth stopping for.*

**brcutrer**  

BRC Ranch

2,414 posts 54.8K followers

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INSTAGRAM

Reaching 55K followers

**BRC Ranch**

197K likes · 197K followers

Striving to breed the world's best Brahm

Local business \$\$\$

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FACEBOOK

Reaching 200K followers

**BRC Ranch**

@BRCranch · 29.2K subscribers · 340

Brahman Cattle Excellence Redefined.

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YOUTUBE

Reaching 30K subscribers

## SOCIAL MEDIA SERVICES

- Social media strategy & planning

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- Content calendar development

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- Content creation & copywriting

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- Platform management & scheduling

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- Facebook & Instagram management

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- Reels editing and uploading

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- Community management & engagement

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- Paid social advertising

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- Analytics & performance reporting

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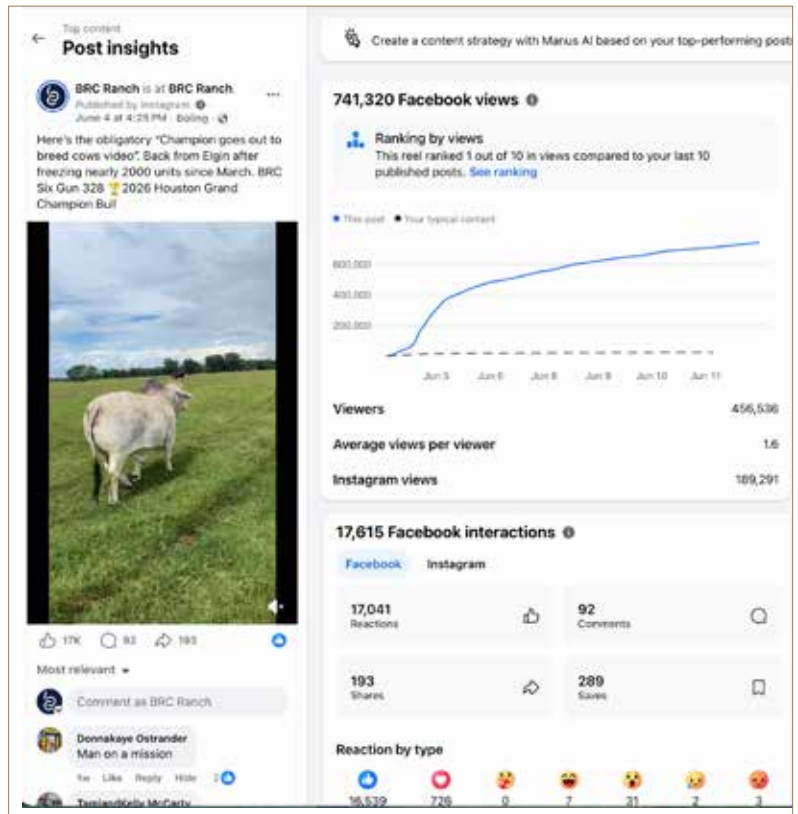
- Profile & cover image design

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- Campaign & launch content

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- Monetization strategy & consulting



**Your audience is an asset.  
We can help you monetize it.**

Facebook and Instagram now offer creators and businesses real revenue opportunities through monetization programs. Ranch House Designs is actively advising clients on how to qualify, apply, and maximize these programs — turning the audience we help you build into income you can count on.

**On the way**  
The amount of money you'll be making

**\$34.50**

Estimated Jun 25, 2026 · [See all updates](#)

# From first call to launch day and beyond.

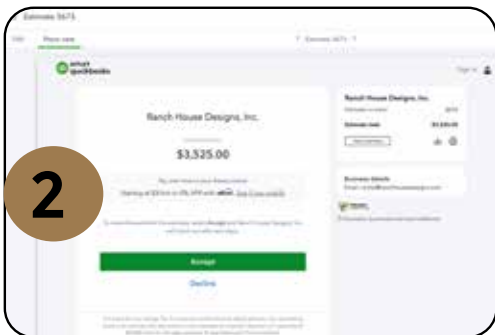
Every great brand starts with a conversation. From there, Ranch House Designs guides you through a proven process — clear, collaborative, and built around your goals. Here is what working with us looks like, step by step.



## THE CONVERSATION

It starts with a complimentary consultation with one of our marketing specialists — no pressure, no pitch. We listen to your goals, your vision, and your budget. You get a feel for who we are. We get a feel for what you need.

*COMPLIMENTARY*



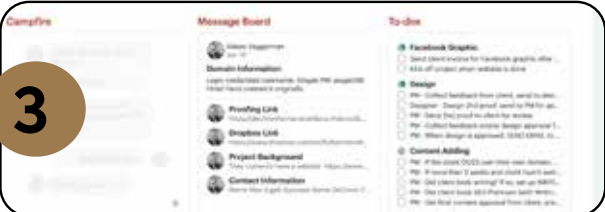
## THE BLUEPRINT

We build a custom proposal scoped to your size, budget, and goals. No cookie-cutter packages pushed on clients who don't need them. Every recommendation is made with your best interest in mind.

*CUSTOM SCOPED*

**Our promise: you will always know where your project stands.**

3



### THE ONBOARDING

When you're ready to move forward, we get to work gathering everything we need — your story, your photos, your vision. Our onboarding process is thorough so your project launches without hiccups.

*STREAMLINED*

4



### THE DESIGN

Our creative team gets to work. You'll receive design concepts that reflect your brand, your industry, and your vision — built from scratch by designers who understand your world.

*CUSTOM BUILT*

5



### THE REFINEMENT

We work through revisions together until everything is right. Your feedback drives every decision. We don't consider a project finished until you do.

*COLLABORATIVE*

6



### THE LAUNCH

When everything is perfect, we launch. Your new brand, website, or campaign goes live — and we make sure every detail is right before it does. Launch day should feel like a celebration.

*SEAMLESS*

7



### THE PARTNERSHIP

We don't disappear after launch. Our team is here for ongoing updates, strategy, and support — keeping your brand current, competitive, and working hard.

*ONGOING*



### THE RELATIONSHIP

Many of our clients have been with Ranch House Designs for 10, 15, even 20+ years. That is not a coincidence. It is the result of a team that treats every client like their most important.

*LONG TERM*

Clear communication, honest timelines, and a team that picks up the phone. From first inquiry to long-term partnership, Ranch House Designs is a marketing agency you can count on — the same way your customers count on you.

# Sometimes you don't need more deliverables.

## You need direction.

Expert guidance, clear plans, and practical tools for business owners who are ready to grow smarter — not just faster. Available as a one-time engagement or an ongoing partnership.



### EDUCATION & ADVISORY

## Learn from people who wrote the playbook.

Twenty-five years of rural marketing expertise — available to you directly. In the classroom, on your campus, or one-on-one with the woman who built America's Rural Marketing Agency from the ground up



## IN-PERSON EXPERIENCES

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Brand Builders Workshop at RHD

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Private workshops

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On-site team training

---

Ranch & facility visits

---

Conference & event speaking

---

Guest lectures on campus

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## ADVISORY & CONSULTING

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Private consulting with Rachel Cutrer

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AI consulting & implementation

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Software training for Adobe Creative Suite,  
Basecamp, and Klaviyo

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Marketing audits & assessments

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Brand strategy sessions

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Ongoing marketing leadership

---

Fractional CMO services

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## VIRTUAL & ONLINE

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Virtual consulting sessions

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Online Brand Builders course

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Virtual team training

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Webinars & online workshops

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Digital marketing bootcamps

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### PRIVATE CONSULTING - LIMITED AVAILABILITY

Direct access to 25 years of rural marketing expertise, applied exclusively to your business. One-time strategy sessions and ongoing advisory partnerships available.

Inquire at [ranchhousedesigns.com](https://ranchhousedesigns.com).



Brand Builders Workshop 2025

# Trusted By The Best In Rural America.

For 25 years, Ranch House Designs has had the privilege of serving some of the most respected names in agriculture, rural business, and beyond. These are a few of the brands we have worked with through the years — and we are proud to call them friends.





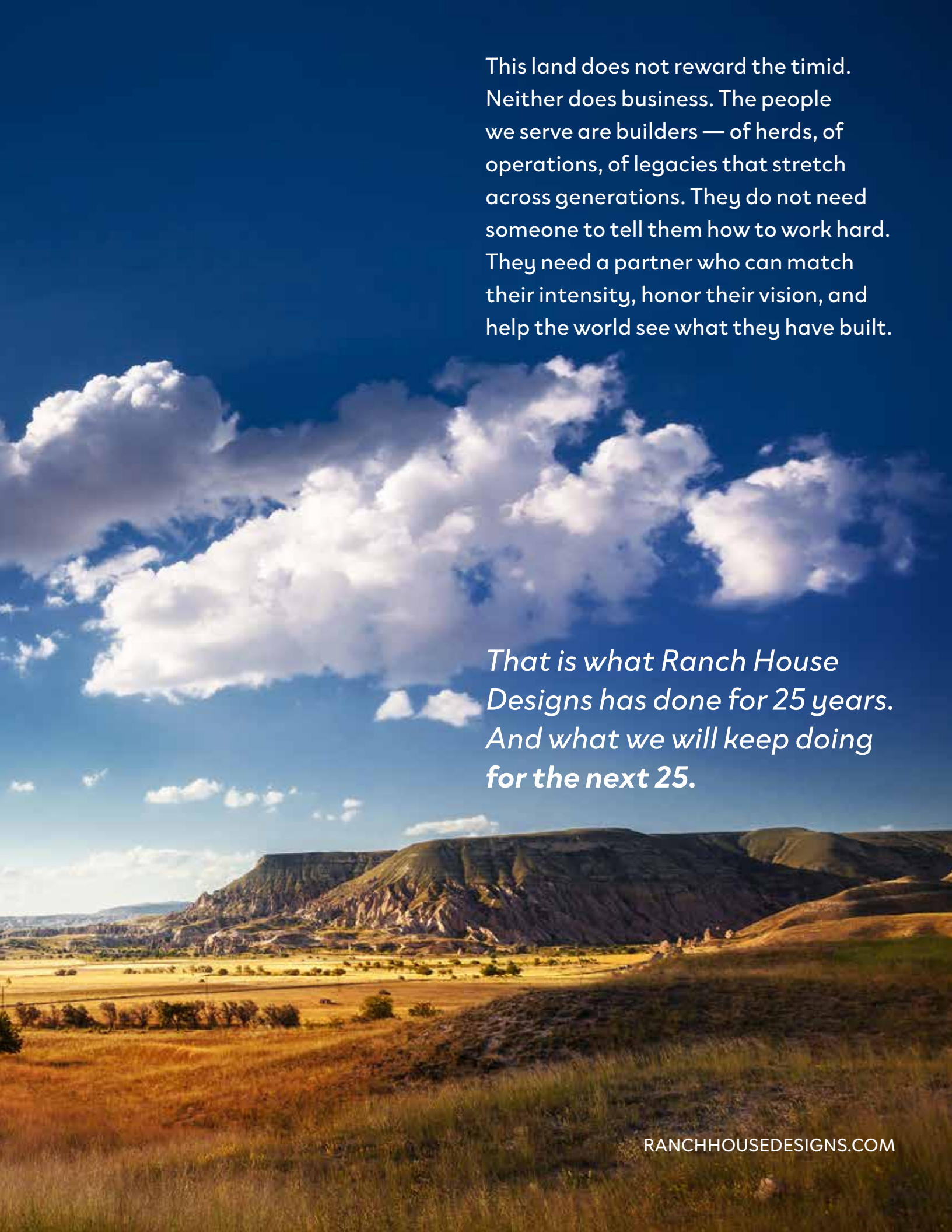
Elgin Breeding Service Inc.



RANCH HOUSE DESIGNS - EST. 1999

# Built for the ones who build everything.

*For the ranchers who rise before the sun.  
For the entrepreneurs who bet on themselves.  
For the families who pour everything into  
something that will outlast them.*



This land does not reward the timid. Neither does business. The people we serve are builders — of herds, of operations, of legacies that stretch across generations. They do not need someone to tell them how to work hard. They need a partner who can match their intensity, honor their vision, and help the world see what they have built.

*That is what Ranch House Designs has done for 25 years. And what we will keep doing for the next 25.*

BY THE NUMBERS

25+ years.  
One mission.  
Countless  
legacies built.

The numbers tell part of the story. The brands we have helped build tell the rest.



25+

YEARS AS AMERICA'S RURAL  
MARKETING AGENCY.

7X

AGGIE 100 WINNER - ONE  
OF TEXAS A&M'S FASTEST  
GROWING COMPANIES.

792

ACTIVE WEBSITES MANAGED  
ACROSS RURAL AMERICA.

200K

FOLLOWERS GROWN FROM  
ZERO FOR RHD-MANAGED  
SOCIAL ACCOUNTS

1M+

VIEWS REACHED ON RHD-  
PRODUCED REELS AND VIDEO  
CONTENT

3

PUBLISHED BOOKS ON  
LIVESTOCK MARKETING USED  
AT UNIVERSITIES WORLDWIDE.

11+

YEARS — AVERAGE  
TEAM TENURE

Our senior team members have been here for more than 15 years each. That institutional knowledge works for you every single day.

100K

WEBSITE UPDATES

Website updates completed over 25 years — with an average same-day turnaround.

*"The numbers are impressive. The relationships behind them are everything."*

ranchousedesigns.com  
America's Rural Marketing Agency

# Fortune 500 Quality For the Ag Industry.

"Ranch House manages our Facebook page, they built our website, and they design our ads. I'm responsible for a lot of businesses, not just in agriculture, and Ranch House is fabulous. I don't think we could do a better job ourselves. On top of this, working with a marketing team that understands the ag business is a huge plus."

**ORRIN INGRAM**  
Owner, Ingram Angus





RANCH HOUSE DESIGNS

AMERICA'S RURAL MARKETING AGENCY

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**Your story deserves  
to be told well.  
Let's get to work.**

*We are ready when you are. Reach out and  
let's start building something that lasts.*

VISIT US

1730 North Richmond Rd.  
Wharton, TX 77488

GET IN TOUCH

[ranchhousedesigns.com](http://ranchhousedesigns.com)  
979-532-9141