

Case Study: Pristine Gardening

STACKLY DIGITAL · 22 SEPTEMBER 2026

The client

Pristine Gardening Property Services is an owner-operated gardening and lawn care business run by Toby across Sydney's North Shore, covering areas including North Sydney, Mosman, Chatswood, Lane Cove and Turramurra. Toby has been in the business for four years, built up more than 180 clients, and handles lawn mowing, hedge pruning, weeding, mulching, fertilising and garden cleanups himself. Before working with Stackly Digital, his leads came almost entirely through Facebook groups.

The challenge

Toby's lead generation was manual: posting in local Facebook groups and chasing up responses one by one. It worked well enough for residential jobs, but it wasn't going to get him to the next stage he wanted, landing commercial clients. Commercial work meant looking like an established, professional operation with a proper website and every service clearly listed. Toby had tried building a site himself, but it never made it past a draft. It looked unpolished enough that he chose not to publish it at all.

What Stackly built

Stackly Digital built Pristine Gardening a professional website listing his full range of services, contact details and reviews, with a quote form designed to turn a visit into a phone call rather than a missed enquiry. Toby sent through his logo and service list, and the site was built and live within a day.

The results

Metric	Before	After
Lead source	Facebook groups only, manually posted and followed up	Calls, emails and quote form submissions through the website
Own website	Attempted, never published	Live professional site, built and launched within a day
Client volume	Capped by manual outreach	Noticeable increase in enquiries since launch (site live 1–2 months)
Positioning for commercial clients	Word of mouth and Facebook only	Professional site with services and reviews listed

Since the site went live, Toby has seen a clear jump in people calling, emailing and completing the quote form directly through the website. He's described the quote process as one click away from getting a call, and says the site now works as an extra layer of credibility when he's chasing the commercial clients he couldn't reliably reach through Facebook alone.

In Toby's words:

"Before working with Stackly Digital, I was relying on my leads coming through Facebook, chasing people up and posting to the local pages. I'd tried building a website myself before, but it looked so bad I never even published it. I've been in the gardening business three to four years, and to take that next step and go after commercial clients, I needed to look professional, with a proper website and all my services listed. Since the site went live about a month or two ago, I've had a noticeably higher amount of clients calling, emailing, and filling out the quote form on my site. It's one click and I get the call instantly, easy. Stackly built it in about a day once I sent through my logo and services, and it's got everything I wanted. Looking back, it would have been silly not to jump on it earlier. It's one of the best decisions I've made. It's given me a second layer of credibility, made me look more professional for commercial clients, and it's all done for a monthly fee."

— Toby, Owner/Operator, Pristine Gardening Property Services

Why it worked

Toby already had the experience and the client base to grow. What he was missing was a way to look the part to a commercial client sizing him up for the first time. A Facebook post can win a residential lawn mow. It rarely wins a strata contract or an office building. Once the website gave him a professional front door, listing every service and backed by reviews, the leads he'd been chasing manually started finding him instead.

If you've built up runs on the board but keep hitting a ceiling with word of mouth and Facebook groups alone, a proper website is often what gets you taken seriously by the next tier of client.

Want the same result for your business? [See pricing →](#)