



Case Study Newtown

Securing and Enhancing a Character Home Before Auction

Overview

At Pinnacle Projects, while we specialise in off-market acquisitions, we also recognise when listed properties present a unique opportunity to deliver a thoughtful and respectful development. This case study from Newtown highlights how we act decisively to secure the right properties that align with our vision.

The Opportunity

In early 2015, a charming but ageing single-storey terrace in Newtown was listed for public auction. Situated on a quiet, tree-lined street yet close to vibrant cafes, transport, and parks, the property offered strong fundamentals but required careful rejuvenation to meet modern family living standards.

Importantly, the property sat within a Heritage Conservation Zone, requiring a sensitive approach that would preserve the home's historical significance while enhancing its livability for today's needs.

The property had the key characteristics we look for:

- Prime location
- Character and architectural value worth preserving
- Zoning supportive of thoughtful residential improvements
- High demand for quality homes in the area

Our Approach

Recognising the potential, we moved swiftly to:

1. Conduct detailed due diligence, including heritage assessments and feasibility studies.
2. Presented a respectful and attractive pre-auction offer through the agent, giving certainty to the seller.
3. Worked closely with heritage consultants and local council guidelines to develop plans that honoured the home's character.

The Outcome

Our early action and respectful process delivered strong outcomes for everyone involved:

- The vendor secured a reliable, unconditional sale ahead of the auction.
- We successfully retained the original facade and character features in line with heritage requirements.
- The home was thoughtfully transformed from a single-storey, 2-bedroom, 1-bathroom terrace into a two-storey, 4-bedroom, 2.5-bathroom family home.
- A light-filled rear courtyard was landscaped for family living, with direct access to a rear lane, creating a rare and valuable feature in the area.

The result is a beautifully balanced home that meets the needs of modern families while respecting the historic charm that makes Newtown special.

Get Started Today

If you've received a letter from us, it means your property is of genuine interest for one of our upcoming projects. Scan the QR code to complete a short form, and we'll be in touch.

Still Unsure? Let's Talk.

We're more than happy to have a no-pressure conversation to explain the process and answer your questions. Contact us at:

- **Scan** the QR code on our letter
- **Visit** www.pinnacleprojects.com.au
- **Call** us at (02) 8001 6554
- **Email** selloffmarket@pinnacleprojects.com.au



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