



## Case Study Russell Lea

*A Thoughtful Off-Market Sale in Russell Lea.*

### Background

Russell Lea (2046) is a tightly held suburb in Sydney's Inner West, prized for its quiet streets, leafy character, and proximity to the bay. We identified a well-situated property with untapped potential—close to local schools, transport, and parks, yet on a street with minimal recent redevelopment.

After researching the area and reviewing council zoning, the site stood out as a strong candidate for a thoughtful infill project. We aimed to create a modern family residence that respects the architectural character of the suburb while enhancing the property's long-term value.

*"When I received the letter from Pinnacle Projects, I was a little unsure at first, but something about the tone felt genuine. I wasn't actively looking to sell, but the idea of doing so without agents or open homes really appealed to me."*

### Homeowner's Situation

The homeowner had lived in the property for many years and was beginning to consider downsizing, but hadn't listed the home or spoken with an agent. They received our letter and appreciated the direct and respectful approach.

We arranged a visit at their convenience and explained our off-market process:

- Independent market valuation to ensure fair pricing
- No agent fees, staging, or marketing costs
- Flexible settlement terms to suit the homeowner's timeline

The idea of a private, hassle-free sale appealed to them, especially without needing to move out immediately or prepare the home for open inspections.

## The Off-Market Process

After a friendly letter introduced our interest, we arranged a no-pressure conversation and followed our usual off-market process:

**Valuation** — An independent valuer assessed the market rate.

**Transparency** — We explained how our offer was structured and how timing would be flexible.

**Terms** — A mutually agreed-upon settlement period gave the owners time to prepare their next move without rushing.

**Legal Support** — Both parties appointed conveyancers to manage the transaction.

**Zero Seller Costs** — The homeowners paid no commissions, staging fees, or marketing expenses.

## 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.

## The Outcome

The home was sold off-market for a strong market-aligned price with:

- No open inspections
- No need to move out early
- No staging, renovation, or fees

After the settlement, we designed a contemporary home that respected the surrounding homes' scale, tone, and style. The new residence added value to the street and attracted young families drawn to the area's schools and lifestyle.

## 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](http://www.pinnacleprojects.com.au)
- **Call** us at (02) 8001 6554
- **Email** [selloffmarket@pinnacleprojects.com.au](mailto:selloffmarket@pinnacleprojects.com.au)