



Case Study Willoughby

A Seamless Off-Market Sale & Respectful Neighbourhood Uplift

Background

In early 2023, our team identified a property in Willoughby (2068) in Sydney's Lower North Shore that quietly stood out. Situated on a 650 sqm block, the home was well-kept and in a sought-after residential pocket. While the owners weren't actively looking to sell, the property aligned with our development principles.

"We weren't actively selling, but Pinnacle's approach was refreshing. It was clear, respectful, and we never felt pressured. The whole process felt tailored to our needs."

Homeowner's Situation

The owners had lived in the home for over 25 years. They were considering downsizing in the next year or two, but weren't interested in preparing for a traditional sale, with the usual stress of:

- Home styling and open inspections
- Engaging an agent
- Paying marketing fees
- Uncertainty around price and timeframes

They also felt a strong connection to their street and wanted assurance that any future development would enhance the neighbourhood's character, not diminish it.

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
- **Call** us at (02) 8001 6554
- **Email** selloffmarket@pinnacleprojects.com.au



Pinnacle
Projects