



A Homeowner's Guide to Off-Market Sales

Creating Spaces. Building Futures.

Introduction

Selling a home can be one of life's most significant decisions, and it doesn't always have to involve agents, auctions, or open homes. At Pinnacle Projects, we offer homeowners an alternative: off-market sales. This guide is designed to walk you through the process, benefits, and what to expect when you sell your home off-market.

What Is an Off-Market Sale?

An off-market sale is a private transaction where the property is sold without being publicly advertised or listed on the market. There are no signboards, no real estate agents, and no Saturday inspections. It's a confidential, direct negotiation between the seller and the buyer—in this case, Pinnacle Projects.

Why Consider Selling Off-Market?

Here's how homeowners financially benefit:

Cost Category	Traditional Sale	Off-Market with Pinnacle
Real Estate Agent Fees (2%)	\$40,000	\$0
Marketing & Advertising	\$8,000	\$0
Property Styling & Staging	\$6,000	\$0
Minor Renovations	\$10,000	\$0
Legal & Misc. Sales Costs	\$2,000	\$2,000
Total Estimated Costs	\$66,000	\$2,000

**Based on a \$2,000,000 Sydney property*

The Pinnacle Approach: How It Works

01

Property Identification

We identify properties that match our development criteria—typically well-positioned homes in desirable residential zones.

02

Homeowner Contact

We reach out privately to gauge your interest in selling. No obligation, just a conversation.

03

Valuation & Offer

We engage an independent valuer to assess your property and make a fair market offer.

04

Agreement on Terms

We work with you to agree on settlement terms that suit your timeline and preferences.

05

Legal Process

Each party appoints a conveyancer or solicitor to handle the contract of sale.

06

Settlement

Once contracts are signed and conditions met, we proceed to a smooth and timely settlement.

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:

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Pinnacle
Projects