



Understanding the Value in Your Land

Revealing the Untapped Potential of Well-Located Properties

What Makes Land Valuable to a Developer?

While real estate agents focus on aesthetics and recent comparable sales, developers assess land based on:

Zoning & Planning Rules

Councils designate specific zones for residential development, which can allow for dual occupancies, subdivision, or larger homes depending on lot size.

Land Size & Shape

Blocks between 500—800 sqm are often ideal for redevelopment, particularly if they have a regular shape and a wide frontage.

Location

Proximity to transport, schools, parks, and local amenities makes the property more desirable for future homeowners.

Topography

A relatively flat block reduces construction complexity and cost, making it more attractive for development.

How We Assess Your Property's Potential

We take a collaborative, transparent approach. If your property fits our development criteria, we may reach out to explore whether you're open to selling off-market. We then:

Engage an Independent Valuer

To ensure fair market value, we organise an impartial valuation of your land, not based on agent speculation.

Undertake a Planning Review

Our development team reviews council controls, height limits, setbacks, and land overlays to confirm development feasibility.

Discuss with You Directly

We'll walk you through the findings and offer, making sure you're informed, comfortable, and under no pressure.

Your Home Has Value, But So Does Your Land

We understand that selling your family home is a big step, especially if you've lived there for decades. We don't view your home as something to knock down—we see it as a stepping stone to a future that respects the character of the neighbourhood and enhances its streetscape.

Our projects are not about overdevelopment, they're about thoughtful design, quality construction, and adding long-term value to the community.

Benefits of Selling to Pinnacle Projects include:

- No Agent Commissions or Fees
- No Open Homes or Marketing Campaigns
- No Renovations Required
- Flexible Settlement Timing
- Privacy & Confidentiality Guaranteed
- Stay in Your Home Until Settlement

Estimated Cost Savings on a \$2,000,000 Property (Sydney)

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*

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:

(02) 8001 6554
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