

# Reed & Co.

ESTATE AGENTS

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## PROPERTY MARKET REPORT

January 2021 - January 2022

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### EASTERN BEACHES



[reedandco.co](http://reedandco.co)



📍 Median House Price 🏠 Total Market Sales 12 Months 📈 Change in Median House Price Data from October 2020 - October 2021

# Year 2021 in Review.

The 2021 annual report card for the Noosa property market is an uplifting read, a truly remarkable period in real estate history to reflect on, both for Noosa and for the greater Sunshine Coast region. It's a year that has paved the way for a very bright future for Noosa.

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**The tension in the Noosa property marketplace in 2021 was palpable and if it wasn't on the radar as one of the country's hottest property markets it certainly is now.**

*Adrian Reed*

“Price records have been re-written daily, and the sense of urgency to secure blue-chip property is at a level we have never experienced. The common misconception is that there is a limited supply; however, the statistics show that the number of sold properties is the highest we have seen in the last three years. The newfound sense of scarcity has been driven by the speed that properties are being sold. Shorter 'days on market' meant that stock was not lingering or accumulating on the market. In some cases, discouraging sellers from releasing homes to the market in the fear that they won't find the right property when they had successfully sold. The reality is there were ample great buying opportunities, it's a year where the old saying 'fortune favours the brave' rang true”.

Noosa's market has matured beautifully, it's grown from being a relatively volatile market 10 to 15 years ago, to a highly desirable lifestyle market with a strong base of permanent residents underpinning growth.

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**There is no “one” reason for the most recent acceleration in the growth, more a combination of factors.**

*Adrian Reed*

The existing underlying drivers that have been supporting a buoyant market over the last 5 years have been tree-changers and sea-changers, positive migration, and holiday home buyers. Since the pandemic, we now have to add in financially capable families moving away from densely populated urban areas to the mix. Couple that with prestige holiday home buyers that are facing limited international travel fuelling the super-premium market and you have the strongest market conditions in the country.

In the latest Corelogic property data, we can see that the median house price in Noosa Heads grew by 37.8%, while neighbouring Sunshine Beach, which shares the Noosa Heads postcode, increased by a massive 44.5%.

Noosaville, which includes Noosa Waters, has also experienced very strong performance jumping 45.7%. The median price for a house in Noosa Heads is now \$2,040,000, while Sunshine Beach is at a staggering \$2,450,000, and Noosaville is close behind at \$1,910,000. Low interest rates and population growth are likely to underpin the market growth for 2022, and the prospect of international borders opening is likely to drive increased demand,” Mr Reed said.

For Reed & Co. 2021 was a year of significant milestones and proud achievements, both as an organisation and as a high performing sales team. As a group we surpassed \$600,000,000 in sales; a milestone that has taken many agencies over a decade to achieve, whereas we have been able to do this in just three years. The most pleasing result is that the rate of growth for our agents has been three to four times the growth rate of the market as they have built momentum in a strong market and leveraged the Reed & Co. marketing advantage.

2021 also saw the welcome return of our Charity Gala Event in collaboration with the Loyal and Humpty Dumpty Foundations. Along with the help of our generous community, we have now purchased \$437,000 of urgently needed paediatric medical equipment for our local and regional hospitals.



Sam Wernut

# Eastern Beaches

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Following an incredible and somewhat inconceivable property value rise in 2020, Noosa's most northern Eastern Beaches suburbs managed to continue the stratospheric trajectory right through 2021.

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**Over the calendar year, Sunshine Beach and Sunrise Beach median house prices grew 36.8% and 45.9% respectively.**

*Darren Neal*

These incredibly impressive figures were cemented with 17 Webb Road, Sunshine Beach, achieving the highest sale price in the state at \$34,000,000, eclipsing the highest ever sales in the Gold Coast and Brisbane, in turn drawing more eyes and buyers towards the ever-popular coastline. Not in isolation, Webb Road was one of five properties that sold for over \$10,000,000 in 2021. Sixteen homes sold in excess of \$5,000,000 across the two suburbs, and Sunrise Beach leapt forward, with the most recent statistics showing an average monthly increase of \$61,000 for the past

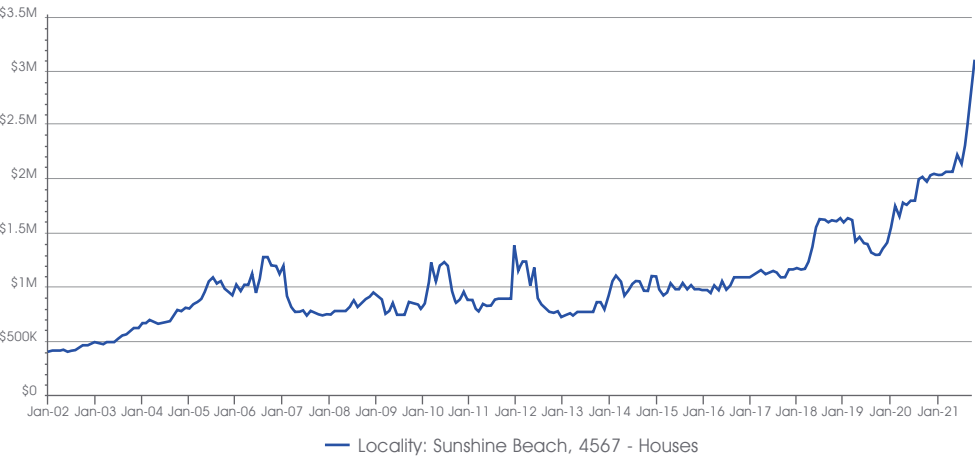
year, making it the second fastest growing suburb in Queensland, with Sunshine Beach coming in third with an average increase of \$59,500 per month.

The seemingly unfaltering market conditions continued right through to the final months of the year as sellers made the most of the buoyancy and the number of sales rose as additional stock came to the market and was quickly picked up.

It appears, however, as we round off the first month of 2022 and look forward, that a reduced affordability through aggressive price growth, a satisfaction of buyer demand, wavering global stock markets and COVID-19 making its way to the state, these figures may be set to plateau. Auction clearance rates have reduced as we envisage fewer homes to go to market for auction and we could see an ease in purchasing pressure through the initial stages of the year.

**Forward predictions:** Through the pandemic, predictions have been near impossible so there is every chance 2022 may bring further sales records and exponential growth as buyers continue to compete for a piece of these prized locations.

Median Sale Price - 20 years (House)

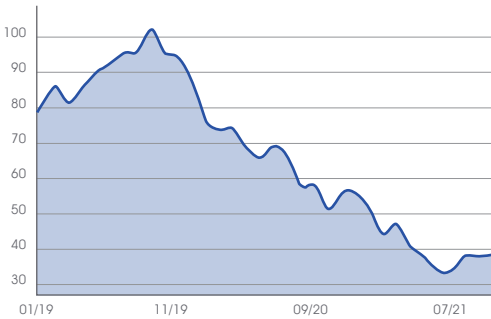


Median Value  
01/19 - 12/21



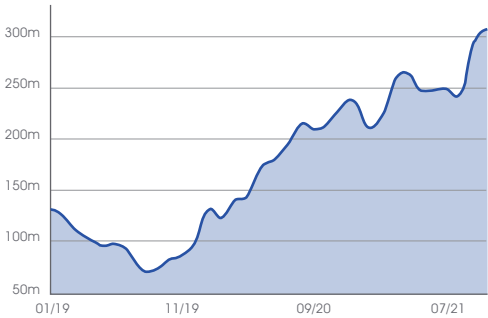
From the beginning of 2020 there has been a linear increase in median value with a spike towards the end of the year.

Median Days on Market  
01/19 - 10/21



Days on market have more than halved in the past three years, this is beginning to plateau at around 38 days.

Total Value of Sales  
01/19 - 10/21



As the median price increases along with an increase in the number of properties sold, there is a dramatic increase in total value of sales.

% Stock on Market  
01/19 - 12/21



Stock on market is generally decreasing as properties are selling faster, although there has been a recent increase bringing it to around 9%.

# Recent Sales Eastern Beaches



17 Webb Road, Sunshine Beach  
4 bed | 4 bath | 4 car  
**\$34,000,000** | SOLD June 2021



2-2A Belmore Terrace, Sunshine Beach  
5 bed | 6 bath | 2 car  
**\$21,000,000** | SOLD March 2021



20 Arakoon Crescent, Sunshine Beach  
3 bed | 3 bath | 2 car  
**\$14,250,000** | SOLD October 2021



27 The Esplanade, Sunshine Beach  
5 bed | 5 bath | 5 car  
**\$12,500,000** | SOLD September 2021



52 Seaview Terrace, Sunshine Beach  
4 bed | 2 bath | 6 car  
**\$10,750,000** | SOLD July 2021



8 Stevens Street, Sunshine Beach  
4 bed | 5 bath | 3 car  
**\$9,025,000** | SOLD July 2021



3/56 David Low Way, Sunrise Beach  
4 bed | 4 bath | 2 car  
**\$8,000,000** | SOLD March 2021



14 McAnally Drive, Sunshine Beach  
4 bed | 3 bath | 2 car  
**\$6,800,000** | SOLD September 2021

## Recent Sales Eastern Beaches



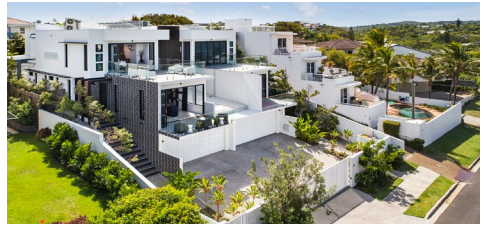
20 Park Crescent, Sunshine Beach  
2 bed | 2 bath | 2 car  
\$6,750,000 | SOLD September 2021



57 Orient Drive, Sunrise Beach  
4 bed | 4 bath | 4 car  
\$4,370,000 | SOLD November 2021



34 Orient Drive, Sunrise Beach  
6 bed | 4 bath | 2 car  
\$3,750,000 | SOLD August 2021



1/39 Tingira Crescent, Sunrise Beach  
3 bed | 3 bath | 2 car  
\$3,710,000 | SOLD March 2021



28 Captains Court, Sunrise Beach  
4 bed | 3 bath | 2 car  
\$3,700,000 | SOLD July 2021



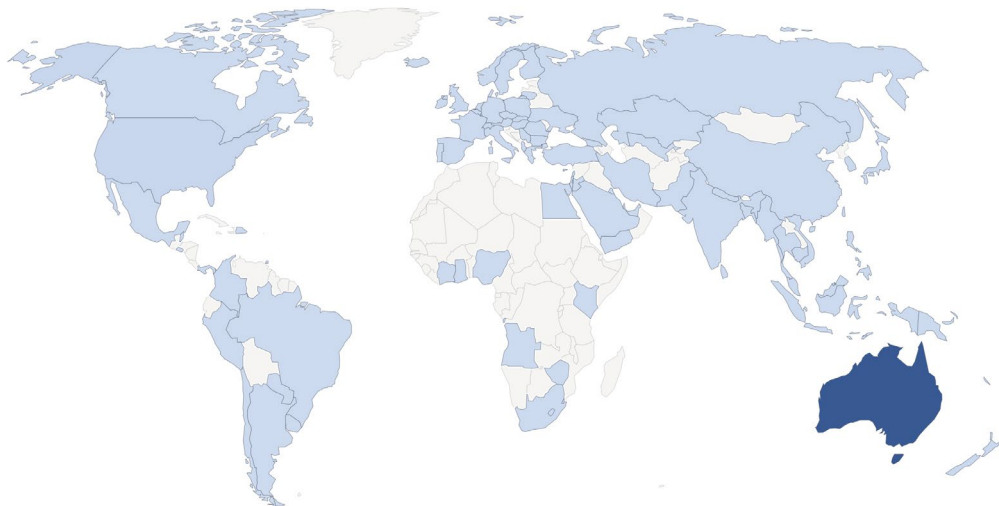
17 Captains Court, Sunrise Beach  
3 bed | 2 bath | 2 car  
\$3,550,000 | SOLD October 2021



36 Woodlark Rise, Sunrise Beach  
5 bed | 3 bath | 4 car  
\$3,500,000 | SOLD December 2021



24 Newfield Street, Sunrise Beach  
5 bed | 3 bath | 2 car  
\$3,345,000 | SOLD July 2021



Data from 2021

# CAMPAIGNS THAT REACH THE WORLD.

Our marketing campaigns have *no borders*.  
And our results speak for themselves.

*124,037 unique website visitors. From 117 countries.*

*On top of the 1,375,788 people on Facebook and the 285,928 people on Instagram.*

*In 2021 we had a total digital reach of 1,785,753 people.*

Total Sold Properties\*

278

Includes off  
market sales

Total Sales\*

\$596M

Includes off  
market sales

Rate my agent\*

281

5\* Reviews

Community Fundraising\*

\$437K

Purchasing paediatric  
medical equipment  
for local hospitals

\*Total agency statistics since launch - September 2018



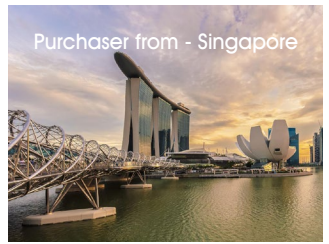
Purchaser from - Canada

2 Frying Pan Track  
North Shore | \$6,000,000



Purchaser from - New Zealand

143-145 Shorehaven Drive  
Noosa Waters | \$4,250,000



Purchaser from - Singapore

22 The Anchorage  
Noosa Waters | \$4,150,000



Purchaser from - Perth

33 Masthead Quay  
Noosa Waters | \$4,050,000



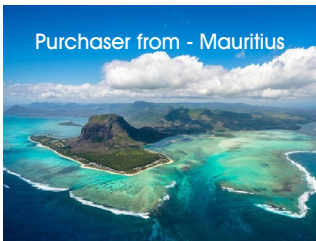
Purchaser from - Melbourne

69 Seaview Terrace  
Sunshine Beach | \$4,000,000



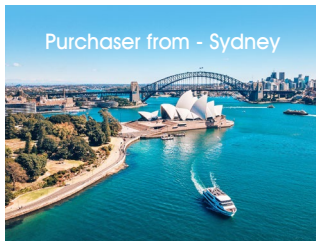
Purchaser from - Switzerland

132 Shorehaven Drive  
Noosa Waters | \$2,300,000



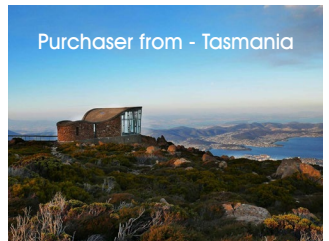
Purchaser from - Mauritius

38 Saltwater Avenue  
Noosa Waters | \$1,900,000



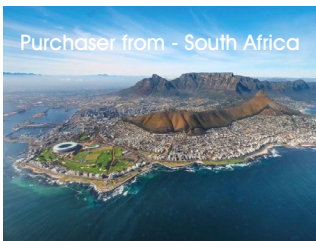
Purchaser from - Sydney

59 Laguna Grove  
Doonan | \$1,720,000



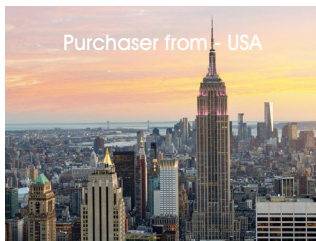
Purchaser from - Tasmania

1521/1 Lakeview Rise  
Noosa Heads | \$1,560,000



Purchaser from - South Africa

14 Coral Tree Avenue  
Noosa Heads | \$1,500,000



Purchaser from - USA

3/33 Picture Point Crescent  
Noosa Heads | \$1,450,000



Purchaser from - UK

27 Seacove Court  
Noosa Waters | \$1,427,000



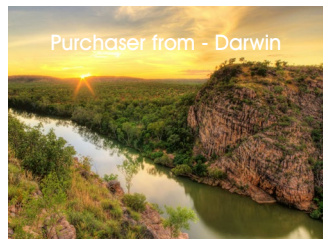
Purchaser from - Palm Springs

23 Weyba Park Drive  
Noosa Heads | \$1,321,000



Purchaser from - Mildura

19/37 Noosa Drive  
Noosa Heads | \$1,250,000



Purchaser from - Darwin

2 Oceanmist Court  
Noosa Waters | \$1,150,000



# Reed & Co. Team

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Reed & Co. is a brand built on values, authenticity and local heritage.

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**Reed & Co. is built on a multi-generational and long-standing passion and commitment to Noosa.**

*Adrian Reed, Director*

With proven ability to achieve extraordinary results in the most desired sectors of the Noosa property market, and an indivisible reputation based on building long standing relationships, Reed & Co. is the smart choice property partner.

Marketers in a digital world, engaging consumers long before they become buyers. Great teams drive great results and we are

partnered with the best talent in Noosa, delivering exceptional service to buyers and sellers alike.

Combining youth & enthusiasm with multi-generational experience, we hold over 80 years of real estate experience combined, principally in Noosa but also nationally throughout the southern states. This thorough involvement within the industry gives us tremendous insight into the local market, the previous trends, current movements & future forecasts. We may not be the biggest agency, but we have the highest performing agents, and we are the fastest-growing real estate agency in Noosa.

We collaborate with world-class partners to ensure we're able to deliver a complete end to end service to our clients. Our culture of collaboration is possibly what sets us apart from our competitors more than anything else.



**Adrian Reed**  
Founder & Director  
0409 446 955  
adrian@reedandco.co



**Monique Sommer**  
Licensed Estate Agent  
0433 641 158  
monique@reedandco.co



**Kate Cox**  
Licensed Estate Agent  
0438 695 505  
kate@reedandco.co



**Darren Neal**  
Licensed Estate Agent  
0401 212 505  
darren@reedandco.co



**Mark Hodgkinson**  
Licensed Estate Agent  
0409 484 159  
mark@reedandco.co



**Tony Cox**  
Sales Estate Agent  
0402 003 773  
tony@reedandco.co



**Bianca Pascoe**  
Office Manager  
07 5323 0101  
bianca@reedandco.co



**Cassandra Young**  
Licensed Estate Agent  
0499 934 190  
cassandra@reedandco.co



**Erin McCartin**  
Licensed Estate Agent  
0432 909 808  
erin@reedandco.co



**Megan Brooks**  
Executive Assistant to  
Adrian Reed & Darren Neal  
07 5323 0101  
megan@reedandco.co



**Shari Ternacz**  
Sales & Marketing Assistant  
to Monique Sommer  
07 5323 0101  
shari@reedandco.co



**Rachael Gerhard**  
Administration Manager  
07 5323 0101  
sales@reedandco.co

CONTEMPORARY  
COLLABORATIVE  
COMPETITIVE  
COMMITTED  
CONNECTED  
CONSISTENT