

Reed & Co.

ESTATE AGENTS

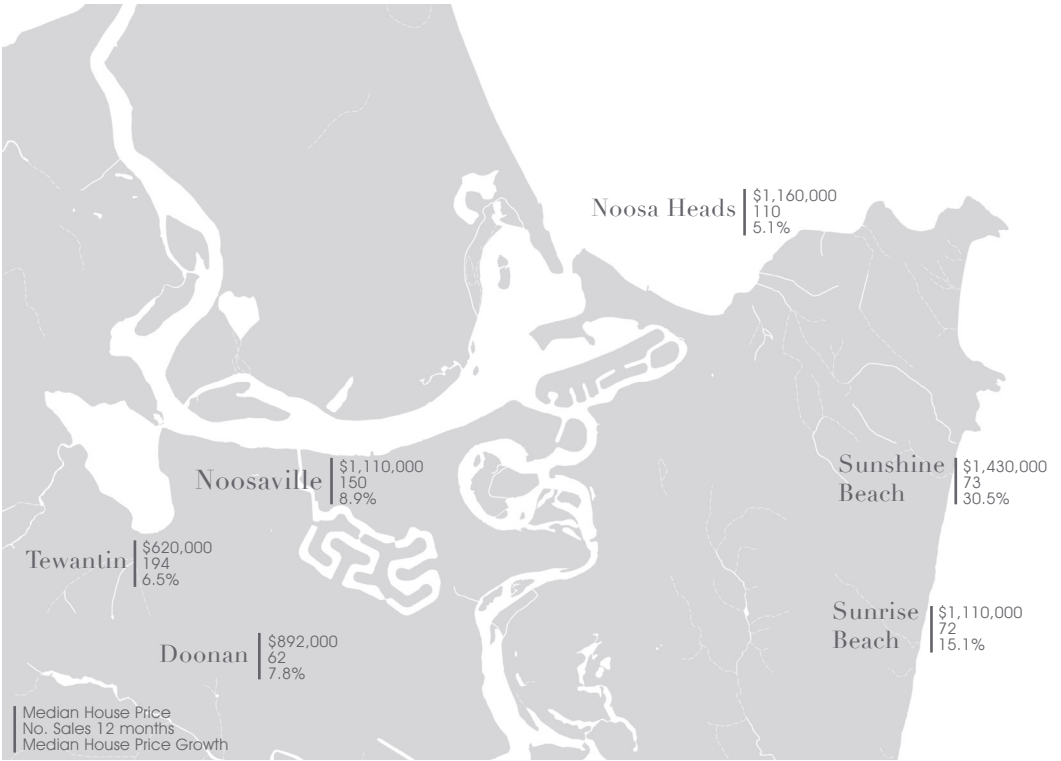
Market Report *Noosa Heads* August 2020



Avery Aerial Photography

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Market Overview



Market Summary

The heart and soul of Noosa, the place so many yearn to visit and only dream of living. This is Noosa Heads the place we get to call home. If you travel to all the corners of the globe, a place this rich in beauty is rare to find. Due to a range of outdoor activities, diverse dining experiences, the landscape allowing for spectacular elevation and views. A suburb that has always had enormous appeal due to the splendid lifestyle it offers.

Traditionally tightly held, minimizing the availability of stock on the market which has been the key driving factor for the price consistency along with a few other factors that are culminating in strong

demand for well-presented property. Establishing the reason prices remain firm with an increase of 33% in 3 years.

The growing number of retiree 'tree-change' and 'sea-changers' pulling forward their plans to make the migration north to Noosa. Many of our interstate buyers have had to put international travel plans on hold for some time so there are new eyes on Noosa especially in the prestige and super prestige end of the market and are now looking to make major geographical moves away from densely urbanised areas to warmer more idyllic sub-tropical climates. Noosa races straight to the top of the list.

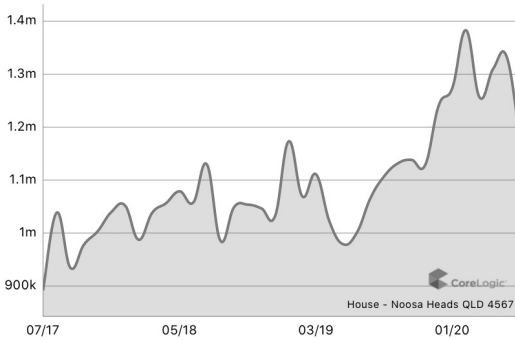
Noosa continuing to escape the health crisis better than most, making it more desirable than ever. Our only hope is we continue to trend and buyers that cannot travel make purchases remotely for when they can live out their ultimate dream.

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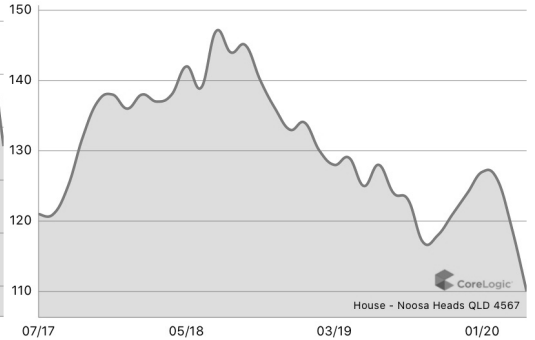


Median Value
07/17 - 06/20



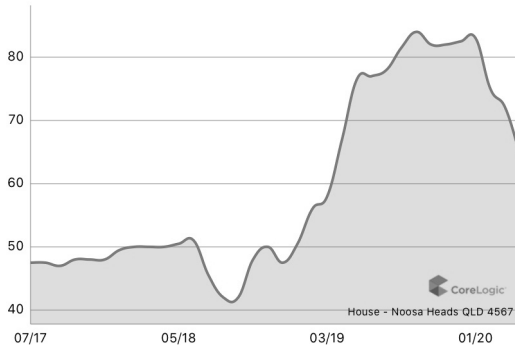
*Strong growth in the last 12 months

Number of Sales
07/17 - 04/20



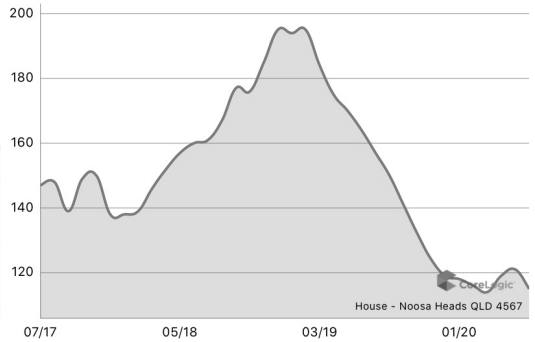
*Number of sales has declined creating scarcity

Median Days on Market
07/17 - 04/20



*Days on market has dropped at just over 60 days

Number of New Listings
07/17 - 06/20



*Declining stock levels has put pressure on buyers

The Meaning of Home

What makes a house a home, well the word has taken on a whole new meaning over the past few months, there has been a shift in society, in the way we do things and the way we think. We have once again come to understand the significance of family, friends, a place that makes us feel safe and comfortable.

During the restricted period some have realised that there are several improvements they would like to make to their home, others have decided to

make the move into a home of their dreams or re-evaluate their current situation and make the Sea Change, they have always dreamed of. The way we live, work, design and purchase homes have been altered.

The recent market movements confirm this, with expats and interstate buyers making the move as well as local buyers trading up. Proving that property continues to be the investment choice.

Covid Response

April wasn't a great month as people were processing how Covid was impacting their daily life and not really contemplating a discretionary foray into Noosa property.

What was important was technology enabled our office to work remotely as well as utilise apps, such as Gavli, which permitted us to conduct virtual open homes and engage interstate buyers, with a platform that allowed real time interaction and fantastic clarity of picture. This saw us commence to transact in May with some properties being sold without being physically inspected and several off market transactions occurring.

June was when things started to happen, a record month for our office. Again, a mixture of off market transactions with overseas, interstate and local buyers all featuring plus many who had previously sold now ready to hit town and buy, with some remain unsatisfied. You can add to

the mix those who have now proven they can work remotely but choose to base in Noosa to the potential buyer list.

As borders open we envisage a further emergence of buyers wanting to purchase. The question will be are they prepared to act at prevailing strong prices or will we be seeing those same buyers in three years time saying they should have bought in 2020?

I may not be blessed with a crystal ball but I can say that Noosa is an amazing place to live and more people wish to come here, in either a tourist or permanent capacity. With finite property and increasing demand the laws of economics suggest prices should increase. Unless there is a significant factor which severely impacts demand prices should continue to be stable if not increase in the medium term and beyond, especially if international travel remains unavailable for an extended period.



Shantelle Francis

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Reed & Co. Properties sold in “lockdown”



6/8 Quamby Place
Noosa Heads | SOLD \$3,200,000



20 Oasis Drive
Noosa Heads | SOLD \$1,920,000



6 Springs Crescent
Noosa Heads | SOLD \$1,470,000



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



144/61 Noosa Springs Drive
Noosa Heads | SOLD \$810,000



17 Shorehaven Drive
Noosa Waters | SOLD \$3,085,000



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



40/67 Gibson Road
Noosa Waters | SOLD \$990,000



5 Starboard Avenue
Noosaville | SOLD \$1,145,000



15 Ely Street
Noosaville | SOLD \$1,385,000



21 Aquamarine Circuit
Noosa Waters | SOLD \$1,080,000



61 Lake Weyba Drive
Noosaville | SOLD \$1,100,000



3/2 Lake Weyba Drive
Noosaville | SOLD \$930,000



17 Livingstone Street
Tewantin | SOLD \$920,000

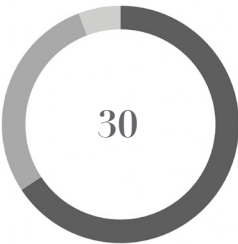


9 Livingstone Street
Tewantin | SOLD \$880,000

Statistics That Speak For Themselves

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. This is what the Reed & Co. team have achieved since September 2018 with 6 licensed estate agents.

Currently Listed Properties



- 19 House
- 10 Unit/Town home
- 1 Land

Total Sold Properties



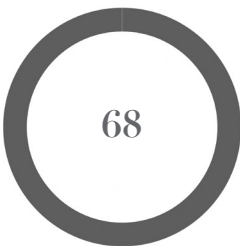
- 110 Private Treaty
- 7 Auction

Total Sales

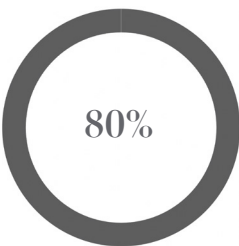


- \$218M Private Treaty
- \$16M Auction Sales

Average Days on Market



Auction Clearance Rate



Average Sale Price



REB - Sales Office of the Year



REB - Digital Presence of the Year



REB - New Office



Reed & Co.

ESTATE AGENTS



Delightful & Professional

After having my home listed with another agent for six months, Shantelle had a contract within three weeks. I have been very impressed with her professionalism, attention to detail and delightful personality throughout my selling process. Shantelle's support, diligence and expertise went beyond the call of duty and I have no hesitation in recommending her.

Seller - Janet
144/61 Noosa Springs Drive
Noosa Heads | **Sold \$810,000**



Great Service

Shantelle was attentive, consistent & knowledgeable in her approach. She communicated well and has a warm, nothing was too much trouble, attitude.

Buyer - Janet
10 Neptune Circuit
Noosa Waters | **Sold \$2,210,379**



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 [@shantellefrancisproperty](https://www.facebook.com/shantellefrancisproperty)