

Reed & Co.

ESTATE AGENTS

Market Report *Noosa Hinterland* July 2021



Market Overview

The market has never been better in the Noosa Hinterland, with land value (knockdown homes) in A-grade positions seeing interest in the low to mid \$1 million range. The most recent sale (34 Livistona Dr) is an obvious example of this: an older, single-level home with a scope to renovate or remove. A 2.5-acre level plot and positioned on a great street, selling before Auction for \$1,120,000 million. When you combine the new land value that has been bedded in with multiple sales, along with the upper limits being tested in our most recent sale at \$2,550,000 for 119 Wust Road Doonan, you have an increasingly high-performing market.

The number of sales in the last 12 months was significantly higher than the longer-term trend and the highest we have seen in the previous three years. Returning to 102 sales over the last 12 months, this trend is up from 68 sales for the same 12-month period in the previous year. We have also seen significant growth in the average house price and median house price, both surpassing the \$1 million mark at \$1.16 million (average) and \$1.28 million (median), up 27% and 28%, respectively. This growth is consistent with that of the overall greater Noosa performance.

Reed & Co. continue to be the clear market leader, with low number of days on market and sales prices exceeding the seller's expectations. At Reed & Co., we have doubled our sales volume over the last 12 months. During this time frame, we have been entrusted with the sale of 13 hinterland homes and sold \$20 million worth of property. We now proudly hold 6 street records across the hinterland. Eumarella Rd Weyba Downs, Laguna Grove Doonan, Littleridge Crt Doonan, Wust Road Doonan, Lilly Pilly Rise Eumundi and Cook Street Eumundi.

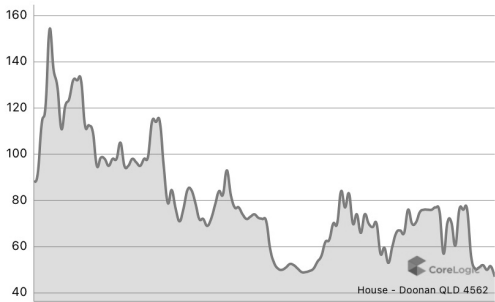
Tips for Buyers: It can feel like a little bit of a challenge if you are buying in a growing market, but my advice is you never pay too much, but sometimes you pay the number a little too soon, paying 10% above market value to secure the right home is only 6 months growth so bidding or buying with confidence its far better than missing out.

Tips for Sellers: Prepare, present & prosper. If you execute the marketing and sales process with a strong negotiating agent, you will secure a wonderful result from the best market conditions we have experience in over a decade.

Sales Statistics

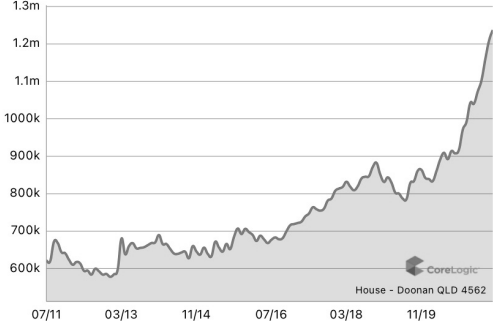
Noosa Hinterland

Median Days on Market
07/11 - 04/21



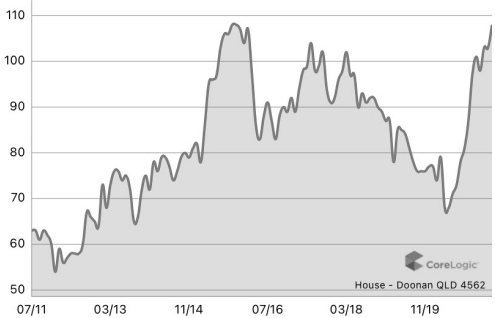
The time it takes to sell a home is at the lowest we have seen in over a decade.

Median Value
07/11 - 06/21



The median house price has quickly returned to aggressive growth.

Number of Sales
07/11 - 04/21



Sales volume is the highest we have seen in the last two years.

Number of New Listings
07/11 - 06/21



It continues to decline, putting pressure on buyers.

% Stock on Market
07/11 - 06/21



Short campaigns has reduced the number of homes available.

Total Value of Sales
07/11 - 04/21



Now at its highest over the last three years.

Case Study

119 Wust Road, Doonan

| Sold for **\$2,550,000**

| 65 Groups through opens

| Buyer from Sydney

| Sold via Virtual inspection

| 24 Days on market

| 9800 Views on realestate.com.au

A Note From The Agent Mark Hodgkinson

The Doonan market has experienced significant growth since the covid-19 pandemic. People can now work remotely, increasing the number of interstate buyers to the Noosa area and growing families moving to the hinterland seeking more space. We knew the market would respond well to this property, with just over an acre of land, a second dwelling with 2 bedrooms and only 7 minutes to Noosaville.

Having a thorough understanding of the market and who to target for this type of Hinterland property meant we could tailor our marketing campaign to reach the right corners of the market. We conducted five virtual inspections with interstate buyers from Melbourne and throughout New South Wales. As a result, the property was sold virtually and before the auction to a Sydney buyer.

An aerial night photograph of a large, modern property with multiple buildings and a swimming pool, surrounded by dense tropical forest. A large blue circular overlay with the word "SOLD" in white capital letters is centered over the property.

SOLD

Case Study

41 Livistona Drive, Doonan

| Sold for **\$1,450,000**

| \$50,000 Over appraisal Price

| 16 Days on market

| Sydney buyer

| 71 Prospective buyers

| 6200 Views on Realestate.com.au

A Note From The Agent

Mark Hodgkinson

Being a character style home, we knew that this property would be received well by the market and would have heavy engagement. We also knew the properties campaign needed to have a great first impression. We worked extensively with the owners to prepare the property, offering advice on what could be done to freshen the property

up for sale and working with 'The Styling Agents' to style the property for photos and open homes. The prettiness, quintessential charm and presentation of the property created competition from early in the campaign and ultimately led to the property selling before Auction to an interstate buyer.



Team Hodgkinson Sales

2019 - 2021



10 Wentworth Street
Tewantin | **\$1,135,000**
SOLD June 2021



41 Livistonia Drive
Doonan | **\$1,450,000**
SOLD May 2021



119 Wust Road
Doonan | **\$2,550,000**
SOLD May 2021



223 Eumarella Road
Weyba Downs | **\$2,385,000**
SOLD May 2021



5 Bickle Court
Tewantin | **\$1,130,000**
SOLD May 2021



3 Lilly Pilly Rise
Eumundi | **\$1,150,000**
SOLD April 2021



36 Mahogany Drive
Marcus Beach | **\$1,250,000**
SOLD March 2021



48 George Street
Tewantin | **\$795,000**
SOLD March 2021



18 Agathis Place
Noosaville | **\$993,000**
SOLD January 2021



21 Littleridge Court
Doonan | **\$1,700,000**
SOLD November 2020



1 Hovea Place
Tewantin | **\$860,000**
SOLD November 2020



9 Dun Street
Tewantin | **\$720,000**
SOLD November 2020

Team Hodgkinson Sales

2019 - 2021



80-82 Moorindil Street
Tewantin | **\$1,100,000**
SOLD September 2020



59 Laguna Grove
Doonan | **\$1,720,000**
SOLD September 2020



126 George Street
Tewantin | **\$860,000**
SOLD July 2020



76 Grasstree Road
Eumundi | **\$1,230,000**
SOLD July 2020



28 Toolar Street
Tewantin | **\$860,000**
SOLD June 2020



7 Red Ash Court
Cooroy | **\$680,000**
SOLD June 2020



17 Livingstone Street
Tewantin | **\$920,000**
SOLD May 2020



61 Lake Weyba Drive
Noosaville | **\$1,100,000**
SOLD May 2020



17 George Street
Tewantin | **\$500,000**
SOLD March 2020



15 Tedford Drive
Tewantin | **\$635,000**
SOLD February 2020



1&2/41 Griffith Avenue
Tewantin | **\$780,000**
SOLD December 2019



30 Furness Drive
Tewantin | **\$665,000**
SOLD December 2019

Reed & Co.

ESTATE AGENTS

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The Dream Team

Mark & Laura helped us get the place looking sharp for the sale. Mark knew the market, was confident in his sale strategy and got the job done. Laura was great and kept us in the throughout the process. Absolutely nailed it!

Seller - Georgia & Ben
3 Lilly Pilly Rise
Eumundi | **SOLD \$1,150,000**

“

Excellent Agent

Mark is an excellent agent to deal with. We have bought and sold many properties over the years and we found Mark to be one of the best. He is kind, friendly, knowledgeable, considerate and understanding and we would not hesitate to recommend and use him again in the future.

Seller - Rob & Lisa
21 Littleridge Court
Doonan | **SOLD \$1,700,000**

“

A Very Experienced Agent

Mark's marketing and selling strategy worked to bring out the best price. He always kept us informed and made personal visits to keep us up to date. Virtual inspections, held for interstate buyers, were professionally conducted and well managed.

Seller - Ross & Mimi
119 Wust Road
Doonan | **SOLD \$2,550,000**

“

Great Support

We approached Reed & Co based on their professional efforts on properties close to ours. We are beyond satisfied with the result and have already suggested Mark and the Reed & Co. team to other prospective sellers in the Noosa area.

Seller - Mal & Suzie
41 Livistona Drive
Doonan | **SOLD \$1,450,000**

“

Exceptional Service

Mark was a pleasure to work with; he provided fantastic communication, ran a solid marketing campaign and achieved a great result in precisely the right time frame. He was always available at any time and on any day and responded quickly to any messages we left.

Seller - Keith & Claire
29 Forest Ridge Drive
Doonan | **SOLD \$2,270,000**

“

Genuine & Helpful Agent

We had limited knowledge of the local area and Mark was really accommodating to us. He was someone we trusted, and he bent over backwards to help us. We can't recommend Mark enough - if we ever sold (which we won't!) we would be using Mark as our agent!

Buyer - Troy & Julia
76 Grassree Road
Eumundi | **SOLD \$1,230,000**



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Scan the
QR code
to connect.