

# Reed & Co.

ESTATE AGENTS

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## Market Report

### *Noosa Heads*

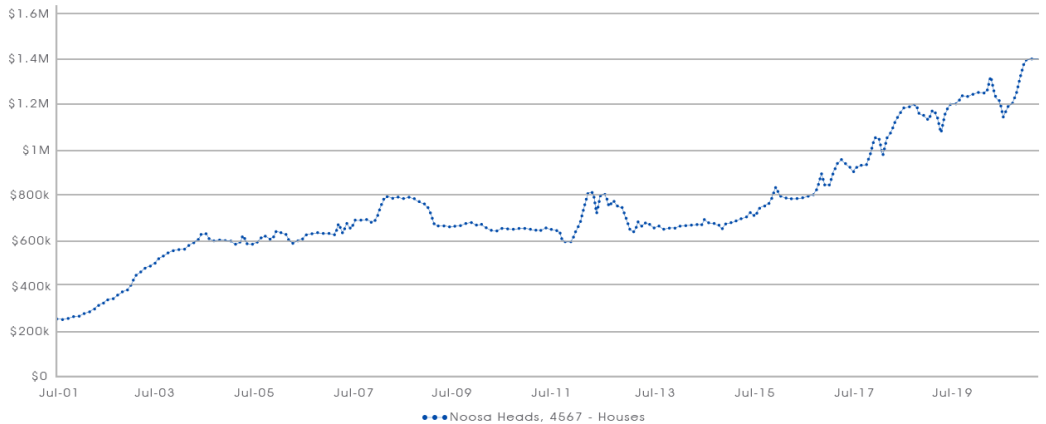
July 2021

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# Market Overview

Median Sale Price - 20 Years (House)



Statistics are calculated over a 12 month period

With the media nationally reporting virtually daily on the strength of the property market, it is easy to get carried away with all the hype. Let's put the events of the last 12 months in perspective.

Firstly, the property doesn't have a short term investment horizon to justify the almost daily reporting of surging property prices. The message is bordering on irrelevant and generates false expectations.

Secondly, let's have a look at what has transpired on the ground. March & April 2020 saw property markets seize as people stood still and processed what was taking place. In May 2020, houses started to transact as people started looking for a spacious option should they wish to have a backup for their family.

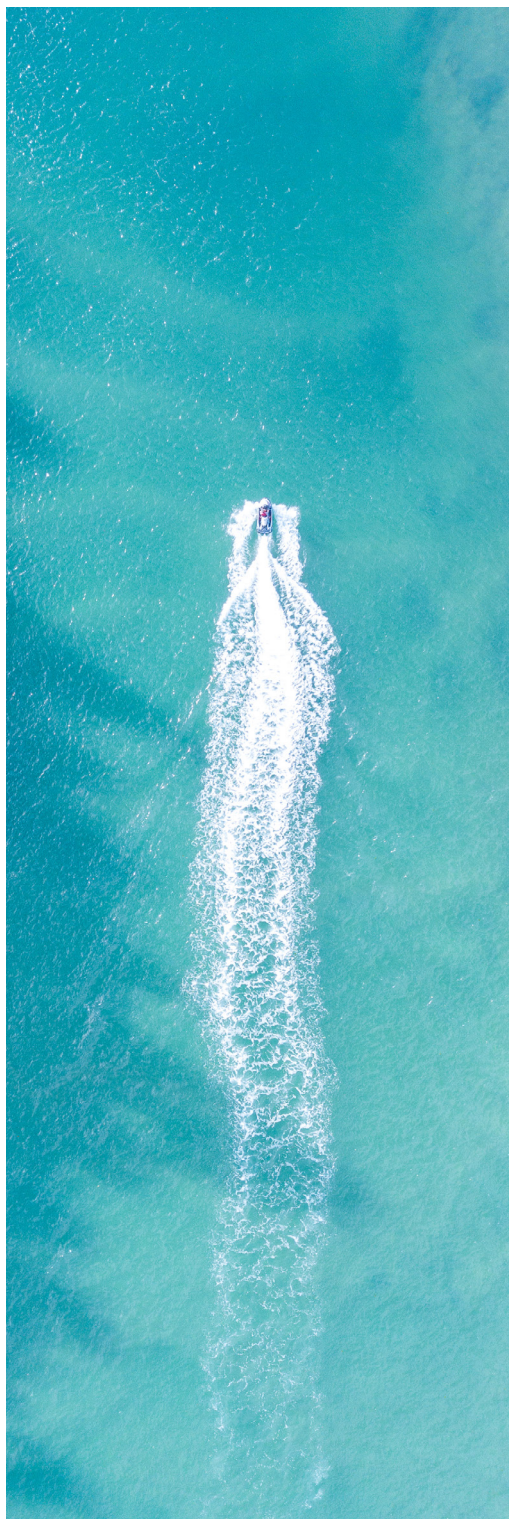
Apartments, however, were a different beast. To combat the spread of Covid Council placed a ban on short term letting from April through June 2020 with people able to quarantine (effectively a 14-night minimum stay). There was a subsequent scramble to shift holiday properties across to permanent rentals to guarantee an income stream. Given the uncertainty around income, very few apartments in that investment space transacted whilst borders were shut and income distorted by the total reliance on the QLD drive market. It wasn't until September that apartments started to find their way to market as border restrictions were relaxed.

Thirdly, channels have changed. There has been the emergence of buyer agents as an integral part of the purchase process, digital mediums have never been more critical to market

properties, and given the competition between buyers, days on market have declined. The perception that there has been little stock to choose from is factually untrue as there have been 26% more houses and 17% more units (source: Core Logic) transact in the last 12 months. It is just that the double impact of buyers agents and competition between buyers have seen the emergence of greater off-market transactions. When combined with lower days on market, the perception is one of less stock.

This brings us to the current situation. The frenzy which typified late 2020 and early 2021 has eased with buyers being much more discerning and considered in their purchase decisions and, with that, a little more rational around price. Prices are still strong, but a slowing in the rate of increase of viewings on REA through QLD is likely to lead to a levelling off in the rate of median price growth. In other words, if you are considering going to market, you are still expected to achieve a good price for your property. Still, the slightly reduced competition between buyers is unlikely to deliver the stratospheric result that media pundits suggest, which has been the gossip in pub and supermarket conversations.

A look at the graphs over three years highlights the differences in the house versus apartment market. A look at the number of house sales in that April-May



period last year highlights the lack of liquidity in the market at that point in time as sales volumes bottomed.

Apartments, conversely, were constant until border restrictions began to ease around September/ October 2020. Supply then began to increase with more stock being released.

Similarly, the days on market for houses continue to be short due to less physical quantities of homes combined with the desire for buyers to have more space, which only a detached dwelling can provide. On the other hand, Apartments have just started to turn upwards as off market opportunities slow down.

It is all about the sand, the sun, natural forests which collide with the Pacific Ocean. It is simple when you think about it, an amazing stimulation of the senses by nature that keeps us fixated. Next time you're in Noosa, feel free to make contact to discuss what is going on in Noosa or even if you wish to discuss your own little piece of paradise.

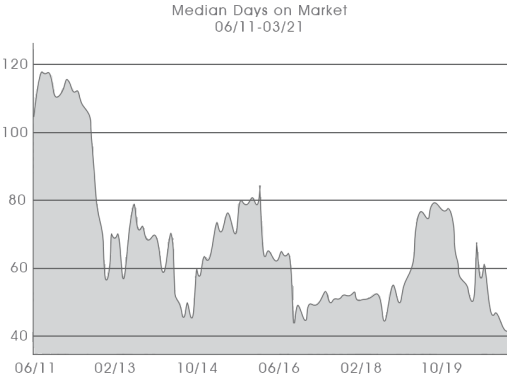
Best Regards, Kate!



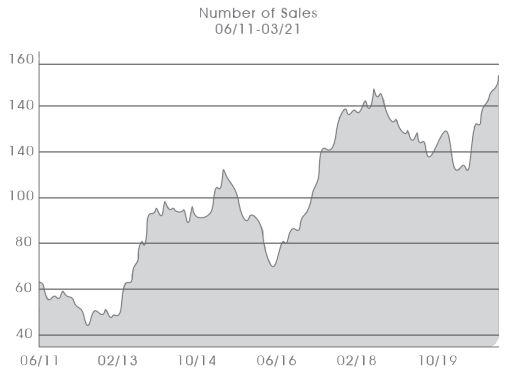
# Sales Statistics

## Noosa Heads

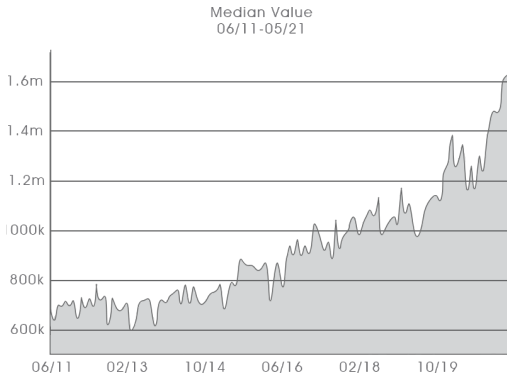
### HOUSE



Days on market have declined since May 2020 when people started to accelerate their Plan B.

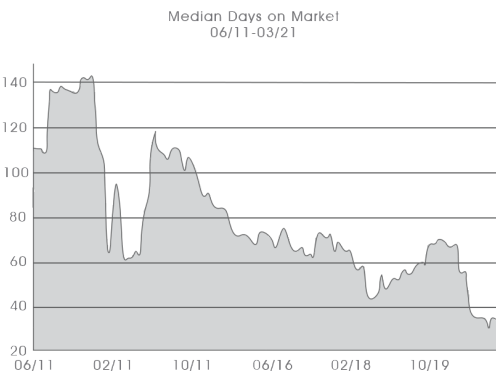


The number of houses sold continues to grow since mid-2020.

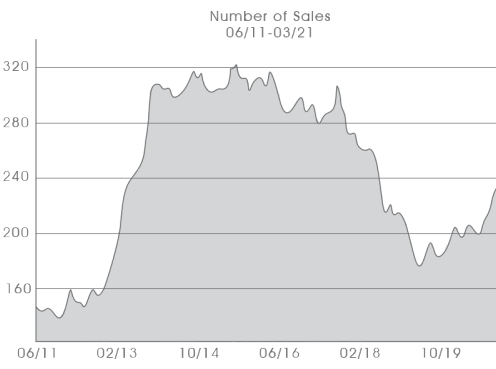


House values continue to climb as people clamour for properties offering space.

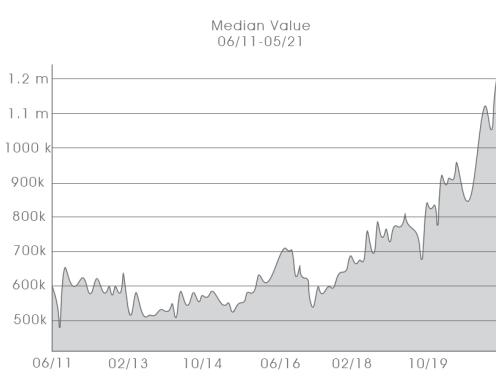
### UNIT



Days on market continues to decline as overseas travel remains unavailable.



Since mid-2019 the volume of unit sales has continued to increase.



Units continue to increase in value with those having proximity to Hastings Street and/or views commanding lots of interest.

# Case Study

## 33 The Quarterdeck, Noosa Heads

Campaign: Private sale

Sold for **\$2,695,000**

2 Days on the market

2 Written offers

Buyer from Noosa

### A Note From The Agent

Kate Cox

33 The Quarterdeck is an excellent example of how the market has moved over the past eight years. Noosa Hill has changed from an area seen as a “bushy” less sought after location, transitioning to a popular holiday destination and a place for families. Buyers have realised that the National Park is their neighbour and Noosa Main Beach is only a short walk away; the Noosa Junction cafe hub is an even shorter walk in the other direction.

I first sold 33 The Quarterdeck in 2013 for a long term local family for \$510,000

to an investor from Melbourne. He then rented the property until May 2018, and we sold the home for \$1,050,000 to a family returning to Noosa from Sydney. They loved the house and took it to the next level with a complete renovation. In March 2021, we marketed the property for sale. We had two offers in writing within two days; a local family who lived in the hinterland purchased the home for \$2,695,000. It shows the change in the market over the years and how investing in renovating your home financially pays off.



# Case Study

## 1/20 Viewland Drive, Noosa Heads

Campaign: Private sale

Sold for **\$1,275,000**

157 Enquiries

57 Open Home Attendees

2 Written Offers

5190 Views on Realestate.com.au

## A Note From The Agent

Kate Cox

An absentee owner from South Australia had been leasing the property as a holiday rental. We met on site and went through the property with a list of maintenance we felt needed to be completed before bringing the property to market.

The owner spent approximately \$30,000, which included painting, landscaping and a new fence, etc. Our contractor completed the work within a few weeks.

We then introduced Beck from The Styling Agents to the property, and she staged

the property perfectly, using the existing furniture and a small investment in soft furnishings & accessories.

My valuation on the property pre-upgrade and styling was \$1,100,000. We achieved a sale price of \$1,275,000.

The buyer viewed the home virtually from Victoria and later visited to purchase the property as a holiday home. This is the perfect example of how a small amount of maintenance can truly maximise the potential return in profit for your asset base.



# Team Cox Sales

2019 - 2021



5 Banksia Avenue  
Noosa Heads | **\$3,650,000**  
SOLD July 2021



24 Sarah Court  
Noosa Heads | **\$1,850,000**  
SOLD May 2021



26 David Street  
Noosa Heads | **\$1,565,000**  
SOLD May 2021



23 Coral Tree Avenue  
Noosa Heads | **\$1,550,000**  
SOLD May 2021



5/30 Edgar Bennett  
Noosaville | **\$1,050,000**  
SOLD May 2021



13 Springs Crescent  
Noosa Heads | **\$3,050,000**  
SOLD April 2021



1/113 Gympie Terrace  
Noosaville | **\$1,775,000**  
SOLD April 2021



21/5 Riverstone Court  
Tewantin | **\$1,105,000**  
SOLD April 2021



64 Hilton Terrace  
Tewantin | **\$1,920,000**  
SOLD March 2021



33 The Quarterdeck  
Noosa Heads | **\$2,700,000**  
SOLD March 2021



2 Cook Street  
Eumundi | **\$1,030,000**  
SOLD March 2021



2/27 Viewland Drive  
Noosa Heads | **\$1,400,000**  
SOLD February 2021



# Team Cox Sales

2019 - 2021



47 Lake Vista Drive  
Peregian Beach | **\$1,855,000**  
SOLD February 2021



1/27 Viewland Drive  
Noosa Heads | **\$1,310,000**  
SOLD February 2021



2/57 Hilton Terrace  
Tewantin | **\$930,000**  
SOLD February 2021



1521/1 Lakeview Rise  
Noosa Heads | **\$1,560,000**  
SOLD February 2021



27/17 Natasha Avenue  
Noosa Heads | **\$2,450,000**  
SOLD February 2021



1/7 The Quarterdeck  
North Shore | **\$1,000,000**  
SOLD January 2021



1/20 Viewland Drive  
Noosa Heads | **\$1,275,000**  
SOLD January 2021



16 The Quarterdeck  
Noosa Heads | **\$2,320,000**  
SOLD December 2020



9/37-39 Noosa Drive  
Noosa Heads | **\$820,000**  
SOLD November 2020



23 Weyba Park Drive  
Noosa Heads | **\$1,321,000**  
SOLD November 2020



5 Habitat Place  
Noosa Heads | **\$1,886,000**  
SOLD October 2020



10 Moonare Crescent  
Noosa Heads | **\$1,412,000**  
SOLD October 2020



## The Kate Cox Team

This trio is the epitome of spectacular real estate service and results. With a passion for people and the Noosa lifestyle, this team knows the Noosa area like no other, and it's this knowledge that enables them to go above and beyond selling property.

Successfully selling real estate in Noosa for 13 years, Kate's consistent results are unrivalled. Contact the Kate Cox Team to see how they can maximise your property investment.

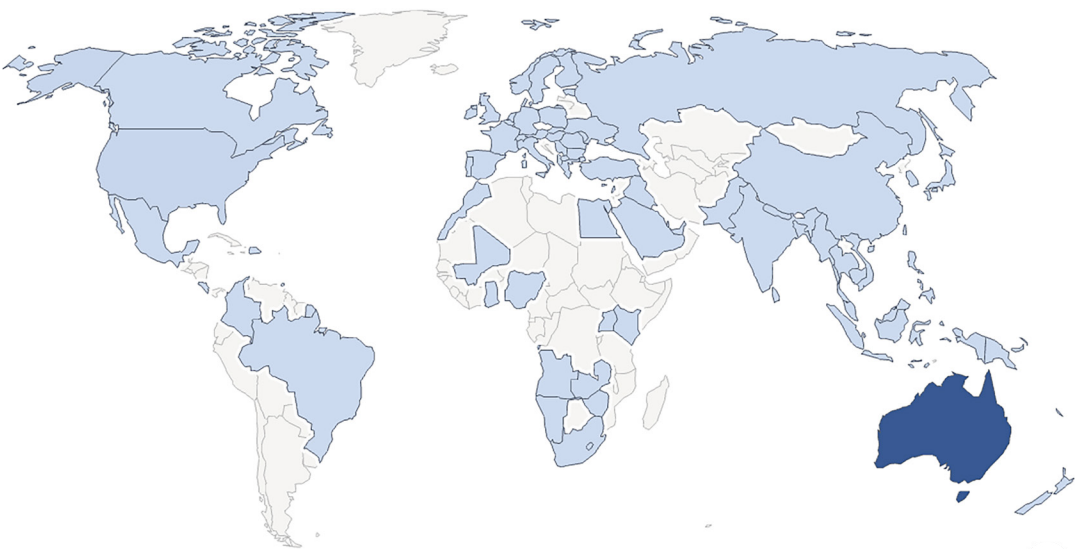
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# Campaigns that reach the world

## The Reed & Co. Advantage

Our marketing campaigns have no borders with 183,873 unique website visitors over 12 months.



## Results that speak for themselves

### Agency September 2018 - May 2021



**Total Properties Sold**  
217



**Average Sales Value**  
\$2,157,640

**Total Sales Value**



- House**  
\$3m avg sales value
- Townhouse**  
\$2m avg sales value
- Apartment**  
\$3m avg sales value

# Reed & Co.

## ESTATE AGENTS

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### *Delivered What Was Promised!*

We were interstate sellers and Kate handled the sale with ease. We were fortunate to secure a buyer very quickly and at a good price. Everything went smoothly. Thank you Kate for a stress free experience!

Seller - Jacinta  
1/27 Viewland Drive  
Noosa Heads | **SOLD \$1,310,000**

“

### *Best In Class Agent*

Buying our home was such a pleasant & seamless experience thanks to Kate. Her knowledge, professionalism & consistent help right from the moment we did our initial virtual tour from Sydney to the day we collected our keys - has been best in class.

Buyer - Nicole & Gary  
2 Cook Street  
Eumundi | **SOLD \$1,030,000**

“

### *Fabulous Agent*

Kate is an excellent mix of style, pizzazz and business. Her team gave us excellent presale advice and found the perfect buyer for our property. We were very pleased with the result. Kate and the team made the process of selling as enjoyable as possible.

Seller - Pete  
47 Lake Vista Drive  
Peregian | **SOLD \$1,855,000**

“

### *Brilliant From Day One!*

Kate is the best agent I've ever worked with. Kate always had our best interests front and foremost. Her local knowledge is brilliant, and her manner in dealing with us and potential buyers was exemplary. Kate and her team were soothing and reassuring, and they achieved an excellent sales result.

Seller - David  
47 Lake Vista Drive  
Peregian | **SOLD \$1,855,000**

“

### *Personable & Professional*

Kate made everything very easy. As well as knowing the market very well, she also has a very good understanding of her buyers requirements. Would definitely recommend and use her services again.

Buyer - Simon  
1521/1 Lakeview Rise  
Noosa Heads | **SOLD \$1,560,000**

“

### *No. 1 Agent In Noosa Heads*

Kate's understanding of the market and knowledge of property is first class. She treats you like her most important client at all times. Outstanding.

Seller - Scott & Kathy  
1/20 Viewland Drive  
Noosa Heads | **SOLD \$1,275,000**



**Kate Cox**

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