

# Reed & Co.

ESTATE AGENTS

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## Market Report *Noosaville* July 2021

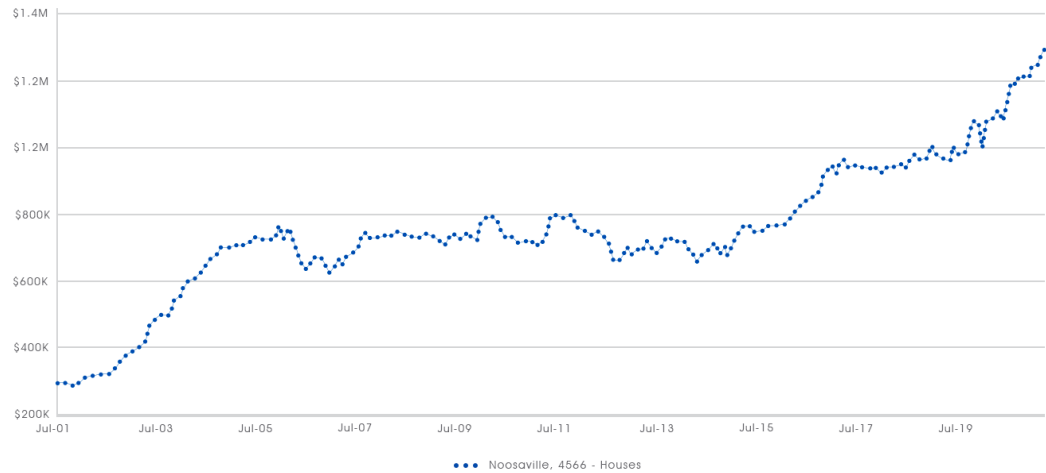
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# Market Overview

## Noosaville

Median Sale Price - 20 Years (House)



The market has never been better for dry blocks in Noosa Waters and the surrounding Headlands, Ely and Northrise estates. 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 last three years. The perception that there has been little stock to choose from is factually untrue as there were 62 home sales over the previous 12-month period; this is up from 42 sales for the same 12-month period in the previous year.

We have also seen significant growth in the average house price, increasing from \$1.16 million to \$1.37 million, a growth of 18%. Interestingly there has been a substantial increase in the number of homes selling for \$1.5 million

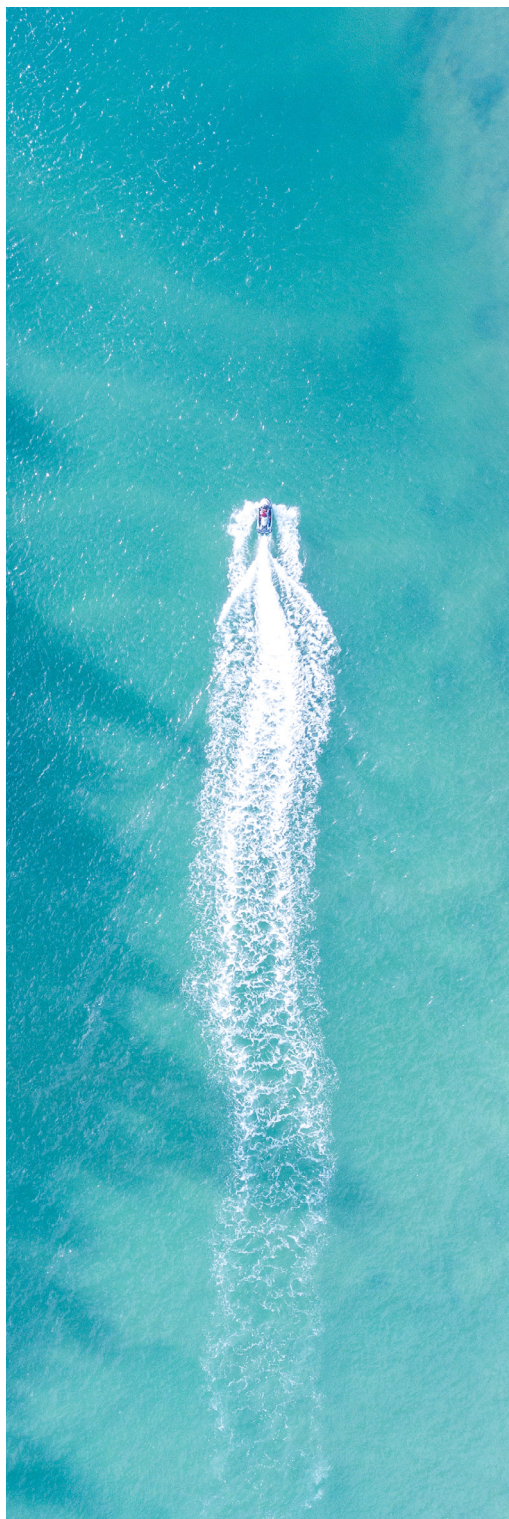
or higher, up from 5 homes in the prior 12-month period to an impressive 18 homes selling for \$1.5M or higher. Buyers are now aware that the entry point to buying in Noosa Waters and the surrounding estates has shifted significantly over the last 12 months and adjusts their budgets as necessary.

In the last few months, the most significant recent sales by Reed & Co was the sale of 11 Spindrift Court for \$2,050,000 and 20 Shorehaven Drive for \$2,000,000. These homes highlight the demand for well-presented single level homes in good positions with access to the river and shops.

There has been a real sense of scarcity for buyers, which has added significant

energy to the market, forcing buyers to compete and make offers driven by emotion to secure properties under competition. Buying dynamics have also shifted; buyers agents have emerged as an integral part of many purchases. Reed & Co have seen a continued increase in the importance of digital mediums in marketing properties, and given the competition between buyers, days on market have declined significantly. The dual impact of buyers agents and competition between buyers have seen the emergence of greater off market transactions or homes having firm offers before hitting the market. This combined with lower days on market has created the perception of less stock.

The Noosa market continues to surge forward, breaking new ground from a value perspective, recently crowned the most expensive housing market in the state. Noosa's market has matured beautifully; it has grown from being a volatile market 10 to 15 years ago to a highly desirable lifestyle market with a strong base of permanent residents underpinning growth. There is no "one" reason for the most recent acceleration in the growth, more a combination of factors. The existing underlying drivers that have been supporting a buoyant market over that last five years have been tree-changers and sea-changers, positive migration, and holiday home buyers.





	2020 YTD	2021 YTD	GROWTH \$	GROWTH %
	TOTAL MARKET			
Sales Value	\$52,234,500	\$84,704,000	\$32,469,500	62%
No. Sales	45	62	17	38%
Median Price	\$1,160,767	\$1,366,194	\$205,427	18%
No of sales over \$1,500,000	5	18	13	260%

Data 12 months to June 2020 - 2021

It is a mixture of the global pandemic, the increased ability to work from home and low interest rates that have inspired lifestyle changes, retirees and families to bring life plans forward to live in Noosa. In the latest Corelogic property data, we can see that the median house price in Noosa Heads grew by 17.9%, while neighbouring Sunshine Beach, which shares the Noosa Heads postcode, increased by a massive 34.7%. Noosaville, which includes Noosa Waters, has also experienced powerful performance jumping 21.1%. The median price for a house in Noosa Heads is now \$1.57 million, while Sunshine Beach is at a staggering \$1.96 million, Noosaville is close behind at \$1.37 million. The region's properties generate so much interest; auctions were being brought forward by weeks, with many high-end sales soaring past the reserve price.

**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 six months growth so bidding or buying with confidence it's 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

## Noosaville

Median Days on Market  
07/11 - 03/21



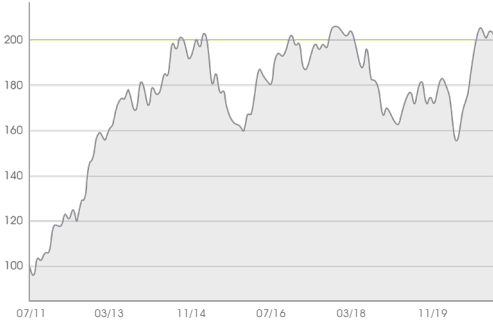
The time to sell a home is at the lowest we have seen in over a decade.

Median Value  
07/11 - 05/21



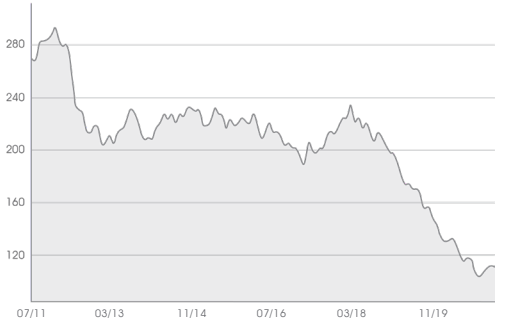
The median house price has quickly returned to aggressive growth.

Number of Sales  
07/11 - 03/21



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

Number of New Listings  
07/11 - 05/21



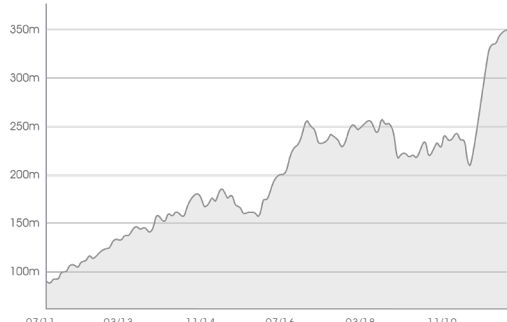
Continues to decline, putting pressure on buyers.

Percentage of Stock on the Market  
07/11 - 05/21



Short campaigns and less homes offered has reduced the number of homes available.

Total Value of Sales  
05/11 - 02/21



Now 40% higher than the three year trend.

# Case Study

## 8 Spindrift Court, Noosa Waters

Campaign: Private sale  
Sold for **\$1,600,000**  
Sold \$100,000 over expectations

5 Days on the market  
49 Perspective buyers  
2 Competing offers

### A Note From The Agent

#### Monique Sommer

Before this sale, the highest sale in the street was \$1,285,000 for a renovated home just over a year prior. The energy in the marketplace was strong when this home was launched; it was essential that all buyers were given the opportunity to purchase the house in an open yet competitive forum to achieve a great sales result.

The presentation was a critical factor in achieving this result, which had been built & owned by the same owners for 21 years. Our in-house stylist worked closely with the owners to present a warm home and provided a blank canvas that enabled future owners to create their dream home.



# Case Study

## 20 Shorehaven Drive, Noosa Waters

Campaign: Private sale

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

Sold for \$100,000 over expectations

3 Days on the market

64 Perspective buyers

### A Note From The Agent Monique Sommer

This home attracted intense interest from the market as it is situated on a large block. An original house with a unique superstructure drew interest from a large variety of different buyers, including those looking to move off the waterfront and people looking to make a move in from acreage. A buyers agent representing a family from Sydney secured the home with an unconditional offer at the first open home.

### A Note From The Buyers Agent

The client brief was clear; they wanted a well-located property and a house that can be extended in the future. This property ticked many boxes, with the significant land content being very appealing. The immaculately presented home with an expansive outdoor entertaining area sealed the deal; we worked quickly to submit an unconditional offer, securing the property in a highly competitive market.





# Monique Sommer Sales

## Noosa Region



21/173 Gympie Terrace  
Noosaville | **\$940,000**  
SOLD May 2021



50 Shipyard Circuit  
Noosa Waters | **\$1,310,000**  
SOLD May 2021



20 Shorehaven Drive  
Noosa Waters | **\$2,000,000**  
SOLD May 2021



11 Spindrift Court  
Noosa Waters | **\$2,050,000**  
SOLD April 2021



8 Spindrift Court  
Noosa Waters | **\$1,600,000**  
SOLD April 2021



24 The Peninsula  
Noosa Waters | **\$2,750,000**  
SOLD March 2021



1 Wendoma Court  
Tinbeerwah | **\$1,100,000**  
SOLD January 2021



24 Cloudsley Street  
Noosaville | **\$2,050,000**  
SOLD November 2020



17 Neptune Circuit  
Noosaville | **\$1,550,000**  
SOLD November 2020



9 Seascout Circuit  
Noosa Waters | **\$1,275,000**  
SOLD October 2020



2 Oceanmist Court  
Noosa Waters | **\$1,150,000**  
SOLD October 2020



25 Shipyard Circuit  
Noosa Waters | **\$1,079,000**  
SOLD August 2020

# Monique Sommer Sales

## Noosa Region



21 Shipyard Circuit  
Noosa Waters | **\$1,315,000**  
SOLD August 2020



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



15 Shorehaven Drive  
Noosa Waters | **\$2,476,000**  
SOLD July 2020



36 Waterside Court  
Noosa Waters | **\$1,350,000**  
SOLD June 2020



27 Seacove Court  
Noosa Waters | **\$1,427,000**  
SOLD June 2020



21 Aquamarine Circuit  
North Waters | **\$1,080,000**  
SOLD May 2020



5 Starboard Avenue  
Noosaville | **\$1,145,000**  
SOLD April 2020



16 Rani Circuit  
Noosaville | **\$890,000**  
SOLD March 2020



6 Mizzen Court  
Noosa Waters | **\$1,000,000**  
SOLD March 2020



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



7 Spindrift Court  
Noosaville | **\$1,250,000**  
SOLD February 2020



90 Shorehaven Drive  
Noosa Waters | **\$960,000**  
SOLD January 2020



## Monique Sommer

A trusted Noosa specialist, Monique Sommer has created a reputation for delivering great sales results in Noosaville, Noosa Heads, Peregrine Beach and Tewantin over the last three years at Reed & Co.

Leveraging her experience selling homes in Sydney's Eastern suburbs and fifteen years as a consumer marketer in her prior career, Monique's strategic marketing campaigns and negotiation skills are second to none.

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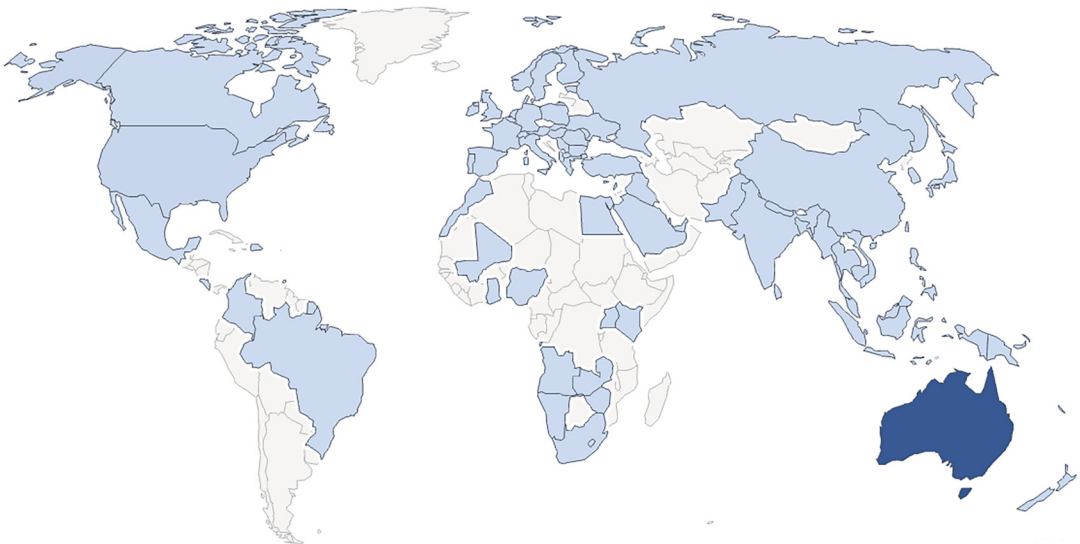
*Known for her highly approachable manner and ability to earn trust in short time frames, Monique listens to what buyers are looking for and then matches them with the right homes.*



# 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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### *Best Realtor Ever*

Monique is the best realtor we have worked with. She is professional, listened to what we wanted, and delivered everything she promised - record sale price, cash buyer, easy sale. Totally stress free. Cannot recommend Monique enough.

Seller - Phil  
21/173 Gympie Terrace  
Noosaville | **SOLD \$940,000**

“

### *Great Agent*

She has always been very friendly, sincere and has great knowledge of the market. Monique was on the money with our expectations. She was thoroughly professional and informative during the sale of our home.

Seller - Carolyn & Don  
20 Shorehaven Drive  
Noosaville | **SOLD \$2,000,000**

“

### *Seamless Purchase*

Monique was exceptional to work with. She was very professional throughout the transaction and her market knowledge is second to none. She is transparent and communicates very well throughout the process. My clients are absolutely wrapped with their purchase.

Buyers Agent - Kirstie  
20 Shorehaven Drive  
Noosaville | **SOLD \$2,000,000**

“

### *Best of the Best*

Monique's market knowledge, service and communication was outstanding. She is professional, approachable and went above and beyond to help us work through the challenges involved. I would highly recommend Monique.

Buyer - Kirsten  
24 The Peninsula  
Noosaville | **SOLD \$2,750,000**

“

### *Exceeded our Expectations*

Monique made the sale process stress free and ensured we achieved a sale price which exceeded our expectations in a quick time frame. I would not hesitate to recommend Monique to all.

Seller - Karen  
21/173 Gympie Terrace  
Noosaville | **SOLD \$940,000**

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

Monique is a delight to deal with. She is a fantastic agent and an excellent support system. Monique gives great advice that is easy and clear to follow. She really cares about her clients and the community. Our house sold above the reserve price before it fully went to market. I would highly recommend Monique.

Seller - Lesleigh & Glen  
11 Spindrift Court  
Noosaville | **SOLD \$2,050,000**



**Monique Sommer**

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Scan the  
QR code  
to connect.