

Reed & Co.

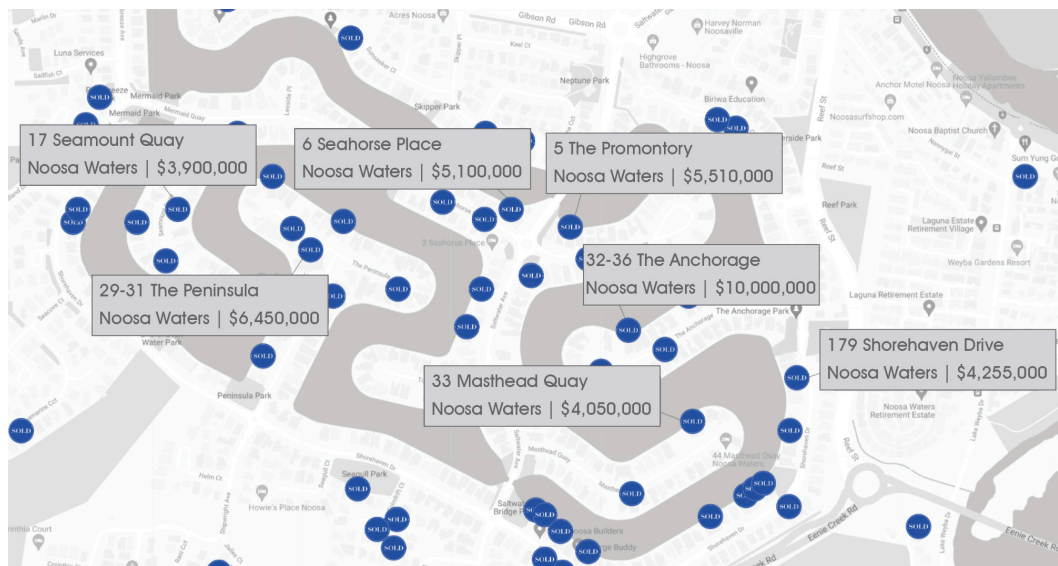
ESTATE AGENTS

Market Report *Noosa Waters* JULY 2021



Market Overview

Noosa Waters



Recent Street Records - SOLD BY REED & CO.

The Noosa market continues to surge forward, breaking new ground from a value perspective, recently being crowned the most expensive housing market in the state. 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 solid 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

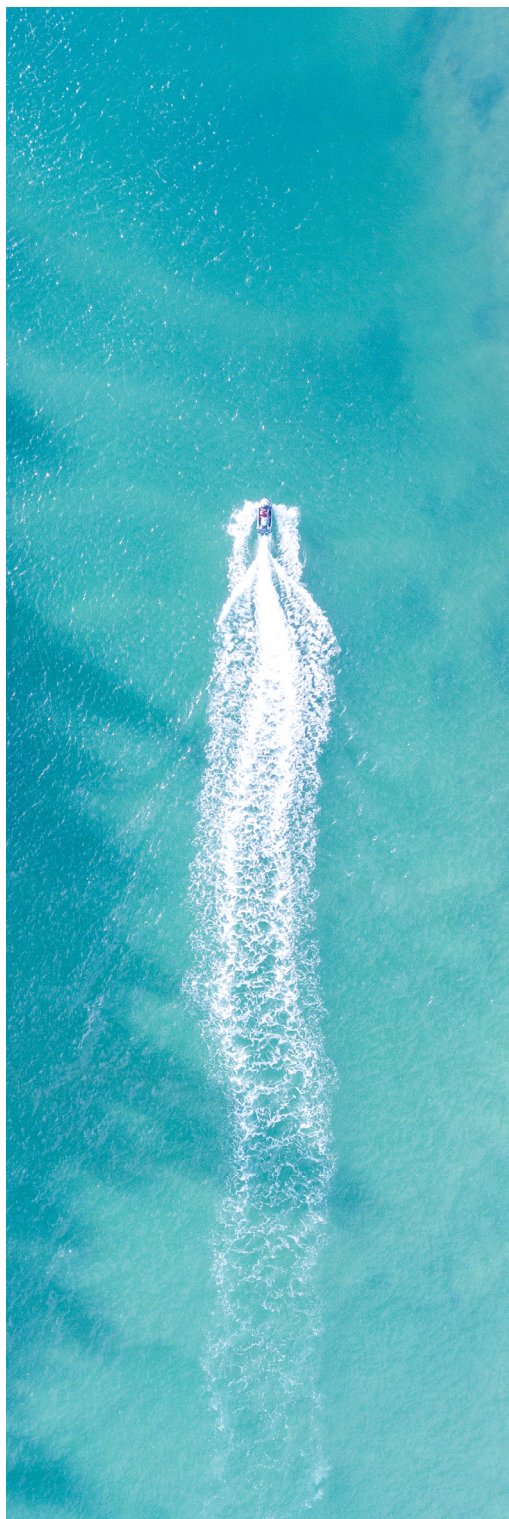
\$1.37 million. The region's properties generate so much interest that we are pulling auctions forward by weeks, with high-end sales soaring past the reserve price and previous records.

Noosa's market has matured beautifully - it's grown from being a somewhat speculative 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 supporting a buoyant market over the last five years have been tree-changers and sea-changers, positive migration, and holiday home buyers.

Since the pandemic, we now have to add financially capable families moving away from densely populated urban areas to the mix. Couple that with prestige holiday home buyers facing no international travel until 2024, fuelling the super-premium market, and you have one of the most robust market conditions in the country.

There is a real sense of scarcity for buyers, which adds significant energy to the market, forcing buyers to compete and make offers driven by emotion to secure properties under competition. The actual volume of sales (number of homes being offered to the market) is the highest we have seen in the last three years, so the selection of homes available to buyers is good. If you are thinking of selling, there are some excellent opportunities to upsize/ downsize or make a lifestyle move within the Noosa Shire.

The market has never been better on the waterfront, with land value (knockdown homes) in A-grade positions seeing interest in the low to mid \$3 million range. The most recent sale (35 The Peninsula) is a very clear example of this, being a south-facing knockdown home with a good view and positioned on a great street, selling under the hammer for \$3.435 million. When you combine the new land value that has been bedded in with multiple sales, along with the upper limits being tested



	2020 YTD	2021 YTD	GROWTH	GROWTH %	
TOTAL MARKET					
	Sales Value	\$60,491,600	\$138,307,879	\$77,816,279	129%
	No. Sales	23	38	15	65%
	Average Price	\$2,650,000	\$3,221,250	\$571,250	22%
	Median Price	\$2,814.852	\$3,472,303	\$657,450	23%
REED & CO.					
	Sales Value	\$37,170,000	\$75,918,879	\$38,748,879	104%
	No. Sales	12	20	8	67%

YEAR ON YEAR GROWTH - Noosa Waters

in our most recent sale at \$5.510 million at 5 The Promontory, 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 38 sales over the last 12 months, this trend is up from 23 sales for the same 12-month period during the previous year. We have also seen significant growth in the average house price and median house price, both surpassing the \$3 million mark at \$3.22 million (Average) and \$3.472 million (Median), up 22% and 23%, respectively. This growth is consistent with that of the overall Noosaville suburb performance.

the amount of their nearest competitor on the waterfront. 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 20 waterfront homes and sold over \$75 million worth of property. We now proudly hold the record for the top three highest sales on the waterfront, as well as street records for The Anchorage, The Promontory, Seahorse Place, Seamount Quay, Masthead Quay and The Peninsula.

Reed & Co. continue to be the clear market leader, selling more than twice

Sales Statistics

Noosa Waters

Median Days on Market
05/11 - 02/21



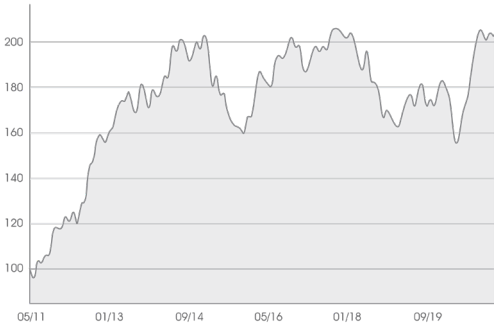
The time it takes to sell a home is at the lowest we have seen in over a decade.

Median Value
05/11 - 04/21



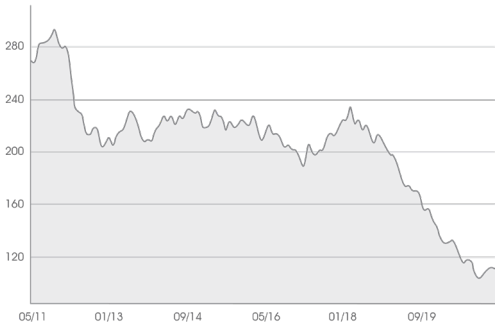
The median house price has quickly returned to aggressive growth.

Number of Sales
05/11 - 02/21



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

Number of New Listings
05/11 - 04/21



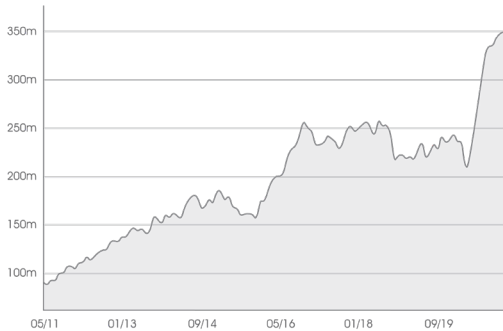
It continues to decline, putting pressure on buyers.

Percentage of Stock on the Market
05/11 - 04/21



Short campaigns 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

5 The Promontory, Noosa Waters

- | Sold for **\$5,510,000**
- | Sold \$810,000 over reserve
- | Record waterfront price

- | 13 Days on market
- | 11 Registered bidders
- | 78 Prospective buyers

A Note From The Agent Adrian Reed

The energy in the marketplace allowed us to pull the auction forward, so it was only a two-week campaign. We ended up with 11 registered bidders on the day and some very spirited bidding; well and truly passing the reserve price.

A Note From The Auctioneer Gordon Macdonald

The speed at which houses were being snapped up made it feel like there was fewer homes on the market, but this was not the case. There's been a number of really clear-case studies of price growth.



Case Study

513/61 Noosa Springs Drive, Noosa Heads

- | Sold for **\$4,300,000**
- | Sold prior to auction via existing database
- | Record price for Noosa Springs
- | 43 Open home attendees
- | Private event held with 72 attendees

A Note From The Agent Adrian Reed

With the ideal buyer in mind, we worked closely with home designer, Poyzer Projects, throughout the renovation process to ensure that any changes would benefit the outcome of the sale. Upon completion of the renovation, we brought The Styling Agents into the home to style each room. We then hosted 'Reinvent Your Space', a private

event with guest speakers, Sacha from Poyzer Projects and Beck from The Styling Agents, to generate interest in the property and highlight every detail of the renovation. The event drew in a crowd of 72 attendees with our buyer among the group, resulting in a record sale for Noosa Springs.



Team Reed Sales

2018 - 2021



6 Seahorse Place
Noosa Waters | \$5,100,000
SOLD May 2021



115 Shorehaven Drive
Noosa Waters | 4,000,000
SOLD May 2021



513/61 Noosa Springs Drive
Noosa Heads | \$4,300,000
SOLD May 2021



7 Seahorse Place
Noosa Waters | \$3,990,000
SOLD April 2021



35 The Peninsula
Noosa Waters | \$3,435,000
SOLD April 2021



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



537/61 Noosa Springs Drive
Noosa Heads | \$3,325,000
SOLD April 2021



1/17 Sunseeker Close
Noosa Waters | \$1,950,000
SOLD March 2021



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



121 Shorehaven Drive
Noosa Waters | \$3,150,000
SOLD March 2021



179 Shorehaven Drive
Noosa Waters | \$4,255,000
SOLD March 2021



5 The Promontory
Noosa Waters | \$5,510,000
SOLD March 2021

Team Reed Sales

2018 - 2021



Lot 3/4 Nola Street
Noosaville | **\$2,300,000**
SOLD February 2021



48B Elizabeth Street
Noosaville | **\$1,850,000**
SOLD February 2021



34 Livistona Drive
Doonan | **\$1,120,000**
SOLD February 2021



46B Elizabeth Street
Noosaville | **\$1,960,000**
SOLD January 2021



8 William Street
Noosaville | **\$4,000,000**
SOLD January 2021



8 Wygani Drive
North Shore | **\$2,315,000**
SOLD January 2021



8 Mermaid Quay
Noosa Waters | **\$2,835,000**
SOLD January 2021



1/126 Gympie Terrace
Noosaville | **\$2,700,000**
SOLD January 2021



46A Elizabeth Street
Noosaville | **\$2,050,000**
SOLD January 2021



48A Elizabeth Street
Noosaville | **\$2,055,000**
SOLD January 2021



343 David Low Way
Peregian Beach | **\$2,090,000**
SOLD December 2020



Lot 4/4 Nola Street
Noosaville | **\$2,150,000**
SOLD December 2020

Team Reed Sales

2018 - 2021



24 Masthead Quay
Noosa Waters | \$3,242,500
SOLD December 2020



Lot 2/4 Nola Street
Noosaville | \$2,250,000
SOLD December 2020



Jetty 33
Noosaville | \$725,000
SOLD November 2020



29-31 The Peninsula
Noosa Waters | \$6,450,000
SOLD November 2020



19 Springs Crescent
Noosa Heads | \$3,600,000
SOLD November 2020



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



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



2/126 Gympie Terrace
Noosaville | \$2,750,000
SOLD October 2020



59 Saltwater Avenue
Noosa Waters | \$1,925,000
SOLD October 2020



27 The Anchorage
Noosa Waters | \$2,500,000
SOLD September 2020



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



29 Saltwater Avenue
Noosa Waters | \$2,350,000
SOLD September 2020

Team Reed Sales

2018 - 2021



109 Shorehaven Drive
Noosa Waters | \$3,500,000
SOLD September 2020



3 Robert Street
Noosaville | \$3,300,000
SOLD September 2020



519/61 Noosa Springs Drive
Noosa Heads | \$3,600,000
SOLD August 2020



155 Shorehaven Drive
Noosa Waters | \$3,700,000
SOLD August 2020



151 Shorehaven Drive
Noosa Waters | \$3,700,000
SOLD August 2020



32-36 The Anchorage
Noosa Waters | \$10,000,000
SOLD August 2020



25 Grant Street
Noosa Heads | \$2,015,000
SOLD August 2020



26 Wygani Drive
North Shore | \$3,970,000
SOLD August 2020



10 Neptune Circuit
Noosa Waters | \$2,210,379
SOLD July 2020



17 Seamount Quay
Noosa Waters | \$3,900,000
SOLD July 2020



32 Seamount Quay
Noosa Waters | \$2,790,000
SOLD July 2020



27 Wyuna Drive
Noosaville | \$6,000,000
SOLD July 2020

Team Reed Sales

2018 - 2021



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



179 Lake Weyba Drive
Noosaville | **\$2,450,000**
SOLD June 2020



30 Captains Court
Sunrise Beach | **\$2,300,000**
SOLD June 2020



17 Shorehaven Drive
Noosaville | **\$3,085,000**
SOLD June 2020



153 Shorehaven Drive
Noosa Waters | **\$3,750,000**
SOLD June 2020



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



144/61 Noosa Springs Drive
Noosa Heads | **\$810,000**
SOLD June 2020



40/67 Gibson Road
Noosaville | **\$990,000**
SOLD June 2020



15 Ely Street
Noosaville | **\$1,385,000**
SOLD May 2020



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



13 Waterside Court
Noosa Waters | **\$3,250,000**
SOLD March 2020



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

Team Reed Sales

2018 - 2021



22 Mossman Court
Noosa Heads | **\$4,000,000**
SOLD March 2020



8 Ravenwood Drive
Noosa Heads | **\$3,050,000**
SOLD March 2020



18/243 Weyba Road
Noosaville | **\$270,000**
SOLD February 2020



1 Waterside Court
Noosaville | **\$3,750,000**
SOLD January 2020



5/6-8 Peza Court
Noosa Heads | **\$1,930,000**
SOLD January 2020



14 Coral Tree Avenue
Noosa Heads | **\$1,500,000**
SOLD December 2019



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



132 Shorehaven Drive
Noosa Waters | **\$2,300,000**
SOLD November 2019



16 Shipyard Circuit
Noosa Waters | **\$1,565,000**
SOLD November 2019



9/272 Weyba Road
Noosaville | **\$375,000**
SOLD November 2019



7 The Peninsula
Noosa Waters | **\$2,510,000**
SOLD November 2019



7 Topsails Place
Noosa Waters | **\$2,820,000**
SOLD October 2019

Team Reed Sales

2018 - 2021



46 Saltwater Avenue
Noosa Waters | \$3,450,000
SOLD October 2019



143-145 Shorehaven Drive
Noosa Waters | \$4,250,000
SOLD October 2019



22 The Anchorage
Noosa Waters | \$4,150,000
SOLD September 2019



38 Saltwater Avenue
Noosa Waters | \$1,900,000
SOLD September 2019



34/278 Weyba Road
Noosaville | \$395,000
SOLD September 2019



25 Tingira Crescent
Sunrise Beach | \$3,000,000
SOLD September 2019



33 Masthead Quay
Noosa Waters | \$4,050,000
SOLD August 2019



169 Shorehaven Drive
Noosa Waters | \$2,240,000
SOLD August 2019



17 Waterside Court
Noosa Waters | \$3,450,000
SOLD July 2019



40 The Peninsula
Noosa Waters | \$3,200,000
SOLD June 2019



4 Hillcrest Avenue
Tewantin | \$610,000
SOLD June 2019



54 Noosa Parade
Noosa Heads | \$7,100,000
SOLD June 2019

Team Reed Sales

2018 - 2021



19/37-39 Noosa Drive
Noosa Heads | **\$1,250,000**
SOLD June 2019



1/39 Tingira Crescent
Sunrise Beach | **\$2,600,000**
SOLD May 2019



65 The Peninsula
Noosa Waters | **\$2,650,000**
SOLD April 2019



69 Seaview Terrace
Sunshine Beach | **\$3,940,000**
SOLD April 2019



126 George Street
Tewantin | **\$797,000**
SOLD March 2019



111 Shorehaven Drive
Noosa Waters | **\$2,400,000**
SOLD February 2019



115 Shorehaven Drive
Noosa Waters | **\$2,722,800**
SOLD February 2019



24 Seamount Quay
Noosa Waters | **\$2,782,000**
SOLD January 2019



15/11 Munna Crescent
Noosaville | **\$420,000**
SOLD January 2019



10 The Promontory
Noosa Waters | **\$3,400,000**
SOLD January 2019



34/24 Munna Crescent
Noosaville | **\$1,710,000**
SOLD December 2018

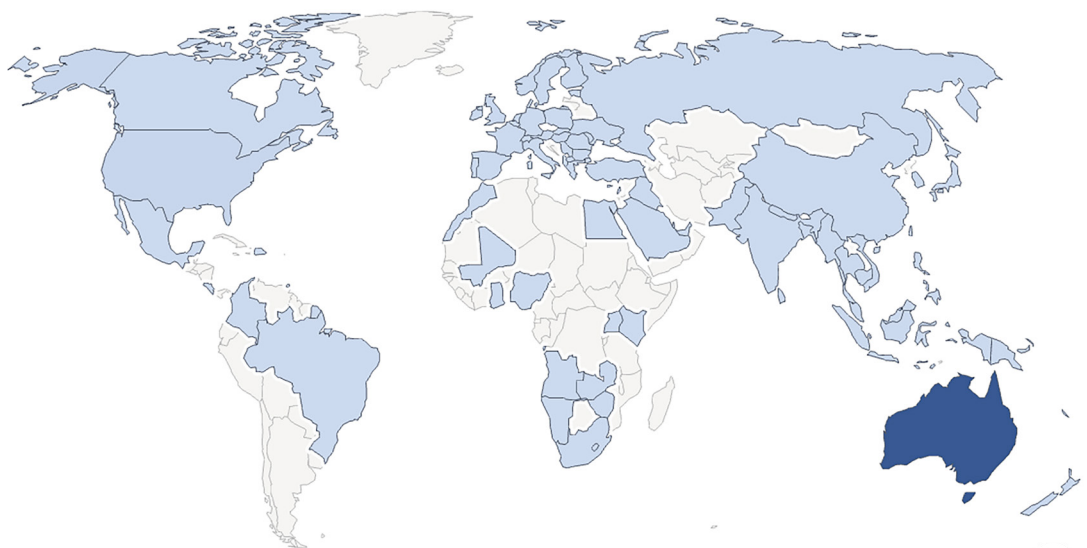


39 The Anchorage
Noosa Waters | **\$3,198,868**
SOLD November 2018

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

Community

Reed & Co. Charity Gala

The generosity of our community has humbled us; together, we have now raised over \$437,000 purchasing 41 pieces of vital paediatric equipment for regional hospitals around Australia since opening Reed & Co. in 2018.



“

When we founded Reed & Co. we quickly realised we had a greater responsibility to our community.

- Adrian Reed

“

One hundred cents of the dollar finds its way to buy life-saving medical equipment for a selected hospital.

- Anthony Bell

Reed & Co. Charity Gala
runs in collaboration with



Reed & Co.

EST E AGENTS



REB
Business Awards

“

*Adrian Reed has been
revealed as one of
Australia's top sales
agents in a newly released
national ranking.*

Adrian Reed of Reed & Co. Estate Agents has secured spot 68 in the Real Estate Business (REB) Top 100 Agents 2021 ranking. The only agent from Noosa to be named in this prestigious list of high-performing agents.

"I am very thankful for this opportunity and for the recognition from the Real Estate Business (REB) and to be ranked 68th out of over 64,698 agents in Australia. Most importantly, I have a great debt of gratitude to our wonderful clients. It is with their belief and support that I can continue this journey," said Adrian Reed, Director and founder of Reed & Co. Estate Agents.

"I would also like to congratulate the dedicated team at Reed & Co. that work tirelessly behind the scenes and especially to Darren Neal, who has been an integral part of the team's success."

Released annually, the independent list sets the benchmark for Australian real estate agent success.

Celebrating its 10th year, the REB Top 100 Agents is an initiative of leading industry resource Real Estate Business (REB), which is produced by award-winning media business Momentum Media.

The ranking highlights excellence across the board – using the number of properties sold, the total dollar volume of properties sold, and the average

sale value across a 12-month period to definitively rank the brightest and best agents operating across the nation.

"The REB Top 100 Agents 2021 is a fantastic way for Australia's top-performing agents to be recognised for their sales prowess,"

said Grace Ormsby, news editor at REB.

"For those agents who have made the cut in 2021, it's a result that's all the more impressive given the disruption caused by COVID-19 for much of last year, which forced agents Australia-wide to implement new ways of working and grapple with never-before-seen challenges.

The data collected for the REB Top 100 Agents 2021 was verified by a senior member of the agency or network, or the office's accountant.



Reed & Co.

ESTATE AGENTS

“

Market Expert

Adrian and his team helped in selling my late father's beloved home. Adrian is an experienced professional - his expertise was invaluable in securing an excellent return for the property. The team at Reed & Co were a pleasure to deal with.

Seller - Wigney
7 Seahorse Place
Noosa Waters | **SOLD \$3,990,000**

“

Great Knowledge & Service

It was a pleasure dealing with Adrian; his vast local knowledge assisted us in making a big decision in purchasing our new home. Thanks, Adrian

Buyer - Christian & Kim
8 Mermaid Quay
Noosa Waters | **SOLD \$2,835,000**

“

Great Work Adrian & Team

Reed and Co is a professional outfit. This was the first time that I knew the agent was looking after my interests. Great work, Adrian and your team

Seller - Don
179 Shorehaven Drive
Noosa Waters | **SOLD \$4,255,000**

“

An Exceptional Agent

Adrian Reed sold our property in a very short period after bringing a number of qualified buyers through the property. Adrian's negotiating skills were exceptional. He is honest, professional and knowledgeable about his market.

Seller - Vendor Ann & Martin
29-31 The Peninsula
Noosa Waters | **SOLD \$6,450,000**

“

Above & Beyond... and Grateful

Adrian was dedicated to find buyers in today's unpredictable and challenging climate. His excellent interpersonal skills, positive approach and hard work instilled confidence and comfort that he would do the best me.

Buyer - Mrs Hay
32-36 The Anchorage
Noosa Waters | **\$10,000,000**

“

Confident and Competent

Adrian is positive and resolved any problems as they were encountered. His ability to assure his vendors of success was very reassuring. We would recommend him to others.

Seller - Paul & Barbara
24 Masthead Quay
Noosa Waters | **SOLD \$3,242,500**



Adrian Reed

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adrian@reedandco.co



Scan the
QR code
to connect



Darren Neal

0401 212 505
darren@reedandco.co



Scan the
QR code
to connect