

# Reed & Co.

ESTATE AGENTS

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## PROPERTY MARKET REPORT

January 2021 - January 2022

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### HINTERLAND



[reedandco.co](http://reedandco.co)



🏠 Median House Price   🏠 Total Market Sales 12 Months   📈 Change in Median House Price   Data from October 2020 - October 2021

# Year 2021 in Review.

The 2021 annual report card for the Noosa property market is an uplifting read, a truly remarkable period in real estate history to reflect on, both for Noosa and for the greater Sunshine Coast region. It's a year that has paved the way for a very bright future for Noosa.

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**The tension in the Noosa property marketplace in 2021 was palpable and if it wasn't on the radar as one of the country's hottest property markets it certainly is now.**

*Adrian Reed*

“Price records have been re-written daily, and the sense of urgency to secure blue-chip property is at a level we have never experienced. The common misconception is that there is a limited supply; however, the statistics show that the number of sold properties is the highest we have seen in the last three years. The newfound sense of scarcity has been driven by the speed that properties are being sold. Shorter 'days on market' meant that stock was not lingering or accumulating on the market. In some cases, discouraging sellers from releasing homes to the market in the fear that they won't find the right property when they had successfully sold. The reality is there were ample great buying opportunities, it's a year where the old saying 'fortune favours the brave' rang true”.

Noosa's market has matured beautifully, it's grown from being a relatively volatile market 10 to 15 years ago, to a highly desirable life-style market with a strong base of permanent residents underpinning growth.

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**There is no “one” reason for the most recent acceleration in the growth, more a combination of factors.**

*Adrian Reed*

The existing underlying drivers that have been supporting a buoyant market over the last 5 years have been tree-changers and sea-changers, positive migration, and holiday home buyers. Since the pandemic, we now have to add in financially capable families moving away from densely populated urban areas to the mix. Couple that with prestige holiday home buyers that are facing limited international travel fuelling the super-premium market and you have the strongest market conditions in the country.

In the latest Corelogic property data, we can see that the median house price in Noosa Heads grew by 37.8%, while neighbouring Sunshine Beach, which shares the Noosa Heads postcode, increased by a massive 44.5%.

Noosaville, which includes Noosa Waters, has also experienced very strong performance jumping 45.7%. The median price for a house in Noosa Heads is now \$2,040,000, while Sunshine Beach is at a staggering \$2,450,000, and Noosaville is close behind at \$1,910,000. Low interest rates and population growth are likely to underpin the market growth for 2022, and the prospect of international borders opening is likely to drive increased demand,” Mr Reed said.

For Reed & Co. 2021 was a year of significant milestones and proud achievements, both as an organisation and as a high performing sales team. As a group we surpassed \$600,000,000 in sales; a milestone that has taken many agencies over a decade to achieve, whereas we have been able to do this in just three years. The most pleasing result is that the rate of growth for our agents has been three to four times the growth rate of the market as they have built momentum in a strong market and leveraged the Reed & Co. marketing advantage.

2021 also saw the welcome return of our Charity Gala Event in collaboration with the Loyal and Humpty Dumpty Foundations. Along with the help of our generous community, we have now purchased \$437,000 of urgently needed paediatric medical equipment for our local and regional hospitals.



Josh Withers

# Hinterland

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As we move into the first quarter of 2022 and adapt to the ever-changing landscape that is COVID-19 and what is the new normal, the Noosa Hinterland continues to be a popular choice among property buyers from interstate and locals alike. A-grade positions are seeing interest in the mid \$2,000,000 range. The most recent sale, 4 Mango Court, Doonan, is an obvious example: a pavilion-style home situated on the ridgeline and only 10 minutes to Noosaville, positioned among quality homes in a great street, selling by private treaty for \$2,580,000. When you combine the value for money that has been bedded in with multiple sales, along with the upper limits being tested in our most recent sale at \$3,660,000 for 26 Livistona Drive, Doonan, you have an increasingly high-performing, desirable 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 136 sales over the last 12 months, this trend is up from 99 sales for the same 12-month period the previous year. We have also seen significant growth in the median house

price, surpassing the \$1,000,000 mark at \$1,560,000, up 50.2% in the last 12 months. This growth is consistent with the overall greater Noosa performance. Reed & Co. continues to be the clear market leader, with the low number of days on the market and sales prices exceeding the seller's expectations.

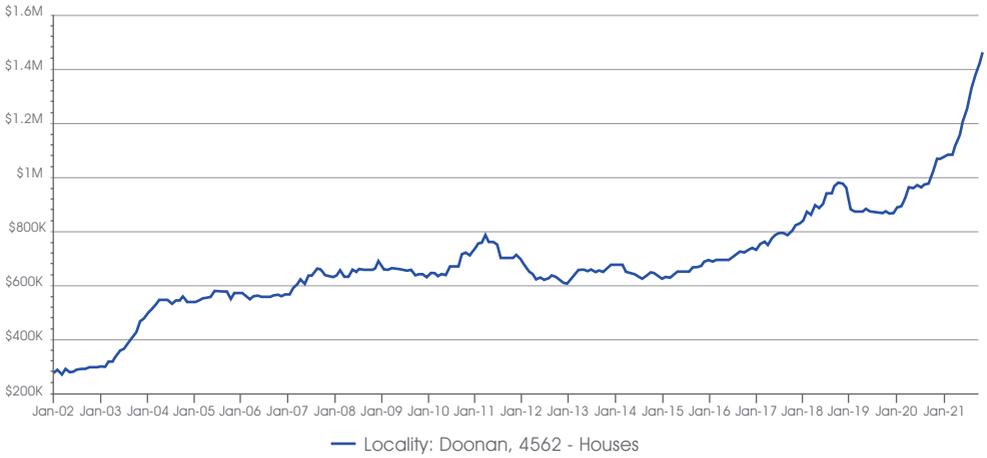
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**Over the last 12 months, we have been entrusted with the sale of 16 Hinterland homes and sold \$33,500,000 worth of property. We now proudly hold 13 street records across the Noosa Hinterland.**

*Mark Hodgkinson*

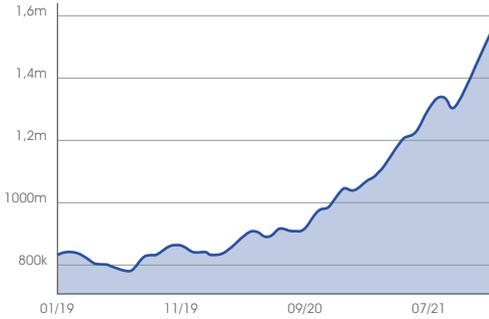
*Tips for Sellers:* Prepare, present & prosper. If you execute the marketing and sales process with a strong negotiating agent, you will secure a wonderful result from the best market conditions we have experienced in over a decade.

## Median Sale Price - 20 years (House)



### Median Value

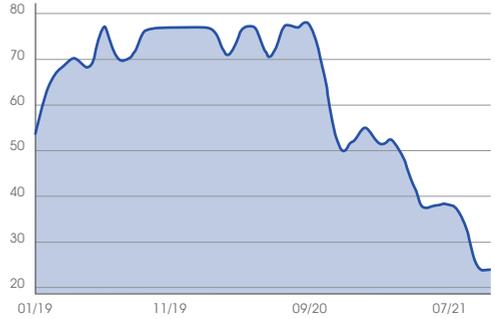
01/19 - 12/21



The median house price has quickly risen to \$1,560,000, up 45% in 2021.

### Median Days on Market

01/19 - 10/21



The time it takes to sell a home is the lowest we have seen, down 53% to just 24 days on the market.

### Total Value of Sales

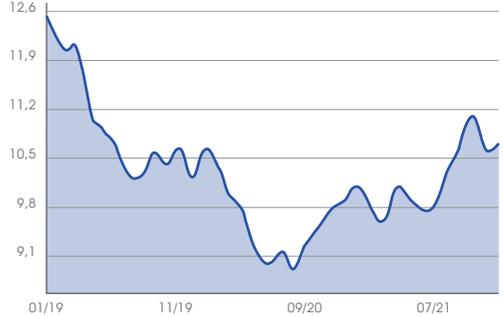
01/19 - 10/21



The total value of sales is now at its highest ever for Doonan.

### % Stock on Market

01/19 - 12/21



Short campaigns have reduced the number of homes available.

# Recent Sales Hinterland



26 Livistona Drive, Doonan  
5 bed | 3 bath | 2 car  
\$3,660,000 | SOLD November 2021



5 Smiths Road, Tinbeerwah  
4 bed | 3 bath | 2 car  
\$3,200,000 | SOLD October 2021



13 Paige Lane, Doonan  
4 bed | 3 bath | 5 car  
\$2,700,000 | SOLD November 2021



4 Mango Court, Doonan  
4 bed | 3 bath | 4 car  
\$2,580,000 | SOLD December 2021



280 Mirbelia Place, Doonan  
4 bed | 2 bath | 6 car  
\$2,505,000 | SOLD September 2021



60 Duke Road, Doonan  
6 bed | 4 bath | 9 car  
\$2,500,000 | SOLD November 2021



27 Foxtail Rise, Doonan  
4 bed | 3 bath | 10 car  
\$2,500,000 | SOLD August 2021



300 Seib Road, Eumundi  
4 bed | 3 bath | 6 car  
\$2,424,000 | SOLD October 2021

# Recent Sales Hinterland



12 Silvertop Road, Doonan  
4 bed | 3 bath | 2 car  
\$2,380,000 | SOLD September 2021



2 Coast View Parade, Doonan  
4 bed | 2 bath | 2 car  
\$2,200,000 | SOLD September 2021



54 Botanica Circuit, Doonan  
5 bed | 2 bath | 2 car  
\$2,151,000 | SOLD September 2021



76 Beddington Road, Doonan  
2 bed | 1 bath | 6 car  
\$2,100,000 | SOLD October 2021



547 Sunrise Road, Tinbeerwah  
4 bed | 3 bath | 2 car  
\$1,950,000 | SOLD November 2021



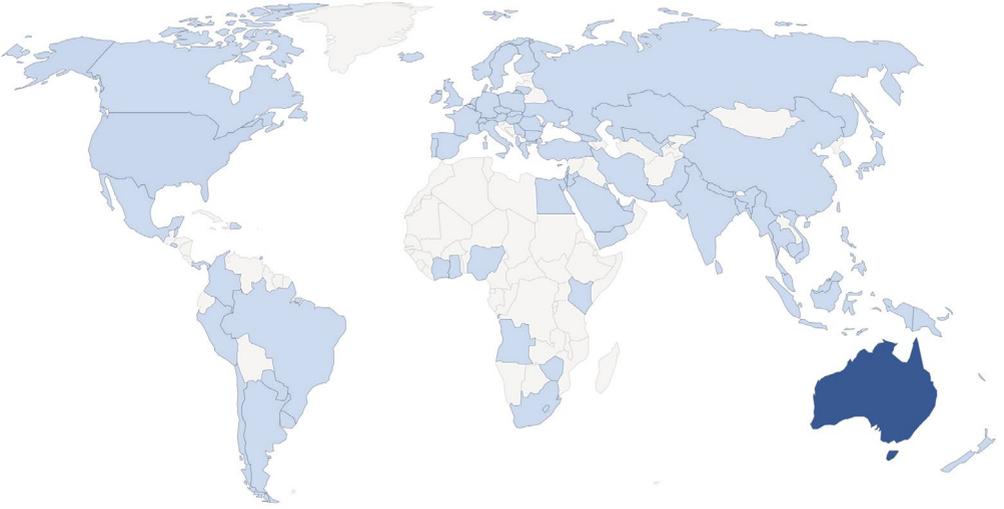
160 Beddington Road, Doonan  
5 bed | 2 bath | 2 car  
\$1,940,000 | SOLD November 2021



22 Avian Court, Doonan  
4 bed | 4 bath | 5 car  
\$1,900,000 | SOLD September 2021



88 Redwood Road, Doonan  
5 bed | 3 bath | 2 car  
\$1,675,000 | SOLD September 2021



Data from 2021

# CAMPAIGNS THAT REACH THE WORLD.

Our marketing campaigns have *no borders*.  
And our results speak for themselves.

*124,037 unique website visitors. From 117 countries.*  
*On top of the 1,375,788 people on Facebook and the 285,928 people on Instagram.*  
*In 2021 we had a total digital reach of 1,785,753 people.*

Total Sold Properties\*

278

Includes off market sales

Total Sales\*

\$596M

Includes off market sales

Rate my agent\*

281

5\* Reviews

Community Fundraising\*

\$437K

Purchasing paediatric medical equipment for local hospitals

\*Total agency statistics since launch - September 2018

Purchaser from - Canada



2 Frying Pan Track  
North Shore | \$6,000,000

Purchaser from - New Zealand



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

Purchaser from - Singapore



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

Purchaser from - Perth



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

Purchaser from - Melbourne



69 Seaview Terrace  
Sunshine Beach | \$4,000,000

Purchaser from - Switzerland



132 Shorehaven Drive  
Noosa Waters | \$2,300,000

Purchaser from - Mauritius



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

Purchaser from - Sydney



59 Laguna Grove  
Doonan | \$1,720,000

Purchaser from - Tasmania



1521/1 Lakeview Rise  
Noosa Heads | \$1,560,000

Purchaser from - South Africa



14 Coral Tree Avenue  
Noosa Heads | \$1,500,000

Purchaser from - USA



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

Purchaser from - UK



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

Purchaser from - Palm Springs



23 Weyba Park Drive  
Noosa Heads | \$1,321,000

Purchaser from - Mildura



19/37 Noosa Drive  
Noosa Heads | \$1,250,000

Purchaser from - Darwin



2 Oceanmist Court  
Noosa Waters | \$1,150,000



# Reed & Co. Team

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Reed & Co. is a brand built on values, authenticity and local heritage.

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**Reed & Co. is built on a multi-generational and long-standing passion and commitment to Noosa.**

*Adrian Reed, Director*

With proven ability to achieve extraordinary results in the most desired sectors of the Noosa property market, and an indivisible reputation based on building long standing relationships, Reed & Co. is the smart choice property partner.

Marketers in a digital world, engaging consumers long before they become buyers. Great teams drive great results and we are

partnered with the best talent in Noosa, delivering exceptional service to buyers and sellers alike.

Combining youth & enthusiasm with multi-generational experience, we hold over 80 years of real estate experience combined, principally in Noosa but also nationally throughout the southern states. This thorough involvement within the industry gives us tremendous insight into the local market, the previous trends, current movements & future forecasts. 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.

We collaborate with world-class partners to ensure we're able to deliver a complete end to end service to our clients. Our culture of collaboration is possibly what sets us apart from our competitors more than anything else.



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CONTEMPORARY  
COLLABORATIVE  
COMPETITIVE  
COMMITTED  
CONNECTED  
CONSISTENT