

Reed & Co.

ESTATE AGENTS

PROPERTY MARKET REPORT

January 2021 - January 2022

NOOSA HEADS



reedandco.co



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 lifestyle 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.



Bailey Rytenskild

Noosa Heads

2021 has given results very few could have predicted, especially the velocity of the run-up in median prices which, for houses, approached 32.38% in the 12 months to October and 29.3% for apartments (Source: Core Logic).

Median days on market tightened across the year being just over 20 days by October for houses and approaching 30 days for apartments, highlighting intense buyer competition for properties.

Towards the back of 2021, there was a slight increase in the number of properties coming to market, many sellers buoyed by the price surge of the past 12 months. Whether increasing supply can translate to a further continuance of price rises is an interesting question.

Demographically, the biggest shift is the population increase, growing by 11.8% across the five years to 2016, with more people buying to reside in Noosa as the nature of work is changing. Perhaps the biggest indicator of this is the waitlists evident to secure school enrolments.

We have noticed a reduction in buyer depth since late October 2021 which has continued into the New Year and a reluctance to purchase sight unseen. With border closures hopefully a thing of the past, perhaps buyers will dull their exuberance with more rationality likely to emerge in decision making. When combined with a little more stock available, days on market is likely to drift out a little, especially when ambitious around pricing.

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As always, well-located, well-presented properties will continue to attract larger buyer numbers, generating competition and achieving a better result for vendors.

Kate Cox

Tips for Sellers: To help achieve the optimum result for your property if going to market, Reed & Co. works with an inhouse stylist.

Median Sale Price - 20 years (House)



Median Value
01/19 - 12/21



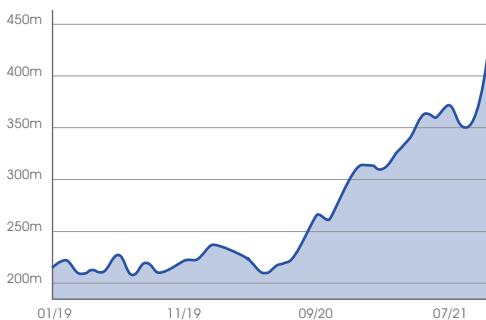
Median Value peaked at just over \$2,000,000 after being less than \$1,000,000 under three years ago.

Median Days on Market
01/19 - 10/21



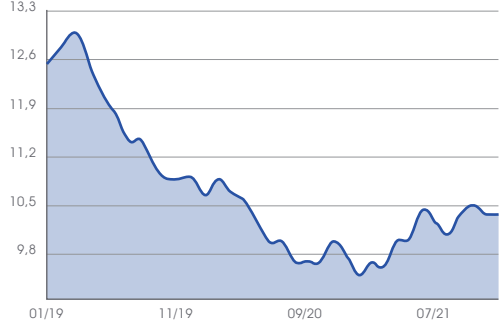
Since the beginning of COVID-19 the median days on market have continued to decline.

Total Value of Sales
01/19 - 10/21



From mid-2020 the total value of sales has climbed, a function of both higher prices and more sales.

% Stock on Market
01/19 - 12/21



More stock is beginning to make it to market, partly reflective of less off-market activity.

Recent Sales Noosa Heads



39 Picture Point Crescent, Noosa Heads
4 bed | 2 bath | 4 car
\$16,450,000 | SOLD October 2021



5/81 Hastings Street, Noosa Heads
4 bed | 4 bath | 1 car
\$16,100,000 | SOLD October 2021



1/1-7 Bayview Road, Noosa Heads
4 bed | 4 bath | 2 car
\$13,500,000 | SOLD October 2021



45 Witta Circle, Noosa Heads
4 bed | 4 bath | 2 car
\$13,000,000 | SOLD August 2021



17/8 Serenity Close, Noosa Heads
3 bed | 3 bath | 2 car
\$3,736,888 | SOLD November 2021



7 Grosvenor Terrace, Noosa Heads
4 bed | 3 bath | 3 car
\$3,450,000 | SOLD September 2021



7 Habitat Place, Noosa Heads
4 bed | 3 bath | 2 car
\$3,200,000 | SOLD October 2021



13 Springs Crescent, Noosa Heads
5 bed | 5 bath | 2 car
\$3,050,000 | SOLD April 2021

Recent Sales Noosa Heads



39/37-49 Noosa Drive, Noosa Heads
3 bed | 2 bath | 2 car
\$2,650,000 | SOLD August 2021



25 Nairana Rest, Noosa Heads
4 bed | 3 bath | 2 car
\$2,575,000 | SOLD August 2021



8602/5 Morwong Drive, Noosa Heads
3 bed | 3 bath | 1 car
\$2,250,000 | SOLD June 2021



1522/1 Lakeview Rise, Noosa Heads
3 bed | 2 bath | 2 car
\$2,200,000 | SOLD September 2021



23/37-49 Noosa Drive, Noosa Heads
3 bed | 2 bath | 1 car
\$2,105,000 | SOLD October 2021



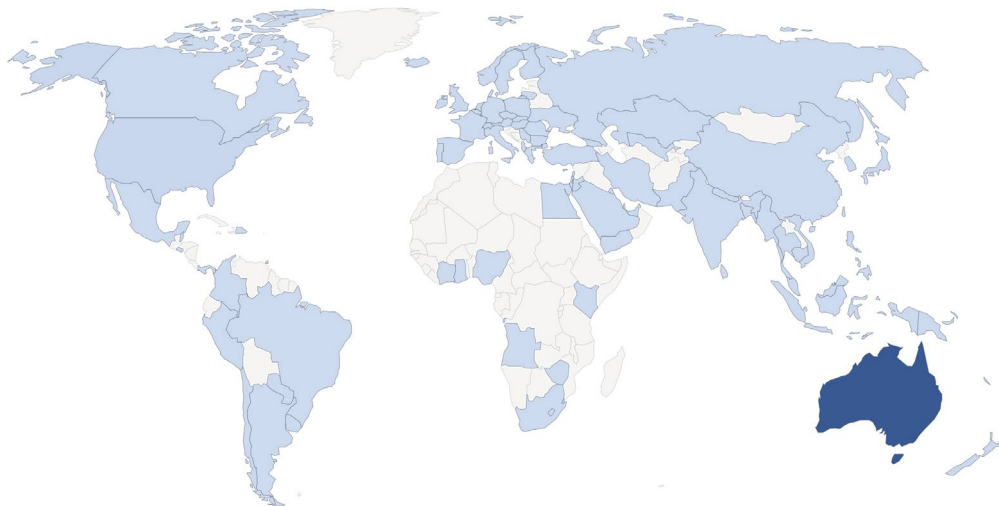
38/42 Hastings Street, Noosa Heads
2 bed | 2 bath | 1 car
\$1,840,000 | SOLD December 2021



2/25 Viewland Drive, Noosa Heads
2 bed | 2 bath | 1 car
\$1,500,000 | SOLD November 2021



4 Lunar Crescent, Noosa Heads
2 bed | 2 bath | 2 car
\$1,475,000 | SOLD July 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



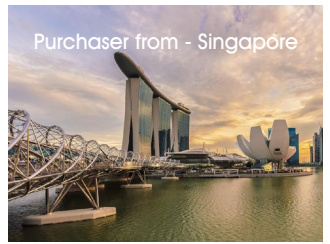
Purchaser from - Canada

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



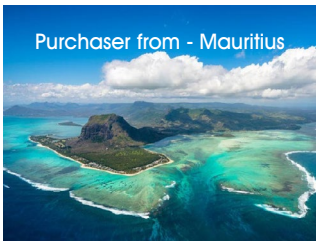
Purchaser from - Melbourne

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



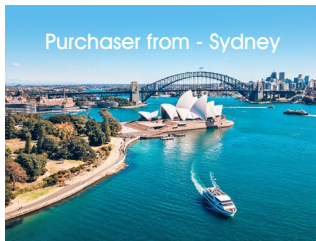
Purchaser from - Switzerland

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



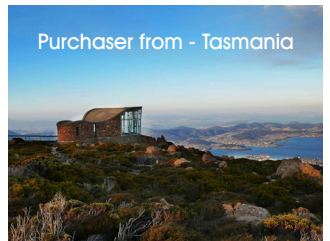
Purchaser from - Mauritius

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



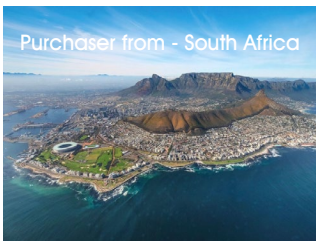
Purchaser from - Sydney

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



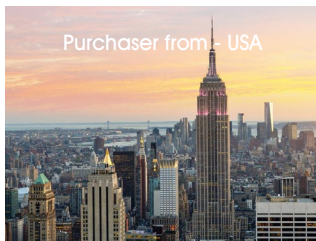
Purchaser from - Tasmania

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



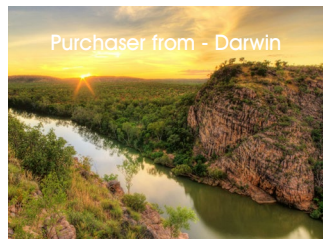
Purchaser from - Palm Springs

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

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