

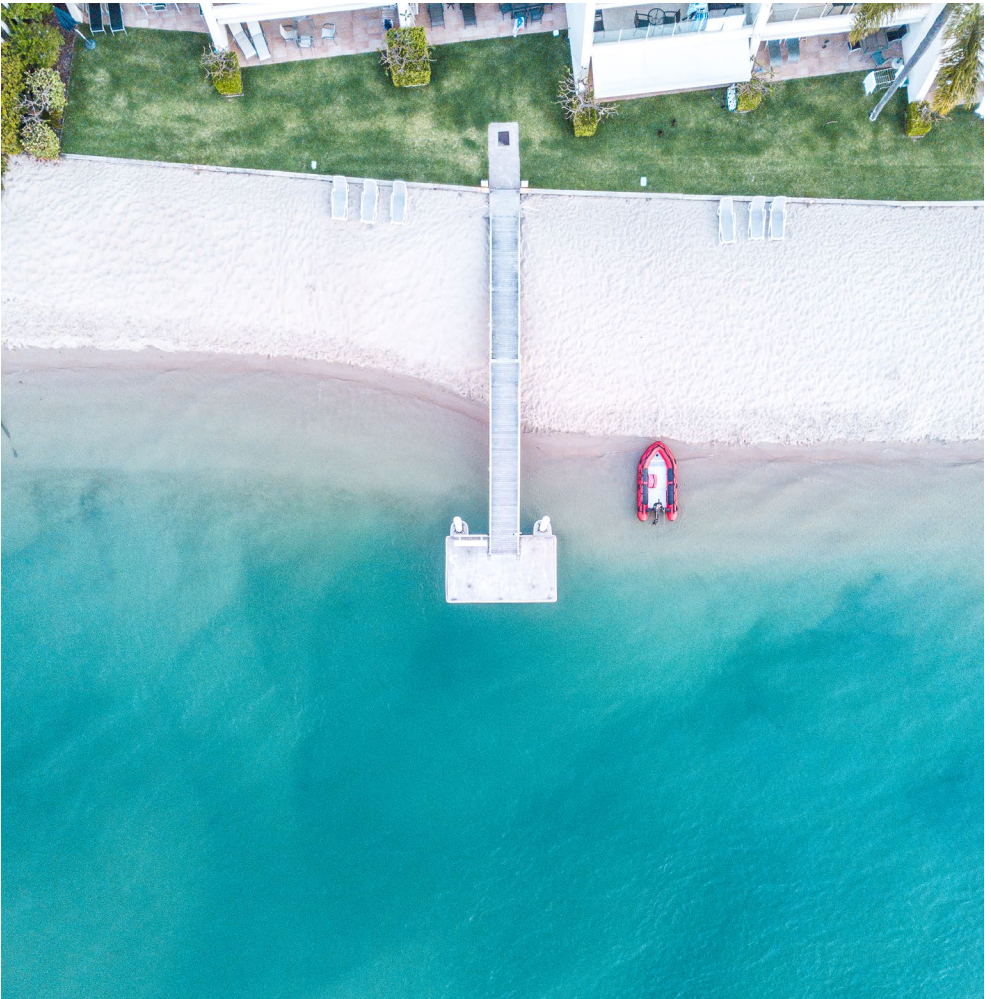
Reed & Co.

ESTATE AGENTS

PROPERTY MARKET REPORT

January 2021 - January 2022

NOOSA WATERS





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.



Greg Cartwright

Noosa Waters

Market confidence has never been better on the waterfront, with over \$25,000,000 in new building projects underway or just about to commence and the demand for 'knock downs' or land is at an all-time high as buyers seek out new heights of luxury on the waterfront.

Towards the back end of 2021, the entry level price on the waterfront was consistently in the high \$3,000,000 to low \$4,000,000 range. At the top of the market, you could expect to be paying over \$6,000,000 for single block sale, with 16 Seahorse Place, Noosa Waters selling for \$6,250,000 and more recently 5 The Promontory, Noosa Waters selling for \$6,400,000 at Auction; a property that we sold only 10 months prior for \$5,510,000.

The number of sales in the last 12 months was slightly down on the previous year, which is no real surprise, sitting at 32 sales vs. 36 sales with 2020 having a pent-up demand from the initial COVID-19 lock downs. Despite the reduction in the number of transactions, the total sales value

Year on Year was basically the same at \$119,000,000. The median sales price grew by 28% to \$3,580,000, a little behind the Noosaville Median growth, which is largely due to the mix of property offered to the market over the year.

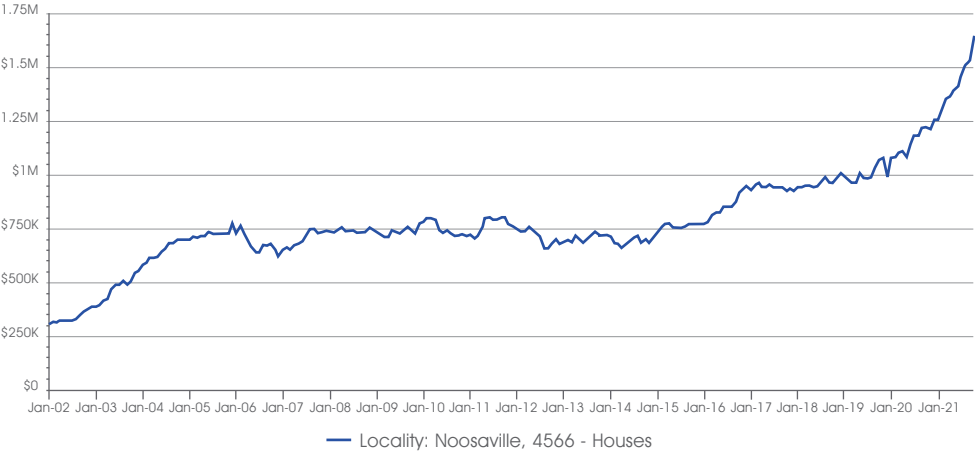
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Reed & Co. continues to be the clear market leader, selling more than twice the amount of their nearest competitor on the waterfront.

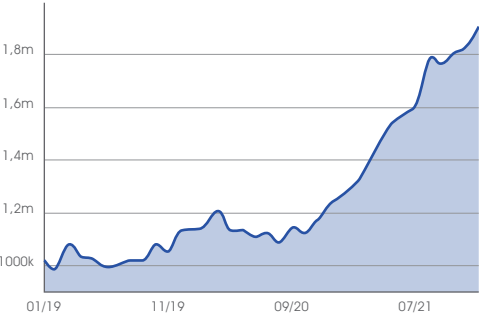
Adrian Reed

During this time frame, Reed & Co. have been entrusted with the sale of over \$45,000,000 worth of property. Reed & Co. proudly retains the record for the top three highest sales on the waterfront, as well as street records for The Anchorage, The Promontory, Seamount Quay, Masthead Quay and The Peninsula.

Median Sale Price - 20 years (House)

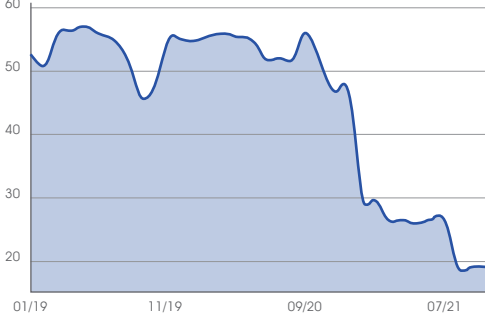


Median Value
01/19 - 12/21



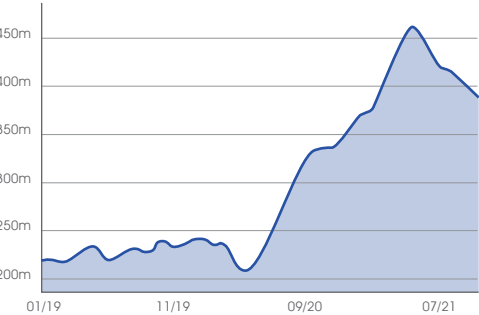
October 2020 was the turning point from moderate growth to dramatic growth driven by the pandemic.

Median Days on Market
01/19 - 10/21



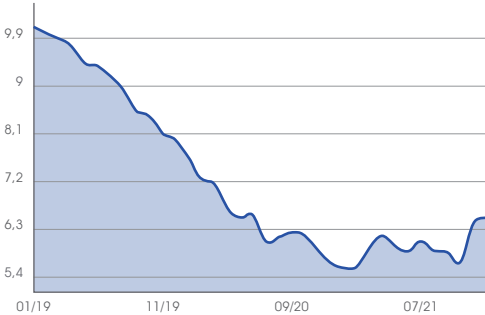
Days on market now the lowest we have seen in a decade creating urgency in the market.

Total Value of Sales
01/19 - 10/21



Total Sales peaked in May 2021, although it has declined slightly it's still twice the rate we have seen in the last 5 years.

% Stock on Market
01/19 - 12/21



January 2021 was the lowest level of stock available to the market that we have seen in a decade.

Recent Sales Noosa Waters



5 The Promontory, Noosa Waters
4 bed | 4 bath | 3 car
\$6,400,000 | SOLD January 2022



16 Seahorse Place, Noosa Waters
4 bed | 4 bath | 2 car
\$6,250,000 | SOLD August 2021



22 Seahorse Place, Noosa Waters
4 bed | 2 bath | 3 car
\$5,250,000 | SOLD August 2021



6 Seahorse Place, Noosa Waters
5 bed | 3 bath | 2 car
\$5,100,000 | SOLD May 2021



147 Shorehaven Drive Noosa Waters
4 bed | 2 bath | 2 car
\$4,825,000 | SOLD December 2021



47 The Anchorage, Noosa Waters
3 bed | 2 bath | 2 car
\$4,750,000 | SOLD November 2021



7 The Peninsula, Noosa Waters
5 bed | 3 bath | 2 car
\$4,575,000 | SOLD December 2021



179 Shorehaven Drive, Noosa Waters
4 bed | 4 bath | 2 car
\$4,255,000 | SOLD March 2021

Recent Sales Noosa Waters



137 Shorehaven Drive, Noosa Waters
3 bed | 2 bath | 2 car
\$4,200,000 | SOLD November 2021



115 Shorehaven Drive, Noosa Waters
4 bed | 3 bath | 2 car
\$4,000,000 | SOLD May 2021



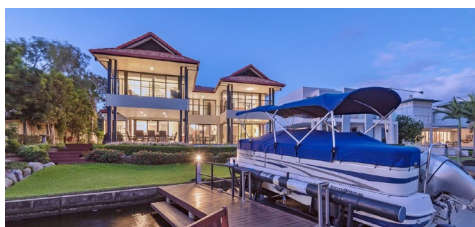
7 Seahorse Place, Noosa Waters
5 bed | 4 bath | 2 car
\$3,990,000 | SOLD April 2021



41 Shorehaven Drive, Noosa Waters
4 bed | 2 bath | 2 car
\$3,810,000 | SOLD September 2021



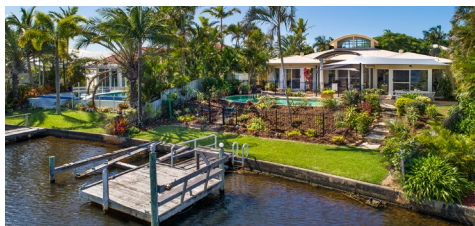
13 Mermaid Quay, Noosa Waters
3 bed | 2 bath | 2 car
\$3,603,000 | SOLD February 2021



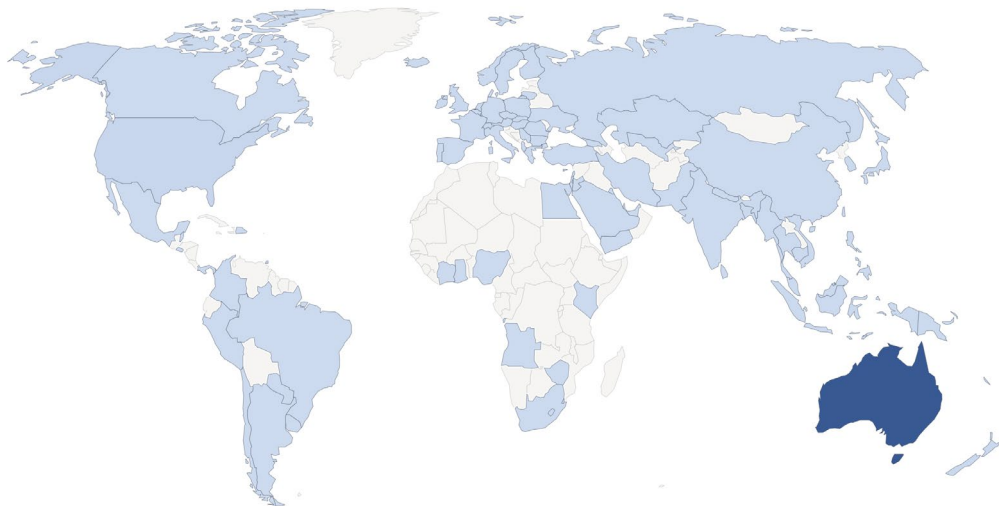
21 Waterside Court, Noosa Waters
3 bed | 3 bath | 2 car
\$3,600,000 | SOLD April 2021



59 Saltwater Avenue, Noosa Waters
4 bed | 3 bath | 2 car
\$3,560,000 | SOLD September 2021



35 The Peninsula, Noosa Waters
5 bed | 4 bath | 2 car
\$3,435,000 | SOLD April 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



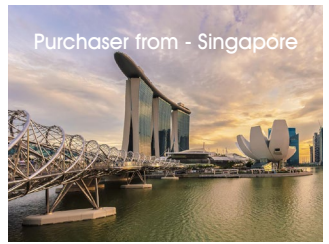
Purchaser from - Canada

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



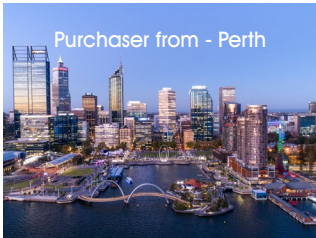
Purchaser from - New Zealand

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



Purchaser from - Singapore

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



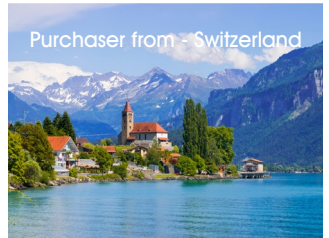
Purchaser from - Perth

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



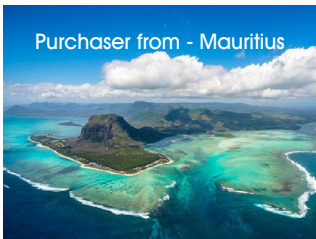
Purchaser from - Melbourne

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



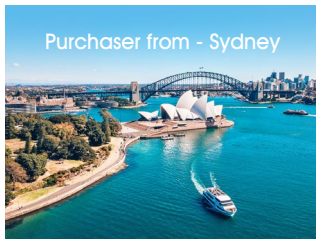
Purchaser from - Switzerland

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



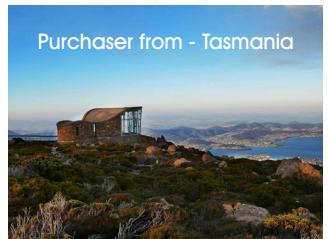
Purchaser from - Mauritius

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



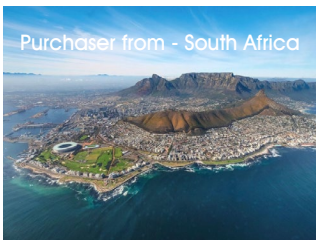
Purchaser from - Sydney

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



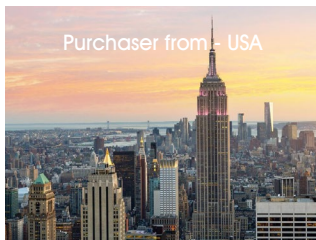
Purchaser from - Tasmania

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



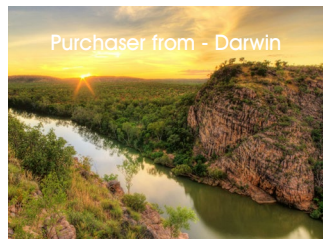
Purchaser from - Palm Springs

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.



Adrian Reed
Founder & Director
0409 446 955
adrian@reedandco.co



Monique Sommer
Licensed Estate Agent
0433 641 158
monique@reedandco.co



Kate Cox
Licensed Estate Agent
0438 695 505
kate@reedandco.co



Darren Neal
Licensed Estate Agent
0401 212 505
darren@reedandco.co



Mark Hodgkinson
Licensed Estate Agent
0409 484 159
mark@reedandco.co



Tony Cox
Sales Estate Agent
0402 003 773
tony@reedandco.co



Bianca Pascoe
Office Manager
07 5323 0101
bianca@reedandco.co



Cassandra Young
Licensed Estate Agent
0499 934 190
cassandra@reedandco.co



Erin McCartin
Licensed Estate Agent
0432 909 808
erin@reedandco.co



Megan Brooks
Executive Assistant to
Adrian Reed & Darren Neal
07 5323 0101
megan@reedandco.co



Shari Ternacz
Sales & Marketing Assistant
to Monique Sommer
07 5323 0101
shari@reedandco.co



Rachael Gerhard
Administration Manager
07 5323 0101
sales@reedandco.co

CONTEMPORARY
COLLABORATIVE
COMPETITIVE
COMMITTED
CONNECTED
CONSISTENT