

Reed & Co.

ESTATE AGENTS

PROPERTY MARKET REPORT

January 2021 - January 2022

NOOSAVILLE



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.



Social Cut

Noosaville

Noosaville, famous for its riverside beauty, is a suburb of many areas. From the prestigious canal properties in Noosa Waters to the newest estate of Donella near the schools, it has something to offer for all price ranges and lifestyles.

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The median house values in Noosaville have been growing consistently since August 2020, an effect of the pandemic and people's desire to live in a safe and beautiful haven.

Monique Sommer

Data ending in December 2021 shows that growth has continued to be strong throughout 2021 with a growth rate of 50%, and the median house value for Noosaville is now

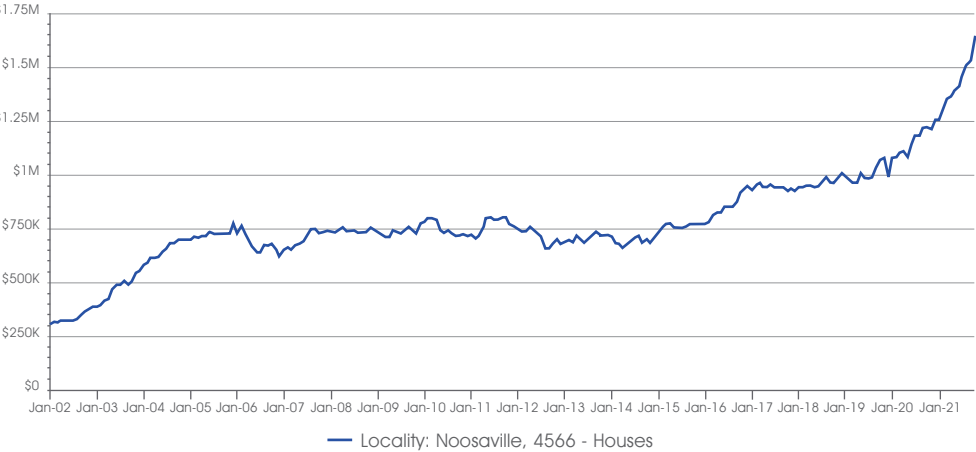
at \$1,910,000. To context this, in December 2018, just three short years ago, it was \$997,000. Since October, there has been an increase in the number of homes for sale in Noosaville, and it is worth noting that stock levels are still lower than the 5 to 10-year averages of Noosaville.

Last year, there was a confidence shift for locals who wanted to make their next move, mostly downsizing to a smaller home. The increased capital value of their current home enabled them to free up some cash whilst securing the right home; transacting in the same market makes good sense.

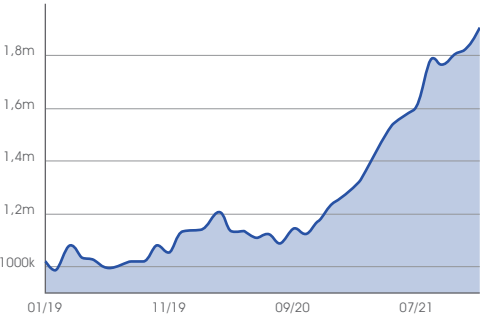
Tips for Sellers: Pick the right agent who is surrounded by a team of worldclass talents, you only get one chance for a first impression - make it the right one.

Forward predictions: Significant infrastructure projects on the Sunshine Coast coupled with the positive migration from southern markets sets the scene for a strong growth into 2022.

Median Sale Price - 20 years (House)

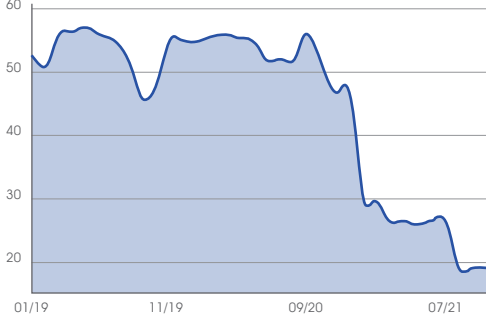


Median Value
01/19 - 12/21



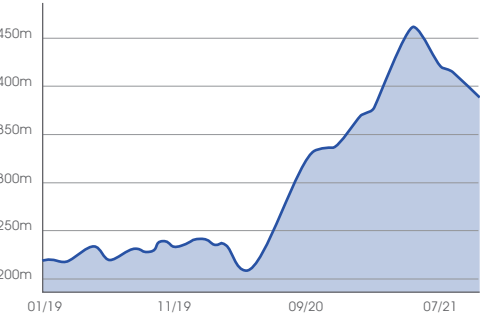
Continues to show strong growth and we are yet to see it flatten.

Median Days on Market
01/19 - 10/21



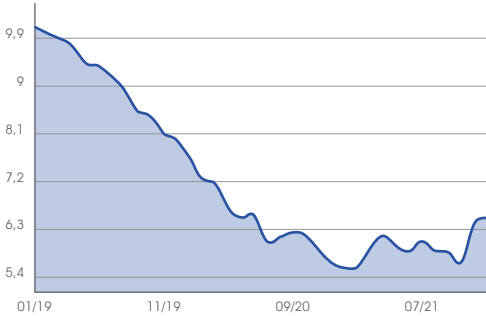
Days on market are at an all time low of 19 days on average to sell a home.

Total Value of Sales
01/19 - 10/21



The increase in value of homes is adding to the value of sales in Noosaville.

% Stock on Market
01/19 - 12/21



Recent Sales Noosaville



12 Seacove Court, Noosa Waters
4 bed | 2 bath | 2 car
\$2,500,000 | SOLD October 2021



3 Pitta Place, Noosaville
3 bed | 2 bath | 2 car
\$2,390,000 | SOLD November 2021



25 Shipyard Circuit, Noosa Waters
4 bed | 2 bath | 2 car
\$2,305,000 | SOLD November 2021



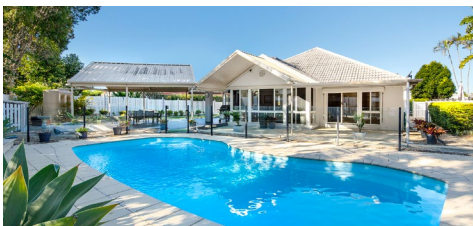
4 Corinthia Court, Noosaville
4 bed | 2 bath | 2 car
\$2,160,000 | SOLD December 2021



5 Broadreach Court, Noosa Waters
4 bed | 2 bath | 2 car
\$2,150,000 | SOLD July 2021



11 Spindrift Court, Noosa Waters
3 bed | 2 bath | 2 car
\$2,050,000 | SOLD April 2021



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



129 Lake Weyba Drive, Noosaville
4 bed | 2 bath | 3 car
\$1,925,000 | SOLD November 2021

Recent Sales Noosaville



81 Lake Weyba Drive, Noosaville
5 bed | 3 bath | 2 car
\$1,900,000 | SOLD July 2021



13 Aspera Place, Noosaville
4 bed | 2 bath | 2 car
\$1,710,000 | SOLD May 2021



190 Shorehaven Drive, Noosa Waters
4 bed | 2 bath | 2 car
\$1,700,000 | SOLD December 2021



8 Spindrift Court, Noosa Waters
4 bed | 2 bath | 2 car
\$1,600,000 | SOLD April 2021



24 Regatta Circuit, Noosaville
4 bed | 3 bath | 2 car
\$1,530,000 | SOLD July 2021



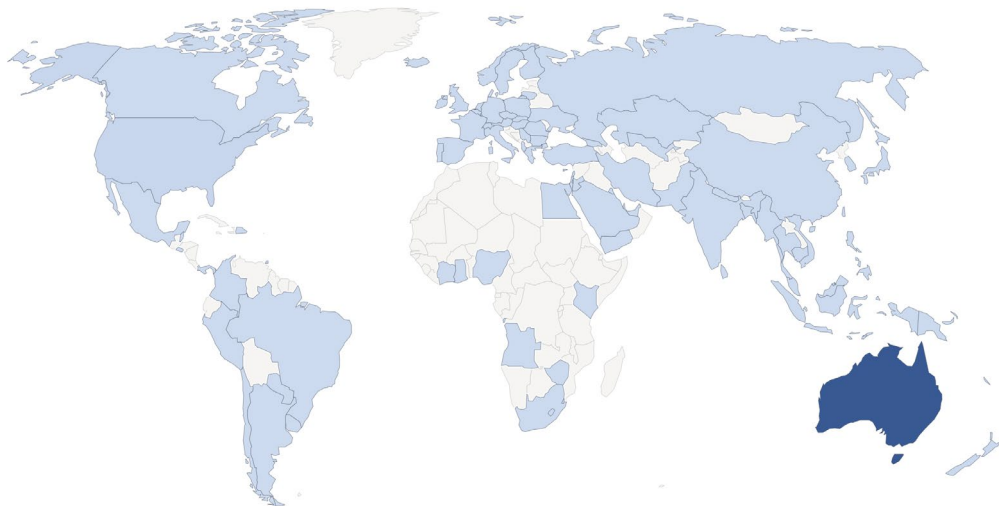
50 Shipyard Circuit, Noosa Waters
4 bed | 2 bath | 2 car
\$1,310,000 | SOLD May 2021



35 Shire Drive, Noosaville
4 bed | 2 bath | 2 car
\$1,105,000 | SOLD August 2021



18 Agathis Place, Noosaville
4 bed | 3 bath | 2 car
\$993,000 | SOLD January 2022



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



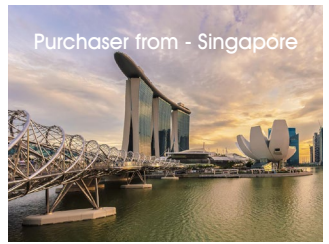
Purchaser from - Canada

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



Purchaser from - New Zealand

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



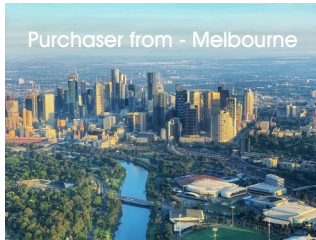
Purchaser from - Singapore

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



Purchaser from - Perth

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



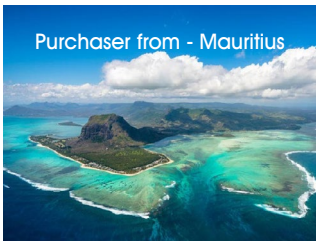
Purchaser from - Melbourne

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



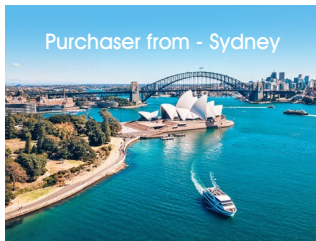
Purchaser from - Switzerland

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



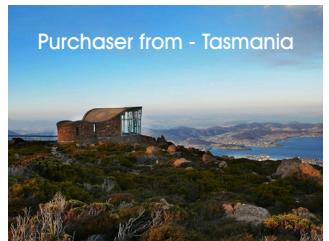
Purchaser from - Mauritius

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



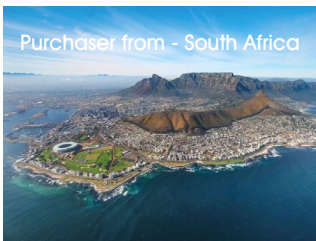
Purchaser from - Sydney

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



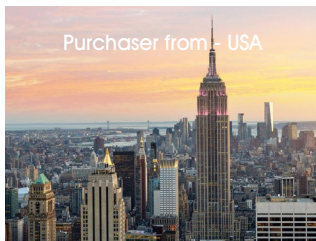
Purchaser from - Tasmania

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



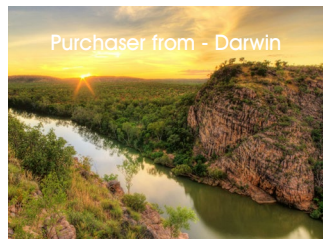
Purchaser from - Palm Springs

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