

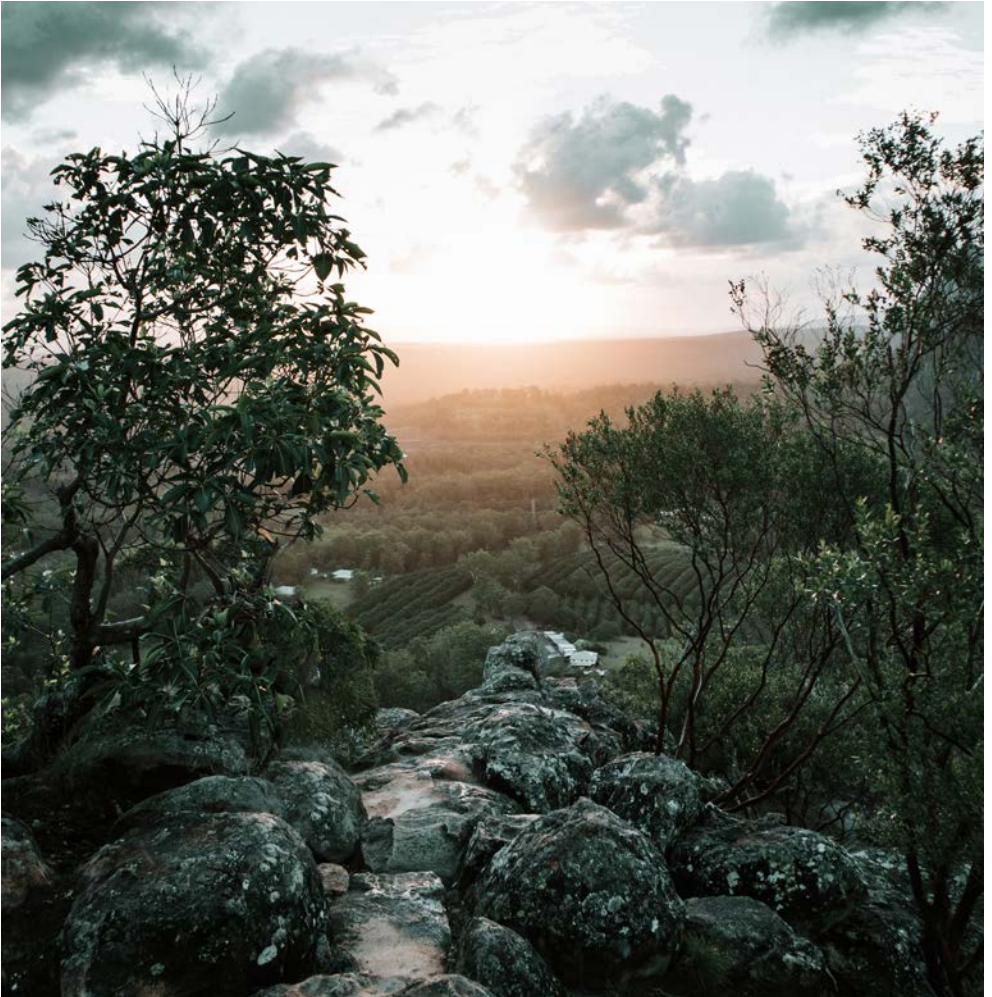
Reed & Co.

ESTATE AGENTS

NOOSA PROPERTY MARKET REPORT

Financial Year 2021 - 2022

HINTERLAND



reedandco.co



Financial Year 2021 - 2022 in Review.

While the end of a financial year is a chance to look back on the past 12 months, it's also an opportunity to predict what the next period holds for the Noosa property market.

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Amid an unusual year, Reed & Co. managed to deliver our highest volume of sales ever, marking our most successful year as a business.

Adrian Reed

We worked hard to maintain connections between buyers and sellers in a time that threw curveballs at every turn. A total of 95 properties changed hands for more than \$236,000,000 in sales.

It's clear now that the peak energy in our core markets was Spring of 2021 where we experienced the combined effects of the highest price and volume. Since then, we have seen a slight disconnect between seller expectations and buyer enthusiasm which resulted in a significant decline in the volume of sales. The first half of 2022 brought clarity and confirmation that the market was in for some change. While questions remain about what's next, there are clear themes now driving momentum.

In our core Noosa markets, current stock levels remain reduced to an extent that our clearance rates at auction remain high as almost all of the properties that we take to auction are selling under the hammer or soon after auction. At the moment wherever

we're seeing reduced urgency from buyers, we're also seeing fewer homes on the market, that counterbalance is sustaining price levels. This could be a different environment if stock levels shot up along with less competition from buyers.

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We're predicting that this low stock level market condition will continue into September, when sellers that have been planning to make a move launch into spring campaigns.

Adrian Reed

Our tactical marketing campaigns are still driving foot traffic to Reed & Co. homes, continually getting over 20 buyers through properties on launch weekends, on par with what we see in periods of higher demand. In particular, new or completely renovated homes are peaking the interest of the market. With the increased costs of building and renovating buyers are appreciating the value of high-quality construction and homes that are on trend.

Preparation and presentation have never been more important to ensure that your property is standing out.

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. The underlying

drivers that have been supporting a buoyant market over that 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 and you have one of the strongest and most resilient markets in the country.

For the Financial Year, the wider figures tell us that Noosa Regional house prices finished up 22.8% (Core Logic), despite rising interest rates, an election and generally cooling market conditions. The bulk of the growth and momentum was felt through the first half of the year, that's now being offset by some more recent month's showing accelerating decline. We can see that the median house price in Noosa Heads grew by 25.8%, while neighbouring Sunshine Beach, which shares the Noosa Heads postcode, increased by 14.2%. Noosaville, which includes Noosa Waters, has also experienced very strong performance jumping 17.3%. The median price for a house in Noosa Heads is now \$2,310,000, while Sunshine Beach is at a staggering \$2,730,000, Noosaville is close behind at \$1,910,000.

2022 also saw the welcome return of our Charity Gala Dinner in collaboration with the Loyal and Humpty Dumpty Foundations. We have now along with our generous community raised over \$649,000 purchasing over 60 pieces of urgently needed lifesaving paediatric medical equipment for our local Noosa and regional hospitals in Queensland.



Jason Smith

Hinterland

Noosa Hinterland, famous for its panoramic views, prestige small acreage lots and close proximity to Noosa, the Eastern Beaches, Sunshine Coast Airport and just over an hour to Brisbane. With all the above-mentioned luxuries, coupled with the yearning for lifestyle changes, the Noosa Hinterland continues to be a popular choice among property buyers not only Australia-wide, but worldwide. A-grade positions are seeing interest in the mid \$3,000,000 range, with our most recent sale of 43 Regency Road, Doonan being an obvious example: A Hinterland retreat on an elevated site possessing breath-taking panoramic views. Located 10 minutes from Noosaville and positioned amongst quality homes, selling at auction for \$3,450,000.

The number of sales in the last 12 months for Doonan was slightly up on the previous 2020/21 financial year sitting at 129 sales, bringing the total sales value up 3.2% for the 2021/22 financial year. We have also seen continued steady growth in the median house price, currently sitting at \$1,730,000, resulting in a 30.2% increase in the last 12

months. While the number of new listings are up slightly by 11% compared to that of the previous year, the number of days on market remain at an all time low of 20 days.

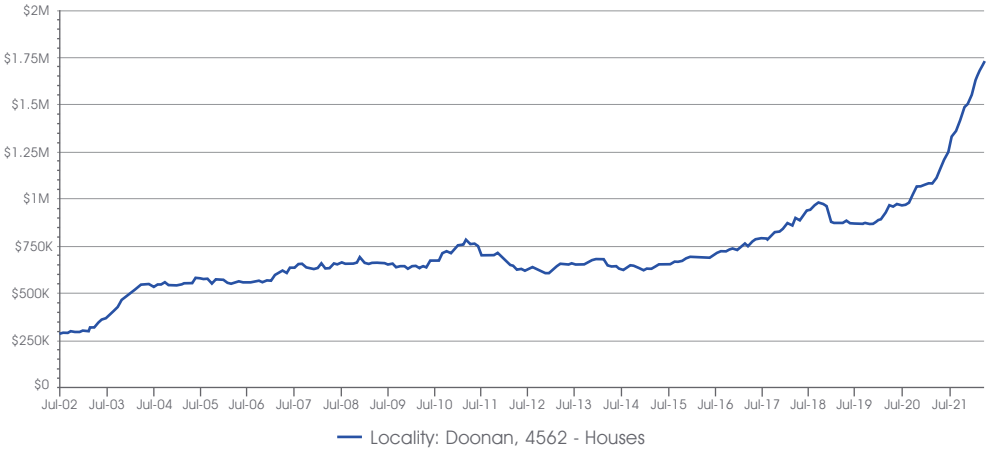
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Property presentation and creating the best first impression is the key to achieving a great outcome when selling. Buyers are willing to engage in a property purchase when the details have been executed well.”

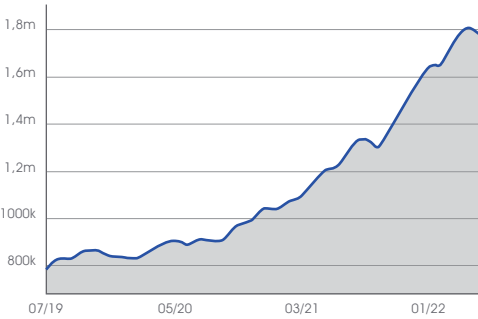
Mark Hodgkinson

Tips for sellers: Prepare, present & prosper. If you execute the marketing and sales process with a strong negotiating agent, you will secure a great outcome. Market reach, local agent knowledge and experience coupled with a desirable property will produce the maximum from a strong market.

Median Sale Price - 20 years (House)

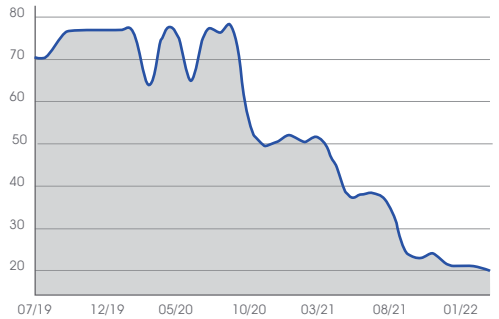


Median Value
07/19 - 05/22



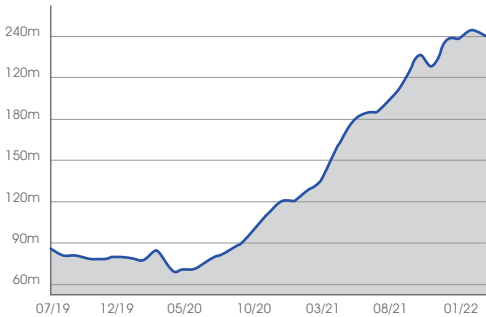
The 2022 new year witnessed the median house price reaching an all time high of \$1,800,000, up almost 80% in 2022.

Median Days on Market
07/19 - 03/22



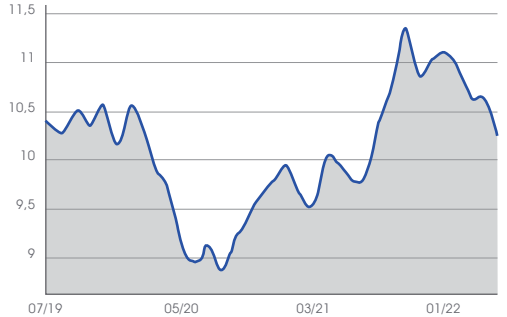
The time it takes to sell a home is still at an all time low, although looking like it has settled slightly at just 20 days on the market.

Total Value of Sales
07/19 - 03/22



The beginning of 2022 has observed the total value of sales for Doonan now sitting at its highest ever amount, in excess of \$240,000,000.

% Stock on Market
07/19 - 05/22



The first half of 2022 has displayed a considerable reduction in the amount of stock on the market, with levels currently sitting just shy of 10.5%.

Recent Sales Hinterland



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



17 Persoonia Lane, Doonan
9 bed | 6 bath | 10 car
\$3,500,000 | SOLD March 2022



43 Regency Road, Doonan
6 bed | 3 bath | 4 car
\$3,450,000 | SOLD February 2022



9-13 Pheasant Lane, Doonan
4 bed | 3 bath | 6 car
\$3,300,000 | SOLD January 2022



35 Foxtail Rise, Doonan
4 bed | 3 bath | 9 car
\$3,240,000 | SOLD October 2021



168 Grays Road, Doonan
5 bed | 3 bath | 4 car
\$3,200,000 | SOLD April 2022



173 Valley Drive, Doonan
5 bed | 5 bath | 12 car
\$3,175,000 | SOLD March 2022



81 Panorama Dr, Doonan
4 bed | 3 bath | 7 car
\$2,960,000 | SOLD March 2022

Recent Sales Hinterland



2 Paige Lane, Doonan
4 bed | 4 bath | 3 car
\$2,800,000 | SOLD December 2021



24 Templeton Way, Doonan
4 bed | 3 bath | 3 car
\$2,745,000 | SOLD January 2022



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



105 Panorama Drive, Doonan
4 bed | 3 bath | 5 car
\$2,700,000 | SOLD July 2021



39 Coast View Parade, Doonan
4 bed | 3 bath | 4 car
\$2,655,000 | SOLD March 2022



12 Senegal Rise, Doonan
5 bed | 3 bath | 10 car
\$2,600,000 | SOLD February 2022



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



Data from July 2021 - June 2022

CAMPAIGNS THAT REACH THE WORLD.

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

117,631 unique website visitors. From 117 countries.

On top of the 2,341,882 people on Facebook and the 544,120 people on Instagram.

From July 2021 to June 2022 we had a total digital reach of 3,003,633 people.

Total Sold Properties*



Includes off market sales

Total Sales*



Includes off market sales

5* Reviews*



Includes Rate my agent and realestate.com.au

Community Fundraising*



Purchasing paediatric medical equipment for local hospitals

Purchaser from - Canada



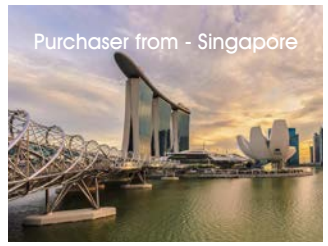
2 Frying Pan Track
North Shore | \$6,000,000

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



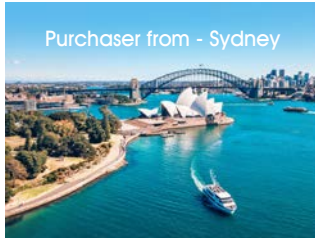
132 Shorehaven Drive
Noosa Waters | \$2,300,000

Purchaser from - Mauritius



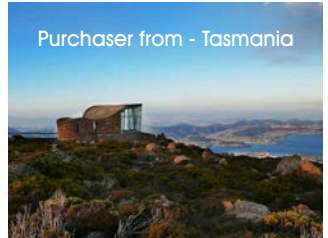
38 Saltwater Avenue
Noosa Waters | \$1,900,000

Purchaser from - Sydney



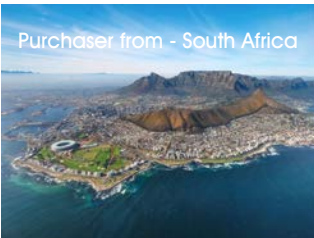
59 Laguna Grove
Doonan | \$1,720,000

Purchaser from - Tasmania



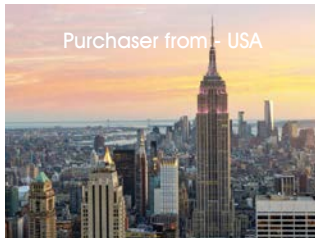
1521/1 Lakeview Rise
Noosa Heads | \$1,560,000

Purchaser from - South Africa



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

Purchaser from - USA



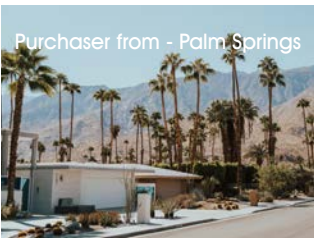
3/33 Picture Point Crescent
Noosa Heads | \$1,450,000

Purchaser from - UK



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

Purchaser from - Palm Springs



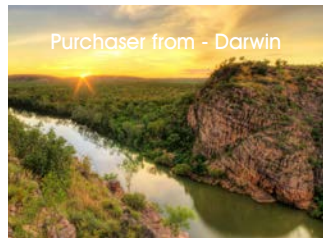
23 Weyba Park Drive
Noosa Heads | \$1,321,000

Purchaser from - Mildura



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

Purchaser from - Darwin



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



Dave Gleeson

Reed & Community Charity Gala

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At Reed & Co. Estate Agents, we pride ourselves on our commitment to our community; this drive is at the core of everything we do.

Adrian Reed

Since opening in 2018, Reed & Co. in collaboration with the LOYAL Foundation, the Humpty Dumpty Foundation, and the Noosa community, together have now raised over \$647,000 to donate over 60 pieces of life-saving paediatric equipment for regional hospitals around Australia.

Loyal Foundation Founder Anthony Bell OAM said he supports the Humpty Dumpty Foundation because every time a piece of medical equipment is donated through the foundation, 100 cents of the dollar goes to

delivering that specific piece of equipment to the hospital or health service which has an urgent need for it - providing an immediate, real and tangible outcome.

Reed & Co. owner and founder Adrian Reed said the Reed & Co. Charity Gala is about making a positive impact, helping make a difference and be the change that could ultimately save a child's life.

“Now more than ever, hospitals and health services need our help, and it's our collaboration with the Loyal Foundation and the Humpty Dumpty Foundation that help make this possible. It is tough, but children don't stop getting sick, they don't stop going to hospital and tragically they don't stop dying.”

“Our legacy will be our generosity. A lot of generous people from our community have helped make a difference; I would like to thank our guests for their ongoing support



all images by Dave Gleeson

and generosity on the night. Why we do it? Because it saves lives. If we don't do it, nobody does it. If we don't do it, the hospitals will go without. A special mention goes out to all of the sponsors; it's with their support that has helped make the night a success".

The company's annual charity gala was held on Saturday, 25th June, at the Sofitel Noosa Pacific. An invitation-only event, was attended by 150 guests, including some of Australia's greatest sporting stars, Phil Kearns and Michael Clarke, and Humpty Dumpty Foundation Founder and Executive Chairman Paul Francis OAM.

The 2022 event raised over \$210,000 to donate vital paediatric medical equipment. Dr. Karl van de Merwe, of Noosa Hospital, said on the night, everything that is available to be donated is critical. It helps frontline hospital staff and makes a real difference to hospitals and healthcare services across Australia.

"These donations make the hardest part of our job a little bit easier, and more importantly, they give children the best chance possible. Items like the Giraffe Warmer, a \$38,480 piece of equipment, are lifesaving and an all-in-one resus bed for very small babies."

Thanks to Michael Clarke and Cam Stewart, husband of Noosa Mayor Clare Stewart, who kindly donated the Giraffe Warmer, the ED team of the Noosa Hospital now has the possibility to warm and oxygenate unexpected births or small infants.

Humpty Dumpty Foundation Founder and Executive Chairman Paul Francis OAM said "It is only with the support of generous donors that the Humpty Dumpty Foundation can help frontline staff and make a real difference to hospitals and healthcare services across Australia. Against the backdrop of incredibly tight health budgets, it is more important than ever we continue our critical work of providing essential medical equipment to hospitals in need right across the country."

Team Reed & Co.

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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