

Reed & Co.

ESTATE AGENTS

NOOSA PROPERTY MARKET REPORT

Financial Year 2021 - 2022

NOOSA HEADS



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.

“

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.

“

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.

Noosa Heads

A very different scenario exists on the ground compared to previous editions of this narrative on the Noosa Heads property market. At the back-end of 2021 buyer depth had begun to thin and less competition for many properties was the order of the day.

The key holiday period across Christmas saw many prospective buyers being able to access Noosa for the first time in two or more years and they just wanted a holiday – their focus wasn't buying property.

March/April saw interested buyers emerge but the fact they could see properties themselves meant they could see the quality of finishes and they could better form their own opinion around respective values – overall just a higher level of discernment on the part of buyers.

The threat of interest rate rises dampened buyer enthusiasm every bit as much as actual rate rises have.

“

Overall, we are seeing a much more balanced market where both buyer and seller have some leverage in the negotiating process.

Kate Cox Team

The Numbers

The Covid-induced run-up since 2020 has seen the median increase by 56%, fueled by a dramatic reduction in days on market, from over 50 in 2020 to 23 currently (Core Logic).

With many of the factors responsible for that rise now not being in play we can see the rate of growth has begun to dip slightly. Given the way the numbers are calculated median figures from September 2022

onwards are likely to be quite a bit lower as the last of the site unseen surge is removed from the rolling 12-month figures. The time to negotiate will be in the period July through September as expected lower figures bring more buyers out seeking a 'Noosa Bargain' from September onwards. Many of these buyers will submit offers below market value stating the median has dropped not realizing vendors in the previous few months which make up those numbers were the ones who met the market.

From 2008 through to 2016 the median virtually tracked sideways. Within that period there were rises followed by retracements. 2009 saw a decline in median prices of 15.9% following strong rises in 2007 and 2008. Similarly, a decline of 15% in 2013 followed an increase of 25% in 2012. From 2015 there has not been one retracement in the median price in Noosa Heads.

There has been a shift towards more people moving here to live. Council Regulations around short-term holiday letting has seen well-positioned holiday homes utilized less as owners remove them from the available holiday stock or transition to principal place of residence. The key outcome of this has been the rise in pricing of three-bedroom apartments, the nearest house-sized substitute, which will continue to attract a premium.

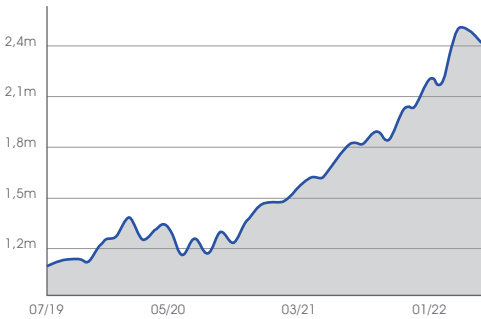
Forward predictions: My Advanced Corporate Finance Lecturer said forecasting is a mug's game. Presently, it is difficult to draw clarity in where the market will head with people still wanting to buy, perhaps with a reduced budget compared to as recently as six months ago.

The one constant is that the number of people who wish to live or have a discretionary property in Noosa exceeds those who wish to release the one they currently own and we feel something very dramatic would have to happen for that situation to change.

Median Sale Price - 20 years (House)

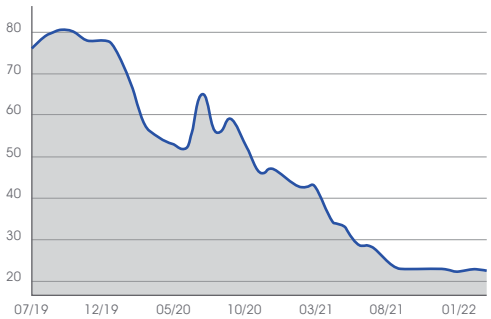


Median Value
07/19 - 05/22



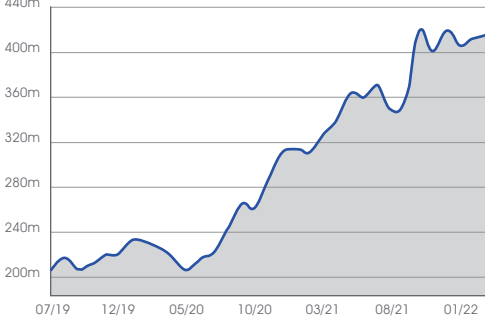
Has just begun to taper into negative territory as buyer depth becomes a little subdued and buyers become more discerning.

Median Days on Market
07/19 - 03/22



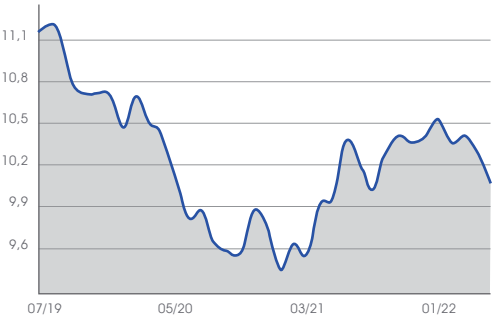
June numbers are expected to ease as sellers initially hold on for a higher price then decide to meet market expectations in order to transact.

Total Value of Sales
07/19 - 03/22



After an historic run up, tightening interest rates & share market uncertainty is likely to see a drop in the total value of sales.

% Stock on Market
07/19 - 05/22



Liquidity is the first thing to be reduced in a tightening market. Noosa does, however, have very few distressed sales.

Recent Sales Noosa Heads



17 Cloudsley Street, Noosaville
4 bed | 5 bath | 2 car
\$4,500,000 | SOLD April 2022



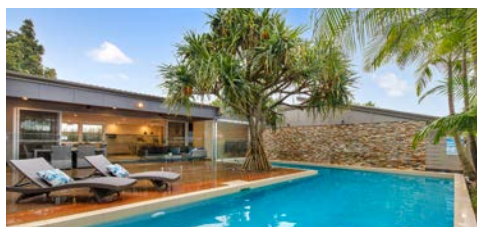
25 Arkana Drive, Noosa Heads
4 bed | 3 bath | 3 car
\$4,350,000 | SOLD May 2022



2 Habitat Place, Noosa Heads
4 bed | 2 bath | 5 car
\$3,850,000 | SOLD June 2022



5 Banksia Avenue, Noosa Heads
4 bed | 2 bath | 2 car
\$3,650,000 | SOLD June 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



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



1611/3 Lakeview Rise, Noosa Heads
3 bed | 2 bath | 2 car
\$2,650,000 | SOLD February 2022

Recent Sales Noosa Heads



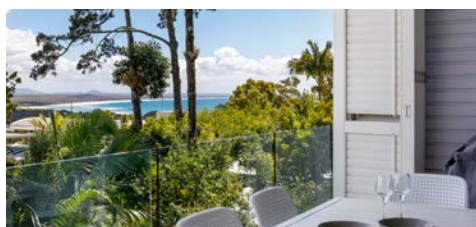
25 Nairana Rest, Noosa Heads
4 bed | 3 bath | 2 car
\$2,575,000 | SOLD August 2021



2/36 Elizabeth Street, Noosaville
3 bed | 2 bath | 2 car
\$2,350,000 | SOLD October 2021



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



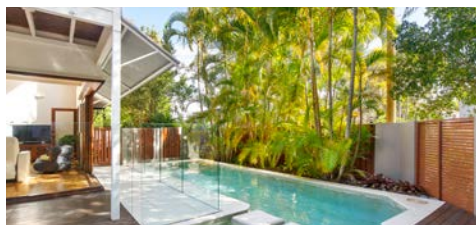
23/37-49 Noosa Drive, Noosa Heads
3 bed | 2 bath | 1 car
\$2,105,000 | SOLD October 2021



1/6 Nannygai Street, Noosaville
3 bed | 2 bath | 2 car
\$2,100,000 | SOLD May 2022



13/37-39 Noosa Drive, Noosa Heads
3 bed | 2 bath | 1 car
\$2,090,000 | SOLD November 2021



1/6 George Street, Noosaville
3 bed | 3 bath | 1 car
\$2,000,000 | SOLD June 2022



24/6 Quamby Place, Noosa Heads
2 bed | 1 bath | 1 car
\$850,000 | SOLD June 2022



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*

315

Includes off
market sales

Total Sales*

\$689M

Includes off
market sales

5* Reviews*

331

Includes Rate my agent
and realestate.com.au

Community Fundraising*

\$647K

Purchasing paediatric
medical equipment
for local hospitals



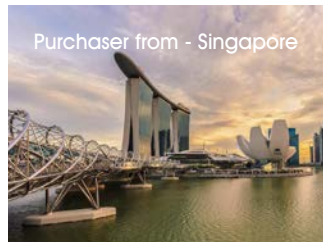
Purchaser from - Canada

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



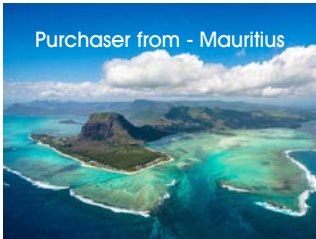
Purchaser from - Melbourne

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



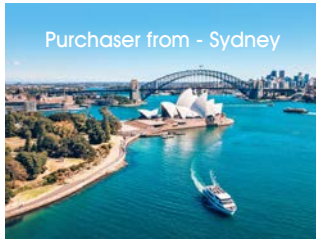
Purchaser from - Switzerland

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



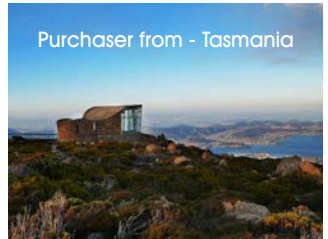
Purchaser from - Mauritius

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



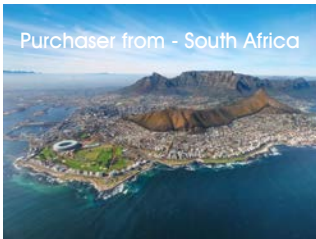
Purchaser from - Sydney

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



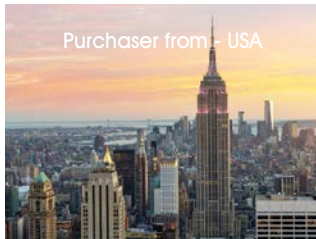
Purchaser from - Tasmania

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



Purchaser from - South Africa

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



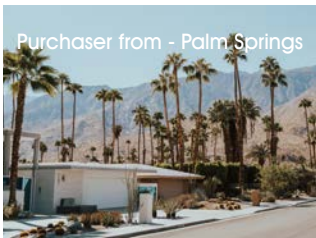
Purchaser from - USA

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



Purchaser from - UK

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



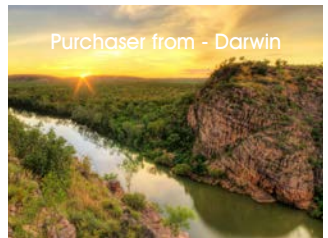
Purchaser from - Palm Springs

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 & Co. Community Charity Gala

“

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.

“

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



Darren Neal

Licensed Estate Agent

0401 212 505

darren@reedandco.co



Megan Brooks

Executive Assistant to

Adrian Reed & Darren Neal

07 5323 0101

megan@reedandco.co



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



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



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



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



Roxy Blin
Sales & Marketing Assistant
to Monique Sommer
07 5323 0101
roxy@reedandco.co



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



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



Petrina Meier
Marketing Manager
07 5323 0101
petrina@reedandco.co



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



Lucy Lyons
Administration Manager
07 5323 0101
sales@reedandco.co



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

