

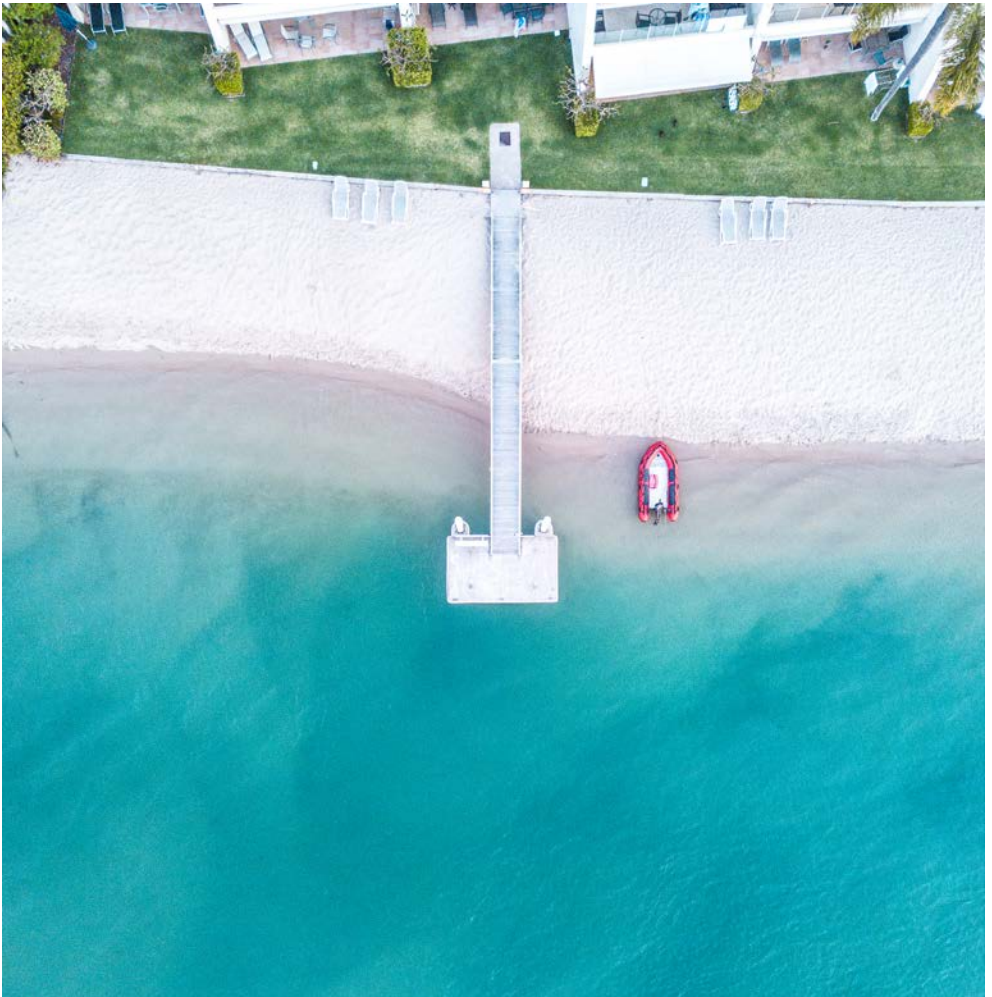
Reed & Co.

ESTATE AGENTS

NOOSA PROPERTY MARKET REPORT

Financial Year 2021 - 2022

NOOSA WATERS





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

Noosa Waters

Market confidence on the waterfront remains strong almost defiant to the changing market conditions, with over \$25,000,000 in new building projects underway or just about to commence. The demand for 'knock downs' or land remains strong as buyers seek out new heights of luxury on the waterfront. Entry level price on the waterfront is consistently in the high \$3,000,000 to low \$4,000,000 range. 2022 saw a new benchmark finally set with the sale of arguably the best waterfront home in the peak of the market, 60 The Peninsula selling for \$10,000,000 under the hammer.

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The number of sales in the last 12 months was down considerably on the previous year, which is no real surprise coming off an unprecedented 2021 with 27 sales vs. 54 sales the year prior.

Adrian Reed

Despite the reduction in the number of transactions, down 50%, the total sales value Year on Year only declined by 28% as a result in the increase in median house prices from \$3,251,250 to a staggering \$4,700,000, up 45%. During this time frame, Reed & Co. have been entrusted with the sale of over \$57,580,000 worth of property. Reed & Co. proudly retains the number 1 position as the most trusted partner for your waterfront sale or purchase.

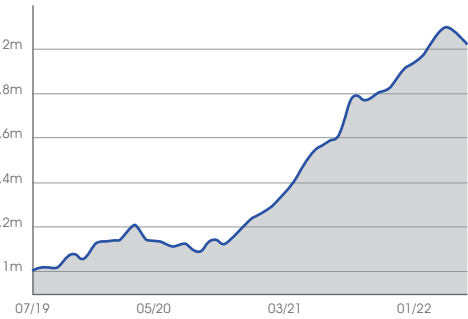
Despite the doom and gloom headlines we are reading in the media the strong results that we have experienced on the waterfront are here to stay as the supply tightens and the surge of buyers trying to call Noosa home continues.

Forward predictions: I also can't see interest rates having a significant impact on the waterfront market, the pressure will be more focussed on households that have higher leveraged positions. Sellers are still in a good position; however the agent, agency and campaign will now be more important than ever before.

Median Sale Price - 20 years (House)

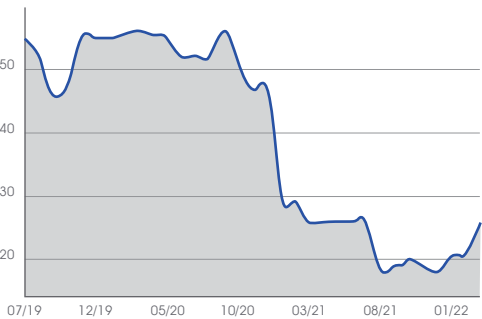


Median Value
07/19 - 05/22



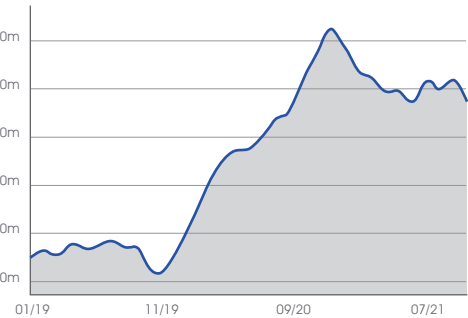
Unprecedented growth let the median value increase by 100% over the last 3 years, with the most recent figures showing the slight downturn.

Median Days on Market
07/19 - 03/22



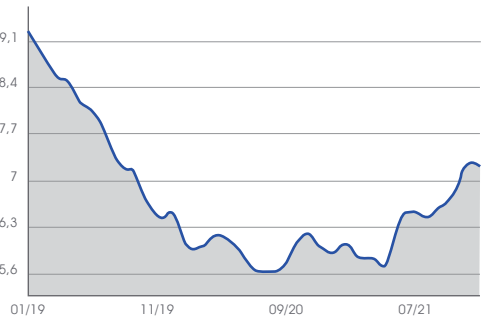
Following a significant drop in the peak of the market, the days on market is beginning to climb back to around 25 days.

Total Value of Sales
07/19 - 03/22



Additional properties on the market with a strong increase in median value creates a dramatic increase in the value of sales

% Stock on Market
07/19 - 05/22



Following an all time low, is it beginning to increase as sellers take advantage of the higher prices and time on market extends.

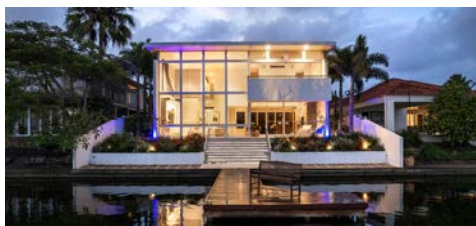
Recent Sales Noosa Waters



60 The Peninsula, Noosa Waters
5 bed | 4 bath | 3 car
\$10,000,000 | SOLD May 2022



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



10 The Promontory, Noosa Waters
4 bed | 3 bath | 3 car
\$6,000,000 | SOLD March 2022



17 Waterside Court, Noosa Waters
4 bed | 4 bath | 2 car
\$5,700,000 | SOLD June 2021



3 Topsails Place, Noosa Waters
4 bed | 3 bath | 2 car
\$4,900,000 | SOLD February 2022



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



26 Mermaid Quay, Noosaville
5 bed | 5 bath | 2 car
\$4,740,000 | SOLD January 2021

Recent Sales Noosa Waters



20 Seamount Quay, Noosa Waters
3 bed | 2 bath | 2 car
\$4,710,000 | SOLD April 2022



17 The Anchorage, Noosa Waters
3 bed | 3 bath | 2 car
\$4,600,000 | SOLD March 2022



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



54 Saltwater Avenue, Noosaville
4 bed | 2 bath | 2 car
\$4,250,000 | SOLD January 2021



59 Shorehaven Drive, Noosa Waters
4 bed | 2 bath | 2 car
\$3,950,000 | SOLD August 2021



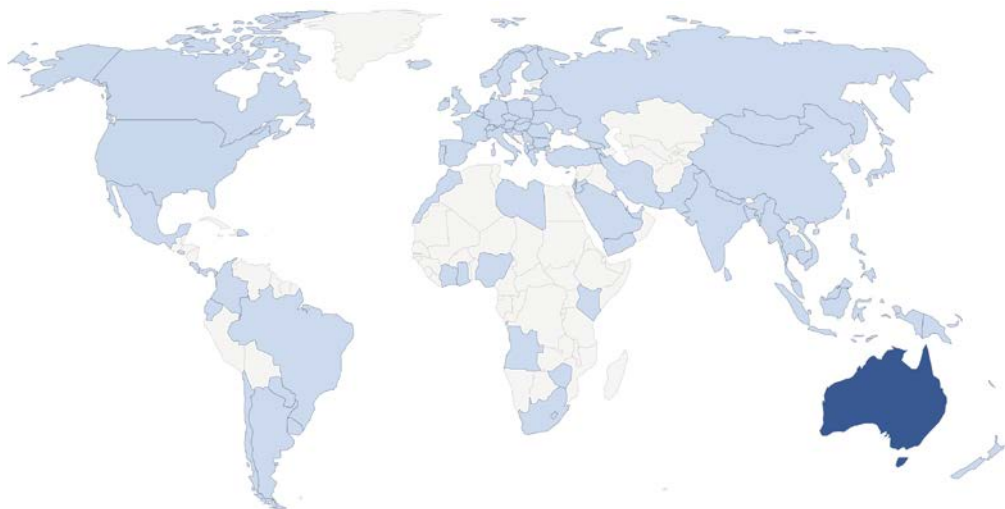
5 The Peninsula, Noosa Waters
3 bed | 2 bath | 2 car
\$3,900,000 | SOLD February 2022



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



51 Saltwater Avenue, Noosa Waters
5 bed | 2 bath | 2 car
\$3,650,000 | SOLD December 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*

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



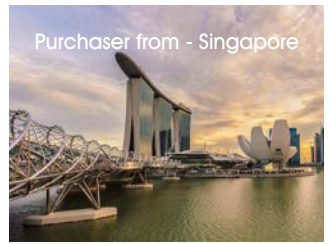
Purchaser from - Canada

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



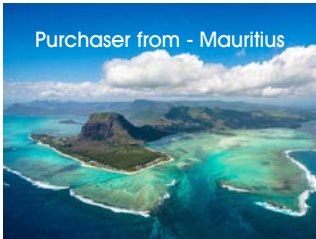
Purchaser from - Melbourne

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



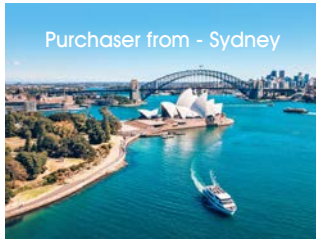
Purchaser from - Switzerland

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



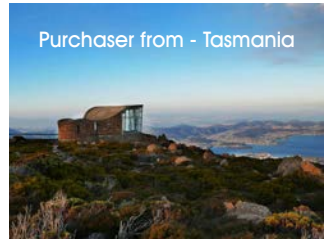
Purchaser from - Mauritius

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



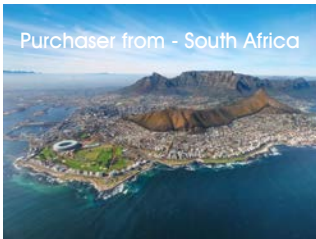
Purchaser from - Sydney

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



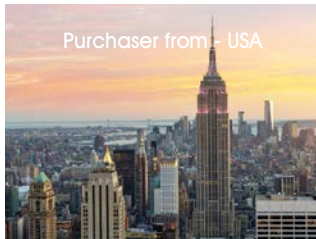
Purchaser from - Tasmania

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



Purchaser from - South Africa

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



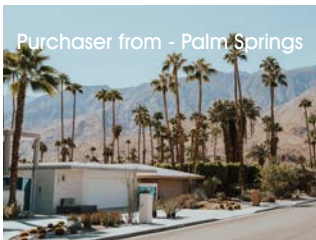
Purchaser from - USA

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



Purchaser from - UK

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



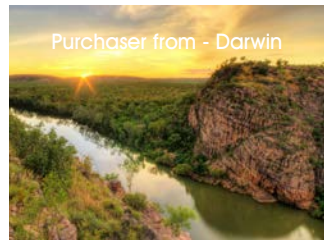
Purchaser from - Palm Springs

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

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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.



Adrian Reed

Founder & Director

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