

Reed & Co.

ESTATE AGENTS

NOOSA PROPERTY MARKET REPORT

Year 2022 in Review

TEWANTIN



reedandco.co



Year 2022 in Review

One month into the new year and anyone thinking of selling or buying is wondering what is in store for the property market in 2023. Industry commentators have so far remained relatively reserved on the subject, but outside of another global catastrophe, early signs indicate that the Noosa property market will remain resilient this year.

“

A market correction of some degree in 2022 was inevitable following the highs of the pandemic period.

Adrian Reed

We experienced greater market imbalance in the early part of the year with fewer and

more cautious buyers, met with nervous sellers unsure of the levels that could be achieved. As the year progressed, low inventory levels held prices flat and the new year has seen an encouraging uptick in activity.

As always, it is hard to generalise when commenting on the market performance. Noosa's prestige properties outperformed the wider market last year, a trend which is expected to be maintained throughout this year, buoyed by strong buyer appetite, and continued high levels of interstate and international migration to the region. Despite the potential for further interest rate rises, low stock levels, particularly in the prestige sector, which kept prices strong in the region last year, is not expected to alter significantly.

“

Demand continues to outweigh supply and those bringing new, renovated or quality homes in sought-after locations to market in 2023 can expect to achieve premium market prices.

Adrian Reed

The 2023 housing market is poised to be more balanced between buyers and sellers than it has been over the past three years. Mortgage rates are softening demand, which has met the continued low supply of homes.

Sales volume fell to levels not seen since the initial shock of the pandemic (April and May 2020). With fewer new listings and historically low inventory, sales volume likely won't rebound to pandemic levels.

Inflation appears to be slowly declining. If that trend continues, high mortgage rates may start to decrease in the second half of 2023.

We expect a return to seasonal trends — price and inventory growth in the second half of the calendar year — but at relatively low level, meaning fewer new listings and fewer sales overall.

2022 also gave us the opportunity to run our third annual Reed & Co. Charity Gala event in collaboration with the Loyal and Humpty Dumpty Foundations.

Since opening we have now along with our generous community raised over \$692,000 which has purchased and placed over 60 pieces of lifesaving paediatric medical equipment into 20 local and regional hospitals in Queensland.



Jason Smith

Tewantin

As we start 2023 and adapt to the changes in the economic climate, Tewantin continues to remain a popular choice for buyers.

“

Tewantin is seen as an affordable choice for families, investors, first home buyers and those looking for premium land sites to build 'A-Grade' homes.

Mark Hodgkinson

We kick started this year with a record street sale at 25 Sunrise Ave Tewantin, selling for \$1,930,000. This demonstrates that incoming buyers to the area recognise opportunity to secure a well-equipped, high level of finish home. Tewantin offers value

with its community village atmosphere and proximity to the river without the price tag of the neighbouring suburbs.

The total number of house sales are down for 2022 to 164 from 310 the previous year. On the upside the median house price remains strong at \$952,500 seeing a 7.9% increase. The average days on market are up slightly to 51 days with 104 homes available to purchase last month.

Forward predictions

With the everchanging economic landscape, inflation and interest rate rises, there remains an element of uncertainty as what exactly the predicted forecast for Tewantin may be. With a number of 'A-Grade' sites undergoing renovation or a complete knock down and rebuild the long-term value for Tewantin is looking strong.

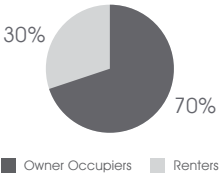
Suburb Profile

Core Logic, January 2023


 **10,900**
Population


+2.4%
5 year population change

 **11 Years**
Average length of ownership



Total Dwellings

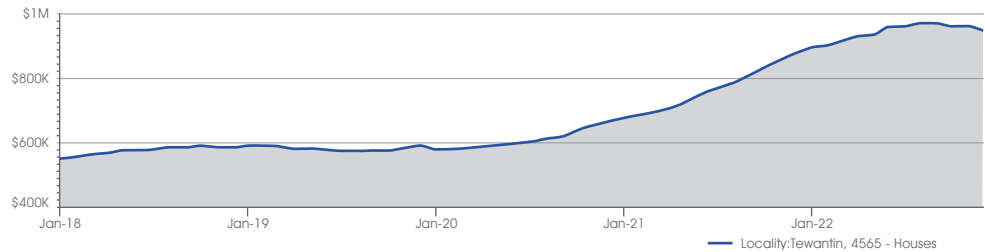
 **3,879**

 **784**

Houses

Realestate.com.au, January 2023

5 year median price trend



Median House Price

 **\$952,500**
January - December 2022

12 month growth

 **Up +7.9%**
January - December 2022

On the market

 **104 houses**
available in the last month

Total sales

 **164 sold**
January - December 2022

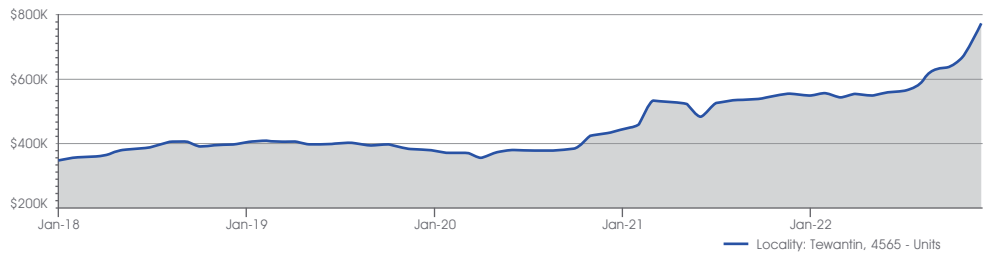
Median time on market

 **51 days**
January - December 2022

Units

Realestate.com.au, January 2023

5 year median price trend



Median Price

 **\$775,000**
January - December 2022

12 month growth

 **Up +40.0%**
January - December 2022

On the market

 **14 units**
available in the last month

Total sales

 **37 sold**
January - December 2022

Median time on market

 **32 days**
January - December 2022

Recent Sales Tewantin



65 Hilton Esplanade, Tewantin
3 bed | 2 bath | 3 car
\$4,250,000 | SOLD July 2022



33 Hilton Esplanade, Tewantin
3 bed | 2 bath | 3 car
\$3,200,000 | SOLD August 2022



24 Hilton Terrace, Tewantin
4 bed | 3 bath | 3 car
\$1,750,000 | SOLD October 2022



44 Read Street, Tewantin
4 bed | 2 bath | 2 car
\$1,620,000 | SOLD January 2022



69 Ward Street, Tewantin
4 bed | 4 bath | 2 car
\$1,550,000 | SOLD April 2022



9 Tingara Court, Tewantin
4 bed | 2 bath | 3 car
\$1,500,000 | SOLD January 2022



5 Terrens Court, Tewantin
5 bed | 3 bath | 3 car
\$1,500,000 | SOLD June 2022



96 Butler Street, Tewantin
3 bed | 2 bath | 2 car
\$1,477,000 | SOLD August 2022

Recent Sales Tewantin



28 Tingara Court, Tewantin
4 bed | 2 bath | 2 car
\$1,450,000 | SOLD January 2022



3 Nugan Court, Tewantin
4 bed | 2 bath | 4 car
\$1,435,000 | SOLD August 2022



71 Griffith Avenue, Tewantin
5 bed | 2 bath | 4 car
\$1,375,000 | SOLD February 2022



79 Outlook Drive, Tewantin
3 bed | 2 bath | 2 car
\$1,375,000 | SOLD February 2022



9 Cambridge Court, Tewantin
4 bed | 2 bath | 2 car
\$1,350,000 | SOLD May 2022



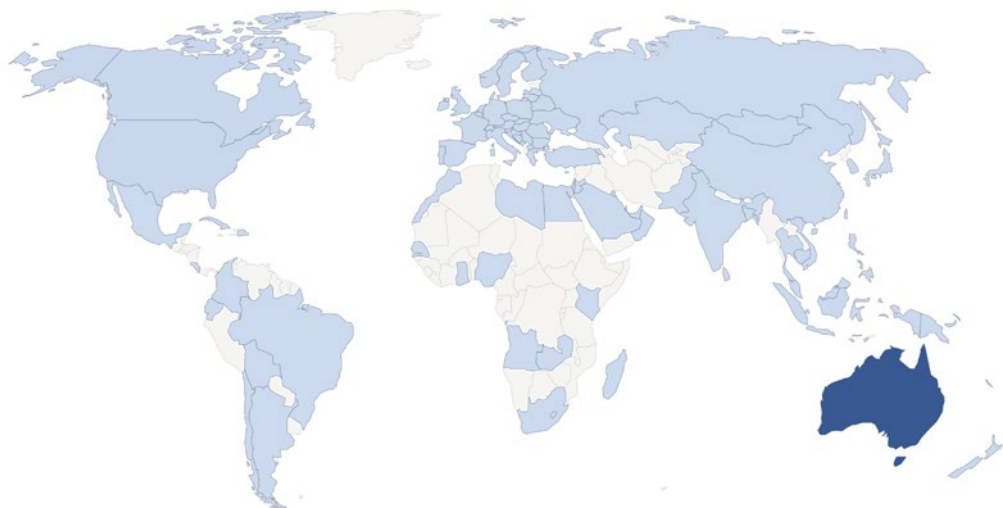
4/3 Riverstone Court, Tewantin
2 bed | 2 bath | 2 car
\$1,225,000 | SOLD October 2022



7/7 Fyne Court, Tewantin
3 bed | 2 bath | 2 car
\$860,000 | SOLD July 2022



9 Lomandra Court, Tewantin
3 bed | 2 bath | 1 car
\$810,000 | SOLD October 2022



Data from January - December 2022

CAMPAIGNS THAT REACH THE WORLD.

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

101,492 unique website visitors. From **114** countries.

On top of the **2,116,027** people on Facebook and the **602,938** people on Instagram.

From January to December 2022 we had a total digital reach of **2,820,457** people.

Total Sold Properties*

346

Includes off
market sales

Total Sales*

\$762M

Includes off
market sales

5★ Reviews*

391

Includes Rate my agent
and realestate.com.au

Community Fundraising*

\$692K

Purchasing paediatric
medical equipment
for local hospitals

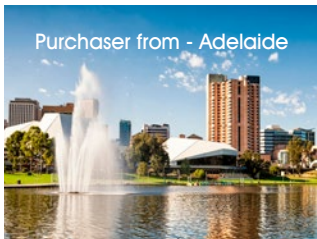
*Total agency statistics since launch in September 2018

Purchaser from - Canada



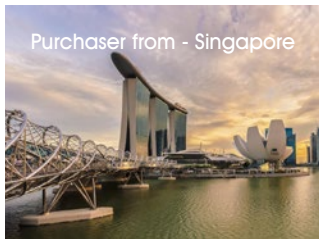
2 Frying Pan Track
North Shore | \$6,000,000

Purchaser from - Adelaide



125 Shorehaven Drive
Noosa Waters | \$5,195,000

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



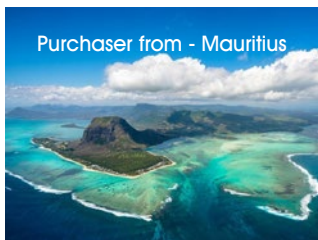
69 Seaview Terrace
Sunshine Beach | \$3,940,000

Purchaser from - Switzerland



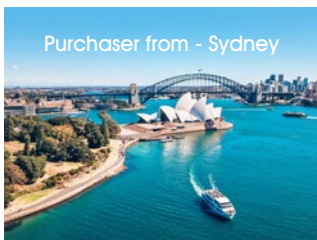
132 Shorehaven Drive
Noosa Waters | \$2,300,000

Purchaser from - Mauritius



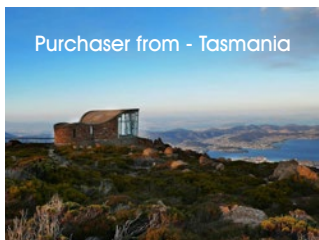
38 Saltwater Avenue
Noosa Waters | \$1,900,000

Purchaser from - Sydney



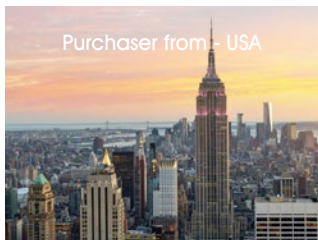
59 Laguna Grove
Doonan | \$1,720,000

Purchaser from - Tasmania



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

Purchaser from - USA



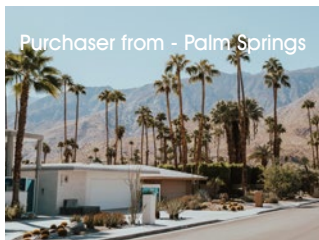
19/33 Picture Point Crescent
Noosa Heads | \$1,450,000

Purchaser from - UK



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

Purchaser from - Palm Springs



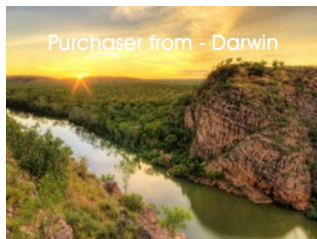
23 Weyba Park Drive
Noosa Heads | \$1,321,000

Purchaser from - Mildura



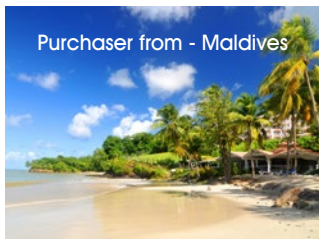
19/37 Noosa Drive
Noosa Heads | \$1,250,000

Purchaser from - Darwin



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

Purchaser from - Maldives



12 Clifton Place
Eumundi | \$610,000



Dave Gleeson

Reed & 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 \$692,000 to donate over 60 pieces of life-saving paediatric medical 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".

Reed & Co. held their annual Charity Gala on Saturday, 25th June, at the Sofitel Noosa Pacific Resort. An invitation-only event, was attended by 150 guests, including one of Australia's greatest sporting stars Phil Kearns 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, Director of Emergency at 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 our generous guests who kindly donated the Giraffe Warmer, the ED team of the Noosa Hospital now has the possibility to warm and oxygenate premature 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



Tony Cox

Sales Estate Agent

0402 003 773

tony@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



Alexander Payne
Licensed Estate Agent
0407 194 146
alexander@reedandco.co



Chris Roche
Licensed Estate Agent
0424 610 414
chris@reedandco.co



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



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



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



Maddie Robinson
Executive Assistant to
Mark Hodgkinson
07 5323 0101
maddie@reedandco.co



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



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



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

Team Reed & Co.

Our Agents

Team Reed

Adrian Reed and Darren Neal have been working side-by-side for six years now, creating a cohesive, high performing team that achieve outstanding results in the prestige property sector. The highly educated pair have built a strong reputation for excellent service to their clients that transcends a glossy brochure. They pride themselves on market knowledge and collaborate effectively ensuring a streamlined sales campaign for both buyers and sellers alike. An innate ability to build and nurture relationships means that the journey with their clients often starts well before they are called into sell a property. Recognised as trusted advisers, exceptional local market knowledge and superior negotiation skills, gives buyers and sellers the power to transact with transparency and confidence.



Team Sommer

Monique Sommer and Roxy Blin work together as Team Sommer. Monique herself knows every street and every house in her key sales area in detail, which makes it easy for her to sell its key attributes, as well as find interested buyers. Whilst Monique spends her days liaising with clients, Roxy is looking after the back end and is an essential part of the marketing process. When it comes to marketing a property, each house has a story and it is all about bringing that story to life. Monique has a very good eye for detail, while Roxy takes care of the preparation stages through to the final steps of getting a house ready for launch. Possessing a skill set beyond traditional real estate Monique has the ability to articulate a campaign strategy unique to each property.



Team Cox

Team Cox is made up of Kate Cox, Tony Cox and Erin McCartin, each with differing strengths and backgrounds. Lead agent Kate liaises with vendors and negotiates the deal at the critical moments. Tony works more on the buyers, whilst Erin focuses more on the administrative side and preparing each property to go to market. All three have strong, focused personalities and an effective exchange of ideas. All with backgrounds in other fields prior to real estate, Team Cox often offers solutions and insights that may be a little outside the norm. The key element to their success as a team is that the three are cohesive and tight knit and combine over 25 years of real estate experience.



Team Reed & Co.

Our Agents

Team Payne



Having had a life-long association with Noosa and having lived here on two separate occasions, Alexander Payne calls Sunshine Beach home along with his husband who owns the salon, Adrian J Hairdressing. The salon and spending his family holidays in Noosa from early childhood, have provided Alexander with an extensive network and terrific historical knowledge of the local area.

For Alexander honesty and integrity are at the forefront of every interaction he has with buyers and sellers alike. His ability to guide his clients through the process of buying or selling coupled with his communication and negotiation skills gained from his background in Human Resources are part of his success.

Team Roche



Chris Roche came to Noosa over thirty years ago. After spending the first few years living in Noosaville, he purchased a property in Sunrise Beach, where he has now lived for 28 years.

Having spent the last thirty years working in finance in a lending capacity, both for a major bank and running his own business, Chris followed his passion for property to the real estate industry where he can apply his advisory and negotiation skills along with imparting local and market knowledge of the area.

Chris works in a methodical way without using any high-pressure sales tactics. Being a calm and considerate person with great regard for others helps in creating an element of trust with his clients.

Team Hodgkinson



Lead agent Mark Hodgkinson, co-listing agent, Cassandra Young and executive assistant, Maddie Robinson form Team Hodgkinson.

Whilst Mark tailors each campaign to suit the individual client needs, Cass takes care of styling, appraisals, prospecting, auction preparation with Maddie supporting with all administrative tasks.

Team Hodgkinson possesses comprehensive market knowledge of the Noosa and Hinterland area with a diverse range of expertise, and offers professionalism along with a gentle approach to deliver a seamless, stress-free experience for their clients.

