

# Reed & Co.

ESTATE AGENTS

---

## NOOSA PROPERTY MARKET UPDATE

3rd Quarter 2023

---

## NOOSA WATERS & SURROUNDING ESTATES



[reedandco.co](http://reedandco.co)





📍 Median House Price 🏠 Total Market Sales 12 Months 📈 Change in Median House Price Data from October 2022 - September 2023

# Third Quarter 2023 in Review

So what's the truth about the Noosa property market? Well the devil is in the detail and the situation is that the volume is down, and when I say down I mean record low, less than the volume that was sold during Covid lock downs and the GFC in 2008.

All the while the typical property rhetoric both locally and in National media is that the median house price is on the rise, a statistic that is 100% accurate, so how can that be? Simple, there has been a rush to quality. A-grade property in excellent locations with genuine scarcity, both renovated and new homes have driven up the median price.

Buyers with more capacity, who are affected less by consumer confidence and the reliance on debt to buy have reigned

supreme, this is a set of market conditions that is not exclusive to our Noosa market.

It is exactly the same for the most desired property markets around the county including Bellview Hill, Bronte, Toorak, Albert Park and Brighton the list goes on.

“

*The knock-on effect of the reduced sales volume is that local buyers as well as the migration of tree-changers and sea-changers will push back, so our local spring selling season will heat up in October and November.*

Adrian Reed



# Noosa Waters & Surrounding Estates

---

Demand continues to be consistent for non-waterfront homes in Noosa Waters and it's surrounding estates including Headlands, Northrise and the newly established Pandanus estate. The median sale price for houses for the last 12 month period was \$1,975,000 with growth remaining flat at 1%.

44 properties sold over the past 12 months, this is up slightly versus the same period last year when there were 40 sales. We have seen an increase in sellers coming onto the market, taking time to identify their next move and sell once securing it. The last three months have seen the start of more activity as the locals continue to re-engage with the market and upsize, downsize and divest.

There are currently 11 homes on the market, a mix of those needing renovation to a large family home in the new Pandanus estate. The current time on market for a house in Noosaville is 60 days. There continues to be a shift towards auction campaigns over the period, which has been an effective strategy for delivering strong sales results, bringing the most active buyers to the marketplace in a timely manner.

In recent months, there have also been some sales of original unrenovated homes as people are feeling more confident to engage builders and renovate to their own taste. This is reflective of mostly local buyers

who are seizing the opportunity to enter the much sort after Noosa Waters and surrounding estates and invest in improvements over time.

“

*Conversations with buyers suggest there is still strong demand for homes in the area, as buyers continue to seek renovated and well-presented homes they can move straight into.*

Monique Sommer

The recent September school holidays and the month of October traditionally see interstate buyers looking to secure their Noosa abode in time for the next school and work year. As we continue into the back half of 2023, the expectation is that we should see more buyers entering the market as they exit from the south ready to buy into Noosa.

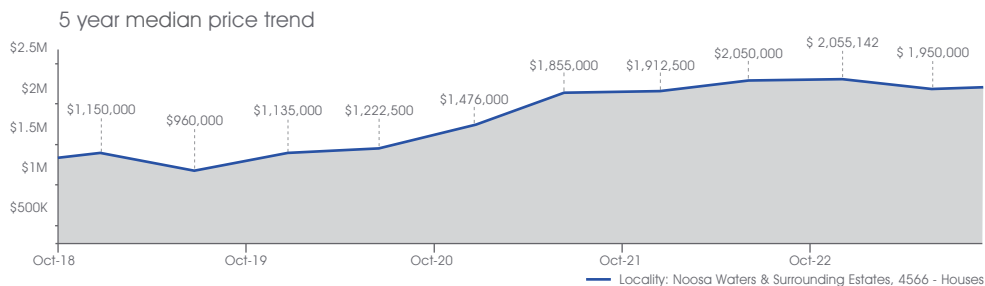
## Campaign Strategy:

With some level of hesitation it continues to become increasingly important to work with an agency that has the depth of marketing strategy as well as expertise in marketing to create innovative marketing material that makes a home stand out when people are deciding what to inspect and pursue.



Jason Smith

# Houses Noosa Waters & Surrounding Estates



Median House Price



**\$1,975,000**

October 2022 - September 2023  
Core Logic, September 2023

12 month growth



**Up +1%**

October 2022 - September 2023  
Core Logic, September 2023

On the market



**11 houses**

available in the last month  
Realestate.com.au, July 2023

Total sales



**43 sold**

October 2022 - September 2023  
Core Logic, September 2023

Median time on market



**59 days**

October 2022 - September 2023  
Realestate.com.au, July 2023



# Reed & Co. Recent Sales



8 Mermaid Quay, Noosa Waters  
5 bed | 4 bath | 2 car  
\$6,050,000 | SOLD August 2023



12 Grosvenor Terrace, Noosa Heads  
5 bed | 3 bath | 4 car  
\$5,600,000 | SOLD May 2023



17 Shorehaven Drive, Noosa Waters  
4 bed | 2 bath | 3 car  
\$5,000,000 | SOLD May 2023



21 Springs Crescent, Noosa Heads  
4 bed | 4 bath | 2 car  
\$4,700,000 | SOLD June 2023



36/37-39 Noosa Drive, Noosa Heads  
3 bed | 2 bath | 2 car  
\$4,000,000 | SOLD August 2023



13 Habitat Place, Noosa Heads  
4 bed | 2 bath | 3 car  
\$3,610,000 | SOLD July 2023



15/8 Serenity Close, Noosa Heads  
3 bed | 3 bath | 2 car  
\$3,400,000 | SOLD July 2022



24 Newfield Street, Sunrise Beach  
5 bed | 3 bath | 2 car  
\$3,380,000 | SOLD June 2023

# Reed & Co. Recent Sales



351 Duke Road, Doonan  
5 bed | 3 bath | 4 car  
\$3,325,000 | SOLD June 2023



2/7 Elizabeth Street, Noosaville  
4 bed | 3 bath | 2 car  
\$3,010,000 | SOLD September 2023



26 Warana Street, Noosa Heads  
3 bed | 3 bath | 2 car  
\$2,780,000 | SOLD June 2023



4/35 Picture Point Crescent, Noosa Heads  
1 bed | 1 bath | 1 car  
\$2,750,000 | SOLD May 2023



25 Seacove Court, Noosaville  
5 bed | 3 bath | 2 car  
\$2,550,000 | SOLD August 2023



477 Gold Creek Road, Eerwah Vale  
4 bed | 2 bath | 4 car  
\$2,300,000 | SOLD September 2023



36 Banksia Avenue, Noosa Heads  
3 bed | 2 bath | 4 car  
\$2,225,000 | SOLD June 2023



5 Paluma Street, Sunrise Beach  
4 bed | 4 bath | 2 car  
\$2,100,000 | SOLD July 2023



Rhyees Wedes

# Reed & Co. Celebrates Five Years

Reed & Co. Estate Agents has achieved some remarkable milestones and made significant contributions to Noosa's community and property market since inception.

“

*As we reflect on our achievements over the past five years, we are not only commemorating our accomplishments, we are raising a heartfelt toast to you, our incredible clients & community!*

*Adrian Reed, Director*

When Adrian Reed opened the doors to Reed & Co., a non-negotiable was the company's commitment to it's community, which has become one of their most notable achievements to date. Together with the Noosa community, Reed & Co. have now raised \$1,006,964 and donated 83 pieces of life-saving paediatric medical equipment to regional hospitals on the Sunshine Coast and beyond.

Since their establishment, they have actively fostered collaboration opportunities, hosting over 57 high-performance and community based events. By bringing together diverse perspectives and expertise, the company continues to drive growth and positively impact the local community.

The team of high performing agents has been trusted with the property journey of 776 valued buyers and sellers. A testament to their commitment to client satisfaction and their ability to deliver outstanding results is their 414 five-star reviews. Reed & Co. are grateful for the opportunity to have facilitated \$876,343,547 in total sales to date and are looking forward to achieving the milestone of \$1 billion in total sales in their fifth year.

As Reed & Co. celebrates their fifth anniversary, they look forward to continuing their journey of excellence, innovation, and community impact. Their commitment to providing outstanding service, fostering collaboration, and making a positive difference will undoubtedly drive their success for years to come.



\$1M

### *Community Fundraising*

---

Together with the generous Noosa community, we have now raised \$1,006,964, purchasing 83 pieces of vital paediatric medical equipment for our local Noosa and regional hospitals across Australia.

57

### *Collaborations*

---

In the pursuit to innovate & grow, we strive to collaborate at every opportunity. In doing so, we can proudly say we have facilitated 57 high performance & community-based events since opening in 2018.

414

### *Five-Star Reviews*

---

Great service underlies a great sales experience, as well as a great result. This is evident in our 414 five-star reviews across realestate.com.au & RateMyAgent.

776

### *Valued Clients*

---

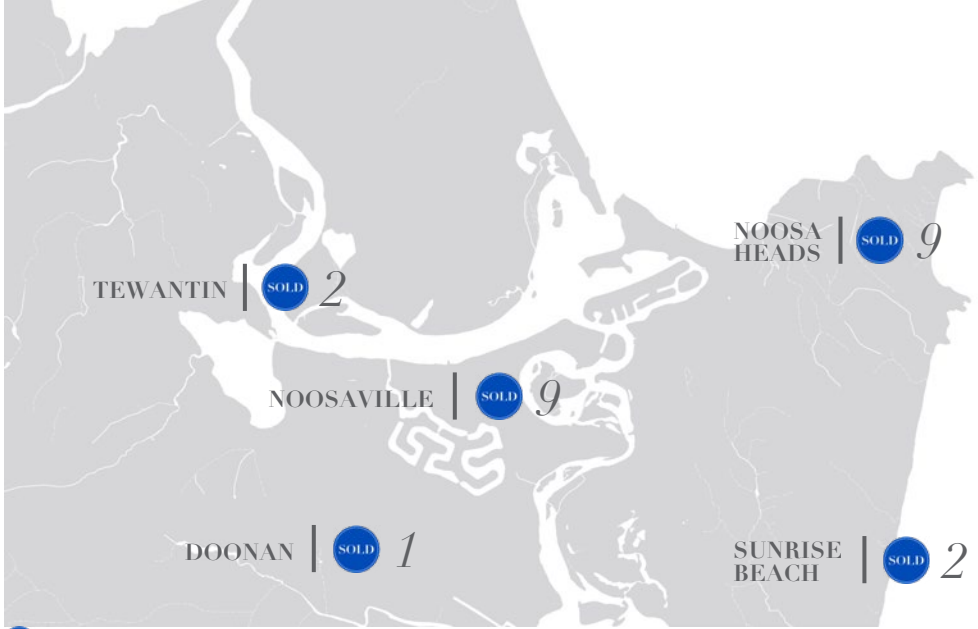
We deliver a world class, complete end to end service to our clients. We have proven our ability to achieve extraordinary results, helping 776 buyers & sellers in the most desired sectors of the Noosa property market.

\$876M

### *Total Sales*

---

We are grateful for the opportunity to have facilitated \$876,343,547 in total sales since opening our doors in 2018, a huge achievement for our small team of high performing agents.



**SOLD** Number of properties sold by Reed & Co. Estate Agents on realestate.com.au between 1st June 2023 - 30th September 2023

## Agency Ranking

Realestate.com.au, September 2023

**SOLD** *Sold Listings* *% of Total Listings*  
 July 2023 - October 2023 July 2023 - October 2023



### *Reed & Co. Estate Agents*

23

10%

- Agency #2 - Tom Offermann Real Estate
- Agency #3 - Suter Smith Cleine
- Agency #4 - Harcourts Property
- Agency #5 - Robert James Realty

20  
17  
15  
14

8.7%  
7.39%  
6.52%  
6.09%

Agency rankings are based on the total number of listings that an agency has sold on realestate.com.au from the 1st June 2023 to 30th September 2023 for all property types in the following markets; Noosa Heads, Noosaville, Noosa Waters, Sunrise Beach, Tewantin & Doonan.

## Team Sommer

Agency statistics, October 2022 - September 2023

Total sales

**SOLD** 11 sold

October 2022 - September 2023

Average sale price

\$1,566,182

October 2022 - September 2023

Total sales value

\$17,228,000

October 2022 - September 2023

# Team Sommer

---



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



A trusted Noosa specialist, Monique Sommer has created a reputation for delivering great sales results in Noosaville, Noosa Heads, Peregian Beach and Tewantin. Leveraging her experience selling homes in Sydney's Eastern suburbs and fifteen years as a consumer marketer in her prior career, Monique's strategic marketing campaigns and negotiation skills are second to none. Monique relocated to Noosaville with her young family in 2018 and now enjoys sharing

her local knowledge and experiences of integration with those who want to do the same. Her authenticity, coupled with a commitment to a trusted sales process and a passion for ensuring her clients are completely satisfied, ensures she consistently exceeds expectations and achieves great results. Transacting the most non-waterfront properties in Noosa Waters in 2022, Monique takes pride in her results whilst being a trusted information source to those in the area.

