

Reed & Co.

ESTATE AGENTS

NOOSA PROPERTY MARKET REPORT

Financial Year 2023 - 2024



reedandco.co



Financial Year 2023 - 2024 in Review

The Noosa and Sunshine Coast property markets are currently finding equilibrium, with the luxury sector maintaining strong momentum. In the first half of 2024, there was a significant surge in demand and prices for high-end properties. This surge has been primarily driven by high-income households and high-net-worth families, who are less affected by the rising cost of living pressures.

“

Luxury properties remain the focal point of the market's robust performance.

Adrian Reed

Throughout the first half of this year, buyers have shown a preference for waiting rather than compromising on their property choices. This has resulted in a stand-off for houses with perceived compromises. At the same

time, sellers with high-quality homes have been reluctant to test the market, balancing their motivations to sell with the uncertainty of achieving a strong result.

These combined effects have limited the supply of quality properties and continue to result in low levels of stock on the market. The fear of missing out has greatly diminished, giving both buyers and sellers the luxury of time for their decisions. Patience has become a valuable trait in the property market, with both parties strategically assessing their options, leading to more balanced market conditions.

Despite the downturn of early 2023, which was one of the sharpest and shortest in property market history, the market has shown remarkable resilience. It has steadily recovered, with the positive trajectory bolstered by the strong performance of the prestige market.

Queensland recorded a population growth rate of 2.6% in the 12 months to 30 June 2023, above the national average (2.4%) and third highest among all states and territories - behind Western Australia's 3.1% increase and Victoria's 2.7% increase over the same period, according to the latest ABS data.

What sets Queensland apart from the rest, though, is that while the volume of net overseas migration dominates figures (as it does elsewhere in other states), Queensland's volume of net interstate migration is significantly higher and made the largest contribution to population growth in Queensland in the 12 months to June 2023. And there is more forecasted population growth on the horizon.

Federal government forecasts suggest that Queensland's population is expected to grow by more than 16% by the time Brisbane hosts the Olympic Games in 2032. Noosa is positioned well to see sustained growth as one of the States most desirable property markets.

Throughout the first half of the year, there has been a discernible increase in local transactions and buyers from Brisbane as buyers engaged in moves to upsize, downsize, or explore different suburbs for a change of lifestyle. While this recent surge in local activity may seem intense, it aligns more with the typical pattern rather than indicating a completely new trend.

It's possible that the widening gap in Noosa's higher property values post-COVID vs. Sydney and Melbourne has slowed the migration of buyers from those respective markets. We suspect that this is a result of the post-pandemic growth accelerating value well beyond the 'natural' level compared with these source markets. I expect that the price gap will normalize over time as international migration drives capital city median house prices beyond the levels in regional areas.

There are some real surprises in the Core Logic

Median house price data for the 12 months ending June 2024. Noosa has retained 56.6% of the growth from the March 2020 onset of the COVID. Also interesting, there has only been a -6.7 decline from April 2022, the onset of the tightening of the fiscal policy and the rise of interest rates. Overall, it is a resilient market in the face of generally tough economic conditions and 5 consecutive quarters of GDP per capita decline.

The counter-intuitive results lie deeper in the detail with the most expensive suburbs in Noosa, like Sunshine Beach, with a whopping median house price of \$2.13m, only up 38.0% growth from the March 2020 onset of the COVID. Also interesting, the highest decline since the onset of interest rate rises is a -13.1% decline from April 2022.

Noosa Heads, a median of \$2.034m, is up 50.1% since COVID and down 12.6% from fiscal tightening, whereas the more affordable suburbs, where you might expect some mortgage pressure and potentially higher rates of unemployment, have retained 57% growth from COVID and only 0.6% decline from the fiscal tightening.

“

Buyers & sellers with specific needs have navigated transactions smoothly, achieving their property goals.

Adrian Reed

Conversely, properties with aspirational pricing, inadequate preparation, or lacklustre marketing efforts faced challenges, contributing to the overall decline in sales volume across all suburbs in Noosa.

Noosa's enviable climate, breathtaking natural scenery, and abundant lifestyle amenities will remain key attractions for affluent individuals, investors, and residents in search of an unparalleled lifestyle experience.



Rhyees Wedes

Noosa Heads

The narrative has changed little in the past six months as to the future direction of property prices, with economic data suggesting headwinds as the likely outcome going forward. Government spending at both a State and Federal level sees the RBA looking to raise rates. Some experts say a little bit of pain today will mean less pain in the future, only time will tell.

The current median house price for Noosa Heads is \$1.915 million, which is a 7.9% increase in the past 12 months. However, it must be put in context of the 2022 peak of \$2.18 million. That uptick is due more to a lack of available stock and liquidity (74 sales in the past 12 months as opposed to annual sales in excess of 130 homes in 2021) as well as a downturn in competitive buyer pressure (days on market is 87).

With regards houses, we do question the validity of the median house price as an accurate measure given there is a lack of homogeneity around product type. Noosa Heads is certainly no house & land package area.

With regards apartments a slightly different tale is emerging. The median price is \$1.74 million, a decline of 5.9% in 12 months. Despite a halving of sales volumes (139 in the past 12 months as opposed to in excess of 300 p.a in Covid) investor interest

certainly appears to be in decline as days on market drift out to 89 days. With discretionary spend in the economy decreasing, incomes achieved for such properties are likely to remain soft.

Overall, buyer depth is still relatively thin when compared to the flurry of COVID but there are still committed buyers willing to transact whilst being mindful of their budget and the current economic uncertainty. Having said that, buyers are prepared to submit what they deem to be 'fair and reasonable' offers on properties.

“

Larger properties with holiday letting approval are likely to be positive outliers as far as performance goes. With supply capped by Council they will continue to attract a premium when they make their way to market.

Kate Cox

Going forward sentiment is very fluid and buyer interest very property specific. For more information, please reach out as we are very experienced in these market conditions.

Suburb Profile

Core Logic, July 2024



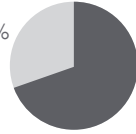
4,500

Population

+11.8%

5 year population change

31%



69%

Owner Occupiers Renters

Total Dwellings



1,868



2,951



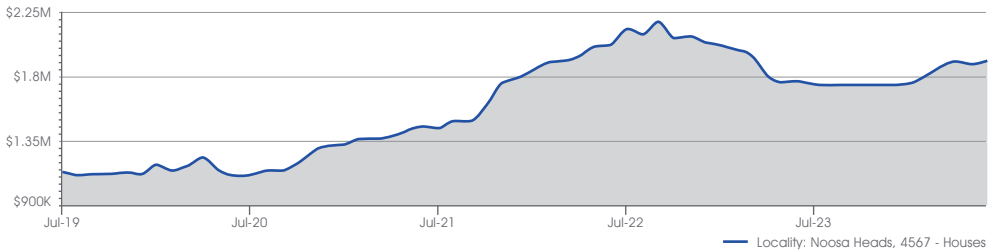
9 Years

Average length of ownership

Houses

Realestate.com.au, July 2024

5 year median price trend



Locality: Noosa Heads, 4567 - Houses

Median House Price



\$1,915,000

July 2023 - June 2024

12 month growth



Up +7.9%

July 2023 - June 2024

On the market



62 houses

available in the last month

Total sales



74 sold

July 2023 - June 2024

Median time on market



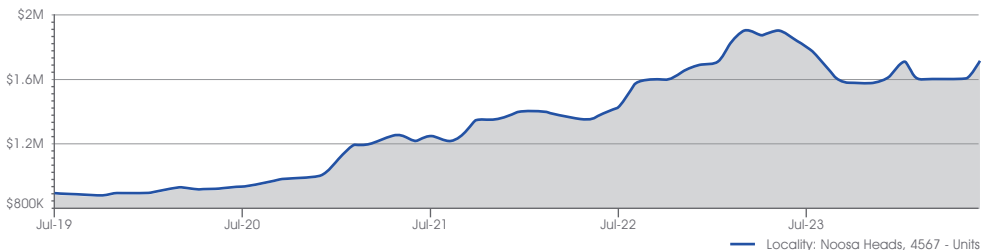
87 days

July 2023 - June 2024

Units

Realestate.com.au, July 2024

5 year median price trend



Locality: Noosa Heads, 4567 - Units

Median Price



\$1,740,000

July 2023 - June 2024

12 month growth



Down -5.9%

July 2023 - June 2024

On the market



59 units

available in the last month

Total sales



139 sold

July 2023 - June 2024

Median time on market



89 days

July 2023 - June 2024



Luke Soanes

Reed & Co. Takes Fundraising To New Heights – Helping Kids In Hospital

On Sunday, 5th of May, 70 adventurous mountain climbers took on the challenge of conquering 6 Peaks in 1 Day, raising a remarkable \$81,108.

“

This incredible event demands the absolute best from its participants.

It takes courage to strive for greatness, to make a difference in the lives of children in hospitals, and to push ourselves when it truly matters....

Adrian Reed

... I am constantly amazed by the motivated and inspiring team at Reed & Co., who share a common goal of making a lasting impact. It is a dream come true for me, and I couldn't be prouder of their achievements", says Adrian Reed.

Reed & Co. Estate Agents are overwhelmed by the response and the generosity of the Noosa community. Since opening in 2018, Reed & Co. Estate Agents in collaboration with the Loyal Foundation, and the Humpty Dumpty Foundation, have now raised \$1,098,872 and purchased 88 pieces of life-saving paediatric medical equipment for our local and regional hospitals.

Kicking the day off at 4:30am, two buses kindly donated by the Good Shepherd Lutheran College transported climbers from the Reed & Co. office to Wild Horse Mountain in the Beerburrum State Forest for the first climb of the day. The journey continued with a steep calf-burning climb to the peak of Mount Beerburrum. Participants powered through the clouds to the top of Peak 3, Mount Ngungun, where they were rewarded with incredible views of the Glasshouse Mountains.

Now at the halfway point, participants had the chance to refuel with barista made



Luke Soanes

coffee kindly donated by the team at Shine Social and Communities, injecting a pep into their step to conquer the rest of the challenge. With spirits high and determination strong, participants and support crews were ready for the 40-minute bus ride north to tackle the fourth peak, Mount Ninderry.

The sun came out for the climb up Mount Coolum, where participants powered up and down knowing there was only one peak left to climb. With an elevation of 439m, the highest peak of the day, Mount Cooroora awaited. As competitors hopped off the bus, their energy was contagious. As challenging as the day had been, the true motivation came from knowing that the pain and challenge endured faced pale in comparison to those of the children and families who will benefit from the equipment we are raising money to purchase.

Prior to the climb, Adrian Reed announced the competition for King and Queen of

Mount Cooroora, to challenge the elite on another level. Both Marat Roche & Roxanne Shahtahmasebi were crowned King and Queen of Mount Cooroora, crossing the finish line at exactly same time in a remarkable 31 minutes.

The day concluded at Pomona Distilling Co. with some well-deserved celebratory drinks, honouring not only the incredible physical feat of conquering 6 Peaks but also the camaraderie and fundraising achievements of the day. The day wouldn't have been possible without the support of our sponsors, Satori Advisory & Judo Bank, supporting partners, VitHit, Bounce Foods & TH7 Bodylabs Noosa and the incredible bus drivers of Good Shepherd Lutheran College, Ivan and Lea.

Why do 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.

