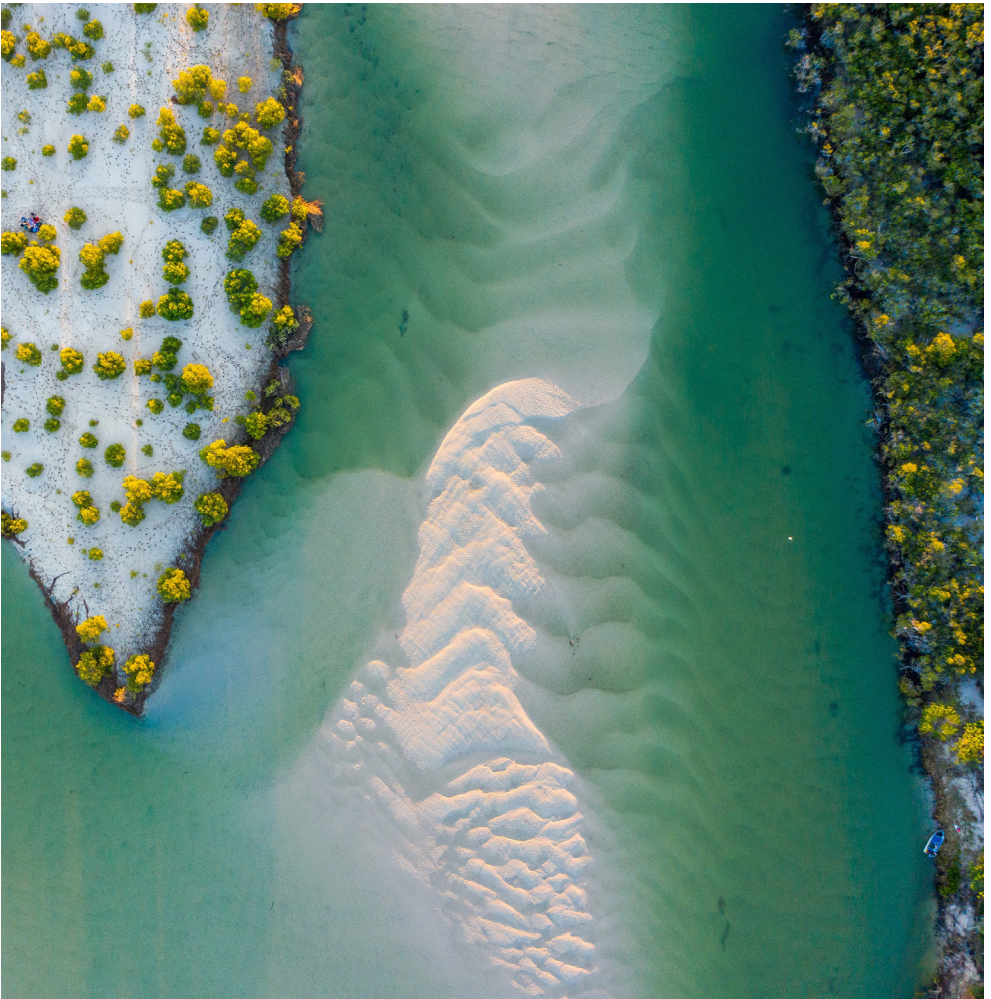


Reed & Co.

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.

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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.



Noosa Waters — Waterfront

A deadlock persists along the waterfront, as owners remain steadfast, assessing market dynamics. During the first half of this year, buyers have shown a tendency to hold out for ideal properties rather than settle for less. This has led to a standoff for homes with perceived compromises. Simultaneously, sellers with top-tier waterfront properties have been reluctant to list, navigating the balance between selling and the uncertainty of attaining strong results.

Sales volume has regressed to historic lows, with just 21 waterfront properties being sold in the past 12 months. Median house price has also finally taken a downward turn with an over index of entry level homes being offered to the market, closing out the financial year at \$4,500,000 down 14.2%.

There continues to be strong buyer depth for high-quality residences, with buyers exhibiting reluctance towards renovation endeavours and gravitating towards newer and renovated constructions. There has been a noticeable uptick in local transactions, with residents making moves to upsize, downsize, or explore different suburbs. While this surge in local activity may appear significant, it follows the typical pattern rather than signalling a new trend.

The dominance of sea-changers and tree-changers from southern markets has waned. This shift can be attributed to the increasing disparity in property values between Noosa and major cities like Sydney and Melbourne. This trend stems from post-pandemic growth elevating property

values beyond their natural levels compared to source markets.

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Over time, I anticipate this gap will normalize as international migration increases median house prices in capital cities over regional markets.

Adrian Reed

Additionally, the prestige market is charting its own path, with demand for top-tier properties outstripping supply. We currently have buyers with budgets ranging from \$8,000,000 to \$15,000,000 seeking the finest waterfront properties. Consequently, sellers with premium properties can command higher prices due to the high demand in this segment.

At Reed & Co. in the last 2 years alone we have been entrusted with the sale of \$85,475,000 worth of luxury waterfront property and retain the number one position by a substantial margin. We now proudly hold the record for the majority of the highest sales on the waterfront, as well as street records for The Anchorage, The Promontory, Saltwater, Waterside Court, Mermaid Quay and Seamount Quay.

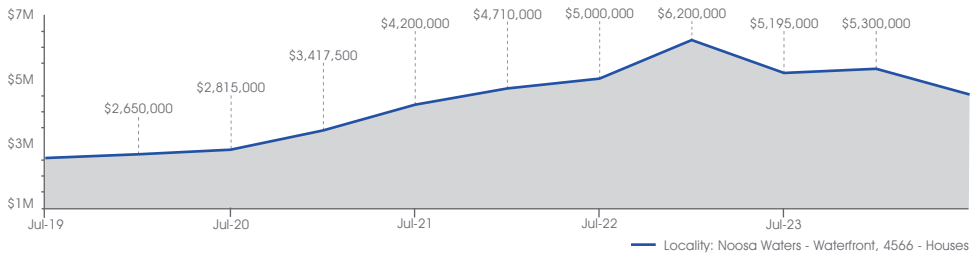
With confidence wavering in both the property market and the broader economy, both sellers and buyers are turning to experienced professionals for guidance to navigate their property journeys effectively.



Rhyees Wedes

Houses Waterfront

5 year median price trend



Median House Price



\$4,500,000

July 2023 - June 2024
RP Data, July 2024

12 month growth



Down - 14.2%

July 2023 - June 2024
RP Data, July 2024

On the market



10 houses

available in the last month
Realestate.com.au, July 2024

Total sales



21 sold

July 2023 - June 2024
RP Data, July 2024

Median time on market



65 days

July 2023 - June 2024
Realestate.com.au, July 2024

Recent Sales

Noosa Waters Waterfront



143 Shorehaven Drive, Noosa Waters
5 bed | 6 bath | 3 car
\$10,000,000 | SOLD February 2024



4 Seahorse Place, Noosa Waters
5 bed | 4 bath | 3 car
\$6,800,000 | SOLD March 2024



52 The Peninsula, Noosa Waters
4 bed | 4 bath | 2 car
\$6,600,000 | SOLD August 2023



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



13 Mermaid Quay, Noosa Waters
3 bed | 2 bath | 2 car
\$6,000,000 | SOLD September 2023



21 Mermaid Quay, Noosa Waters
4 bed | 3 bath | 4 car
\$5,900,000 | SOLD October 2023



39 The Anchorage, Noosa Waters
5 bed | 3 bath | 2 car
\$5,300,000 | SOLD March 2024



69 Shorehaven Drive, Noosa Waters
4 bed | 2 bath | 2 car
\$5,200,000 | SOLD November 2023

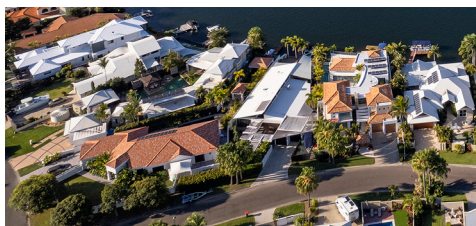
Recent Sales Noosa Waters Waterfront



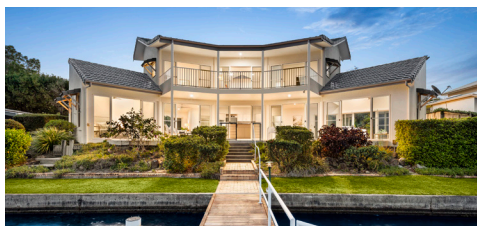
22 Seamount Quay, Noosa Waters
4 bed | 3 bath | - car
\$4,550,000 | SOLD May 2024



117 Shorehaven Drive, Noosa Waters
4 bed | 3 bath | 2 car
\$4,500,000 | SOLD March 2024



59 Saltwater Avenue, Noosa Waters
4 bed | 3 bath | 2 car
\$4,000,000 | SOLD October 2023



23 Shorehaven Drive, Noosa Waters
4 bed | 3 bath | 2 car
\$4,000,000 | SOLD April 2024



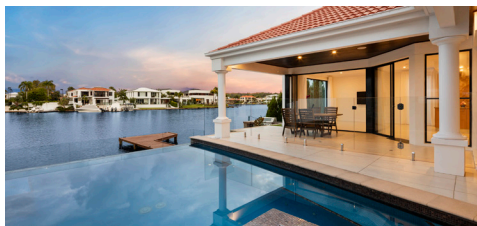
37 Shorehaven Drive, Noosa Waters
4 bed | 2 bath | 2 car
\$4,000,000 | SOLD March 2024



73 Shorehaven Drive, Noosa Waters
4 bed | 2 bath | 2 car
\$4,000,000 | SOLD May 2024



44 Seamount Quay, Noosa Waters
4 bed | 3 bath | 3 car
\$3,995,500 | SOLD October 2023



14 The Promontory, Noosa Waters
5 bed | 2 bath | - car
\$3,900,000 | SOLD February 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.

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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 Beerburum State Forest for the first climb of the day. The journey continued with a steep calf-burning climb to the peak of Mount Beerburum. 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.

