

# Reed & Co.

ESTATE AGENTS

---

## NOOSA PROPERTY MARKET REPORT

Year 2024 in Review

---

### NOOSA WATERS WATERFRONT



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



# Year 2024 in Review

The 2024 property market concluded on a balanced and stable note, providing a fair environment for both buyers and sellers. This year's spring market reflected typical seasonal activity, with auction clearance rates consistently between 50% and 60%.

“

*This stability allowed vendors to sell with confidence whilst giving buyers an opportunity to enter the market without facing the extreme competition of boom conditions.*

*Adrian Reed*

While most capital cities experienced a retraction over the past year, Noosa has remained largely resilient holding onto the

post COVID gains that have underwritten values for 2024. Noosa remains one of the most remarkable property markets in the country, with a 10-year growth in medium house values up 166% vs 70.4% for Sydney, 90% for Brisbane and a sobering 49% for Melbourne.

Standout properties continued to attract strong demand, including on the waterfront of Noosa Sound and Noosa Waters, beachfront and hinterland all achieving marquee sales throughout the year.

The increase in construction and trade costs has transformed buyer preferences, with many now prioritising complete properties ready to move into over homes requiring renovation work. With steady market conditions and growing confidence from both vendors and prospective buyers, the

outlook for 2025 remains positive, suggesting stable growth ahead for our region. So, as we kick off 2025 we can see the green shoots of volume growth, with local buyers as well as the migration of tree-changers and sea-changers, who are back in the market, seeking their next property.

Looking forward, I anticipate 2025 likely to be very similar to 2024, particularly in the first half of the year.

“

*The market is expected to remain stable, the only speedbump is likely to be a short period either side of the Australian Federal Election as we wait for certainty to kick back in.*

*Adrian Reed*

Sustained population growth, driven by inbound interstate migration and as well as a concentration of buyers moving from Brisbane competing for limited housing supply will continue to drive demand for Noosa property.

The government's role in fostering a healthy property market cannot be overlooked. The recent change in state government has already stimulated confidence, bringing with it a spur in activity and enquiries that had otherwise softened by late last year. If there is a change in government at the next Federal Election, which is being held before the end of May, it is likely to boost the market further in the second half of 2025.

Interest rates continue to be a major topic of concern and while I don't foresee any rate cuts on the horizon early in the year, I would suggest that by mid-2025 there is likely to be some relief for property owners. If rates are lowered, it will help alleviate financial pressure, allowing more buyers and homeowners to navigate the market with greater confidence. This shift is likely to encourage increased activity in the market.

Overall, whilst conditions may not change dramatically, the market is likely to maintain the current steady demand for quality properties and interest in rural lifestyle investments will also continue.



# Finance & Economy Review

---

With inflation stabilising and interest rates expected to decrease, 2025 will be well positioned to build on existing confidence in both property and broader financial markets. Australia's economy, deeply connected to global markets, is shaped by the performance of its major trading partners. Despite forecasts in early 2023 predicting possible recessions worldwide, many economies, including Australia's, have continued to grow. In fact, this growth is stronger than expected, even edging beyond what the Reserve Bank of Australia (RBA) might prefer

While global inflation has shown signs of peaking, recent data suggests inflation in Australia is stabilising. The RBA's 13 interest rate hikes have yet to significantly curb consumer spending, revealing resilient spending habits among Australia's residential market, valued at a staggering \$11 trillion, carries only \$2.3 trillion in debt\*. Nationally over half of homeowners are mortgage-free, that number is forecast to be significantly lower in Noosa LGA with census data suggesting it to be as low as 31% providing a solid foundation amidst broader economic challenges.

Looking ahead to 2025, the property sector remains one of Australia's strongest assets, supported by high home equity and financial stability among homeowners. This points to promising prospects for investors and homeowners, with property values driven by limited supply and high demand. Despite high construction costs, government initiatives to incentivise development and speed up approvals are expected to gradually improve housing availability, offering growth opportunities.

With inflation stabilising and interest rates expected to decrease, 2025 will be well-positioned to build on existing confidence in both property and broader financial markets. As consumer sentiment strengthens, demand for residential properties and strategic investments is likely to grow. The property industry's strong foundation, paired with an anticipated increase in housing supply, positions Australia well for sustainable growth, making 2025 an optimistic year for real estate stakeholders.



\$1M

### *Community Fundraising*

---

Together with the generous Noosa community, we have now raised \$1,098,872, purchasing 83 pieces of vital paediatric medical equipment for our local Noosa & regional hospitals across Australia.



68

### *Collaborations*

---

In the pursuit to innovate & grow, we strive to collaborate at every opportunity. In doing so, we can proudly say we have facilitated 68 high performance & community based events since opening in 2018.



457

### *Five-Star Reviews*

---

Great service underlies a great sales experience, as well as a great result. This is evident in our 457 five-star reviews across realestate.com.au & RateMyAgent.



1,024

### *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 1,024 buyers & sellers in the most desired sectors of the Noosa property market.



\$1B

### *Total Sales*

---

We are grateful for the opportunity to have facilitated \$1,153,116,047 in total sales since opening our doors in 2018, a huge achievement for our small team of high performing agents.



# Noosa Waters — Waterfront

---

Population growth in Queensland, boosted by both interstate migration and overseas buyers, continues to bolster the South East Queensland housing market. Moreover, interest rate stability, with potential cuts anticipated in 2025, could reignite buyer activity even further.

Amidst slightly lower sales volumes, the Summer selling season offered clear signs that property prices are stabilising after their earlier pandemic-driven declines. Values have remained steady now across several consecutive quarters, with certain sub-markets even experiencing minor increases.

“

*Positive inflation figures and growing optimism that interest rates have peaked have helped reassure both buyers and media, leading to a more balanced outlook.*

*Adrian Reed*

A mix of active local buyers, interstate and overseas demand continued to underpin the market, as a steady influx of young families pursuing a tree or sea-change, along with pre-retirees eager to secure their future homes, bolstered buyer activity. Retirees, too, played a notable role, seeking both seasonal “lock-up-and-leave” properties and more permanent residences. Unlike many other regional areas, this region has seen minimal out-migration, with recent relocators increasingly settling down, transitioning from renting to buying.

Buyer competition remained strong for high-quality, turnkey properties in prime locations, with multi-party bidding regularly driving prices to new records, for example \$10.6M for 54 The Peninsula a beautifully renovated North facing Clout home on 950m<sup>2</sup> and \$9.6M for 45 Saltwater Avenue a relatively new build in a Hamptons style on over 1000m<sup>2</sup> of land with long views. In contrast, properties in less desirable locations or requiring significant renovations saw less competition, allowing prospective buyers more time to weigh their options. Selecting the right agent has never been more critical as there is a lack of buyer depth and if the best buyer is not in front of the best agent there is money left on the table with sales in the low \$3m’s being recorded for homes that could have achieved more.

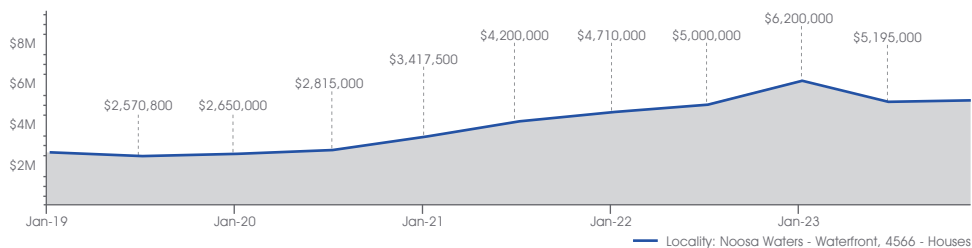
The increase in ultra-high-net-worth individuals (with a net worth of \$40 million or more) is also fuelling prestige demand. Many wealthy buyers are cash-rich, allowing them to compete in the high-end market without needing finance, thereby pushing prices higher.

Sales volume has settled into 5.9% turnover which we would consider a tight market with just 26 waterfront properties being sold in the 12 months to the end of 2024. Median house price remains locked in at \$5,000,000 marginally down from the prior period, that said the average house price has improved from \$5,300,000 to \$5,656,923, up 6.7%.



## Houses Waterfront

5 year median price trend



Median House Price



**\$5,000,000**

January 2024 - December 2024  
RP Data, January 2025

12 month growth



**Up +6.7%**

January 2024 - December 2024  
RP Data, January 2025

On the market



**8 houses**

available in the last month  
Realestate.com.au, January 2025

Total sales



**26 sold**

January 2024 - December 2024  
RP Data, January 2025

Median time on market



**63 days**

January 2024 - December 2024  
Realestate.com.au, January 2025

# Recent Sales

## Noosa Waters Waterfront



54 The Peninsula, Noosa Waters  
5 bed | 5 bath | 3 car  
\$10,700,000 | SOLD December 2024



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



45 Saltwater Avenue, Noosa Waters  
5 bed | 5 bath | 2 car  
\$9,600,000 | SOLD September 2024



33 Saltwater Avenue, Noosa Waters  
4 bed | 4 bath | 2 car  
\$9,300,000 | SOLD July 2024



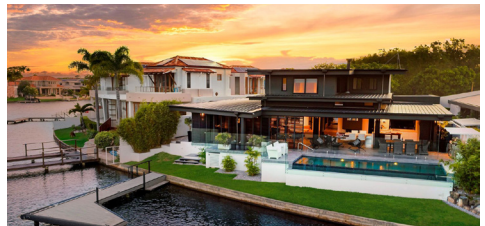
4 Seahorse Place, Noosa Waters  
5 bed | 4 bath | 3 car  
\$6,800,000 | SOLD February 2024



10 The Promontory, Noosa Waters  
3 bed | 3 bath | 3 car  
\$6,500,000 | SOLD August 2024



12 Topsails Place, Noosa Waters  
5 bed | 3 bath | 2 car  
\$6,300,000 | SOLD December 2024



38 The Promontory, Noosa Waters  
3 bed | 3 bath | 3 car  
\$6,125,000 | SOLD April 2024



# Recent Sales Noosa Waters Waterfront



40 The Anchorage, Noosa Waters  
4 bed | 3 bath | 3 car  
\$6,100,000 | SOLD December 2024



8 The Peninsula, Noosa Waters  
4 bed | 3 bath | 2 car  
\$5,800,000 | SOLD August 2024



129 Shorehaven Drive, Noosa Waters  
4 bed | 3 bath | 3 car  
\$5,680,000 | SOLD September 2024



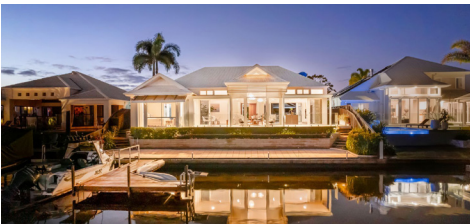
39 The Anchorage, Noosa Waters  
5 bed | 3 bath | 2 car  
\$5,300,000 | SOLD March 2024



9 Saltwater Avenue, Noosa Waters  
4 bed | 4 bath | 2 car  
\$5,000,000 | SOLD September 2024



19 Waterside Court, Noosa Waters  
5 bed | 4 bath  
\$4,995,000 | SOLD June 2024



18 Mermaid Quay, Noosa Waters  
3 bed | 2 bath | 2 car  
\$4,600,000 | SOLD October 2024



91 Shorehaven Drive, Noosa Waters  
3 bed | 2 bath | 2 car  
\$3,940,000 | SOLD August 2024

# Reed & Community 2024 in Review

---

We believe that real estate is not just about buying or selling properties, but about creating meaningful connections and contributing to the overall well-being of the community. We strive to give back and support causes that are important to the Noosa community, whether it's through sponsorships, donations, or volunteering our time and resources. Ultimately, our commitment to the Noosa community is the driving force behind everything we do at Reed & Co. Estate Agents.



## 6 Peaks in 1 Day

May 2024

On Sunday, 5th of May, 70 adventurous mountain climbers took on the challenge of conquering 6 Peaks in 1 Day, raising a remarkable \$63,047 and counting. Together, we can help raise funds to purchase essential and often life-saving pediatric medical equipment for local hospitals. The right equipment, in the right place, at the right time, truly saves lives.



## Winter Hill Climb

June 2024

Once again Reed & Co. Estate Agents were thrilled to be a major sponsor of the Noosa Winter Hill Climb once again. The Hill is one of the most challenging climbs in Australia and to have the opportunity to get behind the wheel and compete amongst some of the most passionate and competitive drivers makes it an incredible experience. A huge thank you to the Noosa Beach Classic Car Club for putting together yet another amazing event.



## Noosa Polo

October 2024

Reed & Co. Estate Agents presented Noosa Twilight Polo, an incredibly chic sporting experience under the lights at Rococo Oval. This event represents everything Reed & Co. loves about Noosa, bringing people together outdoors to celebrate a great time, our lifestyle, sports and sharing moments with family and friends. We could not have been prouder to be involved with this event.



## Primavera All'Italiano Ladies Luncheon

October 2024

Noosa was filled with generosity on Thursday, 24th October as Reed & Co. Estate Agents hosted the annual Primavera All'Italiano Ladies Luncheon at Locale Noosa. This luncheon, dedicated to supporting Santa's Classy Helpers, was a tremendous success, raising an impressive \$25,775 for disadvantaged families in the community this Christmas.



## Carol Cruise

December 2024

Noosa glowed with Christmas magic during a memorable Carol Cruise this year. Featuring the award-winning Oriana Choir atop the Noosa Ferry, M.V. Miss Tewanin, captivating boating enthusiasts and picnic-goers with timeless carols throughout the flotilla, igniting the festive spirit across the waterways of Noosa.



Scan for more.

# Reed & Co. Our Team

---

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*

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



**Kate Cox**

Licensed Estate Agent  
0438 695 505  
kate@reedandco.co



**Alexander Payne**

Licensed Estate Agent  
0407 194 146  
alexander@reedandco.co



**Mark Hodgkinson**

Licensed Estate Agent  
0409 484 159  
mark@reedandco.co



**Monique Sommer**

Licensed Estate Agent  
0433 641 158  
monique@reedandco.co



**Chris Roche**

Licensed Estate Agent  
0424 610 414  
chris@reedandco.co



**Tony Cox**

Sales Estate Agent  
0402 003 773  
tony@reedandco.co



**Erin McCartin**

Licensed Estate Agent  
0432 909 808  
erin@reedandco.co



**Bianca Pascoe**

Office Manager  
07 5323 0101  
bianca@reedandco.co



**Molly**

Administration  
07 5323 0101  
sales@reedandco.co

# Reed & Co. Our Agents

## Adrian Reed

---

For Adrian, real estate runs in the blood. Son of local agent, Don, he has taken to selling premium waterfront property like a sailor to water, selling in excess of thirty million dollars in his first year in the business. "We have a huge advantage when it comes to selling prestige and waterfront property. Our family has been drawing a livelihood from the Noosa River for three generations, as the grandson of a local fisherman and son of a one of the most successful and trusted agents in Noosa, it is easy to see why I am truly passionate about selling not only property but the lifestyle that Noosa has to offer". Adrian is young, passionate and driven to succeed. His capacity to embrace risk and believe in himself and his craft is what sets him apart.



## Monique Sommer

---

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.



## 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 30 years of real estate experience.



## Alexander 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.

## Mark Hodgkinson

---



Combining a comprehensive market knowledge of the Noosa area and a background in customer service and sales, Mark possesses vibrant energy with astute professionalism. His trustworthy manner and great ability to connect with people, affirms Mark is the right choice for anyone selling their property.

Mark is dependable, caring, energetic, and has the kind of thorough market knowledge that only a local can provide. Having been part of many residential and commercial sales, property developments and land subdivision projects he understands the process intently and is equipped to provide a stress free experience for his clients.

## Chris 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.

