

Reed & Co.

ESTATE AGENTS

NOOSA PROPERTY MARKET UPDATE

1st Quarter 2025

SUNRISE BEACH



reedandco.co



This report has been carefully curated to help you navigate Noosa's real estate market with confidence and clarity.

If you would like to discuss your position in the current market further, or if I can be of any assistance throughout your property journey, please don't hesitate to contact me.

With compliments,

Chris Roche

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*Scan the
QR code to
connect.*



Sunrise Beach

The first quarter of 2025 saw several high-value home sales in Sunrise Beach, signalling growing confidence in the luxury market. This trend reflects how the ongoing cost of living crisis is affecting different market segments in distinct ways.

Notably, there were four sales exceeding \$4 million during the quarter. The standout was a beachfront property at 66 Tingira Crescent, which sold for \$9.8 million. The next highest was a striking non-beachfront home at 2 Compass Place, which achieved \$6.1 million.

The data from this period reveals some interesting trends that are also evident in day-to-day market activity. The median sale price has increased by nearly 14%, now sitting at \$2 million - though this figure is somewhat skewed by the higher-end transactions mentioned above. Meanwhile, the number of properties sold has dropped by 30%, and the median days on market have risen by 41%.

These last two figures highlight the current tightening of the market. Properties are taking longer to sell, with buyers becoming increasingly selective, cautious, and considered in their decision-making.

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To achieve strong results in this environment, homes need to be well-presented, with thoughtful layouts and quality finishes.

Chris Roche

In the past week, we've seen a slight dip in enquiry levels since the federal election was called - an expected pattern that will likely continue in the lead-up to election day.

However, I anticipate that activity will rebound from May 4, as buyers recognise that any immediate changes will be minimal, regardless of the election outcome.

Additionally, recent tariff announcements from the US may prompt a further "wait and see" attitude among some buyers. The full impact remains uncertain at this stage. Looking ahead to the second quarter, the potential for another interest rate cut is looming large. Should this occur, it would almost certainly boost buyer confidence and encourage more decisive action in the market.

Last 12 Months Activity

Median Sale Price

\$2,000,000

Up 13.9% from last year

Sold Volume

47

Down 30.9% from last year

Price Growth

13.9%

Median Days on Market

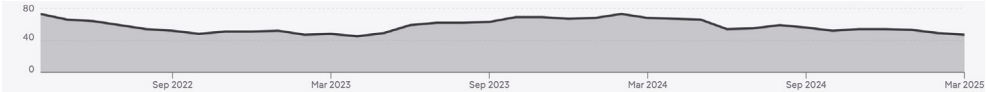
78 days

Up 41.8% from last year

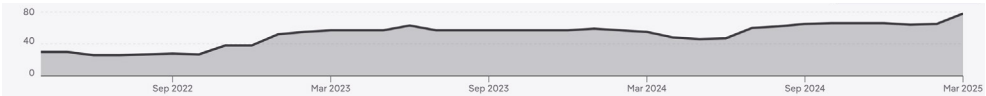
Median Sale Price



Sale Volume



Median Days on Market



1 **\$9,800,000**
66 Tingira Crescent
Sunrise Beach
🚗 4 🚶 4 🚲 2 🏠 607m² | House
Sold date: 10 Mar 2025
Distance: 4.5km

5 **\$4,150,000**
82 Orient Drive
Sunrise Beach
🚗 4 🚶 3 🚲 2 🏠 611m² | House
Sold date: 31 Jan 2025
Distance: 4.5km

2 **\$6,100,000**
2 Compass Place
Sunrise Beach
🚗 4 🚶 4 🚲 2 🏠 808m² | House
Sold date: 08 Jan 2025
Distance: 4.1km

6 **\$2,900,000**
4 Netherby Rise
Sunrise Beach
🚗 4 🚶 2 🚲 2 🏠 626m² | House
Sold date: 04 Feb 2025
Distance: 4.7km

3 **\$4,650,000**
1 Woodlark Rise
Sunrise Beach
🚗 5 🚶 5 🚲 2 🏠 591m² | House
Sold date: 25 Mar 2025
Distance: 4.5km

7 **\$2,550,000**
21 Southern Cross Parade
Sunrise Beach
🚗 3 🚶 2 🚲 3 🏠 601m² | House
Sold date: 15 Mar 2025
Distance: 4.0km

4 **\$4,375,000**
22 Captains Court
Sunrise Beach
🚗 4 🚶 3 🚲 3 🏠 772m² | House
Sold date: 20 Jan 2025
Distance: 4.1km

8 **\$1,900,000**
3 Intrepid Place
Sunrise Beach
🚗 4 🚶 2 🚲 3 🏠 693m² | House
Sold date: 25 Mar 2025
Distance: 4.1km

A Changing Tide: What Could Shape Noosa's Luxury Property Market in a World on Edge

As the world watches a simmering trade war between the US and China threaten to boil over, and global stock markets wobble under the strain, the natural question for locals and investors alike is: What does this mean for us here in Noosa? Spoiler alert: it's not all doom and gloom. In fact, this region's unique demographic mix and lifestyle offering might just buffer it from the worst — while still requiring a dose of strategic awareness.

When the World Catches a Cold...

Global economic downturns tend to arrive with headlines: market corrections, job losses, GDP contraction. While Australia may avoid the worst of it — thanks to our consumption-led economy and solid demand fundamentals — the impacts still filter through in quieter ways. And when retirees feel the pinch, so too does the coast.

Noosa, as we know, is no ordinary market. With an over-index of homeowners in later life stages, many of whom own their properties outright or maintain them as secondary holiday homes, the pulse of the property market often beats to a different rhythm here.

But when super funds shrink and the ASX stumbles, even cashed-up retirees start asking new questions. Will they renovate? Will they list? Will they hold off their sea change or downsize plans? What's clear is this: confidence is currency. Baby boomers, holding a vast proportion of Australia's private wealth, will be the first to pull back discretionary spending when volatility strikes. Already we're hearing stories of renovation plans being shelved, and boutique retail and dining noticing softer midweek trading.

And while we may not see a rush of 'for sale' signs in luxury enclaves like Sunshine Beach or Noosa Sound, we might see fewer new listings, longer campaign durations, and more measured negotiations.

Ironically, some relief may come from the very conflict causing all this angst.

As China finds itself boxed out of the American market, it's likely to flood open economies like Australia with cheaper exports — think steel, whitegoods, joinery, and tiles. For local builders and renovators, this could mean a welcome reprieve from the runaway construction costs of the past three years. While labour remains tight, material costs may drop, making it more feasible for investors or downsizers to move ahead with delayed projects — and perhaps keeping property presentation and resale quality high, even if transactions slow.

At the national level, there's resilience worth noting.

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Around three-quarters of Australia's GDP is driven by domestic demand — spending by households, businesses, and governments.

That's a sharp contrast to export-heavy economies like Germany or Korea. It means that as long as the jobs market holds up, and interest rates remain steady (or soften), everyday economic life can continue humming along. Add to that the ongoing influx of new migrants — many of whom bring skills, capital, and demand for housing — and the fundamentals underpinning property prices look anything but weak.

While we can't predict the precise twists of the global economy, we can say this: Noosa's luxury property market will feel the world's tremors — but not quake from them. Its demographic makeup, lifestyle allure, and fundamental scarcity continue to make it a desirable hedge against uncertainty.

And when the storm passes — as it always does — it's regions like this, where lifestyle, nature, and community intersect, that buyers inevitably return to. Because no matter what happens on Wall Street or in Beijing, you can't tariff a sunset over Main Beach.



From the Heart of Noosa: Reed & Co.'s 2025 Charity Gala — Helping Kids in Hospital



The stage is set for the 2025 Reed & Co. Estate Agents Charity Gala — an evening that showcases the power of community coming together to help sick children in hospitals across Australia. In support of the LOYAL Foundation and the Humpty Dumpty Foundation, Reed & Co. Estate Agents will host their fifth Charity Gala in the ballroom at the Sofitel Noosa Pacific Resort on Saturday 21st June.

This black-tie affair, hosted by Johanna Griggs AM, promises an unforgettable night of fine dining, inspiring stories, and electrifying entertainment, all in support of a vital cause. With a room full of community change makers and high profile guests in attendance, expect world-class athletes to share their journeys of resilience and triumph, while regional healthcare heroes offer insights into the life changing impact the equipment purchased provides for sick children in hospital.

Since opening their doors in 2018, Reed & Co. has remained committed to giving back. Thanks to the unwavering support of the Noosa community, more than \$1,098,872 has been raised, funding 88 pieces of life-saving paediatric medical equipment for hospitals across Noosa and regional Australia.

"We've been humbled by the support we've received from our clients, partners, and the greater Noosa community," said Adrian Reed, Director of Reed & Co.

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The Charity Gala is a true celebration of what we can achieve together – and a powerful reminder of the real lives changed through this generosity.

Tickets are limited and expected to sell out quickly. To book, visit reedandco.co/charity-gala-2025, email events@reedandco.co, or call 07 5323 0101. If you are unable to attend, you can still make an impact by purchasing a piece of life-saving paediatric medical equipment from the Humpty Dumpty Foundation Wish List in your name, entering our Charity Gala Raffle to win a Vespa Primavera 50 or by making a tax-deductible donation. Please contact Bianca Pascoe on 07 5323 0101 or scan the QR code above for more information.

Let's come together for another extraordinary chapter in the Reed & Co. story — a night of inspiration, community, and life-changing impact.

\$1M

Community Fundraising

Together with the generous Noosa community, we have now raised \$1,098,872.11, purchasing 88 pieces of vital paediatric medical equipment for our local Noosa & regional hospitals across Australia.

69

Collaborations

In the pursuit to innovate & grow, we strive to collaborate at every opportunity. In doing so, we can proudly say we have facilitated 69 high performance & community based events since opening in 2018.

460

Five-Star Reviews

Great service underlies a great sales experience, as well as a great result. This is evident in our 460 five-star reviews across realestate.com.au & RateMyAgent.

1,072

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 1072 buyers & sellers in the most desired sectors of the Noosa property market.

\$1B

Total Sales

We are grateful for the opportunity to have facilitated \$1,220,512,047.10 in total sales since opening our doors in 2018, a huge achievement for our small team of high performing agents.

*Total agency statistics since launch in September 2018

