

Reed & Co.

ESTATE AGENTS

NOOSA PROPERTY MARKET REPORT

Financial Year 2024 - 2025 in Review

DOONAN



reedandco.co



Doonan

There's something quietly compelling about Doonan. It continues to write its own story, one where space, privacy, and lifestyle are the heroes. Each new chapter brings subtle shifts in rhythm, but the direction remains unchanged. Our team had the privilege of facilitating two of the top eight sales for the last financial year in Doonan, 105 Panorama Drive & 31A Meadow Court.

Each buyer was already part of our Reed & Co. family. These weren't casual inquiries but deliberate moves from clients who knew the market and trusted our guidance. In a place where relationships matter, this kind of repeat engagement speaks volumes about local knowledge and loyalty.

Doonan's appeal isn't limited to locals. Our targeted and visually compelling marketing campaigns have reached well beyond the postcode. Buyers acted quickly and decisively. In this market, hesitation often leads to heartbreak.

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Strong marketing reach coupled with buyer confidence and limited quality stock creates a necessary sense of urgency.

Mark Hodgkinson

One clear trend is the rise of the local upgrader: Sunshine Coast residents trading suburban blocks for acreage with space for dual-living, hobby farming, or home-based businesses.

Typically, families in their 40s to 60s, they want more breathing room without losing their connection to Noosa's beaches and cafe culture. For them, Doonan isn't just a place, it's a lifestyle shift.

This lifestyle-driven migration is shaping the suburb. Post-pandemic demand has cemented the value of properties offering more than bedrooms and bathrooms. Flexible spaces, studios, home offices and guest quarters are now essentials. Add lush gardens, elevation, or a hinterland view, and interest only intensifies.

The market has become more measured, with buyers taking longer and offers facing greater scrutiny. Yet the prestige end remains resilient. These buyers focus on fit, feel, and future over short-term rate chatter. They'll wait for the right property... and pay for it.

Importantly, Doonan remains tightly held and predominantly owner-occupied. Its steady nature has insulated it from the dramatic swings seen in investor-heavy areas. Limited turnover and sustained demand for lifestyle acreage continue to support values through both substance and sentiment.

Looking ahead, we expect Doonan to hold its own. While mid-tier segments may ebb and flow, premium, well-located properties with strong lifestyle appeal will continue to perform. In a shifting market, Doonan offers something enduring: tranquility, space, and long-term liveability.

Last 12 Months Activity

Realestate.com.au, July 2024 - June 2025

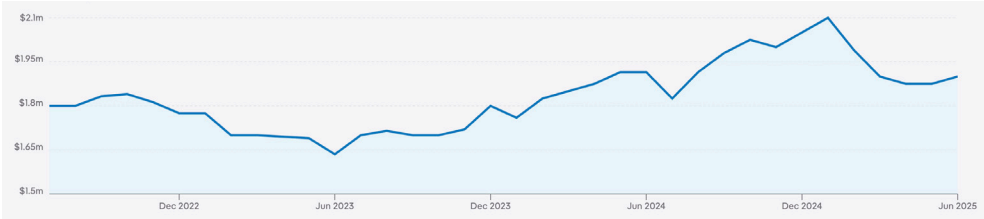
Median Sale Price
 **\$1,900,000**
Down 0.8% from last year

Sold Volume
 **73 sold**
Down 7.5% from last year

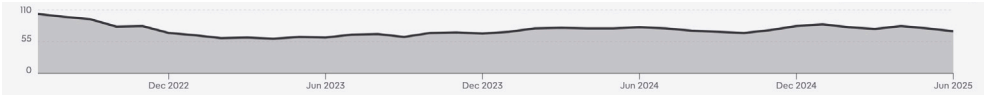
Price Growth
 **Down -0.8%**

Median Days on Market
 **66 days**
Down 23.3% from last year

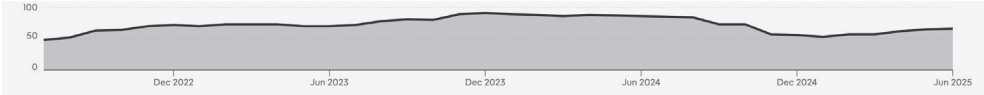
Median Sale Price (2 years)




Sold Volume (2 years)







Median Days on Market (2 years)








Top 8 Sales (Houses)




1 **\$11,200,000**
81 Panorama Drive
Doonan
 5  5  3  7911m² | House





Sold date: 03 Nov 2024
Distance: 1.1km



5 **\$3,980,000**
105 Panorama Drive
Doonan
 4  3  5  6099m² | House



Sold date: 24 Oct 2024
Distance: 1.3km




2 **\$4,555,000**
46 Valley Dr
Doonan
 6  5  5  5438m² | House





Sold date: 02 Sep 2024
Distance: 0.5km




6 **\$3,925,000**
31A Meadow Court
Doonan
 4  3  3  7109m² | House





Sold date: 08 Oct 2024
Distance: 1.2km




3 **\$4,300,000**
70 Duke Road
Doonan
 5  3  10  3.87ha | House





Sold date: 07 Nov 2024
Distance: 1.9km




7 **\$3,000,000**
85 Panorama Dr
Doonan
 4  3  5  4366m² | House





Sold date: 08 Oct 2024
Distance: 1.2km



4 **\$4,250,000**
72 Grays Rd
Doonan
 5  3  4  6000m² | House

Sold date: 16 Oct 2024
Distance: 3.6km



8 **\$3,000,000**
21 Kyle Ct
Doonan
 3  3  4  4569m² | House

Sold date: 07 Aug 2024
Distance: 2.2km



Reed & Co. Charity Gala

In a powerful demonstration of community, compassion and purpose, Reed & Co. Estate Agents hosted their 2025 Charity Gala on Saturday, 21st June at the Sofitel Noosa Pacific Resort.

Together with the 2025 6 Peaks in 1 Day Challenge, the Noosa Community has raised an outstanding \$279,271.19, funding 18 vital pieces of paediatric medical equipment in collaboration with the Loyal Foundation and Humpty Dumpty Foundation. These 18 pieces of equipment are expected to save the lives of hundreds of children annually across regional Queensland hospitals and the Royal Flying Doctors Service.

The evening was celebrated with both elegance and impact, hosted by celebrated television personality Johanna Griggs AM, who opened the night with a heartfelt welcome followed by her warm, witty and deeply personal messages and front-line experiences as a Patron of Humpty Dumpty Foundation throughout the evening. The black-tie affair featured guest speakers Jacqui Cooper and Kurt Fearnley AO, with a special appearance from tennis legend Ken Rosewall AM MBE.

The evening brought together 127 guests united by a single, powerful purpose, to improve the health outcomes of sick children in hospital.

Early in the evening, Reed & Co. Estate Agents Founder and Director, Adrian Reed announced on behalf of the 2025 6 Peaks in 1 Day competitors the purchase of two pieces of vital paratactic medical equipment; a Sonoscope X5 Ultrasound System for Noosa Hospital (\$42,350), and a Giraffe Resuscitation System for Sunshine Coast University Hospital (\$17,480).

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To witness this level of generosity, year after year, is humbling. Our community continues to show up with heart and purpose. This Gala, alongside our 6 Peaks Challenge, is proof that together, we are literally saving lives.

Adrian Reed

Guests enjoyed a three-course dinner, a high-energy Live Auction, and powerful addresses from Jacqui Cooper and Kurt Fearnley AO. Sharing a deeply personal story from a recent emergency department experience with his young daughter, Kurt reminded the audience, “the equipment purchased tonight is to make sure that a kid doesn’t fall through the cracks. And when you’re one of the ones feeling like you’re about to fall through that crack...



...that crack is a void. That crack is your universe. So thank you for everyone who's been able to make sure that that crack gets filled a little bit."

In an inspiring show of community spirit, 20 local businesses contributed to the Live Auction, raising \$54,200, while the Charity Raffle of a Primavera 50 Vespa Scooter (generously sponsored by Scooter Style Noosa) delighted a local couple. The Lucky Door Prize kindly donated by Leskes Jewellers was spontaneously regifted to the Live Auction, adding a further \$1,800 to the evening's total.

Throughout the evening, guests had the opportunity to purchase directly from the Humpty Dumpty Wish List, resulting in the funding of 18 critical pieces of medical equipment now bound for hospitals including Noosa, Gympie, Hervey Bay, and Sunshine Coast University Hospital.

Dr Michael Muller, Director of Emergency at Noosa Hospital, underscored the vital need for these resources.

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Often you find you're in a situation where demand exceeds supply. This is where organisations like Humpty Dumpty come in. Paediatric medical equipment is expensive, specialised, and fragile. Even with regular maintenance it needs upgrading, especially as technology evolves.

Dr. Michael Muller

Reed & Co. Estate Agents are grateful to facilitate this impactful evening however, this incredible result belongs to the local individuals and businesses who gave, showed up, or shared in our vision. This is proof that collective care can lead to extraordinary outcomes.



Scan the QR code for more information.



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Reed & Co.

Our Team

Reed & Co. is a brand built on values, authenticity and local heritage.

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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.



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