

Reed & Co.

ESTATE AGENTS

NOOSA PROPERTY MARKET REPORT

Financial Year 2024 - 2025 in Review

NOOSA HEADS



reedandco.co



Noosa Heads — Houses

Welcome to the End of Financial Year 2025 Noosa Heads House Market Report and what an interesting year it has been!

Median house prices in Noosa Heads have increased 12.3% over the past 12 months, increasing from \$1.915 million to now sit at \$2.15 million. Days on market have remained fairly constant, at 68 compared to 71 12 months prior. The big shift has been in volume with a 25% decline in the number of homes transacting – from 100 to 75.

Looking at the data the median increase is more likely to be based on tight supply rather than any return to overtly bullish market conditions.

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The trend to buyers flocking to well-presented properties has continued to be the norm, with buyers showing aversion to properties requiring work or knockdowns where a rebuild is needed.

Kate Cox

In comparison, apartments have retracted considerably with the median declining 15% - the 'normal expectation' that houses appreciate faster than apartments and are valued higher has come back into play after considerable growth in the median price of apartments, where the median unit price actually surpassed the median house price. There are still people willing to transact in the current market, they are just quite discerning around what attributes they are seeking and their opinion of where value sits. When we consider the amount of Covid stimulus that is no longer propelling the market it is understandable that fewer properties are transacting. When taken in conjunction with tighter borrowing terms and reduced capacity, greater buyer caution suddenly begins to make a bit of sense.

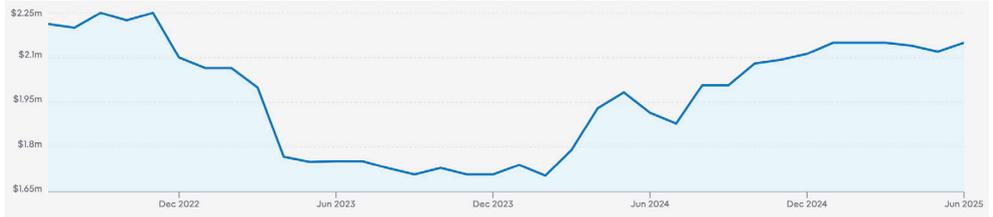
Further reductions in the official cash rate aren't likely to see a return to the swashbuckling days of Covid. Hopefully it will feed through to a much-needed increase in confidence so consumer activity in the broader economy becomes a little more stable and the flow on into business investment follows.

Last 12 Months Activity

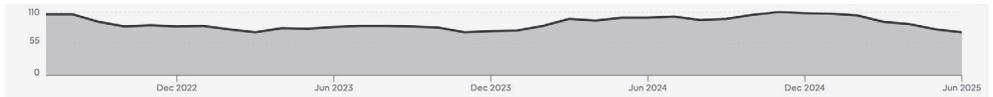
Realestate.com.au, July 2024 - June 2025

<p>Median Sale Price</p> <p> \$2,200,000</p> <p>Up 12.3% from last year</p>	<p>Sold Volume</p> <p> 75 sold</p> <p>Down 26.5% from last year</p>	<p>Price Growth</p> <p> Up +12.3%</p>	<p>Median Days on Market</p> <p> 68 days</p> <p>Down 4.2% from last year</p>
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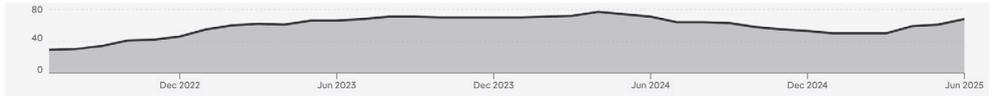
Median Sale Price (2 years)



Sold Volume (2 years)



Median Days on Market (2 years)



Top 8 Sales (Houses)

1  **\$22,500,000**
 10 Noosa Parade
 Noosa Heads
 6  6  2  716m² | House
 Sold date: 26 Oct 2024 | Distance: 0.6km

5  **\$4,400,000**
 3 Nairana Rest
 Noosa Heads
 4  3  2  506m² | House
 Sold date: 12 Jun 2025 | Distance: 1.0km

2  **\$15,000,000**
 2/1-7 Bayview Road
 Noosa Heads
 7  7  6  889m² | House
 Sold date: 22 Nov 2024 | Distance: 1.4km

6  **\$4,172,000**
 1 Banksia Avenue
 Noosa Heads
 5  3  3  936m² | House
 Sold date: 08 Dec 2024 | Distance: 0.8km

3  **\$7,100,000**
 515/61 Noosa Springs Drive
 Noosa Heads
 4  4  2  1503m² | House
 Sold date: 30 May 2025 | Distance: 2.6km

7  **\$3,600,000**
 12 Milpera Retreat
 Noosa Heads
 5  4  3  720m² | House
 Sold date: 01 Nov 2024 | Distance: 1.5km

4  **\$6,700,000**
 12 Angler Street
 Noosa Heads
 4  3  2  488m² | House
 Sold date: 15 Nov 2024 | Distance: 1.1km

8  **\$2,850,000**
 3 Cottonwood Court
 Noosa Heads
 4  3  4  631m² | House
 Sold date: 07 Feb 2025 | Distance: 2.9km



Noosa Heads — Units

Apartments have experienced a real mixed bag over the past few years. Like everything regional five years ago, prices and volumes went crazy. Since 2021, which was a massive volume year, the number of apartment sales has virtually halved.

Against this backdrop, the number of sales and days on market are virtually unchanged from the preceding year. The big shift has been in the median apartment price, which has come off 15% in the past 12 months, down from \$2.15 million in June 2024 to sit at \$1,827,500 June 2025.

What factors could be contributing to that decline? The market has adjusted to the huge runup in three-bedroom apartment prices as the full ramifications of Council's STA Laws saw people bid up the price of the nearest house substitutes. This appears to have run its course for the immediate future.

Softening consumer spending has seen a weakening in the tourism market and with the lower end of the market generally more reliant on some level of income to negate outgoings, most activity has been at the lower end of the market. Part of the decline in median apartment prices can be attributed to an overall shift to apartments at the lower price points being

actively marketed rather than any blood in the streets narrative, which a 15% 'decline' would suggest.

Owners at the upper end of the market tend to take a countercyclical approach and sell into buoyant conditions. The number of high-end properties which transacted 4-5 years ago is testimony to this. Conversely, as economic conditions tighten, they hold onto their properties and only transact out of necessity.

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The number of sales at the upper levels has declined markedly, forcing the median to be at a lower level as there are fewer high-end transactions stretching that median to the upside.

Kate Cox

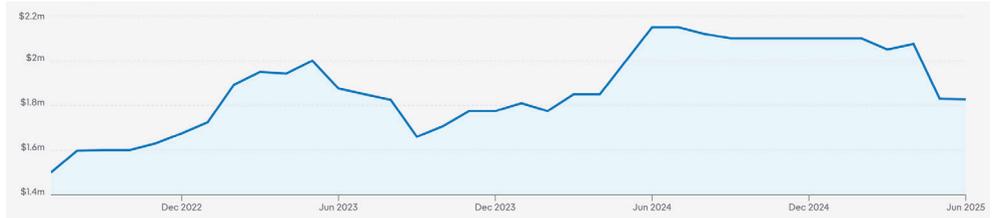
Where to from here? Great question! The Westpac Consumer Sentiment Index continues to be subdued, despite interest rate decreases. We feel that until there are substantial shifts in this key metric further interest rate reductions may have a muted effect on property transactions and values as buyers remain cautious.

Last 12 Months Activity

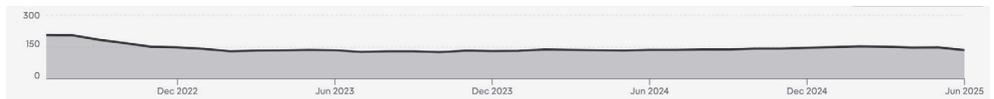
Realestate.com.au, July 2024 - June 2025

<p>Median Sale Price</p> <p> \$1,800,000</p> <p>Down 15% from last year</p>	<p>Sold Volume</p> <p> 136 sold</p>	<p>Price Growth</p> <p> Down -15%</p>	<p>Median Days on Market</p> <p> 65 days</p> <p>Up 3.2% from last year</p>
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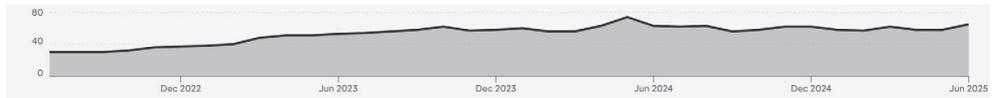
Median Sale Price (2 years)



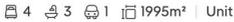
Sold Volume (2 years)



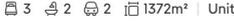
Median Days on Market (2 years)

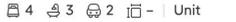


Top 8 Sales (Houses)

1  **\$12,510,000**
 9/81 Hastings Street
 Noosa Heads
 | Unit
 Sold date: 04 Nov 2024 | Distance: 1.5km

5  **\$5,000,000**
 6/4 Quamby Place
 Noosa Heads
 | Unit
 Sold date: 15 Mar 2025 | Distance: 0.1km

2  **\$6,450,000**
 8/70 Upper Hastings Street
 Noosa Heads
 | Unit
 Sold date: 17 Mar 2025 | Distance: 1.6km

6  **\$4,300,000**
 2105/5 Morwong Drive
 Noosa Heads
 | Unit
 Sold date: 09 Nov 2024 | Distance: 1.4km

3  **\$5,700,000**
 8/47 Picture Point Crescent
 Noosa Heads
 | Unit
 Sold date: 04 Jul 2024 | Distance: 1.3km

7  **\$3,950,000**
 15/16 Serenity Close
 Noosa Heads
 | Unit
 Sold date: 08 May 2025 | Distance: 0.7km

4  **\$5,100,000**
 33/17 Natasha Avenue
 Noosa Heads
 | Unit
 Sold date: 09 Dec 2024 | Distance: 1.0km

8  **\$2,935,000**
 27/37-49 Noosa Drive
 Noosa Heads
 | Unit
 Sold date: 06 Nov 2024 | Distance: 1.2km



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.



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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