

# Reed & Co.

ESTATE AGENTS

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## NOOSA PROPERTY MARKET REPORT

Financial Year 2024 - 2025 in Review

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



# Noosa Waters — Waterfront

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Over the past 12 months, the Noosa Waters Waterfront market has entered a more contemplative phase - one defined less by volatility and more by deliberate hesitation.

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*While buyer appetite remains concentrated firmly at the upper end, a growing number of owners have opted to hold, keeping premium stock tightly contained and transaction volumes at near-historic lows.*

Adrian Reed

Only 26 waterfront homes changed hands this financial year, representing just 5.6% turnover, a slight lift from 22 sales the year prior. This low churn rate continues to underscore the tightly held, owner-occupied nature of the estate and the premium many place on securing, and retaining, a prized waterfront address.

Despite fewer listings and a measured pace, underlying values have proven resilient. The median sale price rose to \$5,700,000, marking a 26% increase, largely driven by a higher share of top-tier homes coming to market as confidence gradually returned. The depth of demand for quality is evident: there were 11 sales

above \$6,000,000 this year (up from six last year) and three sales above \$9,000,000 compared to just one in the previous period.

Headline results included 54 The Peninsula, which achieved \$10,700,000 and 45 Saltwater Avenue, which secured \$9,600,000 - both demonstrating buyers' clear willingness to compete for scale, location, and architectural quality. 13 The Promontory changed hands at \$7,200,000 while 9 Waterside Court sold at \$6,550,000, slightly below initial expectations, reinforcing that homes which align with current buyer preferences continue to attract strong interest - especially when situated in tightly held pockets.

One of the year's more significant results was the off-market sale of 10 The Promontory, where Reed & Co. again set a new benchmark for a south-facing home selling for \$6,725,000. Sold for the fourth time in six years by Reed & Co., this transaction illustrates the enduring power of long-term relationships, deep local expertise, and trusted repeat business.

In this unique segment of Noosa's prestige market, success is rarely about speed or volume. It is defined by timing, insight and a nuanced understanding of what truly drives value on the water. Along the waterfront, carefully considered decisions continue to yield the most enduring outcomes.

# Last 12 Months Activity

CoreLogic, July 2024 - June 2025

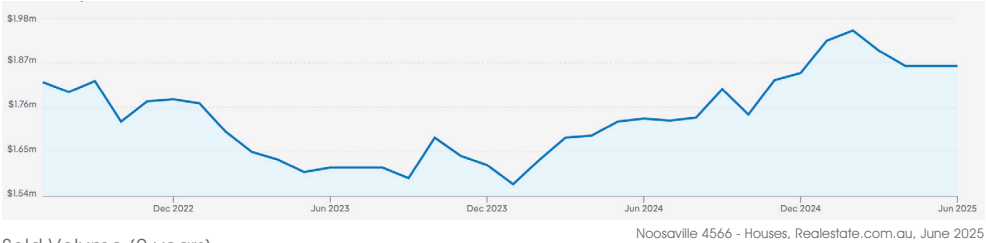
Median Sale Price  
 **\$5,700,000**  
Up 26% from last year

Sold Volume  
 **26 sold**  
Up 5.6% from last year

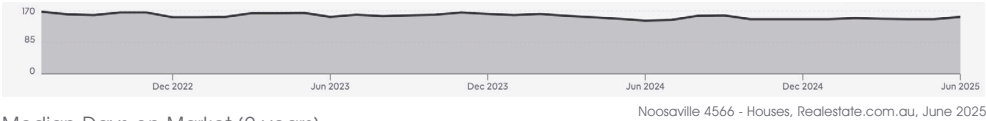
Price Growth  
 **Up +26%**

Median Days on Market  
 **56 days**  
Realestate.com.au, June 2025

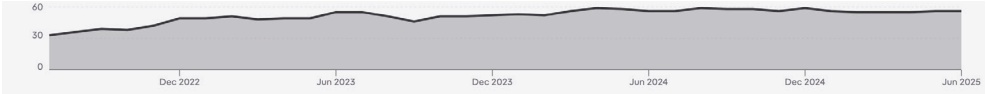
## Median Sale Price (2 years)



## Sold Volume (2 years)








## Median Days on Market (2 years)



## Top 8 Sales (Houses)


Noosaville 4566 - Houses, Realestate.com.au, June 2025







**\$10,700,000**  
54 The Peninsula  
Noosaville  
 5  4  3  941m<sup>2</sup> | House

Sold date  
30 Nov 2024


Distance  
0.3km







**\$6,550,000**  
9 Waterside Court  
Noosa Waters  
 4  3  2  728m<sup>2</sup> | House

Sold date  
12 Mar 2025


Distance  
0.9km







**\$9,600,000**  
45 Saltwater Ave  
Noosaville  
 5  4  3  1031m<sup>2</sup> | House

Sold date  
23 Oct 2024

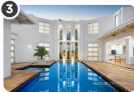
Distance  
0.6km







**\$6,500,000**  
10 The Promontory  
Noosa Waters  
 4  3  3  747m<sup>2</sup> | House

Sold date  
23 Aug 2024


Distance  
0.6km







**\$7,200,000**  
13 The Promontory  
Noosa Waters  
 5  3  2  831m<sup>2</sup> | House

Sold date  
04 Feb 2025


Distance  
0.7km







**\$6,450,000**  
23 Mermaid Quay  
Noosa Waters  
 4  3  2  845m<sup>2</sup> | House

Sold date  
30 Apr 2025


Distance  
0.1km







**\$6,725,000**  
10 The Promontory  
Noosa Waters  
 4  3  0  747m<sup>2</sup> | House

Sold date  
04 May 2025

Distance  
0.6km



**\$6,300,000**  
12 Topsails Place  
Noosa Waters  
 5  3  2  830m<sup>2</sup> | House

Sold date  
13 Dec 2024

Distance  
0.5km



# 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

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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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