

Reed & Co.

ESTATE AGENTS

NOOSA PROPERTY MARKET REPORT

Financial Year 2024 - 2025 in Review

SUNSHINE BEACH



reedandco.co



Sunshine Beach

Sunshine Beach continues to exemplify luxury coastal living, attracting high-end buyers seeking premium properties. Throughout the year, as with all areas, buyer hesitancy was influenced by both local and international political climates.

While the market has seen slight adjustments, the suburb's allure ensures continued interest and investment opportunities.

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In fact, since the Federal election, there's been a noticeable uplift in enquiry activity, leading to more inspections and, ultimately, sales.

Alexander Payne

As of June 2025, the median house price stands at \$2,400,000, based on 35 sales over the past 12 months - down 18.1% on last year. This decrease is reflective of the number of houses that have sold in the sub \$2,500,000 category, accounting for more than half. The median days on market for houses is 70 days, which is an encouraging decrease from earlier in the year where it had stretched out over 100 days.

Noteworthy sales underscore the suburb's

prestige with 38 Seaview Terrace selling for \$13,500,000, 40 Seaview Terrace selling for \$10,500,000 and 30 Enterprise Street selling for \$9,250,000, reflecting the area's high-value appeal. These transactions highlight the sustained interest in Sunshine Beach's exclusive properties with sea views.

The unit market in Sunshine Beach has experienced some fluctuations over the past year. The median unit price is currently \$1,500,000, based on 51 sales and days on market is sitting at 53, which, again, has decreased significantly. The big-ticket unit sales included 1/39 Duke street at \$4,650,000 and 1/5 Stevens Street at \$4,500,000, however these are residence sized units.

So where are buyers coming from? We've seen a larger demand coming from Brisbane and I suspect this trend is driven by individuals and families seeking a more relaxed coastal lifestyle. Many are looking to buy now, rent the properties out and then looking to move here permanently within a couple of years.

Sunshine Beach continues to hold its own as one of Australia's most desired beachside enclaves, offering unparalleled lifestyle opportunities and is a beacon for discerning buyers, looking to combine natural beauty with upscale amenities.

Last 12 Months Activity

Realestate.com.au, July 2024 - June 2025

Median Sale Price

\$2,400,000

Down 18.1% from last year

Sold Volume

35 sold

Down 10% from last year

Price Growth

Down -18.1%

Median Days on Market

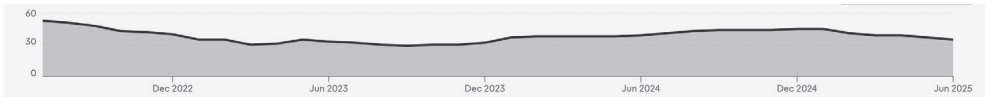
70 days

Up 29.6% from last year

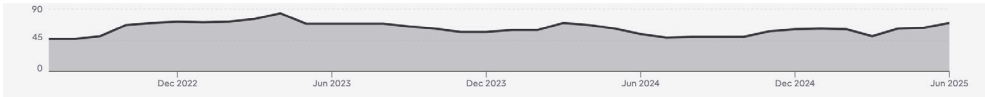
Median Sale Price (2 years)



Sold Volume (2 years)



Median Days on Market (2 years)



Top 8 Sales (Houses)

1

\$13,100,000
38 Seaview Terrace
Sunshine Beach
🏠 5 🛏 3 🚗 2 📏 832m² | House

Sold date: 21 Sep 2024
Distance: 0.1km

5

\$5,620,000
7 Stevens St
Sunshine Beach
🏠 3 🛏 2 🚗 2 📏 771m² | House

Sold date: 12 Sep 2024
Distance: 0.5km

2

\$9,250,000
30 Enterprise Street
Sunshine Beach
🏠 4 🛏 4 🚗 2 📏 511m² | House

Sold date: 09 Jan 2025
Distance: 0.3km

6

\$5,100,000
1/33 The Esplanade
Sunshine Beach
🏠 3 🛏 2 🚗 2 📏 344m² | House

Sold date: 13 Jun 2025
Distance: 0.4km

3

\$6,000,000
9 Elanda Street
Sunshine Beach
🏠 4 🛏 3 🚗 2 📏 925m² | House

Sold date: 13 Jan 2025
Distance: 0.9km

7

\$4,650,000
1/39 Duke Street
Sunshine Beach
🏠 3 🛏 3 🚗 0 📏 437m² | Unit

Sold date: 07 Feb 2025
Distance: 0.9km

4

\$5,850,000
38 Arakoon Crescent
Sunshine Beach
🏠 4 🛏 3 🚗 2 📏 608m² | House

Sold date: 23 Jan 2025
Distance: 0.1km

8

\$4,500,000
1/5 Stevens Street
Sunshine Beach
🏠 3 🛏 3 🚗 2 📏 317m² | Unit

Sold date: 24 Jul 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

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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