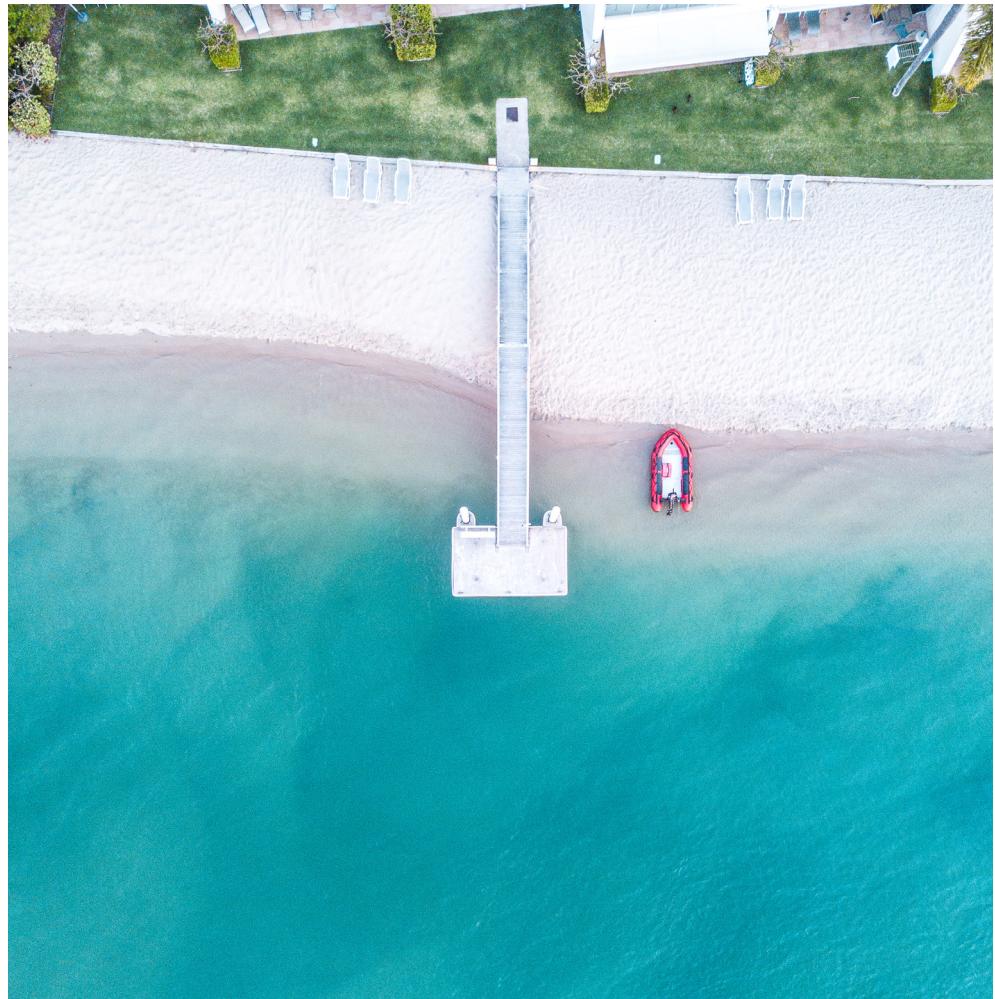


Reed & Co.

ESTATE AGENTS

NOOSA PROPERTY MARKET REPORT

Year 2025 in Review



reedandco.co



Doonan

Doonan's property market in 2025 continued to embody the essence of serene, spacious living, blending semi-rural charm with easy access to Noosa's vibrant amenities.

“

The year saw resilient demand, particularly for acreage homes...

Tyler Robinson

The year saw resilient demand, particularly for acreage homes offering privacy, flexibility, and lifestyle enhancements like home offices, guest quarters, and lush gardens. Our team at Reed & Co. facilitated several key transactions, including two of the top sales: 156 Valley Drive for \$4,900,000 and 16 Penda Court for \$3,550,000.

Buyers remained discerning, with local upgraders, families in their 40s to 60s, dominating the market. They traded suburban lots for expansive properties suited to dual living, hobby farming, or remote work, without sacrificing proximity to beaches and cafes. Interstate interest from Brisbane and southern states added

competition, driven by Doonan's post-pandemic appeal as a haven for balanced living. The market matured, with offers scrutinized amid economic caution, yet premium listings with elevation, views, or modern upgrades sold swiftly.

Key metrics for Doonan in 2025 reflected a mixed market: the median house price reached \$1,900,000, down 11.3% from 2024, influenced by broader economic factors despite ongoing interest in the area. Sales volume sat at 78 properties, a 4.9% decrease from last year, while median days on market rose to 78.

As we look forward in 2026, we expect ongoing market stability, driven primarily by premium acreage properties. With Noosa recently crowned as Australia's Best Town, we're seeing a surge of renewed interest in Doonan, empowering buyers who seek seclusion, expansive land, and easy access to everything the surrounding area has to offer.

Last 12 Months Activity

Doonan (Houses) Realestate.com.au, Jan 2025 - Dec 2025

Median Sale Price

 **\$1,900,000**

Down 11.3% from last year

Sold Volume

 **78 sold**

Down 74.9% from last year

Price Growth

 **Down -11.8%**

 **78 days**

Up 39.3% from last year

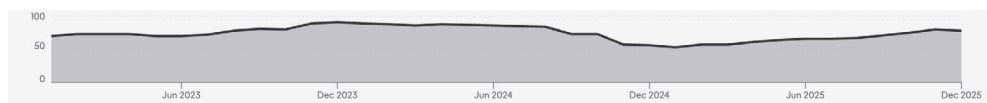
Median Sale Price (2 years)



Sold Volume (2 years)



Median Days on Market (2 years)



Top 8 Sales



156 Valley Drive
Doonan
\$4,900,000
5 bed | 5 bath | 4 car
SOLD June 2025



331 - 335 Sunrise Road
Doonan
\$3,775,000
6 bed | 5 bath | 4 car
SOLD May 2025



20 Whyandra Close
Doonan
\$4,225,000
6 bed | 4 bath | 2 car
SOLD December 2025



16 Penda Court
Doonan
\$3,550,000
6 bed | 3 bath | 7 car
SOLD September 2025



69 Pheasant Lane
Doonan
\$4,000,000
4 bed | 3 bath | 3 car
SOLD May 2025



109 Panorama Drive
Doonan
\$3,200,000
4 bed | 2 bath | 2 car
SOLD September 2025



80 Templeton Way
Doonan
\$4,000,000
4 bed | 3 bath | 3 car
SOLD May 2025



61 Meadow Court
Doonan
\$3,125,000
4 bed | 2 bath | 3 car
SOLD January 2025

Reed & Community 2025 in Review

We believe that real estate is not just about buying or selling properties, but about creating meaningful connections and contributing to the overall well-being of the community. We strive to give back and support causes that are important to the Noosa community, whether it's through sponsorships, donations, or volunteering our time and resources. Ultimately, our commitment to the Noosa community is the driving force behind everything we do at Reed & Co. Estate Agents.



6 Peaks in 1 Day

May 2025

In a remarkable show of endurance, community spirit and generosity, 75 participants braved the incline of six Sunshine Coast peaks in just one day, raising \$63,210 for paediatric medical equipment in local and regional hospitals.



Charity Gala

June 2025

In a powerful demonstration of community, compassion and purpose, Reed & Co. Estate Agents hosted our 2025 Charity Gala at the Sofitel Noosa Pacific Resort. The event raised an outstanding \$216,061, funding vital pieces of paediatric medical equipment in collaboration with the Humpty Dumpty Foundation. This equipment is expected to save the lives of hundreds of children annually across regional Queensland hospitals and the Royal Flying Doctors Service.



Primavera All’Italiana Ladies Luncheon

October 2025

Noosa turned out in style and spirit as Reed & Co. Estate Agents hosted our annual Primavera All’Italiana Ladies Luncheon at Locale Noosa. The sell-out afternoon gathered 143 guests and raised an impressive \$34,000 to support Santa’s Classy Helpers, helping bring the joy of Christmas to local families doing it tough over the Christmas period.



The Carol Cruise

December 2025

Noosa glowed with Christmas magic during a memorable Carol Cruise this year. Featuring the award-winning Oriana Choir atop the Noosa Ferry, M.V. Miss Tewantin, captivating boating enthusiasts and picnic-goers with timeless carols throughout the flotilla, igniting the festive spirit across the waterways of Noosa.



Scan the QR
code for more
information

Reed & Co. — Our Team

Reed & Co. Estate Agents is a values-driven real estate brand founded on authenticity, trust and local heritage.

With a proven ability to achieve exceptional results across the most sought-after sectors of the Noosa property market, our reputation is built on long-standing relationships and consistently strong outcomes. We are a smart, strategic property partner for buyers and sellers who value integrity, insight and performance.

As marketers in a digital-first world, we engage consumers long before they become buyers. Great teams drive great

results, and we work alongside the very best local talent in Noosa to deliver a seamless, high-quality experience at every stage of the property journey.

Blending youthful energy with multi-generational expertise, our team brings together more than 80 years of combined real estate experience, deeply rooted in Noosa and supported by national experience across the southern states. This depth of involvement gives us genuine insight into historical trends, current market conditions and future opportunities.



Adrian Reed
Founder & Director
0409 446 955
adrian@reedandco.co



Kate Cox
Licensed Estate Agent
0438 695 505
kate@reedandco.co



Monique Sommer
Licensed Estate Agent
0433 641 158
monique@reedandco.co



Chris Roche
Licensed Estate Agent
0424 610 414
chris@reedandco.co



Alexander Payne
Licensed Estate Agent
0407 194 146
alexander@reedandco.co



Cate Young
Licensed Estate Agent
0417 270 268
cate@reedandco.co



Tyler Robinson
Licensed Estate Agent
0448 946 112
tyler@reedandco.co



Jesse Malthouse
Licensed Estate Agent
0431 761 644
jesse@reedandco.co



Donna Taylor
Licensed Estate Agent
0414 554 214
donna@reedandco.co



Tony Cox
Sales Estate Agent
0402 003 773
tony@reedandco.co



Erin McCartin
Sales Estate Agent
0432 909 808
erin@reedandco.co



Bianca Pascoe
Office Manager
07 5323 0101
bianca@reedandco.co



Kirsti Summers
Marketing Manager
07 5323 0101
kirsti@reedandco.co



Molly Thompson
Administration
07 5323 0101
sales@reedandco.co

Thinking of selling?

*Scan the QR code to
value your property.*



reedandco.co