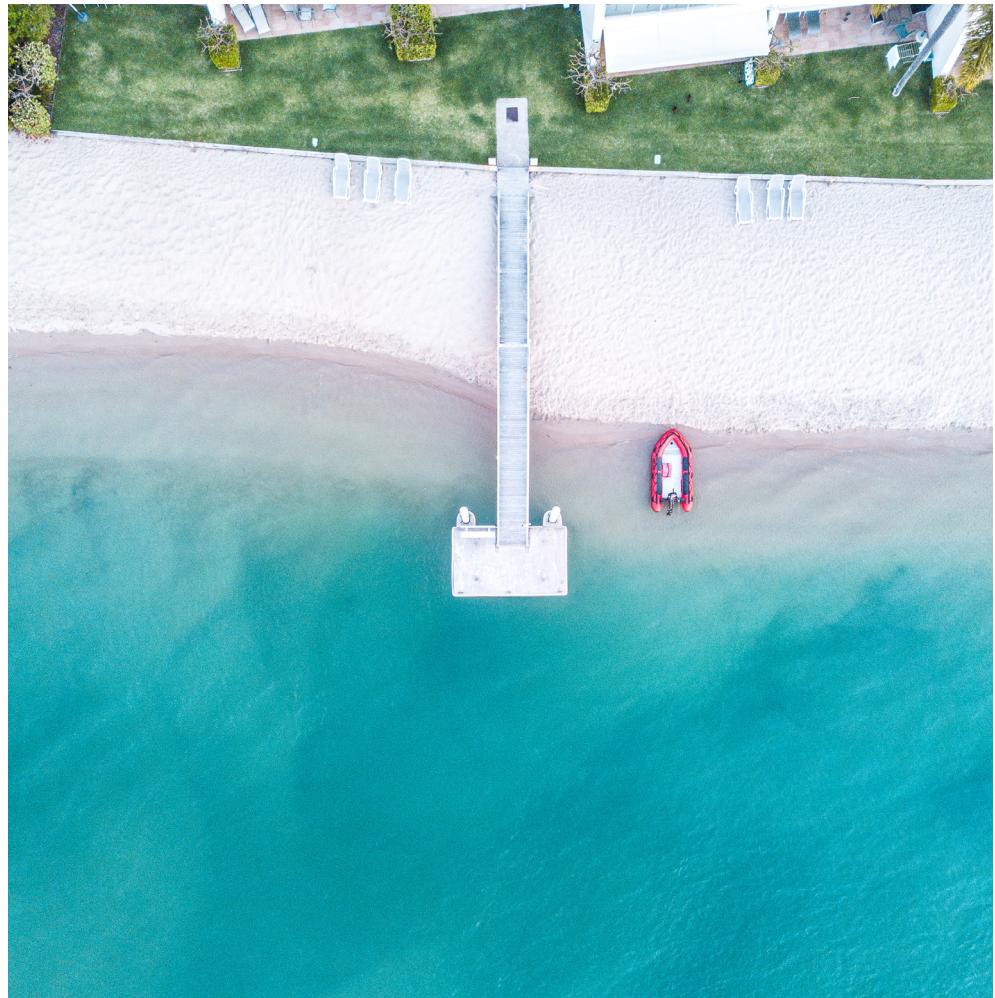


Reed & Co.

ESTATE AGENTS

NOOSA PROPERTY MARKET REPORT

Year 2025 in Review



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Sunshine Beach

The Sunshine Beach property market in 2025 demonstrated resilience and quiet confidence, underpinned by tightly held coastal supply and ongoing lifestyle driven demand. While the year unfolded against a backdrop of economic caution, premium property continued to perform strongly, particularly homes and apartments with ocean views, proximity to the beach, and architectural appeal.

Detached houses remained the standout performer. The median house price for Sunshine Beach reached approximately \$3 million, up approximately 17% on last year, with homes spending an average of 55 days on market. Interestingly this is the highest we've seen the median since the all time high of \$3.52m back during the Covid craziness.

Demand for exceptional properties remained unwavering; the year's leading sale was 10 Arakoon Crescent, achieving \$15.5m, followed by 27 Adams Street at \$13.25m and both 30 and 38 Enterprise Street selling for \$9.25m each, reinforcing buyer willingness to pay a premium for position and scarcity.

The unit market followed a more measured path. The median unit price is now around \$1.3 million, down about 5% on last year, however units moved quicker than houses with average days on market at 43 days. High-quality, well located apartments

continued to attract competitive interest. Notable sales included 1/39 Duke Street at \$4.65m and 1/25 Park Crescent at \$4m, demonstrating that well designed, low maintenance luxe beachside living remains highly appealing to down sizers, interstate buyers, and lifestyle investors.

Interest rates were a defining influence throughout 2025. The Reserve Bank held the cash rate steady at 3.60% following an August cut, buyer sentiment gradually improved as the year progressed. While borrowing capacity remained front of mind, confidence strengthened for purchasers prioritising lifestyle over leverage, particularly in blue chip coastal locations such as Sunshine Beach.

Looking ahead, the outlook for Sunshine Beach remains positive. Limited new supply, strict planning controls, and enduring demand for coastal living provide a solid foundation. However, the market is increasingly discerning. Best in class homes, especially those with elevation, views, and refined presentation are expected to continue selling decisively, while properties lacking these attributes will require realistic pricing and considered marketing strategies.

In summary, 2025 reaffirmed Sunshine Beach's position as one of Australia's most tightly held and prestigious coastal markets, with long term popularity firmly intact.

Last 12 Months Activity

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

Median Sale Price

 **\$3,000,000**

Up 16.7% from last year

Sold Volume

 **42 sold**

Down 6.5% from last year

Price Growth

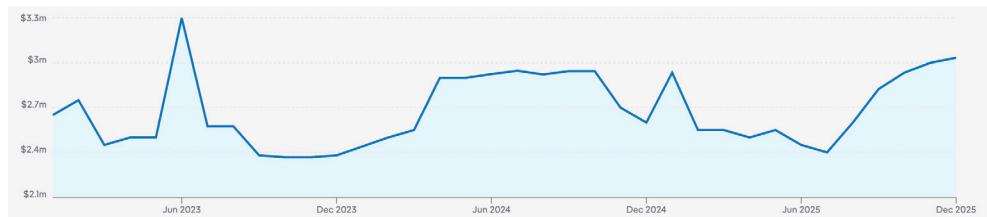
 **Up 16.7%**

Median Days on Market

 **55 days**

Down 9.8% from last year

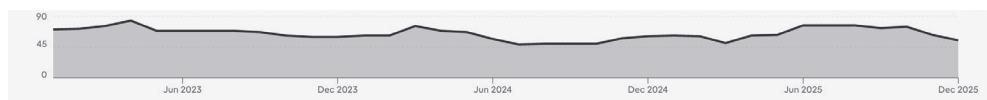
Median Sale Price (2 years)



Sold Volume (2 years)



Median Days on Market (2 years)



Top 8 Sales



10 Arakoon Crescent
Sunshine Beach

\$15,500,000

3 bed | 3 bath | 1 car
SOLD November 2025



19 Elanda Street
Sunshine Beach

\$8,400,000

5 bed | 5 bath | 2 car
SOLD November 2025



27 Adams Street
Sunshine Beach

\$13,250,000

4 bed | 3 bath | 3 car
SOLD April 2025



36 Seaview Terrace
Sunshine Beach

\$8,250,000

3 bed | 2 bath | 4 car
SOLD September 2025



30 Enterprise Street
Sunshine Beach

\$9,250,000

4 bed | 4 bath | 2 car
SOLD January 2025



9 Eland Street
Sunshine Beach

\$6,000,000

4 bed | 3 bath | 2 car
SOLD January 2025



38 Enterprise Street
Sunshine Beach

\$9,250,000

3 bed | 2 bath | 2 car
SOLD February 2025



38 Arakoon Crescent
Sunshine Beach

\$5,850,000

4 bed | 3 bath | 2 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.



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Thinking of selling?

*Scan the QR code to
value your property.*



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