
NOOSA PROPERTY MARKET REPORT

Financial Year 2025/26 in Review





This report has been carefully curated to help you navigate Noosa's property market with confidence and clarity.

If you would like to discuss your position in the current market further, or if I can be of any assistance throughout your property journey, please don't hesitate to contact me.

With compliments,

Adrian Reed

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*Scan the
QR code to
connect.*



Property Market Report

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Noosa Waters — Waterfront

If the wider Noosa market is a story of resilience through a softer year, Noosa Waters is that story in miniature. The estate is one of the most tightly held addresses in the region, a finite run of water frontage that cannot be added to, held largely by owners under no pressure to sell. What happened here in FY 2025/26 is a clean read on how the prestige market really behaved.

Noosa Waters kept trading. Twenty-six homes sold across the estate over the year, almost exactly the twenty-seven of the year before. Through a year when confidence wavered nationally and volumes thinned in many markets, turnover here barely moved.

The median sale price eased to \$5.28 million, from \$5.68 million, a fall of about 7%. On its own that number would suggest a softer market. It does not, and the rest of the data shows why.

While the median eased, the average sale price actually rose to \$5.70 million from \$5.63 million, and the number of sales above \$7 million grew from four to five. The top of the estate did not soften. It deepened. What moved the median was the middle of the market. More homes traded in the \$4 million to \$5 million band this year, eight against five, while sales below \$4 million and in the \$6 million to \$7 million band both thinned. When more mid-tier stock comes to market and sells, the middle number falls even as the top holds. This is a shift in the mix of what sold, not a fall in what things are worth.

The estate's strongest results make the point. The year's top sale reached \$10 million on Masthead Quay, followed by \$9.4 million on The Peninsula and \$7.8 million on Shorehaven Drive. These are not the numbers of a market in retreat.

Everything the wider report describes plays out on the waterfront. The top end held and even deepened, because the owners who sit at that level are not forced sellers, and the frontage they hold cannot be replicated. The mid-tier turned over steadily, because those buyers are more often purchasing a home to live in and respond to a fair price rather than the mood of the moment.

The scarcity is real and physical. There is a fixed number of true waterfront holdings in Noosa Waters, and no rezoning or development can manufacture more of them. Layer on a replacement cost that climbs every year, and the case for the best homes on these canals is the same case the wider report makes for prime Noosa as a whole. A scarce, tightly held, hard-to-replicate asset does not need a booming headline to hold its value. It simply needs to be what it is.

For an owner here, FY 2025/26 was a quiet demonstration of exactly that. Fewer forced hands, a top end that firmed, and a market that kept turning over while much of the country stalled.

Adrian Reed
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Last 12 Months Activity

Noosa Waters - Waterfront, July 2025 - June 2026

Median Sale Price

 **\$5,280,000**
Down 7% from last year

Sold Volume

 **26 sold**
Down 3.7% from last year

Price Growth

 **-7%**

Median Days on Market

 **66 days**

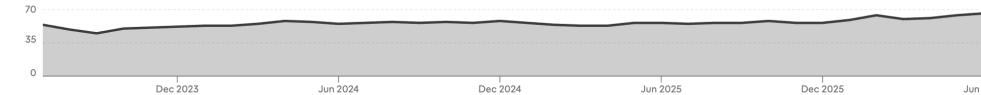
Median sale price (2 years) Noosaville, Realestate.com.au, July 2025 - June 2026



Sold Volume (2 years)



Median Days on Market (2 years)



Top Sales FY 2025/26



39 Masthead Quay
Noosa Waters
\$10,000,000
4 Bed | 4 Bath | 3 Car
SOLD April 2026



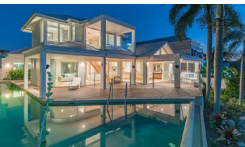
27 Seamount Quay
Noosa Waters
\$7,250,000
5 Bed | 4 Bath | 2 Car
SOLD October 2025



19 The Peninsula
Noosa Waters
\$9,400,000
5 Bed | 3 Bath | 6 Car
SOLD June 2026



17 Waterside Court
Noosa Waters
\$6,850,000
4 Bed | 4 Bath | 2 Car
SOLD October 2025



157 Shorehaven Drive
Noosa Waters
\$7,800,000
5 Bed | 3 Bath | 2 Car
SOLD August 2025



9 The Anchorage
Noosa Waters
\$6,325,000
4 Bed | 4 Bath | 3 Car
SOLD October 2025



5 The Promontory
Noosa Waters
\$7,500,000
4 Bed | 4 Bath | 3 Car
SOLD March 2026



31 Shorehaven Drive
Noosa Waters
\$6,200,000
4 Bed | 4 Bath | 2 Car
SOLD February 2026



Reed & Co. 6 Peaks in 1 Day

\$55,107

*raised, purchasing 9
pieces of live-saving
paediatric medical
equipment*

Fifty-five climbers have conquered six Sunshine Coast peaks in a single day, raising an incredible \$55,107.80 to purchase 9 pieces of life-saving paediatric medical equipment for our local and regional hospitals.

Organised by Reed & Co. Estate Agents, in partnership with the Loyal Foundation and Humpty Dumpty Foundation, 6 Peaks in 1 Day continues to grow as one of Noosa's most inspiring community fundraising initiatives - combining physical endurance, purpose and community spirit in support of sick children and local hospitals.

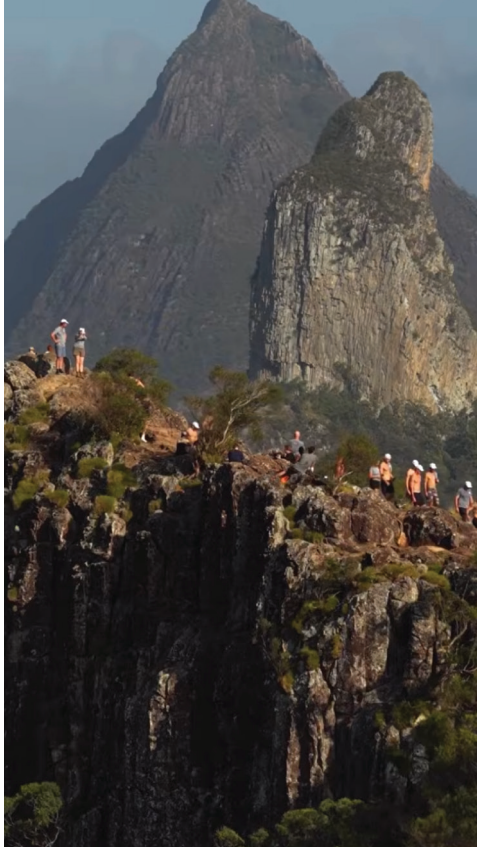
Beginning before sunrise at Wild Horse Mountain and finishing with the gruelling climb up Pomona's Mount Cooroora, participants pushed through more than 15km kilometres of hiking, steep ascents and physical exhaustion, united by a common goal: making a meaningful difference for children in need.

The annual challenge was backed by major sponsors Satori Advisory and Judo Bank, alongside valued supporters including ViHit, Flow State Plumbing Services, and volunteer drivers with busses courtesy from Good Shepherd Lutheran College.

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*To witness this level of generosity,
year after year, is truly humbling.
Our community continues to show
up with heart, purpose and an
unwavering commitment to making
a difference. Together, we are helping
save lives.*

Adrian Reed



Founder and Director of Reed & Co., Adrian Reed, said the event is about far more than climbing mountains.

"This challenge pushes people well beyond their comfort zones, but every single step has purpose," Mr Reed said.

"The right equipment, in the right place, at the right time, saves lives. That's what this event is really about."

"What continues to amaze me every year is the willingness of people in our community to show up for something bigger than themselves. The energy, commitment and generosity from everyone involved was incredible."

Since launching in 2018, Reed & Co., together with the Loyal Foundation and Humpty Dumpty Foundation, has now raised more than \$1.46 million, funding 115 pieces of vital paediatric medical equipment for local and regional hospitals across Australia.

A highlight of the day was the final race up

Pomona's Mount Cooroora to crown the King and Queen of the Mountain.

Participants celebrated the achievement at Pomona Distilling Co. following the event, reflecting on the impact the funds raised will have on children and families across the region.



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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 trends, current movements & future forecasts.

We collaborate with world-class partners to ensure we're able to deliver a complete end to end service to our clients.

We chase results, and that's made us Noosa's fastest-growing agency, with agents who consistently outperform the rest.



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