
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,

Alexander Payne

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*Scan the
QR code to
connect.*



Property Market Report

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Sunshine Beach

Sunshine Beach has continued its position as one of Australia's most desirable beachside enclaves, underpinning lifestyle, flexibility and a buyer pool focused on quality, position and long term value.

The median house price in Sunshine Beach sits at \$2,870,000, with the unit market around \$1,415,000. This reflects a more positive shift from the previous financial year, where Sunshine Beach had recorded a softer median due to a greater number of transactions in the sub of \$2,500,000 category. Over FY2025/26, landmark sales have again demonstrated the depth of demand for premium homes with ocean views, architectural quality and proximity to the beach and village.

Buyer sentiment has not been without caution; ongoing global uncertainty has encouraged some buyers and sellers to take a more measured approach. Locally, the 2026 Federal Budget also introduced proposed changes to negative gearing and capital gains tax settings, creating some hesitation among investors and a greater focus on owner-occupier demand.

Despite this, Sunshine Beach has remained resilient. The headline result for the year was 10 Arakoon Crescent, which sold for \$15,500,000 in October 2025, setting a new benchmark for the suburb. This was followed by 12 Maher Terrace, which achieved \$12,300,000 in February 2026, and 19 Elanda Street, which sold for \$8,400,000 in

November 2025.

These results reinforce the continued appetite for homes that capture Sunshine Beach's most coveted attributes: elevation, views, privacy, architectural quality and walkability. Buyers remain selective, but when a property delivers the right combination of lifestyle and scarcity, competition remains strong.

The mid-market has also seen steady activity, particularly for well-presented homes close to the village, beach and Noosa National Park. With building costs still elevated, turnkey properties continue to outperform homes requiring significant renovation.

The unit and duplex market remains active, driven by downsizers and lifestyle buyers seeking a lower-maintenance foothold in the suburb. Demand is strongest for properties with generous proportions, outdoor space, ocean glimpses or easy access to Duke Street and the surf club precinct.

Looking ahead, Sunshine Beach is well positioned. Stock remains limited, prestige buyers remain engaged, and the suburb's natural scarcity continues to underpin confidence. In this market, success is defined by timing, preparation, presentation and a clear understanding of what makes each property truly irreplaceable.

Alexander Payne
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Last 12 Months Activity

Realestate.com.au, July 2025 - June 2026

Median Sale Price
 **\$2,870,000**
 Up 10.6% from last year

Sold Volume
 **47 sold**
 Up 14% from last year

Price Growth
 **+10.6%**

Median Days on Market
 **38 days**
 Down 50.6%

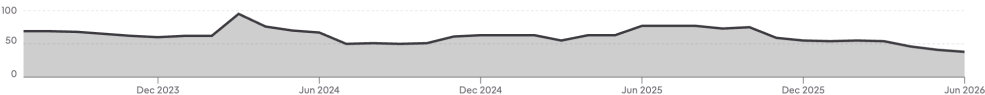
Median sale price (2 years)



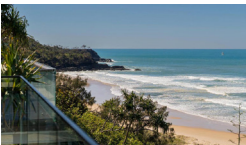
Sold Volume (2 years)



Median Days on Market (2 years)



Top Sales FY 2025/26



10 Arakoon Crescent
 Sunshine Beach
\$15,500,000
 3 Bed | 3 Bath | 1 Car
 SOLD October 2025



5 Seaview Terrace
 Sunshine Beach
\$7,600,000
 4 Bed | 3 Bath | 2 Car
 SOLD February 2026



12 Maher Terrace
 Sunshine Beach
\$12,300,000
 6 Bed | 5 Bath | 3 Car
 SOLD February 2026



23 Ross Crescent
 Sunshine Beach
\$4,850,000
 4 Bed | 3 Bath | 2 Car
 SOLD August 2025



19 Elanda Street
 Sunshine Beach
\$8,400,000
 5 Bed | 5 Bath | 2 Car
 SOLD November 2025



18 Pacific Avenue
 Sunshine Beach
\$4,800,000
 4 Bed | 3 Bath | 3 Car
 SOLD March 2026



36 Seaview Terrace
 Sunshine Beach
\$8,250,000
 5 Bed | 4 Bath | 2 Car
 SOLD September 2025



2/18 Douglas Street
 Sunshine Beach
\$4,500,000
 4 Bed | 3 Bath | 2 Car
 SOLD January 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.

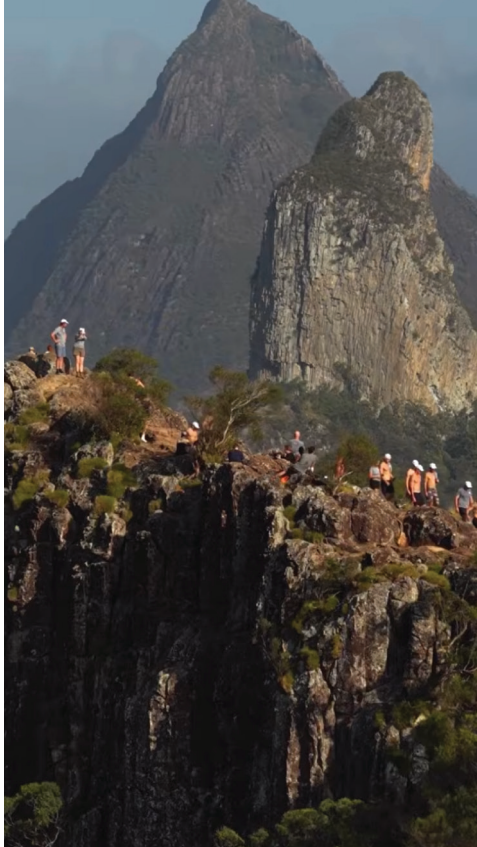
Beginning before sunrise at Wild Horse Mountain and finishing with the gruelling climb up Pomona's Mount Cooroora, participants pushed through more than 15km kilometres of hiking, steep ascents and physical exhaustion, united by a common goal: making a meaningful difference for children in need.

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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