Reed & Co.
ESTATE AGENTS

NOOSA PROPERTY MARKET UPDATE

3rd Quarter 2026

SUNSHINE BEACH



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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,

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Scan the QR code to connect.



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Sunshine Beach

Sunshine Beach has seen around 65 properties sell year to date (Sept 30 2026) and we've entered spring after a somewhat subdued winter trading period. Buyers remained interested, but economic uncertainty and higher interest rates encouraged a more measured approach. Decisions took longer, and buyers were selective about both the property and the price.

There are currently around 40 properties on the market in Sunshine Beach; almost half have been on the market for 90 days or more. Only eight sales were recorded during June to August inclusive, and only two of these were houses whilst six units changed hands. With so few sales, quarterly figures need to be read carefully, as the type of property sold can influence the result as much as any change in underlying values.

Smaller units featured prominently in the sales mix. For some, rising holding costs and changing priorities appear to be prompting a fresh look at a property used only part of the year.

The broader economic setting helps explain the caution. With the Reserve Bank passing three increases earlier in 2026 and now increasing the cash rate to 4.6%, there may be continued uncertainty around the economy. That uncertainty seems evident in conversations with buyers, who remain engaged but want to feel confident in their decision before committing.

There is still useful perspective in the longer term figures; Sunshine Beach's median house price stood at $2.82 million for the 12 months to August 2026, a decrease of 3.1% over the preceding year. In a market with limited house sales this quarter, that rolling measure provides more context than a quarterly median.

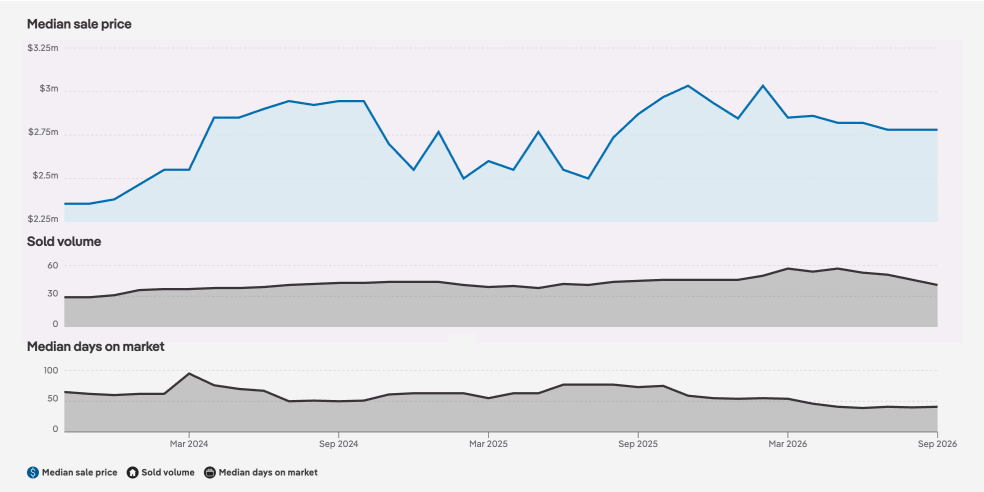
For sellers, presentation and realistic pricing will create a successful campaign. Well-positioned homes can still attract serious interest (and prices), but buyers have more patience and are scrutinising value without the urgency seen in stronger markets.

Early spring has seen better attendance at opens, and Sunshine Beach's coastal lifestyle continues to underpin its appeal. The current selling season will give us a clearer picture but we expect greater choice will bring buyers back into the market with renewed confidence.

Last 12 Months Activity

Sunshine Beach houses, Realestate.com.au, October 2025 - September 2026

Median Sale Price	Sold Volume	Price Growth	Median Days on Market
$2,780,000	*40 sold*	*Down 3.1%*	*37 days*
Down 3.1% from last year	Down from 43 last year		Down from 71 days last year



Sales This Quarter

ADDRESS	BED	BATH	CAR	SOLD	SALE PRICE
20 Adams Street Sunshine Beach	4	2	2	July 2026	*$3,910,000*
23 Whale Drive Sunshine Beach	3	3	2	July 2026	*$2,700,000*
22/1 Ross Crescent Sunshine Beach	2	2	1	July 2026	*$1,650,000*
7/1 Ross Crescent Sunshine Beach	2	1	1	July 2026	*$1,218,000*
1/9 Nebula Street Sunshine Beach	2	2	1	August 2026	*$1,200,000*
6/2-4 Solway Drive Sunshine Beach	2	1	1	July 2026	*$925,000*
10/263 Edwards Street Sunshine Beach	1	1	1	August 2026	*$630,000*
2/263 Edwards Street Sunshine Beach	1	1	1	August 2026	*$540,000*



The Carol Cruise presented by Reed & Co.

We invite you to join us for our
annual Carol Cruise.

Saturday, 19th of December from 4:30PM.

Set up with your family and friends
along the riverbank,

OR

Get your boat ready to follow the Noosa Ferry,
Miss Tewantin, along the Noosa River!

Let's celebrate the festive season together,
singing along to carols by the Oriana Choir
and the Sunshine Coast Youth Choir.



$1.5M

Community Fundraising

Together with the generous Noosa community, we have now raised $1,478,831, purchasing 115 pieces of vital paediatric medical equipment for our local Noosa and regional hospitals across Australia.

76

Collaborations

In the pursuit to innovate and grow, we strive to collaborate at every opportunity. In doing so, we can proudly say we have facilitated 76 high performance and community-based events since opening in 2018.

552

Five-Star Reviews

Great service underlies a great sales experience, as well as a great result. This is evident in our 552 five-star reviews across realestate.com.au and RateMyAgent.

1,300

Valued Clients

We deliver a world class, complete end to end service to our clients. We have proven our ability to achieve extraordinary results, helping 1,300 buyers and sellers in the most desired sectors of the Noosa property market.

$1.5B

Total Sales

We are grateful for the opportunity to have facilitated $1,544,845,247 in total sales since opening our doors in 2018, a huge achievement for our small team of high performing agents.

*Total agency statistics since launch in September 2018

Thinking of selling?

Scan the QR code to value your home.



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