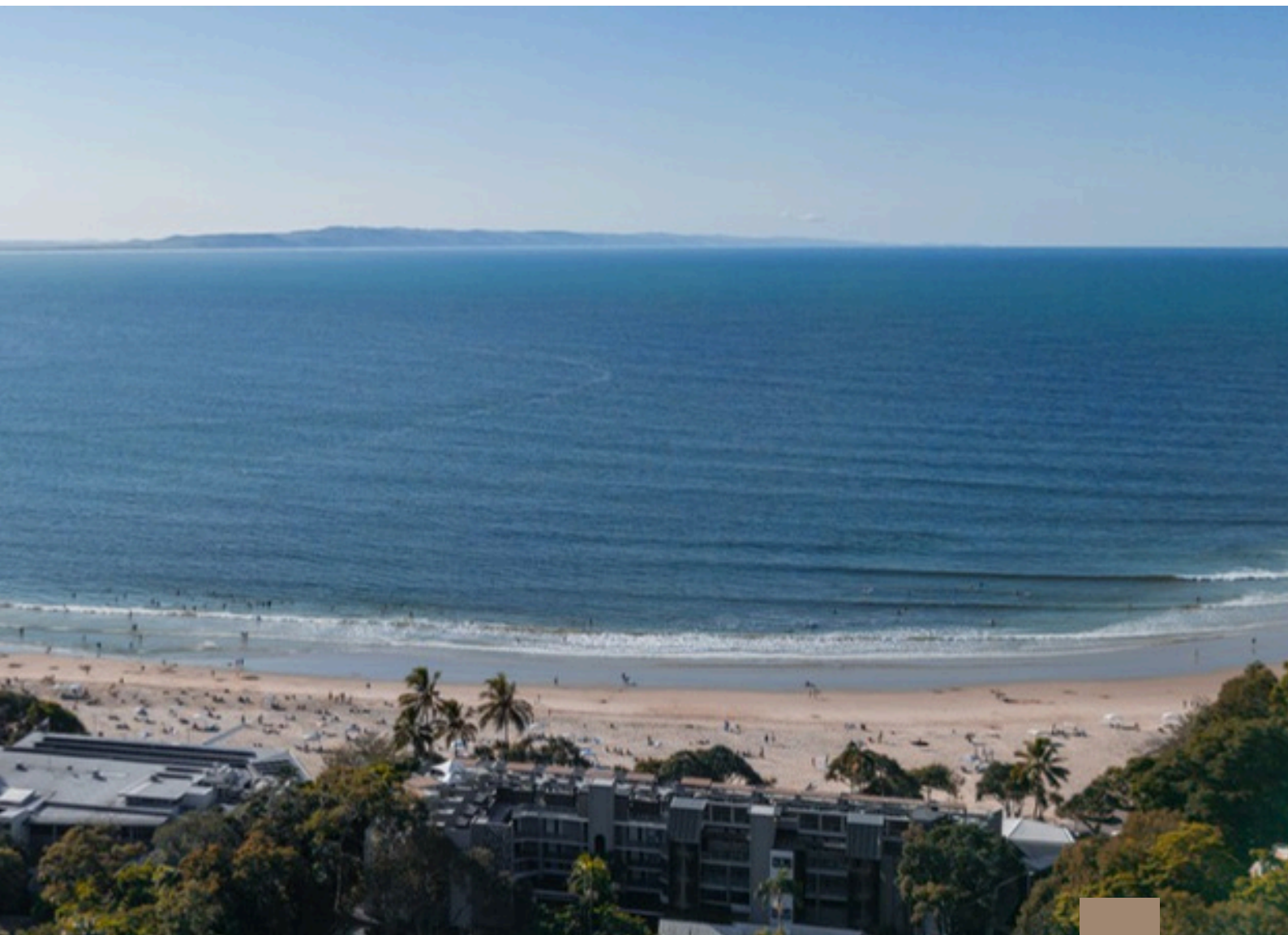




# Noosa

## Investor Guide 2025



The background image shows a bright, minimalist interior. A large window with a dark frame looks out onto a lush green garden. In the foreground, a light blue armchair with a wooden base and a patterned cushion sits on a light-colored wooden floor. Next to the chair is a round, white and grey striped basket. The overall atmosphere is clean, bright, and comfortable.

Maximise  
Your  
Investment.  
Minimise the  
Stress.

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GROUP

# Why Invest in Noosa Shire Rentals?

High Demand, Low Vacancy

Noosa's vacancy rate is currently sitting at around 0.75 percent, which is well below the national average. Quality rental properties are leasing quickly, often after the first open for inspection. Demand is particularly strong in areas like Noosa Heads, Sunshine Beach, and Sunrise Beach.

## *Strong Rental Returns*

Last month (June 2025) Noosa Heads had 50 properties available for rent and 132 properties for sale. Median property prices over the last year range from \$2,350,000 for houses to \$1,797,500 for units. If you are looking for an investment property, consider houses in Noosa Heads rent out for \$1,300 PW with an annual rental yield of 2.9% and units rent for \$875 PW with a rental yield of 2.7%. Noosa Heads has seen an annual compound growth rate of 19.6% for houses and 1.3% for units.

## *Growth Areas for Investors*

Suburbs including Sunrise Beach and Peregrine Beach have seen more than 9 percent growth in house values in 2025 so far. These areas offer a smart balance between ongoing rental income and strong long-term capital gains.





# Why Investors Are Holding Onto Noosa

One of the strongest indicators of a healthy investment area is owner retention, and in Noosa, that's exactly what we're seeing. Many property owners are choosing to hold rather than sell, which keeps stock tight and values climbing. This "buy and hold" trend reflects long-term confidence in the region's performance.

## Low Turnover, High Capital Growth

The volume of new listings has remained consistently low in 2025, especially in premium suburbs like Sunshine Beach and Noosaville. This has created competitive buyer conditions, further driving up values. Investors who purchased even just a few years ago are now seeing substantial capital gains, particularly in freestanding homes.

## Tenant Stability & Lease Duration

Rental properties in the Noosa Shire attract quality long-term tenants. On average, tenants in this region stay for 18 to 24 months, with many renewing leases beyond the initial 12-month term. This high level of stability is attractive to investors, as it means fewer vacancy periods, reduced leasing costs, and consistent rental income.

Tenant longevity is particularly strong in family-friendly suburbs such as Tewantin, Noosaville, and Sunrise Beach, where schools, parks, and community amenities encourage longer stays.

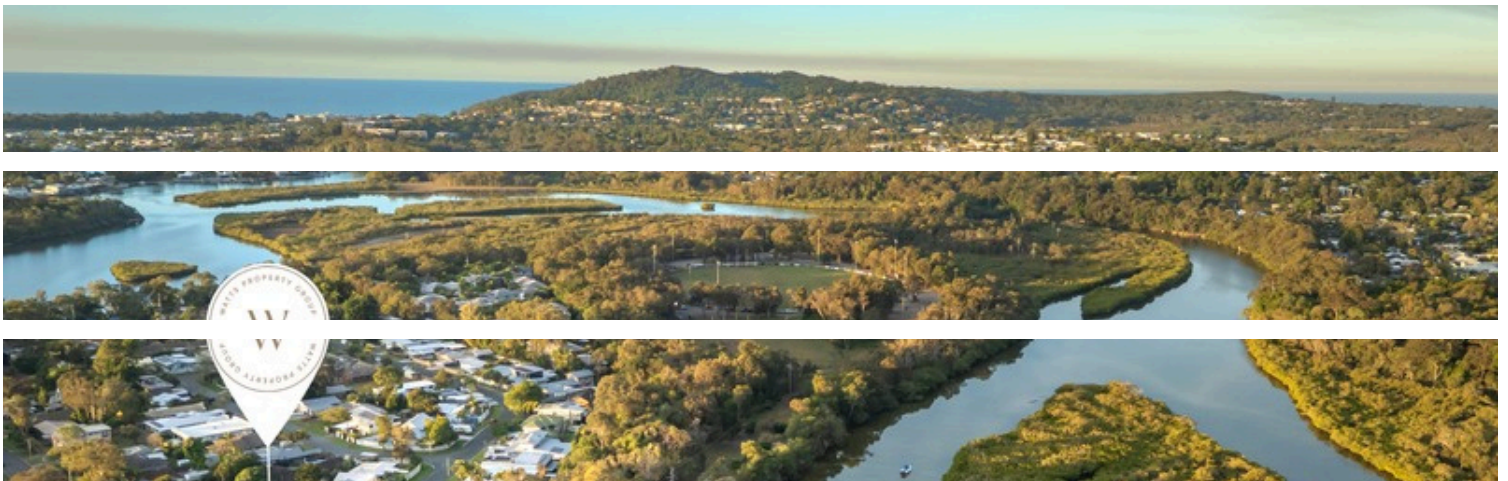
## Population Growth & Infrastructure

The Sunshine Coast, including Noosa, continues to benefit from ongoing infrastructure investment and population growth. The lifestyle appeal, combined with remote work flexibility, has seen more professionals relocating from capital cities, creating additional demand for high-quality rentals.

- The Noosa Shire's population has grown by 2.4% year-on-year
- Continued upgrades to schools, retail centres, and health services
- Improved transport links have increased rental appeal for commuters and families

## Shifts in Tenant Expectations

Today's tenants are more discerning. They're looking for well-maintained, modern homes with strong lifestyle access—walkability to the beach, cafes, and green spaces matters more than ever. Investors who focus on presentation and proactive maintenance are attracting better tenants and longer leases.



# Why Choose Watts Property Group

Experience, Service and Integrity



## *Two Offices Working for You*

Watts Property Group is the only real estate agency with offices in both Noosa Heads and Sunshine Beach. This gives your investment greater exposure and access to quality tenants across the entire Noosa region.

## *Local Knowledge and Personal Service*

Our property management team is led by Jo, Shaun and Kathy, who bring many years of experience in the local market. We are not a franchise or a remote service. We're a boutique agency with a hands-on approach and deep local knowledge.

## *Stress-Free Changeover*

If you are currently with another property manager, we take care of the full transition with no extra cost to you. There's no disruption to your tenant and no interruption to your income. We'll handle everything from notifying your current agency to collecting keys and files.

## *Clear and Consistent Communication*

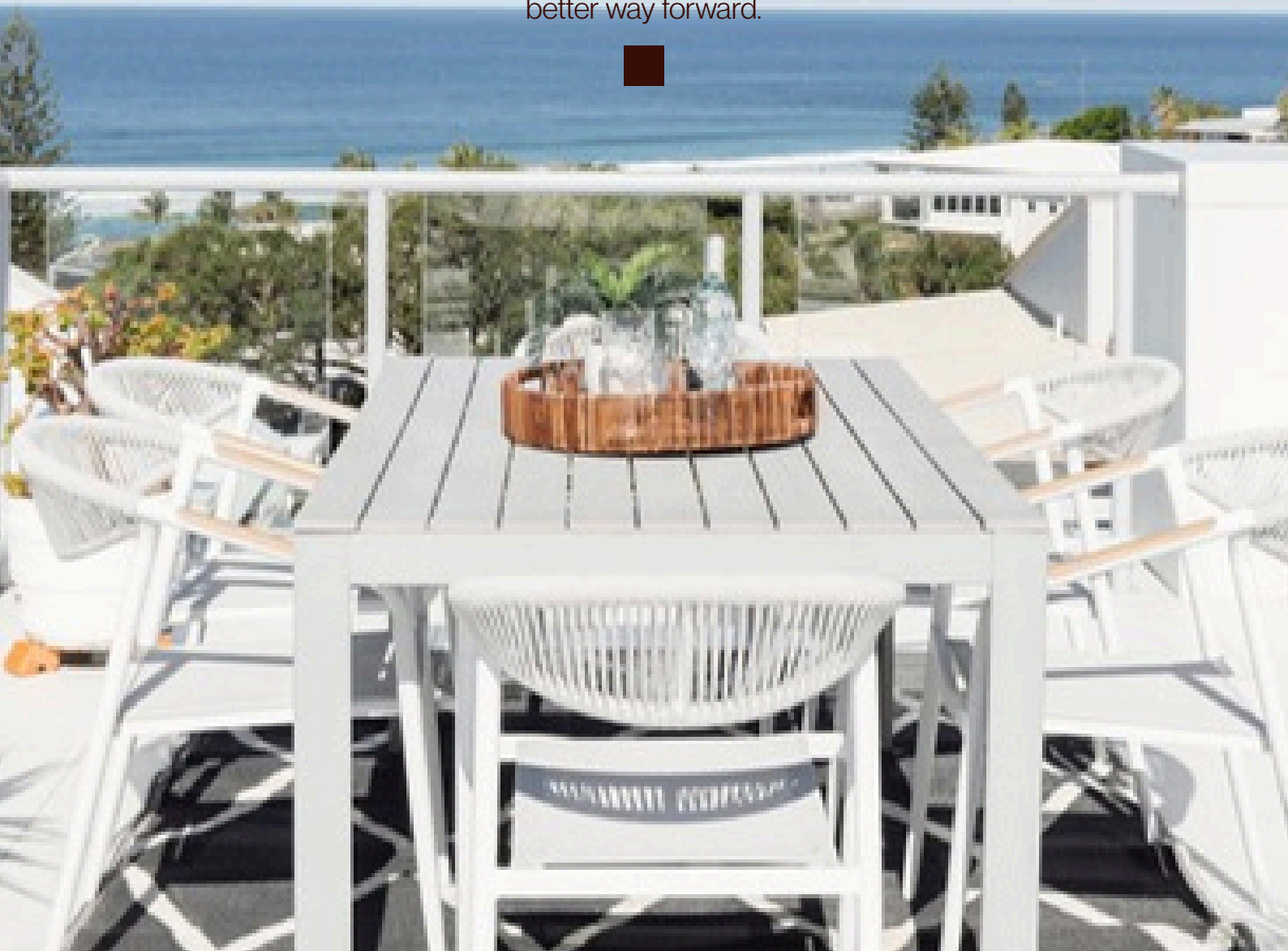
You'll always know what's happening with your property. From inspections to maintenance, lease renewals to market updates, we keep you informed and in control without the need to chase us.



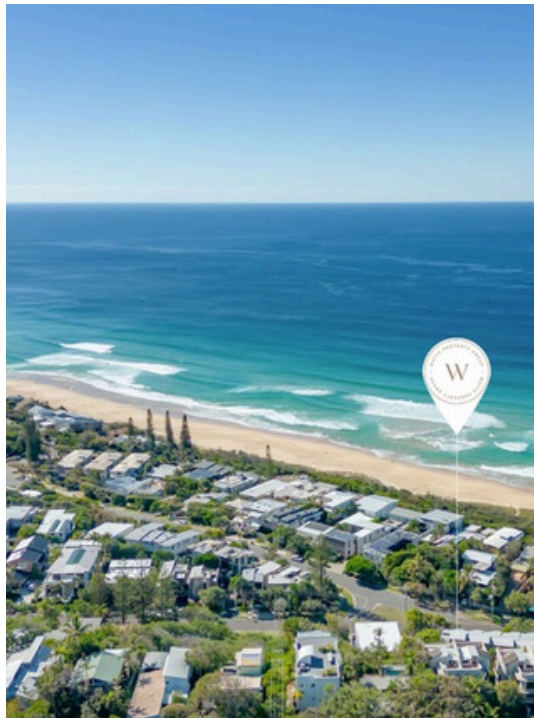
# Are You Getting the Most from Your Investment?

Here are a few questions to consider

- Is your current manager reviewing your rent regularly and advising on market shifts?
  - Are maintenance issues being handled promptly and cost-effectively?
  - Are your tenants well-managed and staying long term?
  - Are you receiving timely and transparent updates?
- If you're unsure about any of the above, we're here to offer a second opinion and a better way forward.









# Ready to make the switch?

With Watts Property Group

Changing property managers might seem daunting, but with Watts Property Group, the process is simple, smooth, and stress-free.

Whether you're frustrated with a lack of communication, missed opportunities for rental growth, or poor service, we're here to step in, take care of everything, and deliver the standard of care your investment deserves.

## What You Can Expect When You Switch to Us:

We handle the entire process for you. From notifying your current property manager to collecting files, keys, and tenant details, we take care of it all, with no disruption to your rental income or your tenants.

### No awkward conversations

You don't have to speak to your existing agent. We'll manage the handover professionally, ensuring a smooth and respectful transition. We introduce ourselves to your tenants, conduct a thorough review of your files, and ensure your property is up to date with the right systems and processes.

### No upfront costs

You won't pay a cent until we've officially taken over your property management.

### Why Landlords Choose Us

- Two office locations across Noosa Heads and Sunshine Beach, giving your property greater exposure and accessibility
- Dedicated team with years of proven local experience
- Clear, honest communication at every step
- Proactive management that protects and grows your investment



## Let's Talk

Switching to Watts Property Group could be the easiest and smartest decision you make for your property.



## Contact

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