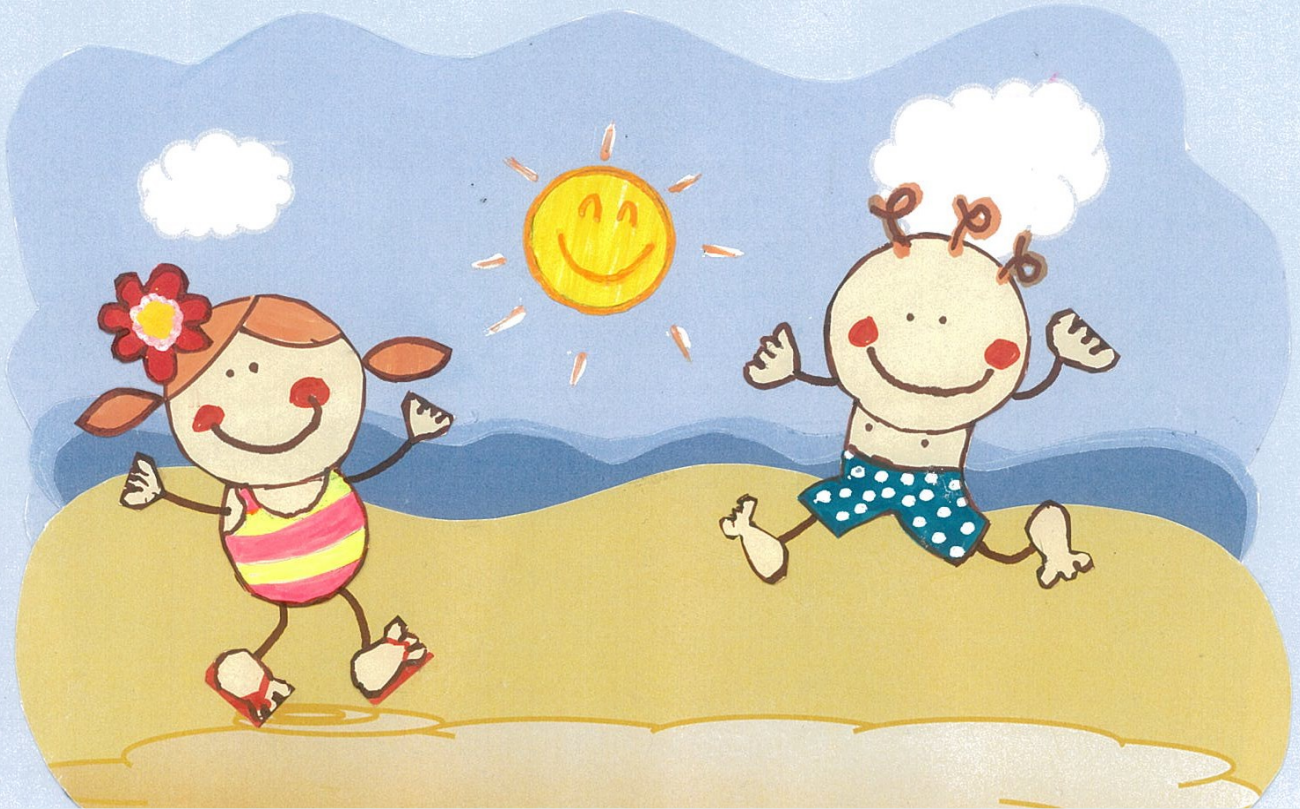


“Some of our best investments are not made for financial returns alone”



Do you remember packing up the car and driving to the beach for school holidays?

Or perhaps you were lucky enough to grow up near a beach, spending endless hours in the sun and getting smashed in the surf, and loving every minute.

Remember sticky fingers thick with melting ice cream, sunburned shoulders, and those awkward teenage boy-meets-girl moments?

For many of us, some of our best childhood memories were made on the beach. Our beach lifestyle defines the nation on the world stage still.

And it was our beachside holiday units that took the biggest hit in the years after the Global Financial Crisis.

As cash drained from other investments, Gold Coast and Noosa units were dumped on the market in large volumes, and many sold in fire sale situations.

Companies scaled back investments and dropped staff, families tightened belts, and holiday expenditure was one of the first things cut from household budgets.

The dollar went up, making holidaying overseas more financially attractive, and it rained for three consecutive Januaries, flooding north, west and south of Noosa, dampening further the appetite for holidays, and driving gross holiday rental income to less than half of pre-GFC years.

In 2014, as yields dropped below 2%, we revisited 2002 median prices, with a lot of property having been on the market 1,000+ days. Houses didn't fare nearly as badly, but suffered a significant drop in value nonetheless.

But all that is behind us. A year ago we had 12 empty shops on Hastings Street, a bellwether for the local real estate market. Today, as I write this, we have just one.

Far from being a bad market to invest in - "a lemon market" as described by one property commentator - Noosa is very affordable, and offers significantly greater capital growth potential than other markets.

It started with the September school holidays, and has continued through Easter.

Noosa is back in vogue, evidenced by the best holiday season in a decade. New shops have opened, holiday complexes are full, financial returns are improving, days on market have shortened to 90 and less.

Bargains are being snapped up as investors recognise the signs of a turnaround. Now is the time to buy.

And where else can you buy a spacious 3 bed, 2 bath, split level apartment with 3 balconies in a riverfront complex, for \$495,000? In a building where 2 bed units sold for \$580,000 in 2005, this represents remarkable value.

Where else can you buy a 2 bed, 2 bath unit with 2 balconies and water views from both, for \$410,000?

There are bargains aplenty still. While yields may take some time to show improvement, you can enjoy near free holidays with the family, and create some memories for your kids, or relive your own.

I can't think of a more enjoyable investment. How about you?

Year	# Sales	Median	Growth	Low	High
1997	296	\$ 332,725	0.0 %	\$ 2,050	\$ 2,450,000
1998	325	\$ 392,950	18.1 %	\$ 12,000	\$ 4,000,000
1999	324	\$ 500,000	27.2 %	\$ 27,500	\$ 4,750,000
2000	198	\$ 417,500	-16.5 %	\$ 69,000	\$ 4,300,000
2001	248	\$ 380,500	-8.9 %	\$ 3,750	\$ 4,100,000
2002	411	\$ 435,000	14.3 %	\$ 3,500	\$ 2,675,000
2003	401	\$ 597,500	37.4 %	\$ 107,000	\$ 6,756,849
2004	265	\$ 680,000	13.8 %	\$ 150,000	\$ 6,251,825
2005	218	\$ 675,000	-0.7 %	\$ 175,000	\$ 3,200,000
2006	174	\$ 717,500	6.3 %	\$ 130,000	\$ 8,200,000
2007	274	\$ 692,500	-3.5 %	\$ 140,000	\$ 10,000,000
2008	171	\$ 705,000	1.8 %	\$ 160,000	\$ 7,600,000
2009	171	\$ 620,000	-12.1 %	\$ 205,000	\$ 3,100,000
2010	175	\$ 570,000	-8.1 %	\$ 70,000	\$ 4,850,000
2011	141	\$ 615,000	7.9 %	\$ 152,900	\$ 8,000,000
2012	180	\$ 517,500	-15.9 %	\$ 79,088	\$ 12,984,000
2013	310	\$ 450,000	-13.0 %	\$ 165,000	\$ 6,000,000
2014	287	\$ 425,000	-5.6 %	\$ 160,000	\$ 7,150,000
2015	8	\$ 450,000	5.9 %	\$ 260,000	\$ 807,000

Ray White® Noosa

This Months Featured Property:

Enjoyed by its owners for 15 years as a much loved family holiday destination, it's now time to let another family do the same.

Rare is the opportunity to find such a spacious sprawling apartment. Perfectly positioned in the exclusive Quamby Place, Noosa Sound, this 3 bed, 2 bath apartment stretches from one side of the building to the other with sunshine, breezes and views.

The complex enjoys a private beach and jetty, two swimming pools, spa, sauna, games room, and all the toys to rent. A park and community tennis court to one side add value to what is already great buying in a prestige location, an easy flat 10 minute stroll to Hastings Street or Gympie Terrace.

Conveniently located across the road from The Q centre where you will find absolutely everything you need to maximise holiday comfort and convenience - including Noosa's best restaurants, Ricky's, Wasabi, Wood Fire Grill and Rock Salt.

The master suite is on its own level with walk-in robe, private balcony and large modern ensuite that features a double shower.

An early collaboration between award-winning architects John Mainwaring and Gabrielle Poole, the building has a timeless Mediterranean design and has recently been refurbished.

The perfect family holiday home, potential permanent rental, full or part-time owner occupancy, it offers room and amenities for many, with space and privacy for all.

With serious sellers, this apartment is good buying for long term capital growth.

<http://raywhitenoosaheads.com.au/qld/noosa-heads/1199479/>

Contact agent to arrange inspection.



Ray White® Noosa

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