

Market & *home*

A warm welcome to our first edition bringing you market updates, local knowledge and inspiring homes.



Insights

"The Scottish Borders continues to attract growing interest from buyers seeking a blend of lifestyle, value, and connectivity."

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My Rettie

Discover our new sellers' portal that lets you see exactly how your property is performing in real-time.

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Interior tips

Discover the pieces that our partners at The Roost say are always worth it.

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Welcome to Market & *home*

You live in one of Scotland's most beautiful and well-connected regions. From Melrose and Kelso to Galashiels, Earlston, Selkirk and the surrounding towns and villages, the Borders offers a unique blend of space, community and quality of life. But are you making the most of the opportunities property ownership here can provide? Whether you're considering a move, investing in a rental property, downsizing or planning your next step, our team is here to help. We hope you'll find some useful insights and local market knowledge in these pages.

Best wishes,

Hugh and the Borders Team



Your *local* agent

The Scottish Borders continues to attract growing interest from buyers seeking a blend of lifestyle, value, and connectivity. Centres such as Melrose, Galashiels, Kelso and Peebles offer an appealing alternative to city living while maintaining strong links to Edinburgh and the wider Central Belt.



Hugh Rettie,
Scottish Borders

Melrose remains one of the most desirable locations in the region. Set against the backdrop of the Eildon Hills, the town combines historic charm, excellent local amenities and an active community. Buyers are drawn to its attractive period properties, quality schools, independent retailers and outstanding countryside. The wider Borders market offers a diverse range of homes, from country cottages and farmhouses to modern family houses and town-centre apartments, often providing significantly more space and value than equivalent properties in Edinburgh.

One of the key drivers of demand is connectivity. The Borders Railway has transformed travel between the region and the capital, with stations at Tweedbank and Galashiels providing regular services into Edinburgh Waverley. This has opened the area to a growing number of professionals who wish to enjoy a rural lifestyle while maintaining careers in the city.

The continued evolution of hybrid and flexible working patterns has further strengthened the appeal of the region. Buyers are increasingly prioritising outdoor space, home offices and access to the countryside, all of which are readily available across the Borders. Many families relocating from Edinburgh find they can secure a substantially larger property while enjoying a higher quality of life and lower levels of congestion.

The Borders also benefits from a thriving tourism sector, excellent leisure opportunities and a strong sense of community. Walking, cycling, fishing, rugby and country sports form an important part of local life, while events such as the Borders Book Festival and the Common Ridings contribute to the area's unique identity and culture.

Demand for well-presented homes in sought-after Borders locations remains resilient. Character properties, family homes and houses with attractive outdoor space continue to generate strong interest from both local purchasers and buyers relocating from Edinburgh and beyond.

For many, the Scottish Borders represents the best of both worlds: beautiful countryside, vibrant market towns and a relaxed pace of life, combined with straightforward access to Scotland's capital. As a result, the region continues to establish itself as one of the country's most attractive places to live, work and invest in property.



Your digital property hub:

My Rettie *for Sellers*

In today's property market, sellers expect clarity, speed, and confidence at every stage. That's why Rettie has expanded its digital offering with the launch of My Rettie for sellers, a portal providing real-time visibility of the sales process.

Building on the proven success of My Rettie for landlords and tenants, the platform gives sellers the same transparency and control, helping them stay informed, from instruction through to completion.

The portal provides a single source of truth. It includes key details such as launch date, Home Report valuation, asking price, and sales status. It also tracks appointments, viewings and buyer feedback, giving sellers insight into their property's performance.

As interest builds, sellers can monitor Notes of Interest and Offers, while key documents, including the Market Appraisal, Terms of Business and Home Report, are stored securely in the platform.

"My Rettie gives our clients control and visibility. They can see exactly how their property is performing and how buyers are responding."

Alan Cumming,
Head of Sales & Financial Services

The portal also provides performance insights, including buyer matches, enquiries and Home Report views, helping sellers understand engagement and make decisions. The result is a more transparent, efficient and informed selling experience that reflects today's market expectations and the standards of Rettie.



Rettie leads the way in *digital* property reach

New data reinforces Rettie's position as one of Scotland's leading digital property agents. Figures highlight the scale of Rettie's online audience, with more than half a million users visiting our website organically during a typical 90-day period.

5 social media platforms, one brand.

Reaching buyers and sellers where they already are. **More than 114,000 followers across five platforms, and accelerating.**



*followers combined across all Rettie accounts

Quality and quantity

Beyond quick looks, buyers on our site spend close to three minutes there on average - well above industry norms. Further highlighting this engaged audience, the data shows hundreds of thousands of property searches carried out every month.

Interest from many sources

Rettie's reach extends beyond online search. The website attracts more than 309,000 visitors each month. That's the equivalent of filling Murrayfield four and a half times monthly.

All of this is supported by over 19,000 registered buyers and a newsletter audience of more than 350,000. International interest is strong, with visitors coming from 217 countries and territories. That's virtually every country in the world.

"What this really shows is the strength of the audience we bring to every property. It's not just about how many people see a listing, but how engaged they are. When we launch a home, it's being presented to a large pool of serious, active buyers from day one."

Shona Crawford, Director of Marketing

Resilient Scottish housing market navigates a *changing year*

Scotland's housing market entered 2026 with modest momentum, but growing global uncertainty is expected to temper activity as the year progresses.

Average house prices rose by 1.1% in the year to March, while transaction levels edged up by just 0.6%, pointing to a market that has stabilised rather than accelerated.

At the start of the year, stronger growth had been anticipated. However, geopolitical tensions and inflationary pressures, which may yet ease if current conditions stabilise, are expected to temper activity over the remainder of the year. While the market has proven resilient in recent years, higher borrowing costs are expected to weigh on both buyer demand and overall activity.

Scotland's two largest cities continue to outperform the national picture.

Both Edinburgh and Glasgow recorded house price growth of around 4% on a rolling annual basis, highlighting continued demand in key urban markets. Elsewhere, performance has been more mixed, with Dundee showing moderate growth, while Aberdeen has seen prices fall by around 4% over the past year.



Dr John Boyle

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While the market has proven resilient in recent years, higher borrowing costs are expected to weigh on both buyer demand and overall activity.



Sales activity at the start of 2026 has been broadly flat, though early signs suggest divergence across regions. Transactions have fallen in Edinburgh but risen modestly in Glasgow, while lower-priced markets such as Aberdeen and Dundee have seen stronger gains. However, with economic pressures expected to intensify, overall transaction volumes are forecast to decline over the year, potentially falling back towards 2024 levels depending on economic conditions.



Price growth continues for now amidst global uncertainty.

Average house prices have shown modest increases across much of Scotland in the last 12 months, with growth stronger in the main cities (up 4% in Edinburgh and Glasgow). However, the outlook will likely be subdued for the rest of 2026.

The new build sector has shown tentative signs of recovery, with transaction volumes up 15% in the first four months of the year compared with the same period in 2025. Despite this, activity remains well below historic norms, and developers continue to face rising construction costs and limited land supply.

New build homes also continue to command a premium over second-hand properties, reflecting both product mix and cost pressures.



New build market recovery continues.

New build sales are up 15% in Jan-Apr 2026 compared with the same period last year, although this only partially recovers ground lost since 2021. The outlook also will likely be subdued for the rest of the year.

Scotland's rental market has cooled after several years of sharp growth. Average advertised rents have broadly stabilised, sitting at just under £1,200 per month in early 2026, representing a slight year-on-year decline. Following the introduction of the Housing (Scotland) Act and an increase in rental supply, including a recovery in listings and growing Build to Rent completions, which have been supported by their exemption from rent caps, upward pressure on rents has eased. However, demand remains strong and rising mortgage costs could prompt more households to remain in the rental sector, potentially pushing rents higher again later in the year.



Rental growth has eased.

The average advertised rent has stabilised since 2024 after rising sharply post-pandemic, helped by increasing rental availability (with listings up 7% nationally since 2024).

Legislative changes are also shaping the market landscape.

The introduction of a new equity-based First Home Fund aims to support first-time buyers with equity contributions, although similar schemes in the past have had mixed impacts and, in some cases, have added to affordability pressures.

Looking ahead, much will depend on the path of interest rates.

Current forecasts suggest modest increases during 2026, likely resulting in broadly flat housing market conditions. Our central expectation is for little to no house price growth this year, although a more favourable scenario could see prices rise modestly by up to around 2%, while a more adverse outcome, driven by sustained inflationary pressures, could result in a small fall of up to around 2.5%. Sales activity is also expected to soften, potentially falling back towards 2024 levels depending on how economic conditions evolve. Even so, a significant market correction is not anticipated, with recent experience suggesting that higher borrowing costs tend to suppress activity rather than trigger widespread price falls.



Scotland's rental market has cooled after several years of sharp growth.

Read Full Report



Five investment pieces that are always worth it

Rettie are pleased to partner with The Roost, who make furnishing your home feel effortless. The Roost curate homewares from trusted British brands, independent makers, and artisans, helping you find timeless designs for everyday living. When furnishing a home, it's easy to be drawn to fleeting trends or quick updates. The most enduring interiors, however, are built around considered investment pieces that balance beauty with longevity.

1. Sofas & Armchairs

A well-made sofa or armchair is one of the hardest-working elements in any home and should be built to last. Investing in high-quality construction means you can refresh the look over time through reupholstery, adapting it to evolving tastes without replacing the structure. Timeless silhouettes ensure longevity, while fabric choice plays an important role, neutral tones offer versatility, while rich colours can add warmth and personality.

Top Tip: Choose a beautifully crafted design that will feel just as inviting in ten years as it does today.



2. Rugs & Floorcoverings

A thoughtfully chosen rug can completely transform a space. Beyond comfort, rugs define zones, anchor seating areas, and introduce texture and cohesion, especially in open-plan layouts. Natural materials like hand-knotted wool

or antique kilims offer durability and a sense of quiet luxury, while subtle patterns and timeless colour palettes ensure they adapt as interiors change.

Top Tip: Consider rugs as wall art too. Hanging larger or more delicate pieces as tapestries can add instant depth and character, especially in spaces where floor placement isn't practical.

3. Upholstered Beds & Headboards

With so much of life spent in the bedroom, investing in a high-quality bed is essential. Upholstered beds and headboards offer both comfort and visual softness, creating a boutique-hotel feel. Their customisable fabrics allow for a



personalised focal point, enhancing both aesthetics and relaxation.

Top Tip: Always order fabric swatches and view them in your bedroom at different times of day, lighting can dramatically affect how colours and textures appear.

4. Hardware with Character

Small details often make the biggest difference. Thoughtfully chosen hardware, such as handles, hooks, and rails, can elevate everyday spaces while adding functionality. Brass remains a popular choice for its warmth and versatility, but mixing finishes like bronze or iron can create a more layered, lived-in feel.

Top Tip: Mix metals confidently but repeat each finish at least twice to ensure a cohesive and intentional look.

5. Art That Tells a Story

Art brings individuality into a home in a way few other elements can. Whether it's a vintage oil painting, a contemporary print, or a collection of personal finds, artwork reflects experiences, memories, and personal taste. From bold statement pieces to curated gallery walls, art adds soul and depth to interiors.

Top Tip: Framing can elevate and preserve prints, but not every piece needs one. Unframed canvases can be just as striking as traditionally framed artworks, choose what best complements the piece and your space.

Whether you're furnishing your first home or refining an existing space, investing in timeless, well-crafted pieces creates interiors that evolve beautifully. With tools like The Roost's Visualiser, you can confidently plan your space, ensuring each addition enhances both style and function for years to come.



The Roost

Enjoy 10% off your first order
with code **ROOSTSUMMER**

Terms and Conditions apply,
see theroost.com for full details.



Offer

Local Team

Q&A

1 What do you enjoy most about working in your local branch?

As a local returning to the Borders, I love how engaged clients are. They really value working with someone who knows the local area and understands the market. As a small team, we provide a close, personal service, allowing us to meet clients' needs and achieve the best results with every sale.

2 What's one piece of advice you'd give to someone thinking about selling their home?

Good photography is a huge part of the selling process. Buyers shop with their eyes, and high-quality marketing sets the right tone from the start, giving us the best chance of achieving a strong price.

3 What's the most rewarding part of helping clients move home?

Helping clients achieve their goals is always rewarding. Seeing everything come together on settlement day and knowing we've played a part in that journey is really satisfying.

Scottish Borders

Trusted local expertise across one of Scotland's most diverse housing markets.

Rettie Research – Key Findings

- According to Rightmove data, Rettie Melrose ranked 1st out of 33 offices for sales agreed over the last 12 months, demonstrating our reach and strength across the Borders market.
- Rettie agreed 36 sales above £300,000, the highest of any individual agent.
- From our Melrose office, we provide market-leading coverage across the Scottish Borders, serving towns, villages and rural communities throughout the region.
- The Borders continues to attract buyers seeking space, lifestyle and connectivity, supporting demand across a wide range of property types.
- The area offers an appealing mix of period homes, country properties and modern family housing.



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4 What's the best thing about living or working in this community?

The Borders offers an abundance of green space alongside excellent restaurants and local amenities. While you're away from the buzz of the city, you can still enjoy a great coffee or dinner before taking a walk home through the countryside.

5 Where's your go-to spot in Melrose for a coffee, meal, or sweet treat?

Simply Delicious for the best ice cream, Twelve Triangles for a coffee, and Abbey Fine Wines for a glass of vino.

6 When you're not working, how do you like to spend your time?

I moved back to the Borders to spend more time outdoors. As a sporty person, I'm usually running, cycling with friends or at ORA Pilates in Denholm.

7 If you could describe your branch team in three words, what would they be?

Approachable, supportive and forward-thinking.



Recently sold *properties*



“Rettie gave us an excellent service - leading us through the whole process with enthusiasm and sound advice. Hugh, Fraser and particularly Nicola were approachable and helpful at all times and made everything easy. We would thoroughly recommend Rettie!”

Cath Cormie, Google Review

Your local branch: *Borders*

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