RETTIE

September 2026

Market & *home*

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

Insights

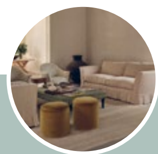
"Glasgow's city centre continues to attract a diverse mix of buyers."

More on page 2

My Rettie

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

More on page 3



Interior tips

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

More on page 6

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Contact us

Welcome to Market & *home*

You live in the heart of Scotland's largest city. From the character and charm of the Merchant City to the energy of the city centre and its growing residential neighbourhoods, Glasgow offers an exciting mix of culture, connectivity and opportunity. 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 taking your next step on the property ladder, our team is here to help. We hope you'll find some useful insights and local market knowledge in these pages.

Best wishes,

Lisa and the Glasgow City Team

Your *local* agent

Glasgow's city centre continues to attract a diverse mix of buyers. While the sales market in G1 and G2 has evolved significantly over recent decades, transaction levels remain steady, demand remains strong across most price brackets, and values in many of the area's most sought-after buildings are showing encouraging growth.

Lisa A Pitchers MRICS, Associate Director

At Rettie Glasgow City Sales, we are passionate advocates of city living. With first-hand experience of the convenience, connectivity and lifestyle benefits of living in the heart of Glasgow, we are uniquely placed to market city properties and champion urban living.

With many employers encouraging a return to office working and Glasgow retaining a large student population after graduation, the Merchant City and wider city centre remain popular with first-time buyers and home movers alike. One significant shift has been reduced Buy-to-Let investor activity at the upper end of the market, partly offset by an increase in parents purchasing properties for student children instead of renting.

Retired downsizers also represent a key segment of the market for penthouses and premium apartments, drawn by access to restaurants, cultural attractions and excellent transport links.

Turn-key properties continue to achieve the strongest results. Investing in presentation, maintenance and minor improvements before launch can have a significant impact on buyer interest and sale price. Every property is different, and achieving the best outcome often comes down to the right strategy, combining preparation, marketing and expert advice.

Keeping your options open when *relocating*

Moving away for work is often an exciting new chapter, but it can leave homeowners facing a difficult decision: what to do with the property they leave behind.

Whether relocating elsewhere in the UK or overseas, selling isn't always the obvious answer. Career moves can be temporary, and many homeowners value the option of returning one day. Renting can offer a practical middle ground, allowing owners to retain their property while generating income during their absence.

The decision is rarely just financial. A home holds memories, routines and a sense of familiarity, making it difficult to hand over to tenants, particularly when living far away. This is often the experience of "accidental" landlords - homeowners who rent out their property because of changing circumstances rather than a long-term investment strategy.

For these landlords, peace of mind is essential. Questions around tenant suitability, property maintenance and dealing with issues from afar are common concerns. Without the right support, managing a rental property can quickly become stressful.

This is where a professional letting agent can make all the difference. From sourcing and thoroughly vetting tenants to arranging repairs, carrying out inspections and ensuring compliance with regulations, a full-service approach helps protect both the property and the landlord's confidence.

Retaining ownership can also ease the emotional transition of moving away. It provides reassurance, flexibility and the option to return in the future if circumstances change.

In an uncertain market, that flexibility is increasingly valuable. Renting allows homeowners to keep their options open while navigating a major life change, balancing practical considerations with the emotional ties that make a house feel like home.

Book a Sales or Lettings Market Appraisal

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.

- Facebook followers: 66,971*
- Instagram followers: 24,821*
- TikTok followers: 11,223*
- LinkedIn followers: 8,492
- YouTube followers: 2,561

*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 terrirories. 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
Director of Research & Strategy
john.boyle@rettie.co.uk

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.

Local Team
Q&A

with Oscar Brierley
Senior Sales Consultant
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1 **What do you enjoy most about working in your local branch?**

Living nearby means a quick 15-minute walk to work and no rush-hour commute. I also get to enjoy unique views of the local area from some of the high-floor properties we market.

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

Take your agent's pre-sale advice. Small repairs or simple staging can make a big difference to how quickly a property sells.

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

Helping someone finally find the right property and seeing their excitement when they know they've found "the one".

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

Everything is within easy reach, and excellent public transport makes getting around simple.

5 **Where's your go-to spot in Glasgow City Centre?**

Malocchio for mini pizzas and pasta. It has a great atmosphere and delicious food.

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

Mostly with friends and family, whether that's sharing a meal, going for a walk, or cooking at home.

7 **If you could describe your branch team in three words?**

Experienced, knowledgeable and supportive.

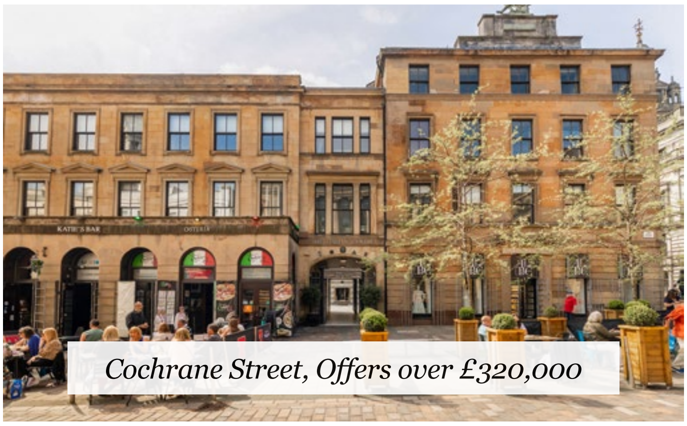
Glasgow City

At the heart of one of Scotland's most dynamic urban property markets.

Rettie Research – Key Findings

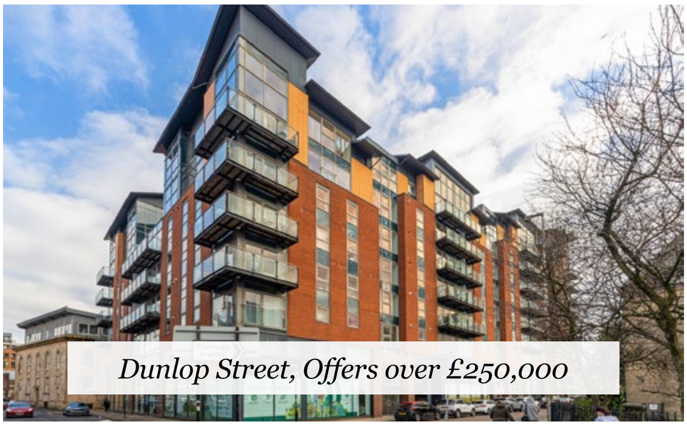
- Rettie Glasgow City was the leading agent for sales agreed in the first half of 2026, ranking 1st out of 84 offices and agreeing 43 sales (source: Rightmove).
- Covering Glasgow City Centre, Merchant City, the West End fringe, Clyde Waterfront and neighbouring districts east, Rettie offers extensive expertise across the city's diverse residential market.
- Glasgow City continues to attract strong demand from first-time buyers, professionals, investors and downsizers drawn to its connectivity, culture and amenities.
- The market offers a wide range of homes, from contemporary apartments and warehouse conversions to traditional tenements and townhouses.
- Strong buyer demand continues to support activity across many of the city's most sought-after neighbourhoods.

Recently sold *properties*



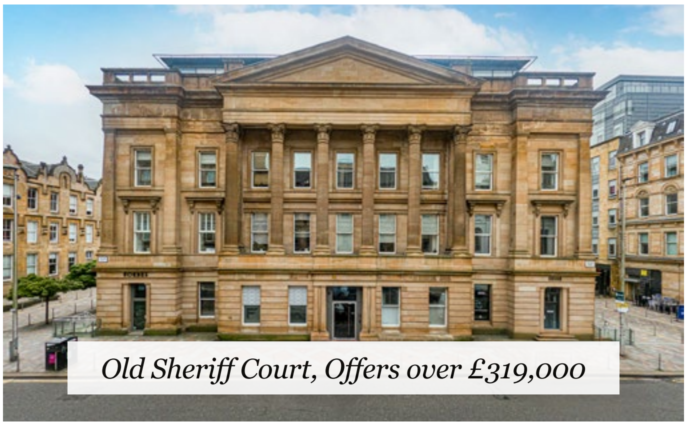
Cochrane Street, Offers over £320,000

West George Street, Offers over £309,000



Dunlop Street, Offers over £250,000

West Regent Street, Offers over £325,000



Old Sheriff Court, Offers over £319,000

"Had a very positive experience of selling with Rettie, Lisa led on our sale with great care and efficiency. Communications were clear and helpful throughout and helped to take a great deal of stress out of the process."

Mr Addicott, Google Review

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