

Market & *home*

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



Insights

"It's understandable why so many people aspire to call East Renfrewshire home."

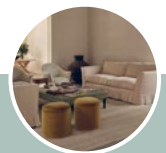
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My Rettie

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 the most desirable residential areas in the West of Scotland. From the leafy suburbs of Newton Mearns and Giffnock to the characterful villages of Busby and Carmunnock, East Renfrewshire is renowned for its excellent schools, strong sense of community and exceptional 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,

Kay and the Newton Mearns Team



Your *local* agent

As someone who is fortunate enough to live in East Renfrewshire with my family, I understand first-hand why so many people aspire to call this part of Scotland home. Every day, both personally and professionally, I see the qualities that make this area such a special place to live, work and raise a family.



Daniel Cohen,
Newton Mearns

There is a reason East Renfrewshire remains one of Scotland's most sought-after places to call home. While the area continues to attract strong interest from buyers across Glasgow and beyond, it is not simply the quality of housing that makes it so desirable. It is the combination of exceptional schools, strong community spirit, beautiful surroundings and an enviable lifestyle that residents enjoy every day.

Over recent months, we have continued to see healthy demand across Newton Mearns, Clarkston, Giffnock, Netherlee and the surrounding areas. Family homes, particularly those within the catchment areas of the region's highly regarded schools, continue to generate significant interest. While buyers remain mindful of value, well-presented homes in prime locations are still attracting strong viewing levels and competitive offers.

Education remains one of East Renfrewshire's greatest strengths. Schools such as Mearns Castle, Williamwood and St Ninian's have earned outstanding reputations, attracting families who are looking not only for a home, but for a community where their children can thrive. The commitment to educational excellence across the local authority continues to play a significant role in purchasing decisions, often influencing families long before they are ready to move.

Beyond the schools, it is the community itself that makes East Renfrewshire truly special. Residents benefit from an abundance of green spaces, parks and walking routes, while local sports clubs, community groups and cultural activities provide opportunities for people of all ages to connect and flourish. There is a genuine sense of belonging here, combined with the convenience of easy access to Glasgow city centre, creating a lifestyle that appeals to a wide range of buyers.

The area also boasts an excellent selection of independent cafés, restaurants and local businesses, alongside established destinations such as The Avenue Shopping Centre. Whether it's meeting friends for a coffee, enjoying a family day out or supporting local enterprises, there is a warmth and friendliness that runs throughout the community.

At Rettie Newton Mearns, our team is passionate about the area because many of us live and work here ourselves. Our local knowledge comes not only from selling homes, but from being part of the communities we represent. We understand the nuances of different neighbourhoods, school catchments and lifestyle considerations that are so important to buyers and sellers alike.

What we hear time and time again from clients is that they don't simply buy a home in East Renfrewshire, they buy into a lifestyle. It is a place where people put down roots, build lasting connections and create memories for years to come.

As we move through the year, we remain optimistic about the local property market and proud to represent homeowners across this exceptional part of Scotland. If you are considering buying, selling or simply looking for advice on the current market, our team would be delighted to help.



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

Director of Research & Strategy

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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?

Having lived in Newton Mearns all my life, I enjoy helping people buy and sell homes in an area I know so well. My personal experience of the local market allows me to offer genuine insight and help clients achieve the best possible outcome.

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

Presentation and pricing are key. A well-presented home that is priced correctly from the outset has the best chance of attracting buyers and achieving a strong result.

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

Helping clients through an exciting new chapter, securing a great result, and receiving positive feedback after they've settled into their new home.

East Renfrewshire

One of the West of Scotland's most desirable family housing markets.

Rettie Research – Key Findings

- Covering Newton Mearns, Giffnock, East Kilbride and surrounding areas, Rettie specialises in high-quality family homes across some of the region's most sought-after locations.
- Strong demand continues to be driven by excellent schools, connectivity, green space and an outstanding quality of life.
- We have more than 1,600 active applicants currently seeking homes across the area, highlighting sustained buyer demand.
- Properties have achieved an average of 9% above Home Report value over the last 12 months.
- Giffnock remains one of Scotland's leading prime markets, with 12 sales above £1 million in the last year and a top sale of £1.85 million.
- Demand remains particularly strong for well-presented family homes and premium suburban properties.



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

Newton Mearns offers a strong community, excellent schools, great transport links and a wide variety of homes.

5 Where's your go-to spot in Newton Mearns?

The Broom Café for a panini or ice cream, followed by Miller & Carter for a great steak and cocktail.

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

I enjoy shopping, gardening and home projects, while weekends are often spent supporting my youngest daughter at football.

7 Describe your branch team in three words.

Enthusiastic, motivated and friendly.



Recently sold *properties*



Ayr Road, Offers over £885,000



Redburn Avenue, Offers over £995,000



Hillfield Drive, Offers over £675,000



Tragerhaus, Offers over £1,350,000



Ormonde Drive, Offers over £535,000

"My wife and I have just sold our Home with Rettie in Newton Mearns, and we have no doubt that they are by far the best Estate Agents in East Renfrewshire and outshine all their competitors in every department. We can highly recommend anyone considering selling their home to get in contact with them today."

Mr Brady, Google Review

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