RETTIE

Market & *home*

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

Insights, trends and *exceptional* homes.

Insights

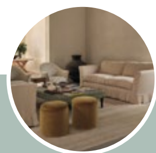
“St Andrews has always been a distinctive market shaped by its global reputation.”

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 one of Scotland's most desirable areas. You almost certainly already enjoy the coastline and historic town. But are you making the most of the opportunities property ownership here can provide? Perhaps you might downsize? Invest in a buy-to-let? Require more space? Whatever your situation, we hope you'll find some useful insights here.

Best wishes,
George and the St Andrews Team.

Your *local* agent

St Andrews has always been a distinctive market shaped by its global reputation, the influence of the University, and its world-famous golf heritage.

George Lorimer,
St Andrews

In my experience, this combination underpins a market that is resilient and consistently in demand.

At the heart of it is the University's strong international appeal. We regularly see parents choosing to purchase rather than rent during their child's time here, creating a dependable layer of demand. What's notable is that this isn't limited to smaller flats: well-positioned two- and three-bedroom properties are particularly sought after, offering flexibility for shared living and long-term value.

For investors, St Andrews is viewed as a lower-risk market. The town's historic character, strict planning controls and surrounding greenbelt land mean supply remains constrained, so we welcome the development at St Andrews West. Long-term price stability continues, even through more uncertain conditions. Many buyers take a considered, longer-term view, balancing steady capital growth with dependable returns. Yields may not lead the Scottish market, but occupancy tends to be strong, providing reliable income.

We also continue to see strong interest from second-home buyers. St Andrews offers a unique alchemy of coastal setting, world-class golf and a sense of heritage. Properties in the West End, along The Scores, or with sea views are particularly sought after, not just as homes but as lifestyle investments.

While different parts of the market appeal to different buyers, it is ultimately this breadth of demand and limited supply that sustain St Andrews' position as one of Scotland's most desirable places to own property.

A new *chapter* - St Andrews West

St Andrews has long been celebrated for its historic town centre and world-renowned university. Yet, today, it's also looking to the future. Since 2022, work has been underway at St Andrews West to create 900 new homes and establish a new sustainable community.

The masterplan is led by local developer Headon with the first phases delivered in partnership with S1 Developments. It sits just minutes from the town centre, beaches and golf courses. With many residents already calling St Andrews West home, attention has now turned to the next stage: the Apartments and the houses at Braeburn.

Braeburn

Braeburn introduces 69 contemporary homes: a mix of one-to-four-bedroom properties including apartments and family homes, bringing flexibility and longevity to the community. Designed by the same architect as the existing phases, the homes continue to set themselves apart by their commitment to quality and the space they deliver.

The Apartments

The Apartments at St Andrews West offer a fresh take on modern living, with a range of one-, two-and three-bedroom apartments designed around sustainability.

With secure underground parking, private balconies and a landscaped podium deck, the apartments form a key part of the masterplan's ambition to create a vibrant mixed-use neighbourhood that supports a diverse community.

This is all part of a long-term vision that introduces not only new homes but a future with office space, retail, green transport links and employment opportunities.

St Andrews West signals a new chapter for St Andrews: a place where a new community can flourish for generations to come, revelling in the best of heritage and modern living.

*CGIs: Please note, some images are computer generated for illustrative purposes only.

Find Out More

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 Cora Johnson
Sales Negotiator
01334 237 700
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1 What do you enjoy most about working in your local branch?

We're so lucky to have such beautiful scenery right on our doorstep, it's a great place to be every day. Even more importantly, I'm part of an amazing team who are incredibly supportive and always make me smile, even on the busiest days!

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

Presentation and pricing go hand in hand, getting both right from day one gives you the best chance of success.

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

Being part of such an important milestone and seeing how happy and excited clients are when their move finally comes together.

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

It's the combination of a close-knit, welcoming community and the amazing scenery, there's always a great atmosphere, and you're never far from a beautiful walk or view.

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

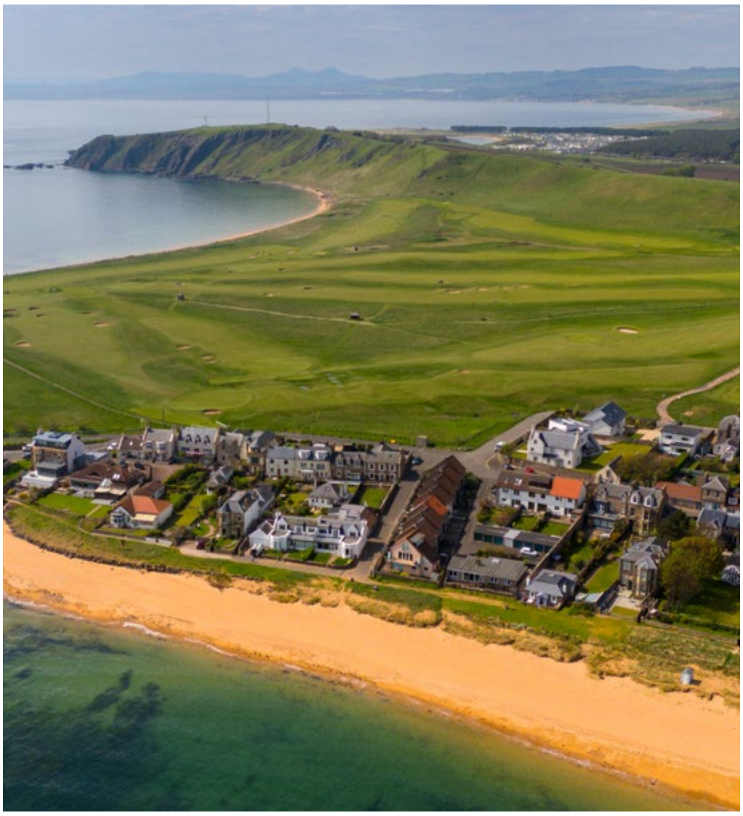
It has to be a fudge doughnut from Fisher and Donaldson!

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

In my free time, I enjoy a mix of shopping, getting outdoors for a hike, and spending time with my kitten, Pepa, although she definitely keeps me on my toes and likes to cause a bit of chaos!

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

Supportive, friendly, coffee-fuelled!



St Andrews & East Neuk

One of Scotland's strongest housing markets.

Rettie Research - Key Findings

- The main St Andrews & East Neuk settlements rank in the Top 15 settlements in Fife based on average house price.
- Most St Andrews & East Neuk settlements have had increases in average house prices above the national average since 2020.
- Detached properties command a clear premium in the area and well above the national average.
- The number of property listings in St Andrews & East Neuk spiked in late 2024 before settling back, but has continued to grow for prime listings.

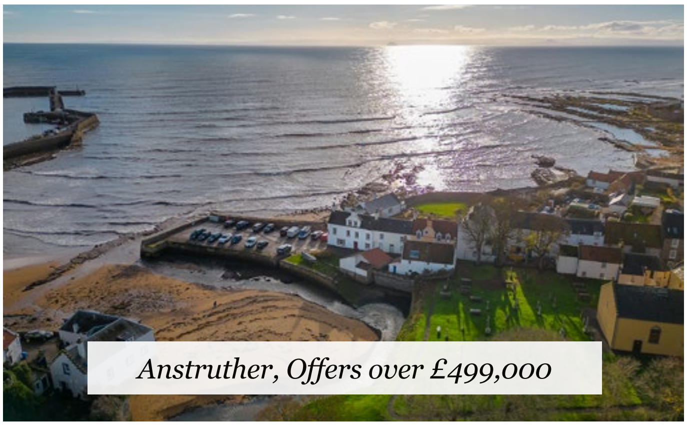
Read Full Report

Recently sold *properties*

St Andrews, Offers over £1,250,000

Crail, Offers over £975,000

St Andrews, Offers over £1,200,000



Anstruther, Offers over £499,000

St Andrews, Offers over £595,000

> *"Approached several companies in selling a house. Only George from Rettie really understood the unique aspects of the property. This was a complicated sale on our side which Jill handled exceptionally well and with great sensitivity."*
>
> Mr Edwards, Feefo Review

Your local branch: *St Andrews*

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