RETTIE

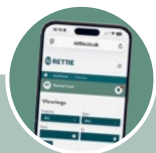
Market & *home*

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

Insights

"These highly desirable locations continue to attract a broad range of buyers."

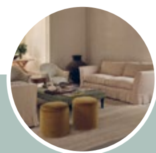
More on page 2



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 .

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0131 624 4183 | townandcountry@rettie.co.uk I rettie.co.uk

Contact us

Welcome to Market & *home*

You live in one of Scotland's best-connected regions. From the coastal communities of South-West Fife and South Queensferry to the towns and countryside of Clackmannanshire and West Lothian, this area offers an appealing blend of lifestyle, value and easy access to Edinburgh, Glasgow and beyond. 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,

Alastair and the Rettie Town & Country Team

Your *local* agent

Alastair Houlden, Director

Few parts of Scotland offer the balance of lifestyle, connectivity and value found across South-West Fife, South Queensferry and West Lothian. These highly desirable locations continue to attract a broad range of buyers, from first-time purchasers and growing families to professionals relocating from Edinburgh and Glasgow in search of more space, greater flexibility and an enhanced quality of life.

One of the region's greatest strengths is its exceptional connectivity. Residents benefit from direct access to the M8, M90 and Queensferry Crossing, while a well-established rail network provides straightforward commuting into both Edinburgh and Glasgow. Edinburgh Airport is also within easy reach, making the area particularly attractive to those who travel regularly for business or leisure. This accessibility allows residents to enjoy a more relaxed lifestyle without sacrificing convenience or career opportunities.

The coastal communities of South Queensferry and South-West Fife continue to be among the most sought-after locations in central Scotland. The iconic Forth Bridges provide a spectacular backdrop to daily life, while waterfront walks, sailing clubs, beaches and picturesque harbours create a unique sense of place. Villages such as Aberdour, Limekilns and North Queensferry are particularly popular, combining character and charm with excellent transport links and a strong community spirit. Dalgety Bay, meanwhile, continues to appeal to families seeking modern housing, good amenities and easy access to Edinburgh.

For many buyers, the attraction lies in the opportunity to enjoy a coastal or semi-rural lifestyle while remaining closely connected to Scotland's capital. This combination is increasingly difficult to find and continues to support strong levels of demand across the market.

West Lothian offers an equally compelling proposition. Areas such as Linlithgow, Kirkliston, Uphall and surrounding villages provide an excellent range of amenities, highly regarded schools and attractive green spaces. The area has developed a strong reputation for family living, offering a diverse housing stock that ranges from traditional period homes to contemporary developments designed for modern lifestyles.

Value remains another key factor underpinning demand. Many buyers find they can secure significantly more space and a wider choice of property compared with Edinburgh, while maintaining excellent access to the city and other major employment centres. This value proposition has become increasingly important as purchasers seek to balance lifestyle aspirations with long-term affordability.

The strength of the local property market is supported by genuine fundamentals rather than short-term trends. Strong transport connections, quality schooling, attractive housing and a wide range of leisure and recreational opportunities continue to drive buyer confidence. At the same time, flexible and hybrid working patterns have encouraged more people to consider locations beyond the city boundaries, bringing these well-connected communities firmly into focus.

As a result, South-West Fife, South Queensferry and West Lothian remain some of the most resilient and desirable residential markets in central Scotland, offering an enviable combination of accessibility, community, scenery and long-term value.

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 Kelli Blyth
Sales Negotiator
0131 322 2678
kelli.blyth@rettie.co.uk

1 What do you enjoy most about working for Rettie?

The people and culture. Rettie has a genuinely collaborative atmosphere, with colleagues across the business always willing to share their knowledge and support one another.

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

Speak to an agent early. Even if you're not ready to sell, getting advice helps you understand the market and prepare for when the time is right.

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

Helping people through such an important milestone. Whether buying a new home or selling one full of memories, it's a privilege to be part of the journey.

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

Coming from Charlestown, I've always loved being by the coast – the sea has always been my happy place, but I love the variety. From the coastal communities of South Queensferry and Fife to West Lothian's countryside, every day is different.

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

There are so many fantastic local places that it's hard to choose just one! But favourites include Coorie by the Coast, The Little Bakery, Macs of Linlithgow, and The Wee Restaurant.

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

I enjoy walking with my Miniature Schnauzers, Maya and Rosie, and getting out on my paddle board whenever I can.

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

Professional, supportive, knowledgeable.

Town & Country Living

Diverse markets, exceptional homes and strong lifestyle appeal.

Rettie Research – Key Findings

- From South-West Fife to Clackmannanshire, West Lothian and South Queensferry, Rettie specialises in the region's quality homes, offering expertise across all locations.
- House prices across South-West Fife have risen by around 45% over the past decade, outperforming both Fife and Scotland while remaining stable through 2024-26.
- Prime settlements such as Aberdour (£356k), Limekilns & Charlestown (£349k) and North Queensferry (£321k) continue to command substantial premiums.
- Detached homes average around £336,000, compared with an overall market average of £211,000, highlighting a clear premium for family housing.
- Buyers continue to be drawn to the area's blend of connectivity, countryside, coastline and high-quality family housing.

Recently sold *properties*

Aberdour, Offers over £290,000

Kirkliston, Offers over £410,000

Culross, Offers over £895,000

South Queensferry, Offers over £525,000

Linlithgow, Offers over £935,000

"The team led by Alastair Houlden was always very helpful and efficient throughout the selling process of our house. Their level of input was timely and professional. We felt we were in expert hands when the negotiations came to a critical point."

Trusted Customer, Feefo Review

Your local branch: *Town and Country*

11 Wemyss Place, Edinburgh, EH3 6DH

Alastair Houlden MRICS
Director
0131 624 9032
alastair.houlden@rettie.co.uk

Joanna Tinson
Senior Sales Negotiator
0131 624 9040
joanna.tinson@rettie.co.uk

Kelli Blyth
Sales Negotiator
0131 322 2678
kelli.blyth@rettie.co.uk

RETTIE

0131 624 4183 | townandcountry@rettie.co.uk I rettie.co.uk

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