RETTIE

September 2026

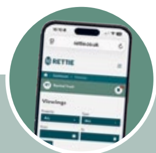
Market & *home*

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

Insights

"Buyers are placing increasing emphasis on lifestyle, space, energy efficiency and connectivity."

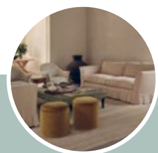
More on page 2



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 spectacular and diverse regions. From the stunning coastline and waterfront communities of the West Coast to the rolling countryside, villages and estates of rural inland Scotland, this area offers space, scenery and an 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 rural retreat, downsizing or finding your forever home, we are here to help. We hope you'll find some useful insights and inspiration in these pages.

Best wishes,

Kevin and Jen, Town & Country West

Your *local* agent

Kevin Maley,
Town & Country West

Scotland's rural and country property market continues to evolve, with buyers placing increasing emphasis on lifestyle, space, energy efficiency and connectivity. Across the West and North of Scotland, market conditions remain active, although the market is now more balanced than during the exceptionally competitive pandemic years. Buyers are becoming increasingly selective, while well-presented and realistically priced homes continue to attract strong interest.

Rettie's Town & Country West team operates across some of Scotland's most sought-after rural locations, including Ayrshire, Renfrewshire, Argyll & Bute, and the Highlands and Islands. These areas offer a diverse range of properties, from coastal cottages and family homes to country houses and estates, attracting both local purchasers and those relocating from elsewhere in the UK.

Demand continues to be driven by lifestyle priorities, with buyers seeking outdoor space, flexible working opportunities and an improved quality of life. Properties offering land, attractive views, strong energy performance and good transport links remain particularly desirable.

While demand remains healthy, buyers are increasingly price conscious. Correctly priced homes continue to sell successfully, whereas ambitious pricing can lead to longer marketing periods and subsequent price reductions. With more properties available than in recent years, accurate valuations are more important than ever.

Presentation also plays a key role. Professional photography, targeted marketing and access to qualified buyers are essential, particularly for premium country homes where purchasers may be relocating from elsewhere in the UK.

Scotland's prime property market remains resilient, with continued activity at the £1 million-plus level reflecting confidence among affluent buyers despite wider economic uncertainty. Lifestyle destinations and premium rural locations continue to attract both domestic and international interest.

Across the West of Scotland, desirable villages, coastal communities and well-connected countryside locations remain highly sought after, particularly where rural living can be combined with convenient access to Glasgow and other employment centres.

Today's buyers are carrying out more research before committing and are placing greater importance on long-term running costs. Energy efficiency, reliable broadband, home office space and modern, move-in-ready accommodation are frequently among their key requirements. At the same time, exceptional homes in sought-after locations continue to generate competitive interest, demonstrating that quality properties remain firmly in demand.

Looking ahead, the outlook for the Town & Country West market remains positive. Continued demand for rural and semi-rural living, combined with growing confidence in the wider housing market, is supporting activity. Sellers who price realistically and present their properties to a high standard are most likely to achieve the strongest results, while buyers are benefiting from more choice than they've seen in recent years. However, the most desirable properties continue to attract significant competition, making an effective pricing and marketing strategy essential for those considering a move in 2026.

Contact the Town & Country West team

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.

Platform	Followers
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
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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.

Local Team Q&A

with Jen Clark
Sales Negotiator
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1 What do you enjoy most about working for Rettie?

The people and culture. There's a genuine collaborative spirit across the business and working with a variety of clients and properties means no two days are the same.

2 What advice would you give to someone thinking about selling their home?

First impressions matter. Present your home well, complete any minor repairs, and seek advice from an experienced local agent. The right pricing and marketing strategy can make a significant difference.

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

Guiding clients through one of life's biggest milestones. Helping them navigate the process and achieve their goals is incredibly rewarding, especially when they're delighted with the outcome.

4 Where's your favourite spot across the West Coast?

Plockton. Its stunning scenery, relaxed atmosphere and proximity to Skye, Eilean Donan Castle and Applecross make it one of Scotland's hidden gems.

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

When I'm not working, I enjoy spending time with my husband, our two children, and dog, Rufus. I love getting out for walks with friends, socialising, cooking, and enjoying good food and a nice glass of wine with family and friends. I also enjoy watching rugby and support my local team, Birkmyre Rugby Club, as well as Glasgow Warriors and Scotland.

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

Professional, proactive and trustworthy.

Town & Country West

Exceptional homes in some of Scotland's most desirable town, country and coastal locations.

Rettie Research – Key Findings

- Covering Renfrewshire, Ayrshire, South Lanarkshire, Loch Lomondside and the Clyde Coast, Rettie specialises in distinctive homes across some of Scotland's most sought-after lifestyle markets.
- Demand continues to be driven by buyers seeking more space, flexible living and access to countryside, coastline and outdoor pursuits.
- Desirable locations continue to command strong premiums, particularly where lifestyle appeal, connectivity and quality housing stock combine.
- Detached homes remain especially sought after, attracting a significant premium and reflecting continued demand for larger family and country properties.
- Well-presented homes in attractive settings continue to generate strong buyer interest, underpinned by the enduring appeal of Scotland's town and country market.

Recently sold *properties*

Arran View, Offers over £775,000

Hallcraigs Crescent, Offers over £550,000

Barcraig, Offers over £850,000

Calgary Bay, Mull, Offers over £395,000

Drumbain, Offers over £2,200,000

"We were very happy with the friendly, professional service throughout our house sale. The team marketed our property quickly and effectively, secured an offer fast, and handled the sale smoothly."

Mrs Hunter, Feefo Review

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