



THE FIRS

St Andrew's Crescent, Blair Atholl, Pitlochry, Perthshire, PH18 5TA

*The
Firs*
Guest
Accommodation



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PH18 5TA

A charming and substantial guest house set within the breathtaking surroundings of the Cairngorms National Park. Rich in character and presence, the property offers an exceptional opportunity for conversion into a magnificent private residence, subject to the necessary consents

Accommodation:

Main House Ground Floor: Entrance vestibule, Breakfast room, Sitting room (residents' lounge), Kitchen, Letting Bedrooms 1 & 6 both with ensuite facilities.

Main House First Floor: Four double bedrooms all with ensuite facilities.

Owners' Accommodation (Rear Extension – Two Storey): Four bedrooms, Snug, Two studies, Bathroom, Large shower room, Conservatory, Back Hall, Stores.

Self-Catering Accommodation: Garden Lodge: Sitting room with Kitchenette and Dining area, Twin bedroom, Accessible wet room.

Exterior: Car parking, large garden, exclusive owners' garden area, stone construction with harled and painted finish, Pitched slate roof, Edwardian Arts & Crafts features.

The property also offers potential for conversion to residential use, subject to planning consent. Interested buyers would need to apply to Perth & Kinross Council to change the use from commercial holiday accommodation to a private residence, allowing the house to function as a substantial family home or long-term private dwelling.



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Situation

The Firs occupies a highly desirable position on St Andrew's Crescent, an established residential street in the picturesque village of Blair Atholl, set at the gateway to the Cairngorms National Park. This superb location offers an exceptional opportunity for purchasers seeking a property ideally suited to use as a guest house, Airbnb or holiday let in one of Highland Perthshire's most consistently popular tourist destinations.

Blair Atholl is a charming and historic village, best known for the iconic Blair Castle and its beautiful grounds, which attract visitors year-round. The area is a magnet for outdoor enthusiasts, with immediate access to hill walking, mountain biking, fishing, wildlife watching and winter sports, all of which contribute to strong and sustained demand for short-term accommodation throughout the seasons.

Despite its tranquil setting, the village benefits from excellent connectivity. Blair Atholl railway station is a short walking distance and provides direct services to Perth, Inverness and Edinburgh, making the location particularly attractive to guests travelling without a car. The nearby A9 offers swift road access to Pitlochry, Aviemore and the wider central belt, further enhancing its appeal to holidaymakers.

Pitlochry, one of Scotland's most popular tourist towns, lies just a short drive to the south and offers an extensive range of restaurants, cafés, shops, theatres and visitor attractions. This proximity allows guests to enjoy a peaceful village stay while remaining close to a vibrant hospitality hub.

The combination of a quiet residential setting, outstanding natural surroundings, strong transport links and year-round visitor appeal makes The Firs an excellent proposition for those looking to invest in a high-quality property, whether as a dedicated guest house or a flexible home with income potential.



General Description

The Firs presents an outstanding opportunity to acquire a substantial and highly adaptable property ideally configured for commercially operated short-term holiday accommodation, in one of Highland Perthshire's most established and year-round visitor destinations.

Occupying a peaceful yet central position within Blair Atholl, the property immediately conveys scale and character — an important first impression for holiday guests. Ample private parking and attractive garden grounds provide ease of arrival and a welcoming setting, both key to a successful guest house.

Upon entering, guests are received into a vestibule and central hall which leads naturally into the principal communal spaces. The residents' lounge offers a comfortable and inviting area for relaxation, ideal for guest use and conveniently placed adjacent to the conservatory breakfast room. The adjoining breakfast room is bright and spacious, enjoying garden outlooks and lending itself perfectly to communal dining or hospitality-led stays.

The main house currently provides six well-proportioned ensuite letting bedrooms arranged over ground and first floor level (one twin, three standard doubles and two superior rooms). Each room is thoughtfully laid out to ensure privacy and comfort, making the property immediately suited to continued B&B operation, boutique guesthouse use, or conversion to flexible short-term letting formats such as exclusive-use holiday rental, room-by-room Airbnb, or conversion to a private residence.

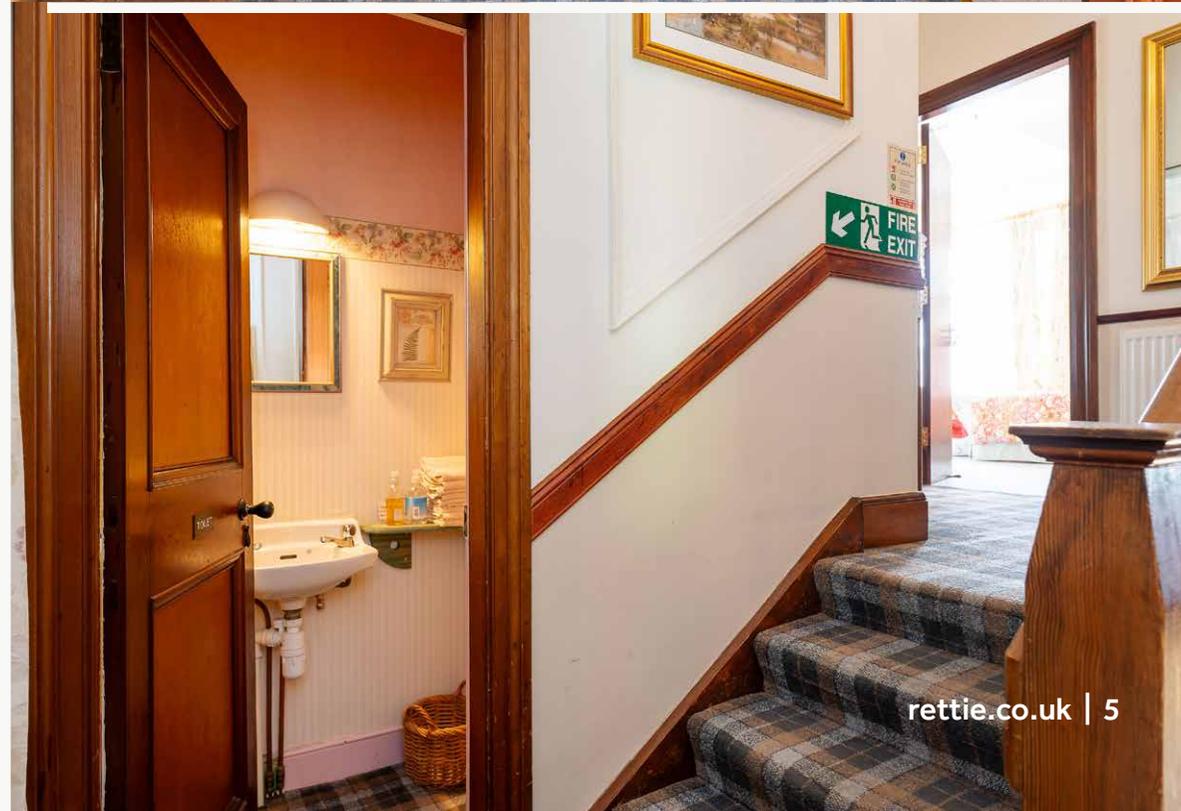
A commercial kitchen is discreetly positioned to support efficient turnover and operational management; a significant advantage for buyers seeking a ready-made income-generating asset.

To the rear, the substantial private owners' accommodation allows clear separation between guest and operator living space, an important consideration for lifestyle buyers. Alternatively, subject to any required consents, this area offers potential for further holiday accommodation, staff quarters, or extended letting capacity, providing additional commercial flexibility.

The accommodation to the rear includes a large West facing conservatory, snug, study, back hall bathroom and shower room. A stair provides access to the first floor where there is a large landing, bathroom, study and two space rooms.

Externally, the mature and well-maintained gardens create defined outdoor areas for guest enjoyment while preserving privacy.

With year-round visitor appeal, strong transport connectivity via rail and road, established trading history and flexible accommodation configuration, The Firs represents a compelling and turnkey opportunity for purchasers seeking a substantial and characterful short-term holiday investment in a proven Highland tourism location.



TRADE

The business trades under the VAT threshold.
Accounts will be provided to genuinely interested parties, preferably after viewing of the property.

STAFF

TUPE regulations will apply to all members of staff.

LICENCE

The Premises is Licensed under the Licensing (Scotland) Act 2005.

WEBSITE/RATING

<https://www.firs-blairatholl.co.uk/>
Trip Advisor Rating – 5

GENERAL REMARKS AND INFORMATION**Viewing**

Viewing is strictly by appointment with the Selling Agents.

Satellite Navigation

For the benefit of those with satellite navigation the property's postcode is PH18 5TA





Fixtures and Fittings

Only items specifically mentioned in the Particulars of Sale are included in the sale price.

Classifications

Council Tax - Band A

Rateable Value £7400

Tenure

Freehold

Services

Mains electricity, water and drainage. Biomass CH which benefits from a Renewable Heat Initiative contract with 13 years to run. There is no gas in Blair Atholl.

Solicitor

J & H Mitchell, 51 Atholl Rd, Pitlochry PH16 5BU

Offers

Offers should be submitted in Scottish Legal Form to the joint sole selling agents Rettie & Co at 11 Wemyss Place, Edinburgh, EH3 6HA. A closing date by which offers must be submitted may be fixed later. Please note that interested parties are advised to register their interest with the selling agents in order that they may be advised should a closing date be set. The seller reserves the right to accept any offer at any time.

Internet Websites

Properties and other properties offered by Rettie & Co can be viewed on our website at www.rettie.co.uk as well as our affiliated websites at www.rightmove.co.uk, and www.thelondonoffice.co.uk.

Servitude Rights, Burdens & Wayleaves

The property is sold subject to and with the benefit of all servitude rights, burdens, reservations and wayleaves including rights of access and rights of way, whether public or private, light, support, drainage, water and wayleaves for masts, pylons, stays, cable, drains and water, gas and other pipes whether contained in the title deeds or informally constituted and whether or not referred to above.

Particulars and Plans

These particulars and plan are believed to be correct but they are in no way guaranteed. Any error, omission or misstatement shall not annul the sale or entitle any party to compensation nor in any circumstances give grounds for action at law.

Home Report

A Home Report incorporating a Single Survey, Energy Performance Certificate and Property Questionnaire is available on request.



Misrepresentations

1. The property is sold with all faults and defects, whether of condition or otherwise and neither the seller nor Rettie & Co, the selling agents, are responsible for such faults and defects, nor for any statement contained in the particulars of the property prepared by the said agent.
2. The Purchaser(s) shall be deemed to acknowledge that he has not entered into contract in reliance on the said statements, that he has satisfied himself as to the content of each of the said statements by inspection or otherwise and that no warranty or representation has been made by the seller or the said agents in relation to or in connection with the property.
3. Any error, omission or mis-statement in any of the said statements shall not entitle the purchaser(s) to rescind or to be discharged from this contract, nor entitle either party to compensation or damages nor in any circumstances to give either party any cause for action.

Important Notice

Rettie & Co give notice that:

1. They are not authorised to make or give any representations or warranties in relation to the property either in writing or by word of mouth. Any information given is entirely without responsibility on the part of the agents or the sellers. These particulars do not form part of any offer or contract and must not be relied upon as statements or representations of fact.
2. Any areas, measurements or distances are approximate. The text, photographs and plans are for guidance only and are not necessarily comprehensive and it should not be assumed that the property remains as photographed. Any error, omission or mis-statement shall not annul the sale, or entitle any party to compensation or recourse to action at law. It should not be assumed that the property has all necessary planning, building regulation or other consents, including for its current use. Rettie & Co. have not tested any services, equipment or facilities. Purchasers must satisfy themselves by inspection or otherwise and ought to seek their own professional advice.
3. All descriptions or references to condition are given in good faith only. Whilst every endeavour is made to ensure accuracy, please check with us on any points of especial importance to you, especially if intending to travel some distance. No responsibility can be accepted for expenses incurred in inspecting properties which have been sold or withdrawn.

Proof and Source of Funds/Anti Money Laundering

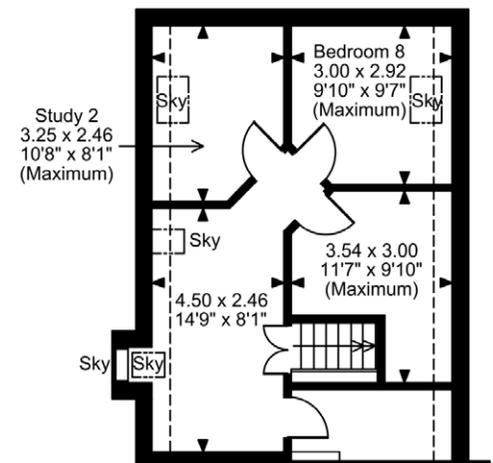
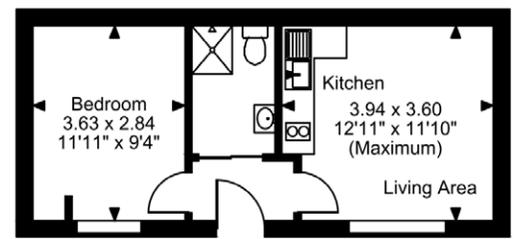
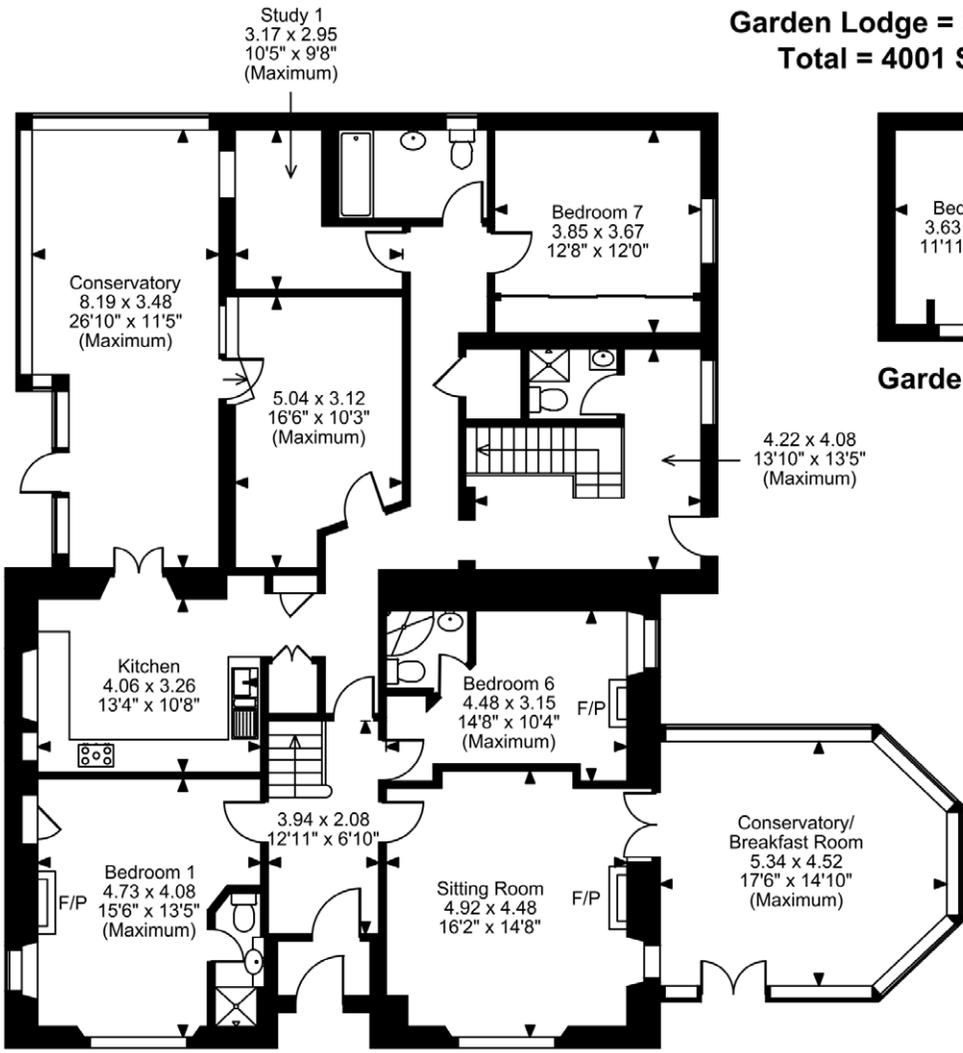
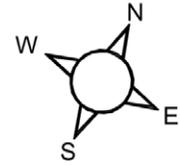
Under the HMRC Anti Money Laundering legislation all offers to purchase a property on a cash basis or subject to mortgage require evidence of source of funds. This may include evidence of bank statements/funding source, mortgage or confirmation from a solicitor the purchaser has the funds to conclude the transaction.

All individuals involved in the transaction are required to produce proof of identity and proof of address. This is acceptable either as original or certified documents.





The Firs, St. Andrews Crescent, Pitlochry
Approximate Gross Internal Area
Main House = 3669 Sq Ft/341 Sq M
Garden Lodge = 332 Sq Ft/31 Sq M
Total = 4001 Sq Ft/372 Sq M



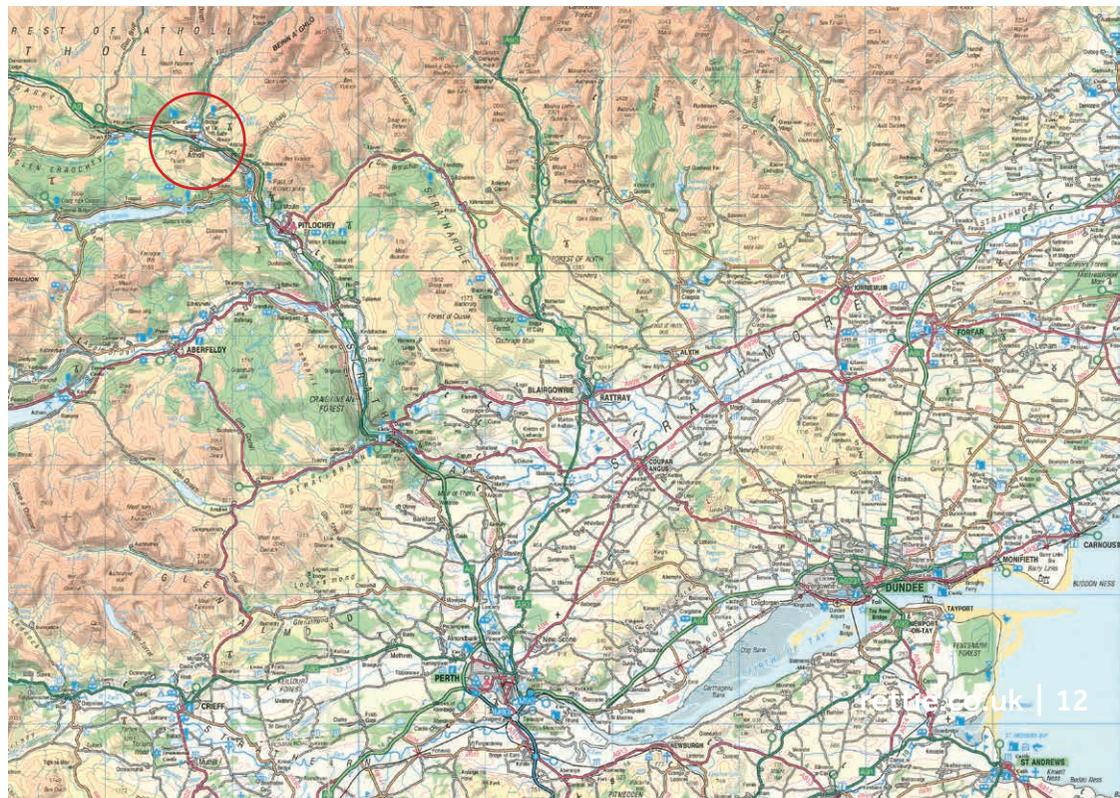
Ground Floor

First Floor

FOR ILLUSTRATIVE PURPOSES ONLY - NOT TO SCALE
 The position & size of doors, windows, appliances and other features are approximate only.

☐☐☐☐ Denotes restricted head height

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