

Market & *home*

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



Insights

"Few cities offer the same balance of history, green space and connectivity within such a compact environment."

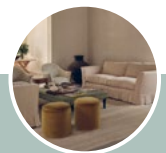
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My Rettie

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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Welcome to Market & home

You live in one of the world's most admired cities. From the grandeur of the New Town and Georgian streetscapes to the family-friendly neighbourhoods, waterfront communities and vibrant villages that make Edinburgh so distinctive, it's a city that offers something for everyone.

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,

Max and the Edinburgh Residential Team



Your *local* agent

Edinburgh has long been regarded as one of the UK's most desirable places to live and, having worked in the city's property market for many years, it is easy to understand why. Few cities offer the same balance of history, culture, green space and connectivity within such a compact, liveable environment. Whether buying a first home, raising a family, downsizing, studying or seeking a second home, Edinburgh offers something special at every stage of life.



John Wybar,
Edinburgh Residential

As a UNESCO World Heritage Site, Edinburgh's architecture is central to its appeal. The New Town remains one of Scotland's most sought-after residential areas, with its elegant Georgian homes, garden squares and prime location continuing to attract buyers from across the UK and overseas.

What sets Edinburgh apart is its variety of neighbourhoods. Buyers can choose from the village feel of Stockbridge, family favourites such as Trinity and Murrayfield, the leafy surroundings of Ravelston and Colinton, or the café culture of Morningside and Newington. Portobello offers coastal living, while Leith has become one of the city's most exciting districts, combining waterfront homes with renowned restaurants, bars and independent businesses.

This diversity appeals to a broad range of buyers, from families seeking space and excellent schools to professionals and downsizers who want to remain connected to the city's amenities and cultural attractions.

Edinburgh's enduring appeal, combined with limited housing supply in many desirable locations, continues to support demand. Ultimately, people choose Edinburgh not just for property, but for the exceptional quality of life it has offered for generations.

The New Village brings a *new* chapter to Edinburgh Park.

A vibrant new neighbourhood is taking shape at Edinburgh Park, as The New Village is available now through Rettie New Homes for off plan sales.

The development is brought forward by award-winning local developer S1 Developments and will deliver 397 design-led homes focused on sustainability, wellbeing and modern living. Offering a mix of one-, two- and three-bedroom apartments, the development has been carefully designed to combine contemporary architecture with high-quality public spaces and a strong sense of place.



*CGIs: Please note, images are computer generated or a product of AI for illustrative purposes only

Located in one of the city's best connected locations, residents will benefit from train and tram stations, and major road networks all within easy reach. The development also places homeowners close to a growing range of amenities, including cafés, restaurants, green spaces and leisure facilities.

This forms part of the wider transformation of Edinburgh Park into a thriving mixed-use destination where people can live, work and socialise. Its blend of urban convenience and community-focused design will appeal to first time buyers, growing families and investors alike.

The New Village is setting a new standard for residential living in Edinburgh. Do you want to be part of it?

Available through Rettie New Homes



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 &
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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?

The team, without a doubt. We have a genuine supportive atmosphere that makes even busy days enjoyable. Being close to the city centre, with great cafés, lunch spots and favourite local pubs nearby, is a bonus.

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

Seek advice from a reputable local agent early. Good guidance on pricing, presentation and marketing can make a significant difference. Preparing your home properly and having a solicitor in place can also help ensure a smoother sale.

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

Being part of an important milestone, whether it's a growing family, upsizing, someone relocating, or a seller starting a new chapter.

Edinburgh

Scotland's capital city and one of the country's most resilient housing markets.

Rettie Research – Key Findings

- Rettie Edinburgh was the leading agent for sales agreed over £400,000 in the first half of 2026, ranking 1st out of 89 offices and agreeing 121 sales (source: Rightmove).
- The city continues to account for nearly half of all £1m+ property sales in Scotland, reinforcing its position as the country's leading market for high-value homes.
- From our New Town office, Rettie provides expert coverage across Edinburgh's diverse residential markets, from the city centre and waterfront to family suburbs and surrounding villages.
- Edinburgh remains Scotland's most important housing market, attracting sustained demand from families, professionals, downsizers and investors, supported by its world-class economy, universities and cultural offer.



with Maz Purdie

Senior Sales Negotiator

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

Edinburgh has a strong sense of community despite being a capital city. The New Town's architecture, cafés and atmosphere make it a fantastic place to work.

5 Where's your go-to spot for coffee?

Bothy Coffee on Heriot Row. Great coffee, a welcoming atmosphere and plenty of local character.

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

I enjoy staying active with tennis, yoga and spinning, while also making time for friends and weekends at the pub.

7 Describe your branch team in three words.

Supportive, hardworking and fun.

- While activity at the very top end of the market has softened, buyer demand remains resilient across Edinburgh's established residential neighbourhoods, particularly for well-presented family homes and period properties.



Recently sold *properties*



“From the first call and meeting, Max, Maz and the team guided me and the family through an emotional sale of a beloved family home. All the advice given was spot on in terms of how to market the house, timings and all the legal requirements.”

Vendor, Edinburgh Sales, Feefo Review

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