

Market & *home*

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

Insights, trends
and *exceptional*
homes.



Insights

"Few parts of Scotland offer the balance of lifestyle, connectivity and value found across Stirlingshire & Perthshire."

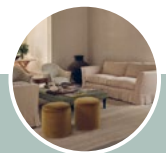
More on page 2



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



Welcome to Market & home

You live in one of Scotland's most picturesque and varied regions. From the historic towns and attractive villages of Stirlingshire to the stunning countryside, rivers and landscapes of Perthshire, this is an area that offers space, beauty and an enviable 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, 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

Perthshire and Stirlingshire remain among Scotland's most sought-after locations for homebuyers, offering a unique combination of spectacular scenery, strong communities and excellent accessibility. Within easy reach of Edinburgh, Glasgow and Scotland's wider transport network, both counties continue to attract buyers seeking a high quality of life alongside a robust and resilient property market.



Alastair Houlden,
Director

Perthshire, often known as the "Big County", is celebrated for its stunning landscapes, attractive towns and exceptional lifestyle offering. From the historic streets of Dunkeld and the Victorian charm of Pitlochry to the beauty of Aberfeldy and the rolling countryside of Strathearn, the area provides an enviable balance of rural living and modern convenience.

One of Perthshire's greatest attractions is the opportunity to enjoy more space and a stronger connection to nature without losing access to key services and employment centres. Good road and rail connections make the county particularly appealing to those seeking a lifestyle move while retaining links to Scotland's cities.

The region is also renowned for its outstanding leisure and sporting opportunities. Golf plays a significant role in the area's appeal, with around 40 courses across the county, including the world-famous Gleneagles resort. Alongside golf, residents enjoy access to walking, cycling, fishing and a wealth of outdoor pursuits that make the most of Perthshire's rivers, forests and hills.

The local property market continues to benefit from strong demand for character country houses, rural cottages and family homes. Buyers are increasingly drawn to properties that combine attractive surroundings with flexible living

space, reflecting evolving lifestyle priorities and a desire for greater work-life balance.

Neighbouring Stirlingshire offers its own distinctive appeal. Rich in history and culture, the county combines attractive market towns, picturesque villages and a thriving city centre with excellent transport connections and a highly desirable central location. Areas such as Bridge of Allan, Dunblane and Killearn continue to attract strong interest from buyers looking for community, convenience and quality of life.

A major attraction is Stirlingshire's proximity to Loch Lomond and The Trossachs National Park. As Scotland's first national park, it offers residents immediate access to some of the country's most magnificent scenery, with opportunities for walking, cycling, boating and wildlife watching available throughout the year.

Both counties have benefited from changing buyer priorities in recent years, with outdoor space, natural surroundings and flexible living arrangements becoming increasingly important considerations. These factors have helped support healthy levels of market activity and sustained demand.

Whether it is Perthshire's championship golf courses and Highland scenery or Stirlingshire's historic character and gateway to the Trossachs, both counties continue to offer an exceptional quality of life, making them two of Scotland's most attractive and enduring residential markets.



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 & 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.



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 the Town & Country branch?

I love the variety. Over 11 years, I've marketed everything from studio flats to castles, family homes, building plots and even a nuclear bunker. No two properties or clients are the same, and I'm lucky to work with such an experienced team.

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

Find the right adviser: someone who listens, asks good questions and gives honest, tailored guidance. Every home and seller is different, so the right advice makes all the difference.

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

Knowing you've genuinely added value, whether by achieving a strong result, matching a buyer with the right home, or helping a client feel supported through an important move.

Stirlingshire & Perthshire

One of Scotland's most desirable and resilient housing markets.

Rettie Research – Key Findings

- From Killearn, Strathblane and Bridge of Allan in Stirlingshire to Auchterarder, Dunkeld and Pitlochry in Perthshire, Rettie specialises in quality homes, rural properties and country estates across both regions.
- Stirlingshire remains one of Scotland's highest-value housing markets, ranking 6th nationally for average house price over the last year.
- Market activity has strengthened across Stirlingshire and Perthshire, with transactions increasing by around 5% in 2025, demonstrating continued buyer demand throughout the region.
- Prime settlements including Killearn, Strathblane and Bridge of Allan, alongside highly desirable Perthshire locations such as Auchterarder and Gleneagles, continue to command significant premiums for their lifestyle appeal, schooling and connectivity.
- Detached homes are particularly sought after across the region, with average values around 25% higher than the Scottish average, reflecting strong demand for family and countryside living.



with Joanna Tinson
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4 What's the best thing about living or working in these communities?

Stirlingshire, Perthshire and Kinross offer space, character and real community warmth, with historic cities, charming villages and beautiful countryside all within easy reach of Edinburgh and Glasgow.

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

The Hideaway Café or Friend of Mine in Bridge of Allan for brunch, or Loch Leven's Larder for something delicious. Often, though, it's a coffee at Broxden Roundabout or Stirling Services!

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

Catching up with friends and family, trying new recipes, golfing - or my version of it! We've also recently welcomed a puppy, Midge, which has been great fun.

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

Experienced, determined, dependable.



Recently sold *properties*



Kippen, Offers over £535,000



Perthshire, Offers over £375,000



Methven, Offers over £1,800,000



Stirling, Offers over £550,000



Perth, Offers over £850,000

"I can't fault the service we received from Joanna & Abi when selling our house. They made a typically stressful time much less so, were communicative, friendly, professional and sold our house quickly. I would recommend them to anyone looking to sell as they were wonderful and we felt fully supported by them throughout the whole process."

Kirstie McInaghan, Google Review

Your local branch: *Town and Country*

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