

Scotland's £1m+ Market Market Briefing

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STEVENSON HOUSE, HADDINGTON

Half Billion Pound Boom

In 2021, the Scottish market for homes worth over £1m witnessed an unprecedented level of activity. The number of £1m+ house sales jumped to over 400, up from a previous high of 289 seen in the 2007 market boom. This level of activity was almost 50% higher than the already buoyant 2020 market and saw the total value of £1m+ house sales in Scotland jump from just over £400m in 2020 to £583m in 2021.

Where this half a billion pounds is now being spent shows some interesting patterns in the context of buyers' aspirations in a post-lockdown pandemic market.



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Key Findings



2021 saw a surge in £1m+ house sales, with 419 homes sales, registered. This was an increase of almost 50% on 2020, which itself was the highest recorded level since the 2007 market boom.



There was an increase in the proportion of £1m+ sales occurring in accessible towns & rural areas, with urban and flatted sales making up a smaller proportion of sales.



Edinburgh & the Lothians remains the heart of the Scottish £1m+ market, with 2/3rd of sales. However, there has been a wider geographical spread in the area where £1m+ sales are now occurring.

2021: A Record Year

The Covid-19 pandemic has reshaped many aspects of life, and the latest figures for the £1m+ housing market in Scotland reveal yet another departure from trend. Counting only homes registering values over £1m+, and excluding the likes of farms, estates, land or commercial buildings, 2021 has seen a staggering jump in sales at the top of the market. Over the course of 2021, there were 419 registered home sales over £1m, which was almost 50% higher than during 2020, which itself was the highest recorded figure since the 2007 market boom.

Of these sales, 78% were detached, semi-detached or terraced family homes, an increase from around 72% to 74% in the preceding 5 years. This means the proportion of apartments and penthouses making the £1m+ market has fallen back to 22%, from a peak of 28% in 2020. This trend correlates with an increase in transactions in more suburban and rural locations. Despite this, Edinburgh remains the undisputed king of the £1m+ market in Scotland, with 9 of the 10 most expensive streets in the Capital, as well as with 8 of the 10 most active £1m+ postcodes beginning with an EH prefix (one of which is in East Lothian). Glasgow West End and St. Andrew's also make the listings in 8th and 9th place respectively.

In terms of values, the average £1m+ house sale in 2021 was £1,392,000, down slightly from values of over £1.4m in the preceding 3 years. This has been due to the volume of units now breaking through the £1m threshold. House price inflation across the market has seen the number of homes selling just £50k over the £1m+ threshold increase by 85% from 2020 to 2021, rising from 12% of the £1m+ market to 15%.

Overall, rising house prices, lifestyle aspirations, enforced saving, and shifting priorities have all contributed to an unprecedented boom in the Scottish £1m+ market. With growth being seen across geographies, house types and price points, and continuing demand and sales being recorded with our sales team, it appears that the pandemic has created yet another new normal.

There were well over 400 sales in 2021, which is 130 more than any previous year



419 Sales **£1,392,000**
 Number of £1m+ Home Sales in 2021 Average £1m+ Sale Price in 2021



There was an upturn in £1m+ sales within more rural locations

Count of Sales by Geographic Region

	Edinburgh	Rest of East	Aberdeen & Shire	Rest of North	Greater Glasgow	Rest of West	Scotland Total
2010	73	9	14	23	20	13	152
2011	62	4	18	17	19	9	129
2012	53	8	21	18	15	6	121
2013	70	7	21	15	14	8	135
2014	71	10	25	19	17	1	143
2015	87	25	16	12	28	8	176
2016	94	17	9	11	28	7	166
2017	109	24	4	5	25	3	170
2018	131	25	9	5	30	12	212
2019	197	29	8	7	26	12	279
2020	166	47	7	10	30	20	280
2021	245	85	11	5	27	46	419

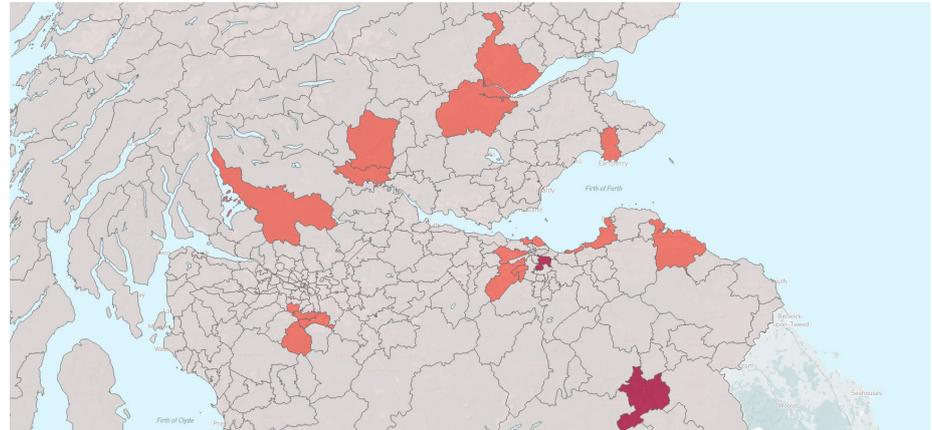
The Rising Cost of (Lifestyle) Living

A key trend in the wake of the lockdown in Spring 2020 has been the race for space and lifestyle, and the £1m+ market has been no different.

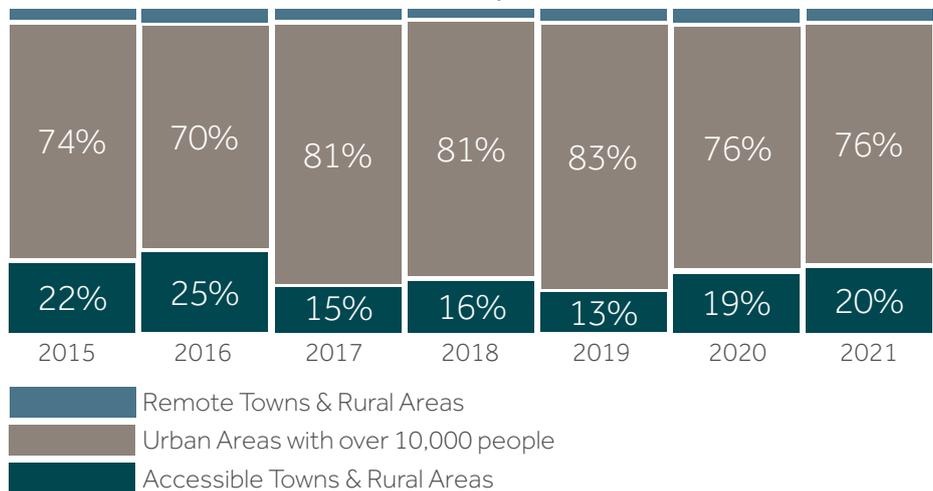
Analysis of sales shows that the proportion of £1m+ homes being bought in urban areas has fallen from 83% in 2019 to 76% in 2020 and 2021. While the proportion of homes being bought in remote locations has risen, the most significant increase has been in accessible towns and rural regions outside main urban centres. This includes north of Stirling, east of Loch Lomond, in and around Newton Mearns, Melrose, East Lothian and the East Neuk. All these destinations offer high quality lifestyle and houses, while maintaining connectivity with Scotland's main economic centres.

This has seen the accessible rural areas achieve the highest average price for £1m+ sales, at over £1.5m. Accessible areas have also seen the greatest increase in sales, up over 55% compared to 2020. In the post-lockdown market buyers are more willing to pay for the idyllic out of town lifestyle.

Accessible but rural locations in Central Scotland have seen the greatest increases Areas with the greatest year on year increase in £1m+ house sales in red



Since the pandemic £1m+ home sales in accessible, but non urban locations, have risen. Location of £1m+ Home Sales in Scotland by Location and Year



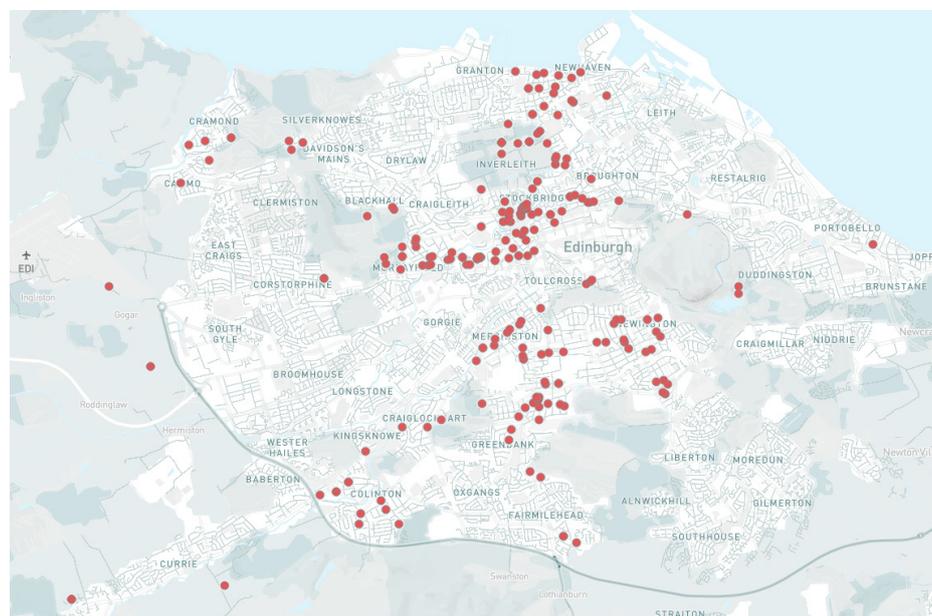
Capital Value

While demand for rural lifestyle living has increased, the lure of a Capital city remains strong. In 2021, £1m+ house sales in Edinburgh accounted for just under 60% of all such sales in Scotland.

A key trend in the Edinburgh market has been the spread of £1m+ sales across the city, with a greater number of sales being seen outside the core central postcodes. While perennially popular, neighbourhoods such as Colinton, Newington, Merchiston and Trinity have all seen the number of £1m+ sales increase ahead of wider market trend.

These neighbourhoods all offer quality family housing, in good school catchments, with a range of amenity.

Edinburgh accounted for just under 60% of Scottish £1m+ home sales in 2021 Location of £1m+ home sales in Edinburgh in 2021



£1m+ Properties



Sold

Stevenson House,
Haddington, EH41
Offers over £4,000,000
8 Beds, 4 Reception



Sold

Arisaig House, Arisaig,
Inverness-shire, PH39
Offers over £2,250,000
14 Beds, 4 Reception



Sold

King's Cairn, Archerfield,
Dirleton, EH39
Offers Over £1,850,000
4 Beds, 2 Reception



Sold

Mugdrum, By Newburgh,
Fife, KY14
Offers Over £1,850,000
5 Beds, 3 Reception



Sold

The Lodge, Main Street,
Aberlady, EH32
Offers over £1,750,000
6 Beds, 4 Reception



Sold

Ann Street,
Edinburgh, EH4
Offers over £1,700,000
4 Beds, 2 Reception



Sold

Tullis House, 3 Hepburn Gdns,
St Andrews, KY16
Offers Over £1,700,000
5 Beds, 2 Reception



Sold

Brighton House, Douglstown,
Fofar, DD8
Offers Over £1,475,000
7 Beds, 5 Reception



Sasson Grove,
Craighouse, EH10
Guide Price £3,000,000
6 bed, 5 Reception



Leckie House,
Gargunnoch, FK8
Guide Price £1,750,000
10 Beds, 3 Reception



Mid-Balfunning,
Balfroun, G63
Offers over £1,500,000
6 Beds, 5 Reception



New Eidynd, St James Quarter,
Edinburgh, EH1
Fixed Price £1,120,000
3 Bed Apartment

Contact Us for Information on Private & Off Market Sales



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