# Davidson & Robertson agency secures Mayfair tie-up to showcase Scottish rural estates to international buyers



The agency arm of Davidson & Robertson has joined the London-based Mayfair Office Group in a move the firm says will deepen its national and international links and increase exposure for high-value rural property across Scotland and northern England. According to the original report in The Scotsman, the arrangement gives the rural specialists a physical presence in Mayfair’s West End office and access to a wider pool of potential buyers and investors.

Davidson & Robertson frames the tie-up as a way to combine local knowledge with a larger marketing platform. The company says the partnership will allow it to retain its flexible, location-specific approach to marketing while taking advantage of Mayfair’s wider advertising and public‑relations reach—an argument repeated in regional coverage of the announcement. Mayfair Office Group, for its part, presents the network as a vehicle for independent agencies to amplify listings across the UK and overseas.

Chris Edmunds, D&R director and head of agency, told The Scotsman the relationship is intended to “extend our reach and resources” for the firm’s rural portfolio and to leverage joint strengths for clients. He said growing confidence in the market was already visible in an uptick in appraisal requests and that the practice was seeing a higher proportion of enquiries for larger rural homes, farms and land—signs, he suggested, that sellers who had previously held back were now returning to the market.

The Mayfair organisation positions itself as a gateway to international buyers. Mayfair Office’s promotional material states the group links more than 320 associated offices in the UK with some 150 overseas partners through the Mayfair International affiliate network. Mayfair International’s own history note describes the collective as having been established in the mid‑1990s and expanded into North America in the 2000s, presenting decades of experience in luxury and cross‑border property marketing.

Location is central to that value proposition. According to the company information, the Mayfair office sits just off New Bond Street on Maddox Street in the heart of the West End, placing member firms’ portfolios in a high‑traffic, affluent retail and tourist district with easy transport links. Mayfair’s literature also highlights member benefits such as coordinated marketing campaigns, press opportunities and networking events that bring together agents from different regions and countries.

For vendors of rural and high‑value properties, the networked approach offers two clear potential advantages: the ability to combine specialist local marketing and valuation expertise with a platform that promises greater visibility among international and London‑based buyers, and access to collaborative referral channels among other member agencies. Industry observers say such partnerships can help shift niche or high‑end rural stock by matching specific properties to buyers who may not otherwise encounter them.

Davidson & Robertson and Mayfair characterise the move as mutually beneficial: D&R gains reach and a prestigious West End window for its listings, while Mayfair enhances its pipeline of rural and regional stock. The companies’ statements underline a continuing strategy by independent agents to marry local specialism with global marketing platforms in order to compete for high‑value instructions.

### 📌 Reference Map:

## Reference Map:

* Paragraph 1 – [[1]](https://www.scotsman.com/business/strategic-move-for-agency-team-at-davidson-robertson-5266227), [[3]](https://www.farminglife.com/business/davidson-robertson-agency-team-joins-mayfair-office-group-5266497), [[4]](https://www.edinburghnews.scotsman.com/business/strategic-london-move-for-scottish-property-sales-team-5266214)
* Paragraph 2 – [[1]](https://www.scotsman.com/business/strategic-move-for-agency-team-at-davidson-robertson-5266227), [[5]](https://www.themayfairoffice.com/branches/leicester/7004/sales)
* Paragraph 3 – [[1]](https://www.scotsman.com/business/strategic-move-for-agency-team-at-davidson-robertson-5266227), [[2]](https://www.scotsman.com/business/strategic-move-for-agency-team-at-davidson-robertson-5266227), [[4]](https://www.edinburghnews.scotsman.com/business/strategic-london-move-for-scottish-property-sales-team-5266214)
* Paragraph 4 – [[5]](https://www.themayfairoffice.com/branches/leicester/7004/sales), [[6]](https://www.mayfairinternational.london/about-mayfair)
* Paragraph 5 – [[6]](https://www.mayfairinternational.london/about-mayfair), [[7]](https://www.mayfairinternational.com/visit-us), [[5]](https://www.themayfairoffice.com/branches/leicester/7004/sales)
* Paragraph 6 – [[1]](https://www.scotsman.com/business/strategic-move-for-agency-team-at-davidson-robertson-5266227), [[5]](https://www.themayfairoffice.com/branches/leicester/7004/sales), [[3]](https://www.farminglife.com/business/davidson-robertson-agency-team-joins-mayfair-office-group-5266497)
* Paragraph 7 – [[1]](https://www.scotsman.com/business/strategic-move-for-agency-team-at-davidson-robertson-5266227), [[5]](https://www.themayfairoffice.com/branches/leicester/7004/sales)

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## Bibliography

1. <https://www.scotsman.com/business/strategic-move-for-agency-team-at-davidson-robertson-5266227> - Please view link - unable to able to access data
2. <https://www.scotsman.com/business/strategic-move-for-agency-team-at-davidson-robertson-5266227> - Article from The Scotsman reports that the Agency team at Davidson & Robertson (D&R) has joined the London-based Mayfair Office Group. It explains that, as rural specialists covering Scotland and northern England, the partnership strengthens D&R’s national and international property reach by providing a Mayfair West End presence, increased visibility and access to discerning buyers. The piece quotes Chris Edmunds, D&R Director and Head of Agency, on extending reach, tailored marketing and rising appraisal requests, noting a growing proportion of higher-value instructions. The article highlights benefits including Mayfair’s PR, strategic advertising and networking opportunities with international estate professionals and exposure.
3. <https://www.farminglife.com/business/davidson-robertson-agency-team-joins-mayfair-office-group-5266497> - Farming Life reports that Davidson & Robertson’s Agency team has joined the London-based Mayfair Office Group to bolster national and international property links. The report states D&R are rural specialists covering Scotland and northern England and that the Mayfair connection will give them a prestigious London Mayfair office, wider buyer exposure and enhanced marketing reach. It reproduces comments from Chris Edmunds, D&R Director and Head of Agency, about extending reach, combining strengths and offering tailored marketing. The piece also notes Mayfair Office Group’s wider network and international affiliate Mayfair International, plus anticipated benefits from PR, advertising and professional networking abroad.
4. <https://www.edinburghnews.scotsman.com/business/strategic-london-move-for-scottish-property-sales-team-5266214> - Edinburgh News describes the Agency team at Davidson & Robertson joining the Mayfair Office Group to create stronger national and international property connections. The article emphasises D&R’s rural specialism across Scotland and northern England and how the Mayfair partnership offers a prestigious West End Mayfair office near New Bond Street, increasing visibility to buyers, investors and visitors. It quotes Chris Edmunds, D&R Director and Head of Agency, about extending reach, flexible tailored marketing and a rise in appraisal requests, particularly for higher-value rural properties. The report also mentions Mayfair’s PR, strategic advertising and networking benefits for clients and agents.
5. <https://www.themayfairoffice.com/branches/leicester/7004/sales> - The Mayfair Office website explains the group’s role in bringing together the best local independent estate agencies to create a national and international property marketing platform based in London. The page states the Mayfair Group comprises over 320 associated UK offices and more than 150 international offices across the USA, South Africa, Barbados, Ireland and other prime locations, linked through Mayfair International. It highlights the central West End Maddox Street / New Bond Street location and describes the group’s aim to offer elite marketing reach, member benefits and a platform for agents to collaborate on high-value sales and global client referrals.
6. <https://www.mayfairinternational.london/about-mayfair> - Mayfair International’s About page outlines the network’s evolution from a UK-wide collective of independent estate brokers, founded in 1995, to an expanded international group offering luxury real estate services, noting the 2005 expansion into North America. The page explains that members operate globally to deliver sophisticated international property marketing to buyers and investors. It emphasises the Mayfair office’s central location just off New Bond Street, adjacent to luxury retailers, which supports client access and visibility. Contact details, a Maddox Street London address and a telephone number are provided, alongside an invitation for high-quality brokerages to join the network.
7. <https://www.mayfairinternational.com/visit-us> - The Mayfair International 'Visit us' page highlights Mayfair’s long-standing role in selling some of the UK’s finest houses and describes the district’s affluent character dating back to the 17th century. It explains that since 1995 the organisation has united elite independent agencies across the UK and subsequently worldwide, forming a hub for international property marketing. The page underlines the office’s Maddox Street location just off New Bond Street, close to luxury fashion houses, and states opening hours and travel connections, including easy Bond Street underground access. It invites interested brokers to become members and provides contact details for enquiries.