

New lifestyle estate agents opens in Stockbridge

A new name has been introduced to the property scene – but with well kent faces behind it.

Niksen is a new residential property agent which will be open seven days a week in Stockbridge and is founded by businessman Ronnie Napier with former Coulters and Savills agent, Ben Di Rollo. The name comes from the Dutch concept of slowing down and enjoying life which will be carried over into the buying and selling of homes. The team – Managing Partner, Ben Di Rollo, Chairman, Ronnie Napier, Media Specialist, David Wilkinson, Sales Specialist, Rebecca Booth, and Valuation Specialist, Claire Barrett – will focus on the client and their needs in an “innovative and personal” way.

The company will have in-house photographers, social media and marketing experts who will all work together to create a strategy for each property. The business will be run as a partnership allowing them to recruit “the best talent”. With each member of the team invested in the success of the business, the hope is that this will translate into success in every transaction.

Ben Di Rollo, said: “Our goal with Niksen is to provide a service that truly puts people at the heart of every transaction. We believe in doing things differently as beautifully styled homes and remarkable architecture across Scotland deserve to be showcased with the care and quality they inspire. By capturing these properties with exceptional photography and promoting them across the right channels, we maximise exposure, enhancing both visibility and value for

every client. Our mission is to ensure that the dedication and effort our clients pour into their homes are rightfully rewarded—that's what motivates us.

“We showcase not only the home but the lifestyle that comes with it. Whether it's a countryside retreat or a city dwelling, we make sure the property is presented to the widest, most informed audience by taking a more targeted approach than marketing the property itself. Our focus on in-house resources means we control the quality of our marketing assets such as photography and videos captured in our own style, which we lend us to achieve more editorial features and far better engagement on social media.”

Ronnie Napier said: “The Edinburgh market is buoyant but bound by convention in a sense of approach, our aim is to add value at every touchpoint and remove some of the barriers that both private sellers and new developers face in terms of marketing. Clients can benefit from a one-stop-shop approach where every detail from marketing, the practicalities of readying a property for sale to removals to de-cluttering, it's all managed by us without hidden costs. We have many new ways in which we can assist new build developers, but our most exciting tool enables us to offer bespoke branding, plot selectors, CGIs and an end-to-end marketing strategy delivered in-house against a single agreed fee.”

The firm will use modern software providing targeted marketing solutions working from their office at 32 North West Circus Place formerly occupied by Coulters.

Open from 9am – 5.30 pm Monday to Friday. Phones are open 8am – 7pm Monday – Friday and 10am – 4pm at the weekends.

Ben Di Rollo, Partner, is available on 0131 287 5500 or visit the website [here](#).





Ben Di Rollo



Ronnie Napier