D.J.ALEXANDER
Sales & Lettings

Quarterly Insights

Summer 2026

Scotland

DJ Alexander and Clyde together operate the largest lettings agency in Scotland. Our branch network covers all the key and strategic locations in the country.

DJ Alexander has been a trusted name in residential sales and lettings across Edinburgh, Glasgow, Dundee, Aberdeen and St. Andrews for almost 45 years. Now in partnership with Clyde Property, the Scottish footprint has expanded, with Clyde overseeing operations in the West while DJ Alexander manages operations across Eastern Scotland.

LETTINGS

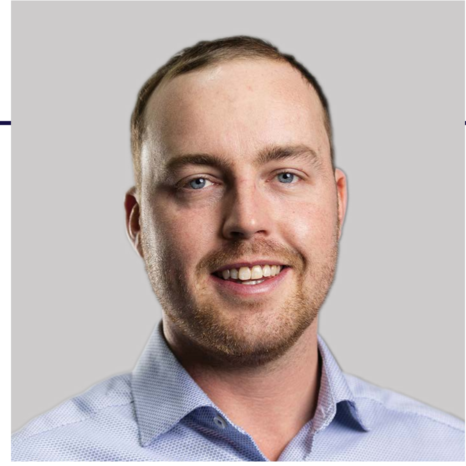
Tenants are moving within the market.

Supply	Demand
Move-ins	Relets
▲13%	▼63%
Q2 2026 vs Q2 2025	Q2 2026 vs Q2 2025

SALES

Seller confidence resumes with a surge in the market.

Supply	Demand
Instructions	Applicants
▲618%	▲9%
Q2 2026 vs Q2 2025	Q2 2026 vs Q2 2025



"This quarter reminded us that a well-maintained property and an accurately priced one will always perform. Tenant turnover gave landlords a genuine opportunity to reassess their returns, and those who invested in their properties saw it pay off immediately."

Ben Alexander
Director of New Business

Momentum, maintenance and accurate pricing

Turnover creates opportunity

Q2 2026 was busier than expected for lettings, running well ahead of what is normal for the period, with demand holding firm across Edinburgh, Glasgow and the wider Central Belt. This quarter saw 13% more move-ins year on year, and much of this activity was driven by higher than usual tenant turnover. For engaged landlords it represents opportunity: every change of tenancy is a natural point to reassess rent against current market levels and review how the investment is performing, rather than defaulting to renewal on existing terms.

Advice to landlords this quarter remains clear: maintenance matters. A well-maintained, well-presented property attracts a reliable and responsible tenant, one who is more likely to stay longer and pay a fair market rent without prolonged negotiation. Maintenance should not be viewed as simply cosmetic; it is a direct driver of yield, paying off in the short term through stronger rental income and in the long term through capital appreciation.

There is a persistent misconception that landlords treat lettings purely as an income generator, with little regard for tenant welfare. In practice, the opposite tends to be true. As with any well-run business, looking after your customer builds loyalty and tenants who are treated well are far more likely to stay in place. It is stability that drives strong, sustained returns.

Pricing discipline matters just as much as presentation. Even in the highest-demand areas, including Edinburgh, overpriced properties sit on the market for longer, as tenants are increasingly well-informed about what fair value looks like against comparable stock. Strong demand should sharpen pricing accuracy, not replace it.

Investing in Scotland

Investor interest in HMOs is growing, drawn by strong yields and their role in building a diversified portfolio. Despite media headlines, property continues to compare favourably with traditional investment routes such as stocks and shares or pensions. The key driver of long-term return is not timing the market, but time in the market: compounding rewards those who start early, and even a single property acquired sooner can outperform a larger investment made later.

Presentation alongside location

The sales market has shifted noticeably this year, with buyers increasingly seeking move-in-ready homes. With mortgage rates still higher than the historic norm, many are stretching to secure the property itself and have little budget left over for renovation once they complete, making a home that needs work a harder sell regardless of how well it is located.

This has changed the calculation for sellers. Location remains a fundamental driver of value, but presentation now carries equal weight in a buyer's decision-making. A well-presented, updated home can comfortably outperform a dated property in a stronger postcode, simply because it removes friction from the buying decision, and advice to sellers this quarter has consistently been to invest in presentation before going to market.

Against this backdrop, the underlying fundamentals remain encouraging. Valuation numbers are up year on year across our network in Scotland and the number of applicants registering has grown alongside them. Instruction figures have increased 618% compared to this time last year, strong evidence of a market that is genuinely active and moving with pace.

Unlike some other parts of the UK, Scotland's city centre markets remain particularly resilient, with a first-time buyer market that has held up well, particularly for two-bedroom apartments. We expect this segment to remain one of the most active throughout the second half of the year.

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