

D.J.ALEXANDER
Sales & Lettings

Quarterly Insights

Spring 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.

LETTINGS

A rise in valuations and lettings agency presence in Scotland.

Activity

Appraisals

▲ 30%

Q1 2026 vs Q4 2025

Pricing

Average Rent

▲ 3%

Q1 2026 vs Q1 2025

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clyde
PROPERTY

DJ Alexander has been a trusted name in residential sales and lettings across Edinburgh, Glasgow, Dundee, Aberdeen and St. Andrews for 40 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.

SALES

Increased activity seen at both ends of the sales process.

Supply

New Instructions

▲ 13%

Q1 2026 vs Q1 2025

Activity

Sales Agreed

▲ 26%

Q1 2026 vs Q1 2025



“Stronger valuations, rising demand and improving supply signal a confident start to the year, with landlords and sellers acting early to make the most of market conditions.”

Melinda Illes
Director of Property Sales

Valuations rise across the market

A strong start to the year

The lettings market picked up pace in Q1 2026 following a steady end to 2025. Valuation activity saw a 30% increase compared to last quarter, with more landlords exploring their options and looking to make the most of current conditions.

Supply is also improving. Lettings instructions are up 7% on Q4 2025, giving tenants more choice while helping to create a more balanced market. Despite this, demand remains strong. Average rents have risen by 3% year on year and 1% compared to last quarter, underlining the continued need for quality rental homes across Scotland.

With rent controls now coming into focus, having the right support matters more than ever. Scotland's private rented sector is one of the most regulated in the UK, and staying compliant can be complex. Our role is to make that simpler, helping you protect your investment while maximising returns.

More landlords are recognising the value of expert support, with a 5% increase in the number of properties under management this quarter. This shift reflects a broader recognition of

the value of experienced, compliant guidance in a more regulated market. Whether entering the sector for the first time or reviewing an existing portfolio, landlords continue to seek clear, practical guidance tailored to their individual circumstances.

Momentum building across the market

The sales market started the year strongly, with activity up both quarter on quarter and year on year. Valuations have increased by 53% compared to Q4 2025 and are up 75% compared to this time last year, as more homeowners look to understand the value of their property. Instructions are also rising, up 66% on last quarter and 13% year on year, reflecting growing confidence among sellers. At the same time, buyer demand is returning, with viewing numbers up 35%. After a period of hesitation, many buyers are now ready to act.

Large scale investors are taking advantage of tax relief when purchasing multiple properties, recognising that residential property remains a strong long-term investment. Scotland continues to offer an attractive mix of affordability, yields, and potential for capital growth.

Prudent landlords, buyers and sellers alike, should all be reviewing their current mortgages. Despite wider market headlines, there may be better options available than expected.

Experience that makes a difference

Behind every result is a team that understands the detail. Our inventory specialists are supported by dedicated software to ensure full compliance, something that can be difficult to manage alone. For landlords, this provides reassurance that their property and investment are protected.

With over 40 years in the market, our experience continues to grow. Bringing together knowledge from across the business means we can offer informed, practical advice at every stage of the property journey.

We're also proud to invest in our people. Internal progression remains a key focus, with team members building long-term careers and developing a deep understanding of the lettings process. It's this combination of experience and continuity that allows us to deliver a service landlords can rely on.



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