

A stylized map of the United Kingdom is centered on the page. The map is rendered in a light red color against a darker red background. Overlaid on the map is a network of thin white lines connecting various points, some of which are highlighted with small white dots. The overall aesthetic is modern and tech-oriented.

D.J.ALEXANDER
Sales & Lettings

Quarterly Market Update

Q3 | 2025

Scotland

Operating the largest lettings agency in Scotland, our branch network covers the strategic locations of Edinburgh, Glasgow, St Andrews, Aberdeen & Dundee.

D.J.ALEXANDER
Sales & Lettings

Founded in 1982, DJ Alexander has been a trusted name in residential sales and lettings across Edinburgh, Glasgow, Dundee, Aberdeen and St. Andrews. DJ Alexander has expanded significantly, now managing over 10,000 properties across Scotland, supported by a team of over 200 professionals.

Q3 2025



“With the return of rent controls, we’re advising landlords to review their rents and align with market levels, helping to protect returns both now and in the future as we navigate the Housing Bill.”

Kevin Fraser
Managing Director

LETTINGS

A seasonal influx of instructions bolstered the market.

Activity

Tenancies agreed

▼ -16%

Q3 2025

1,756 vs 2,097 Q3 2024

Supply

New instructions

▲ 38%

Q3 2025

793 vs 576 Q3 2024

SALES

Buyer interest on the rise pointing to a more confident market, with stable supply.

Supply

New instructions

▲ 35%

Q3 2025

396 vs 293 Q3 2024

Demand

Buyers

▲ 54%

Q3 2025

2,037 vs 1,319 Q3 2024

Navigating seasonal shifts

Two sides of the coin

Q3 saw continued strength in the lettings market, with robust tenant demand reducing vacant stock and driving rents up in some cases.

The sales market presented a contrasting picture. Increased buyer choice slowed the pace of agreed sales, shifting conditions toward a buyers’ market. While some seasonal slowdown is typical in summer, the speed of this adjustment was notable, likely influenced by anticipated Budget proposals. Despite this, Q3 of this year saw an increase in the number of sales valuations and instructions compared to the same period last year, proving activity in the market has improved year on year. Price growth wise, Glasgow’s market outpaced that of other major Scottish cities, charting a rise of 7.1% year-on-year to July, which is more than double the national figure. (ONS)

Future proofing

Q3 2025 metrics reflected an increase in lettings instructions of 38% compared with the same period last year. This is an indicator of improving landlord confidence following last year’s rent freeze lift; however, the

Scottish Housing Bill passed on 30th September, under which ministers will be able to designate parts of the country as Rent Control Areas. These are expected to come into force in 2027. The changes are workable for landlords, but now is the time to ensure rents reflect current market levels, before new limits are introduced, helping to protect returns now and in the future.

Aberdeen stood out as a particularly strong region this quarter. Following the acquisition of Margaret Duffus Leasing, our presence in the area has grown, and landlords purchasing at the right price here are seeing strong returns. Edinburgh also remains an attractive market for investors located both within Scotland and elsewhere in the UK. Although purchase prices are higher, the city delivers the strongest capital growth in Scotland and is also seen to be outperforming many regions across the UK.*

Presentation trumps location

We have observed a notable shift in buyer priorities: presentation now matters as much as location. Move-in-ready homes are increasingly sought after, as rising mortgage costs have

limited spare funds for renovations. Sellers should address any issues highlighted in Home Reports prior to marketing, with DJ Alexander’s Project Management team able to support improvements to maximise appeal and value.

While buyers may be facing higher mortgage rates, this has not deterred them from entering the market. Q3 2025 saw a significant 54% increase in buyer registration compared to last year, proving they are an active presence in the market.

Looking ahead, a seasonal slowdown is expected in Q4, as households typically remain in situ over winter. Meanwhile, we expect to see the Build-to-Rent (BTR) sector gain traction next year. Scotland’s employment landscape, which includes traditional industries such as oil and gas alongside newer clean energy initiatives, underpins the demand for high-quality rental homes. As Scotland’s leading agent, with extensive regional coverage and strong ties to Lomond Investment Management, DJ Alexander is well positioned to support and lead in this emerging sector in our region.

*The Scotsman



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