




**SAL**  
SCOTTISH  
ASSOCIATION  
OF LANDLORDS

**Interim  
strategy report  
2024-2025**  
One housing system  
Part of the solution  
Renting as a choice



**Connect**



# Our strategic themes

At the heart of our strategy for 2024 – 2029 are three strategic themes. Performance indicators will be measured and monitored on a regular basis. The three themes are:



**Connect**



**Unite**



**Strengthen**

For each theme a sub-group of staff and members has been created and objectives for 2024-2025 have been set.

Each sub-group meets a few times over the course of each year.

This document looks at the progress that has been made with the Connect theme, outlining the **objectives set for 2024-2025** and shows the progress we have made so far.

## Connect

Ensuring relationships thrive

Our strategy spans 5 years and includes the following objectives. Each year we will set out our targeted objectives and produce interim reports on progress.

### Communication

- Deliver an annual Scottish Letting Day conference
- Offer regular online member meetings and regular email bulletins
- Publish Landlord Focus magazine throughout the year
- Continue to enhance a digital platform for members
- Enhance and invest in our social media presence
- Attend and speak at regular industry and local authority forums
- Offer members opportunities to share their experience and learn from each other

### Relationships

- Build upon our existing relationships with sector stakeholders
- Support and encourage collaboration between other industry bodies
- Maintain position as the leading authority in our sector
- Continue to invest in our public relations strategy

### Brand

- Develop the SAL brand as authoritative and trustworthy
- Continue to promote SAL as an approachable and influential resource



# Why is this strategic theme important?

## 2024 2025 objectives

Sal is committed to creating meaningful connections among members with shared interests and experiences. By developing strong networks and platforms, we enable collaboration, learning, and ensure every member's voice is heard.

- ✔ Look at ways to develop our flagship Scottish Letting Day, ensuring it is relevant and inspiring to members
- ✔ Develop our online member engagement sessions ensuring they keep members informed and updated with policy change and sector leadership insights
- ✔ Review how we communicate with members via regular email bulletins
- ✔ Create opportunities for members to share their experience and insights with others

# Objective 1

LOOK AT WAYS TO DEVELOP OUR FLAGSHIP **SCOTTISH LETTING DAY**, ENSURING IT IS RELEVANT AND INSPIRING TO MEMBERS

## Key performance indicators:

- Ensuring that the event provides ample opportunity for delegates to network and share experience on the day
- Delegate fees are set at a rate to encourage the maximum number of members to attend

## Outcomes

### Scottish Letting Day

The Centenary Room was transformed into a dynamic multi-functional space, sponsored by **SafeDeposits Scotland**, offering both social and training opportunities (2024). Bite-sized training sessions from **Landlord Accreditation Scotland (LAS)** added practical value for attendees.

### Survey

In April 2025, a comprehensive member survey gathered valuable insights on session content and attendance barriers, with an impressive 356 responses helping shape future events.

### Member engagement

Delegates were encouraged to share their experiences through social media, using branded props such as the popular Instagram frame, creating a vibrant and interactive atmosphere.

### Pre-event networking

While the 2024 online pre-event had limited uptake, we innovated in 2025 by introducing a pre-recorded video guide, ensuring delegates felt informed and prepared for the day.

### Member stories

Engaging panel discussions brought real-life property journeys to the forefront, offering practical insights and inspiration from landlord and agent members.

### Recorded sessions

Key sessions were recorded and made available post-event, ensuring attendees could revisit valuable content and those unable to attend some sessions could still benefit from them.

### Delegate fees

Fees were carefully managed to balance rising costs with member value. After holding fees at 2019 levels until 2023, a modest increase in 2024 ensured continued delivery of a high-quality event. Fees remained unchanged for 2025, supported by exhibitor contributions to keep costs as low as possible.

# Objective 2 ▶

DEVELOP OUR MEMBER ENGAGEMENT SESSIONS ENSURING THEY KEEP MEMBERS INFORMED AND UPDATED WITH POLICY CHANGE AND SECTOR LEADERSHIP INSIGHTS

## Key performance indicators:

- Create new opportunities for members to network, both online and in person
- Develop a suite of themed online meetings relevant and inspiring to members

## Outcomes

### Online meetings

In 2024 we developed a range of themed meetings including, members sharing experiences, politician sessions and other *SALTalks* sessions. These sessions were recorded and added to a dedicated video library on the **SAL website**, giving members access to valuable content on-demand.

### Pre-conference online meeting (2024)

This session provided attendees with an overview of the event programme and encouraged networking by connecting members based on location. While attendance was limited, we responded positively by introducing a pre-recorded video instead in 2025, ensuring delegates were well-prepared and informed.

### Face-to-face member meetings

We delivered seven in-person events during the 2024/2025 financial year (in addition to the conference), including meet-up events in Glasgow and Edinburgh, two IKEA breakfast sessions one in Glasgow and one in Edinburgh, and an evening event at Dunelm. The Perth meet-up in September 2025 marked the start of the 2025/2026 programme.

### Agent engagement

Our team strengthened relationships through agent visits in Edinburgh, Glasgow, Dundee, and Aberdeen, reinforcing SAL's commitment to supporting members across Scotland.

# Objective 3

REVIEW HOW WE COMMUNICATE WITH MEMBERS VIA REGULAR EMAIL BULLETINS

## Key performance indicators:

- Develop our email communications to be even more informative and accessible to members

## Outcomes

### Regular enews updates

Enews is sent to members every two weeks, ensuring consistent contact and engagement throughout the year:

- **Targeted content** - Articles are tailored to address the most frequently asked questions received by the advice team, providing practical and timely information.
- **Member noticeboard** - The noticeboard continues to encourage members to connect through recommendations and helps build our trades list, a valuable resource for the membership.
- **Partner engagement** - We strengthened collaboration with partners to ensure members receive updates and insights from a broad range of SAL's business partners.
- **Training promotion** - LAS training opportunities are promoted through e-news, linking to key topics and providing additional support and resources for members.
- **Video and podcast links** - Our e-newsletters include links to the *SAL Talks* video library for newly released videos, conference updates, and Landlord Voice, the SAL podcast, ensuring members have easy access to multimedia resources.

### Performance metrics

Mailchimp data for 2024 shows strong engagement:

**LANDLORD E-NEWS** ACHIEVED AN AVERAGE OPEN RATE OF 59.1% (HIGHEST 65.6%, LOWEST 51.6%)

**AGENT E-NEWS** ACHIEVED AN AVERAGE OPEN RATE OF 45% (HIGHEST 56%, LOWEST 34.2%)

These figures compare favourably against Mailchimp benchmarks:

**ALL USERS: 35.63% AVERAGE OPEN RATE**

**PROFESSIONAL SERVICES: 32.74% AVERAGE OPEN RATE**

SAL's performance demonstrates excellent engagement and strong member interest in our communications.

# Objective 4 CREATE OPPORTUNITIES FOR MEMBERS TO SHARE THEIR EXPERIENCE AND INSIGHTS WITH OTHERS

## Key performance indicators:

- Further develop our flagship Landlord Focus magazine to be more interactive and allow the voice of our members to be heard
- Create new opportunities for members to share their experience using our online platforms

## Outcomes

### Landlord Focus magazine

We introduced more interactive content, including QR codes linking to the SAL*Talks* video library on the SAL website and a QR code on the welcome page for easy access to the digital version. Member experiences featured prominently in online events, and the magazine directed readers to recorded sessions via QR codes.

An innovative feature, **Dear SAL**, was launched following a member suggestion. This comic-strip style section presents advice calls and tenancy deposit questions in an engaging format and appeared in all three editions of the magazine in 2025.

A magazine survey was distributed to all members, and feedback confirmed that the publication is a highly valued part of SAL membership. Suggestions from the survey are being incorporated into future editions.

We entered the **TAF Awards** for Magazine of the Year. Although not shortlisted, we received positive feedback and plan to enter again in 2026.

### SAL website

To improve accessibility, a short video guide on navigating the SAL website was created and was included in the enews before the festive break. The video was also shared on social media to reach a wider audience.

# Further key performance indicators that align with Connect

FOSTERING RELATIONSHIPS AND IMPROVING COMMUNICATION ACROSS THE SECTOR. DATA FOR 2024-2025

## Partnership development: number of new collaborations with housing bodies, local authorities, or community groups.

We continue to build strong partnerships by attending in-person landlord events with local authorities across Scotland and local Citizens Advice Bureau offices, featuring in local authority newsletters, and adding a new local-authority-focused section to Landlord Focus magazine. We also collaborate with several organisations to deliver online events and member content, including the Scottish Empty Homes Partnership, Under One Roof, and DesHCA (University of Stirling) in support of Scottish Housing Day 2024.

## New member acquisition: number of new landlords and agents joining SAL per month/year.

On average, 64 new members join SAL each month across all three

membership categories, reflecting steady and consistent growth in our community.

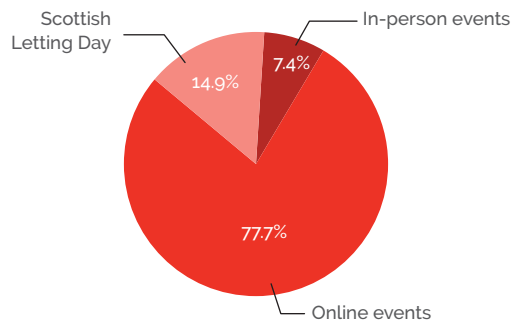
## Member engagement rate: number of members attending events, webinars, or training sessions.

In financial year 2024-2025, we delivered strong engagement across events and digital platforms.

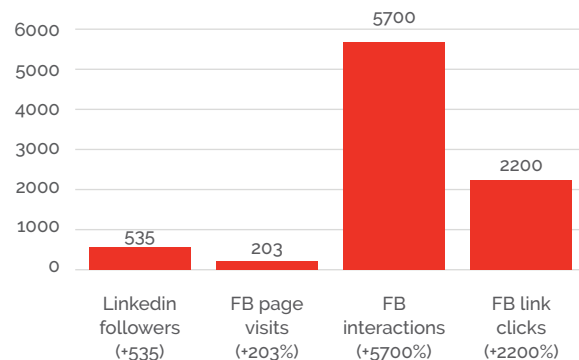
## Our digital presence expanded significantly

Website activity remained robust despite a 22% decline in overall traffic, which aligns with wider industry trends driven by changes in search behaviour. These results highlight continued success in member engagement and digital outreach.

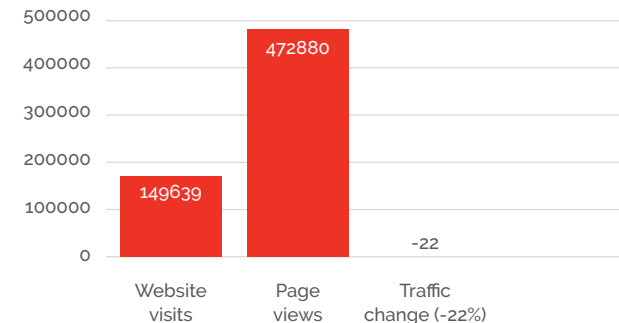
Member engagement



Social media growth metrics (counts or % growth)



Website activity metrics





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[www.scottishlandlords.com](http://www.scottishlandlords.com)