

# Membership benefits

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SUT

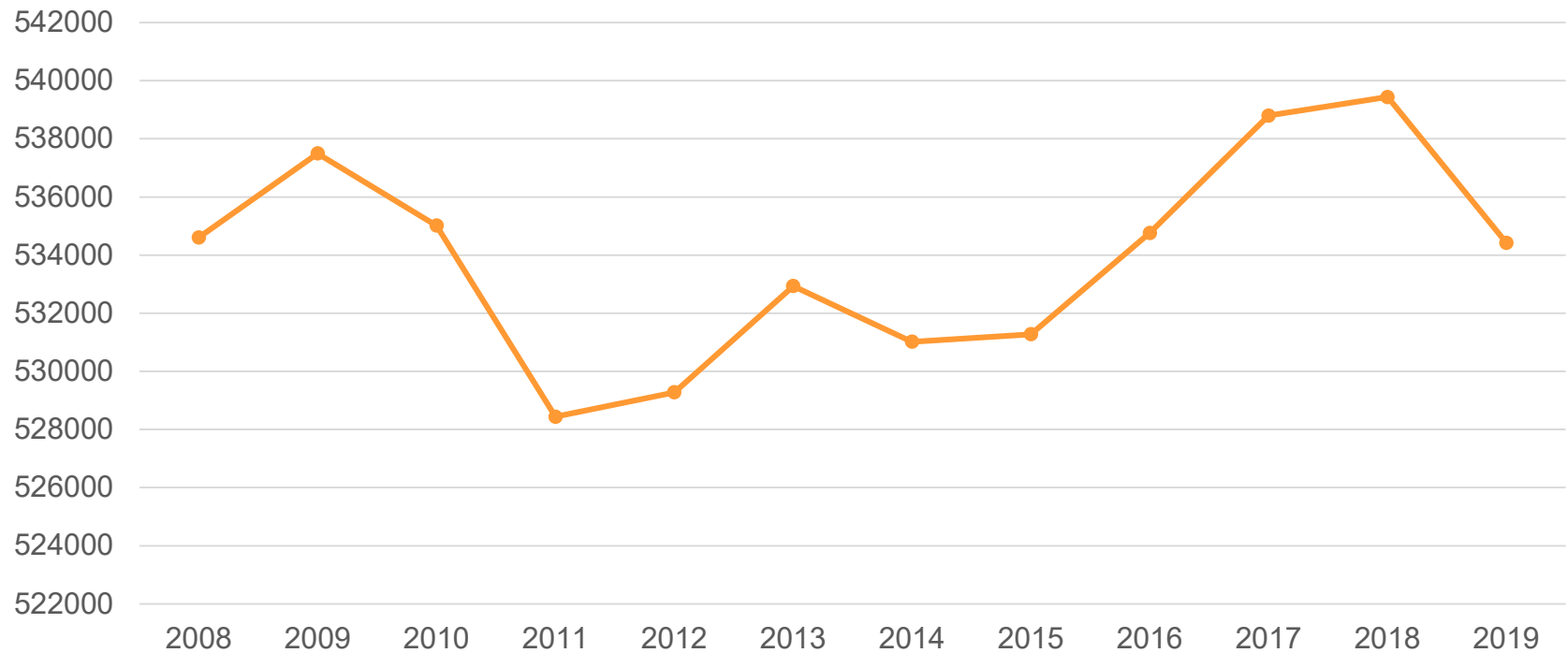
# The Swedish rental market

- 1,6 millions rental apartments
- 1,5 million negotiated rental apartments
- 3 million tenants
- Paying 11,5 bilions euro in rent every year

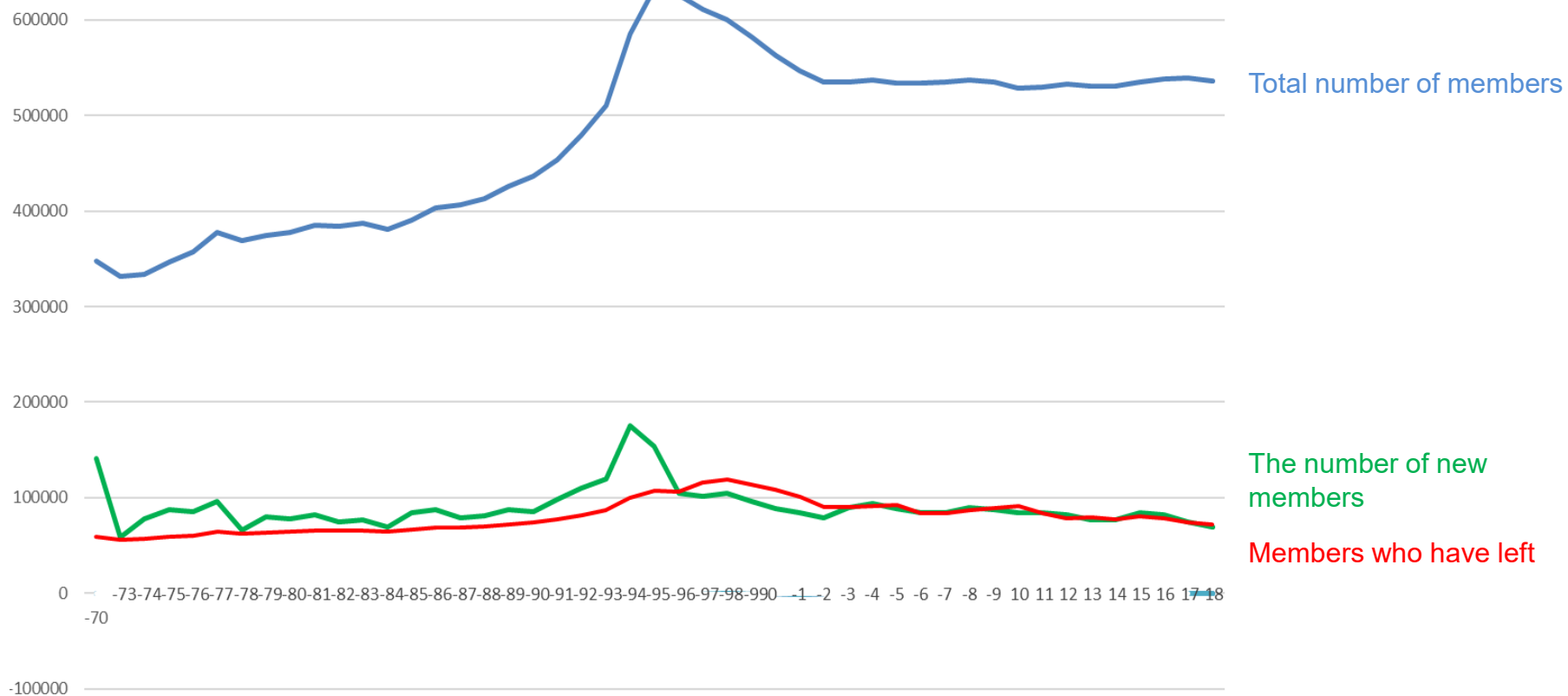
534.316

Member household or 1 million members

# Membership growth - present



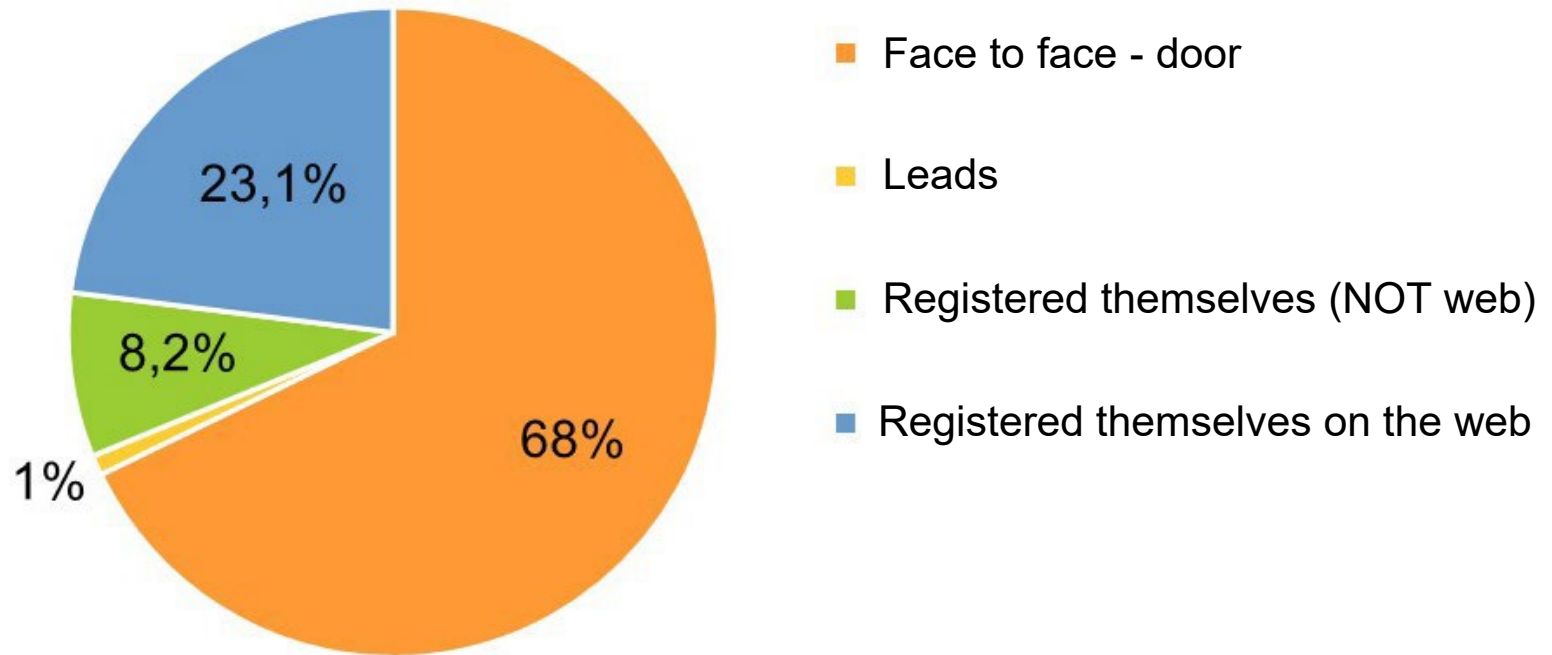
# Membership growth during 1970 -- 2018



Hyresgästföreningen

*The Swedish Union of Tenants*

# Channels for Recruitment 2018



# Membership fee

- 85 SEK (8 Euro) per household per month from 1 of january 2020
- Previously ranged from 75-85 SEK across the country

# What do you get as a member?

We have many benefits for our members

- We negotiate with landlords concerning rents and terms and conditions of housing
- We answer questions from members and provide legal support in dealings with landlords
- We work with opinion-shaping and lobby policymakers to improve conditions for our members
- We help members to personally make a difference in their housing
- Publish a monthly member magazine
  
- And much more.....



# 51/22

- The SUT board has decided by 2027



- More than 50 percent (51) of Sweden's tenants are to be members of the SUT
- To increase the number of elected representatives and active members to 22,000 people from 10,000 currently

# The Plus programme

Creating Values for members, SUT and  
participating companies

VIKING LINE

Stena Line



Hemfixare

Greatdays

Flügger färg

apomera

BESIKTA  
BILPROVNING

F  
Filmstaden

ACTIC

MABI  
HYRBILAR

animail  
Sveriges största djuraffär

skicka blommor  
euroflorist

500 benefits for members in total,  
25 managed in the Plus programme

STÅLHÄSTEN  
EST. 2010

FORSEA  
FERRIES

BNP PARIBAS  
CARDIF

Nordic Green Energy

C MORE

Synoptik

eleven

Nextory

Adlibris

Gjensidige

lån & spar bank

Hyresgästföreningen

The Swedish Union of Tenants

# The Plus programme

- Mission

- *to contribute to long-term positive membership development by creating individual and financial benefits for members*

- Managed by a Limited Company, subsidiary of the SUT

- Boardmembers from SUT - officials and elected

- Funded through kick-back on the revenue created for participating companies – no costs for the members of SUT

# Discounts for members - examples

- Cinema tickets
- Different kinds of Insurance
- Bank loans
- Boat cruise tickets
- Wallpaper and paint
- Car hire
- Medicine
- Gym membership
- Spectacles
- Books
- Bikes
- Mobile phones

# All parties are winners. . .

- Creates longer memberships for SUT
  - Estimate 2018: At least 5000 members remain at least 3 more years
- More revenue for participating Companies
  - Total revenue 2018: 88 000 Euros
- For the members in SUT:
  - Total discounts 2018: 8 000 Euros

What's in it  
for me?

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# Roundtable questions

- How do you recruit members?
- How do you retain members?
- How do you organize members?
- Best practice?
- Success stories?