

Greece Real Estate 2026

From the perspective of the public and
professionals



Xenia Kourtoglou

Founder of Focus Bari & Resilience Expert



19 March 2026

What we did this year:

General Public



- Sample of 601 people aged 18+ nationwide
- Online questionnaire
- YouGov Panel
- March 2026

Thank you!

Professionals



- 4 in-depth interviews
- Professional Estate Agents
- 1-hour open discussion
- March 2026



Contents...

Property as an investment

Market trends

The Real Estate Profession

Property as an investment

58%

‘Property is a safe investment’

42%

“Real estate secures wealth”



However, at the same time ...

34%

'Property investments involves risk'

28%

"It's a good time to invest in property in Greece"

30%

"Greece is an attractive destination for foreigners"

18%

‘I will sell if the value of my property rises by 20%’

19%

“I’m likely to buy within the next 2 years’ time”



Key factors ...

79%

'My income affects my decision to buy a home'

66%

"Mortgage interest rates are a key factor"

80%

"Buying a home is unaffordable for young people"

From the professionals' perspective ...

*'Foreign investment
has driven prices
up excessively'*

*"Sellers' demands
are often
unreasonable"*

*"The 'key' is
accurate valuation
and keeping clients
informed"*

From the professionals' perspective ...

'Specifications and costs are rising'

"Younger generations aren't as focused on home ownership"

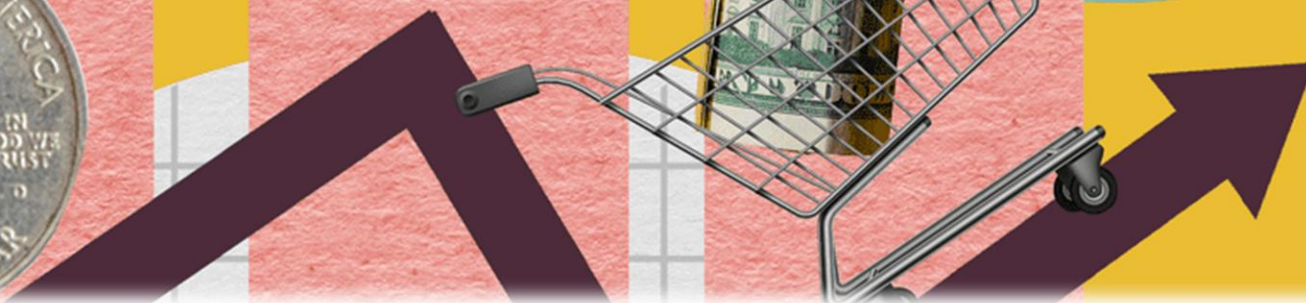
"Expert advice is becoming absolutely essential"



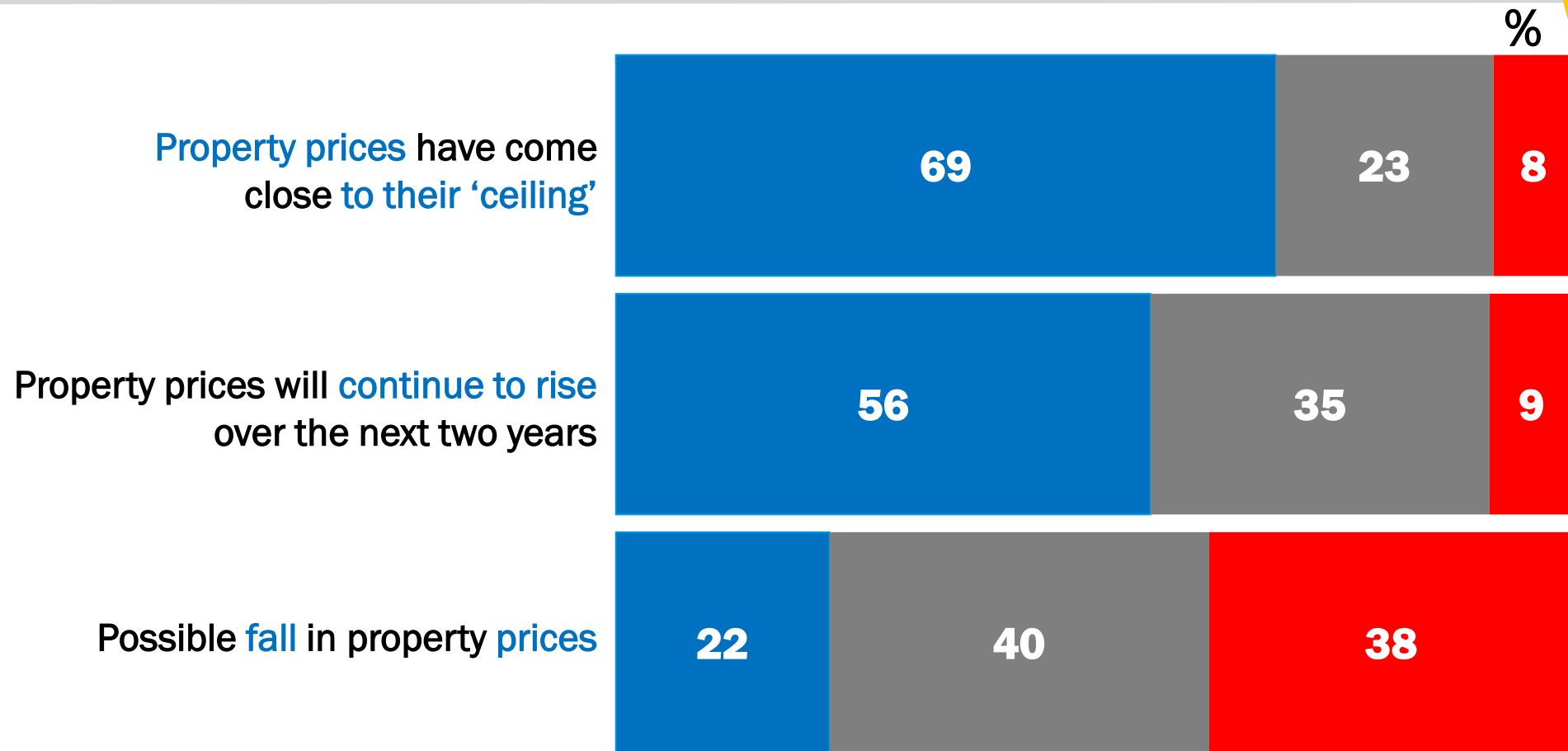
#1. 'Key Learning'

- *Property is a safe investment (generally speaking)*
- *Foreign investors drive up prices and values*
- *Finances/income are a barrier*
- *Young people: difficulty & a shift in mindset*

Market trends



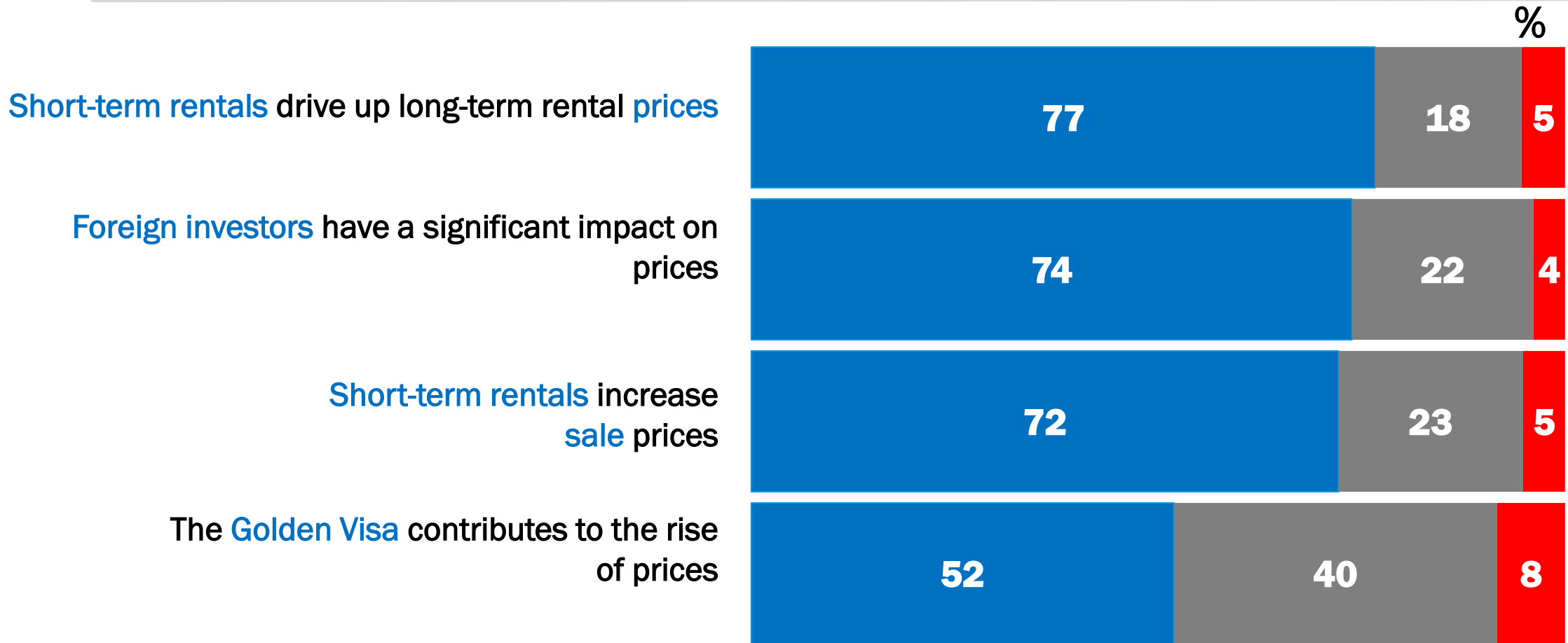
Customers / general public: A perception that high prices will remain



■ I strongly agree/agree ■ Neither agree nor disagree ■ I strongly disagree/disagree

Customers / general public:

Short-term rentals, foreign capital / investors are driving up property prices



■ I strongly agree/agree

■ Neither agree nor disagree

■ I strongly disagree/disagree

From the professionals' perspective ...

'The market is stabilising'

"Supply and demand are balanced"

"Corrections are expected, but not dramatic ones"

From the professionals' perspective ...

*'The market varies
by region'*

*"There are markets
with significant
seasonality"*

*"Demand is much
higher than supply
– there is a
shortage of
properties"*

From the professionals' perspective ...

'Prices are high, but this isn't a "bubble"

"We no longer rely solely on the local market"

"Major investors are helping with the reconstruction"



#2. 'Key Learning'

- *The market is at high levels*
- *Minor corrections/fluctuations are expected*
- *Demand exceeds supply – there aren't enough properties available*
- *The market is not limited to Greece*

A photograph of a smiling couple sitting on a couch in a modern living room. A man with a beard and a woman are both smiling broadly. They are shaking hands with a man in a dark blue suit who is standing and facing them. The background shows a dining table and a fireplace. The text "The real estate profession" is overlaid in large white letters.

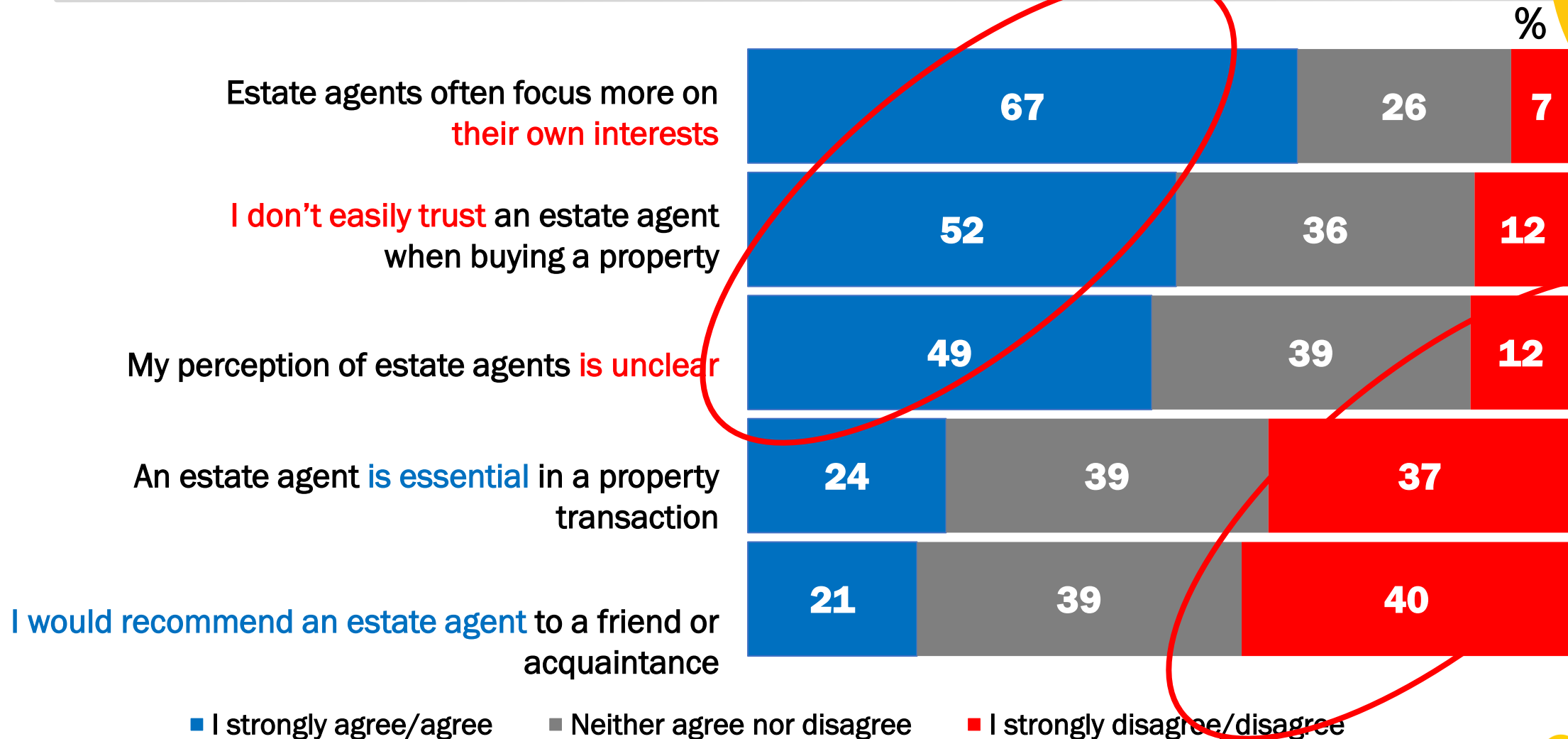
The real estate profession

everyone

**Expresses scepticism, mistrust,
and uncertainty**

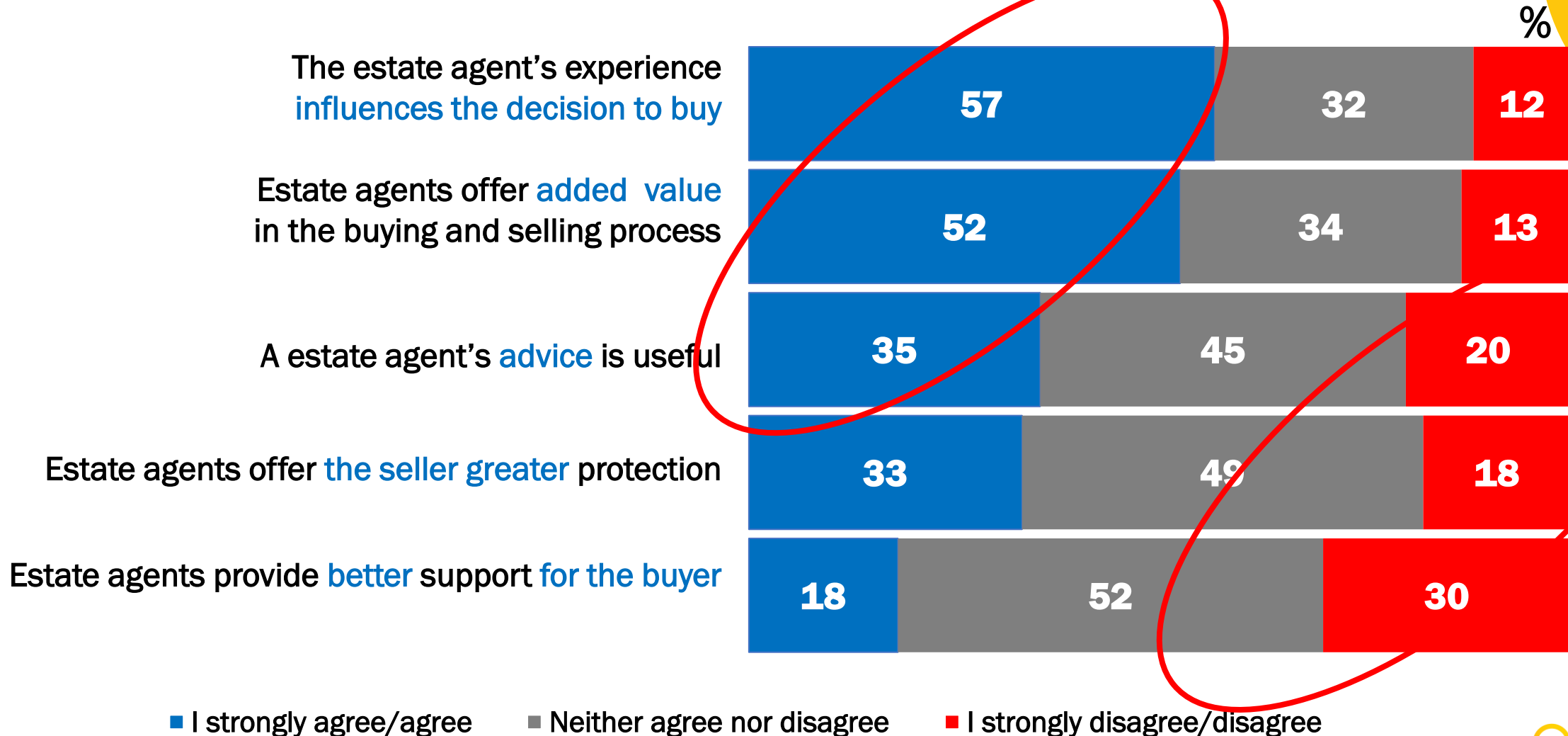
Customers / the general public:

Lack of trust, scepticism, unclear picture



Clients / the general public:

While their experience is recognised, their role is questioned



On a 'second' reading, the public...

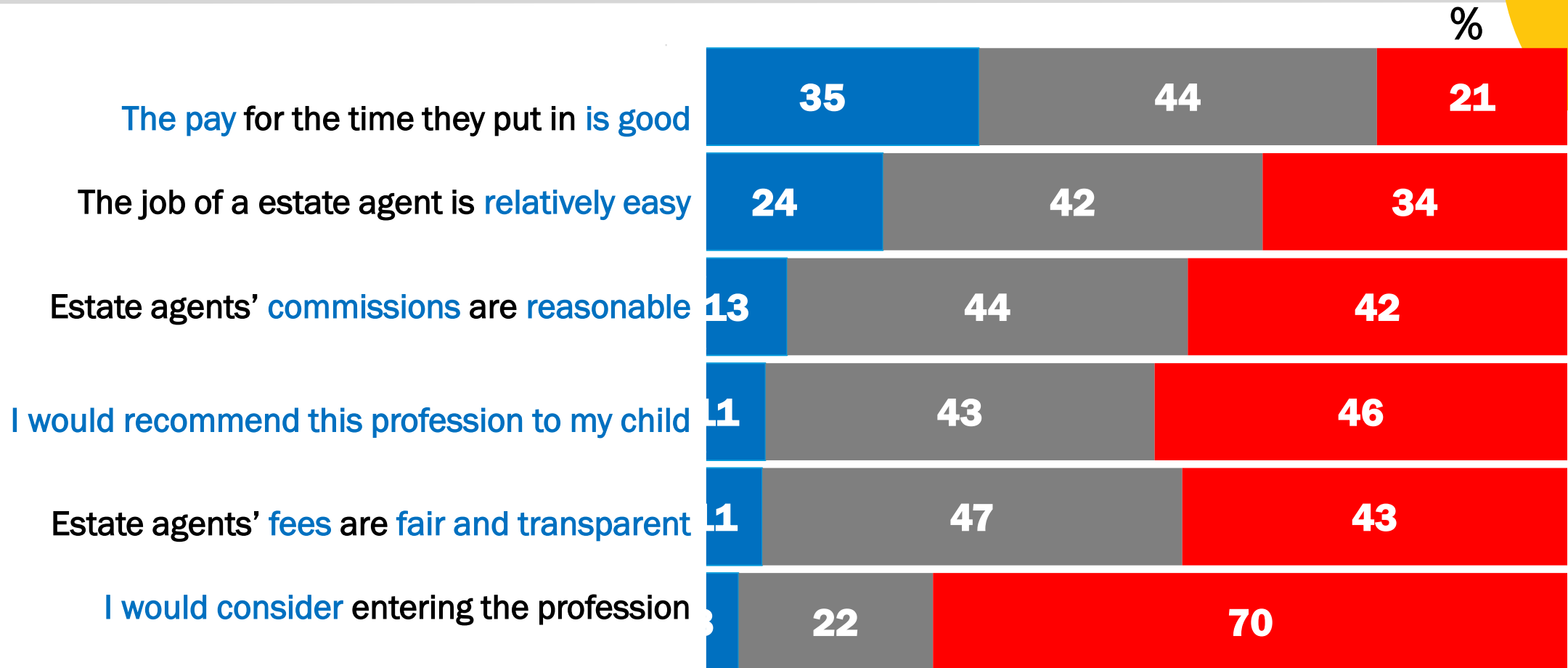
Being inadequately or misinformed, they are led to make unreasonable or unfair demands

'I can do it myself, the estate agent doesn't do anything', so...

They question the value of the estate agent's role and fee (older generations)

Clients / the general public:

Whilst the profession is recognised as demanding, it is not considered attractive & fees are questioned



■ I strongly agree/agree

■ Neither agree nor disagree

■ I strongly disagree/disagree

Across the board

**Industry professionals identify
major and critical issues
within the sector!**

**Mediation – Criteria –
Bureaucracy**

From the professional perspective...

'Illegal brokers and fly-by-night operators are a major scourge for us'

"The lack of a regulatory framework means anyone can become a broker"

"The image is tarnished by illegal operators and poor experiences"

From the perspective of professionals...

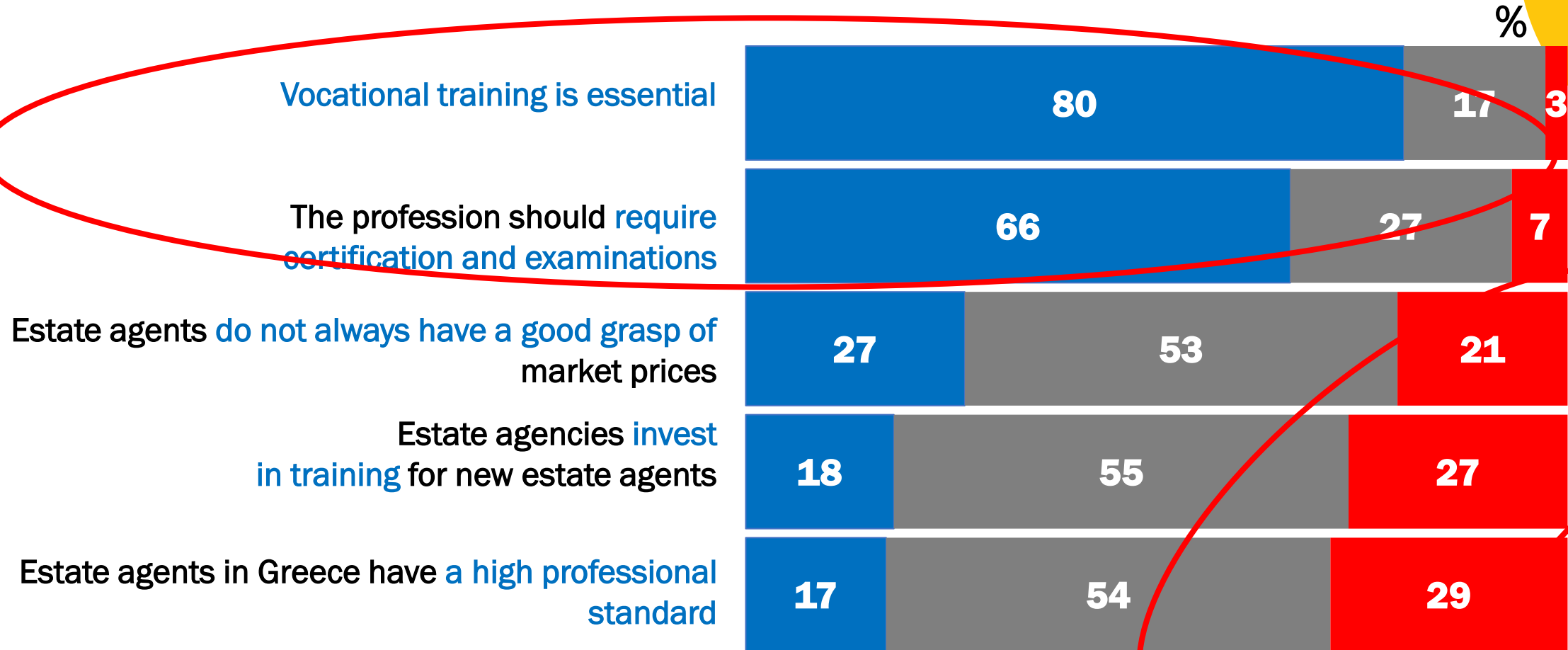
'The younger generations recognise and appreciate us more'

"The right professionals are recognised with gratitude"

"The right estate agent will take a close, 'end-to-end support'"

Clients / the general public:

Recognise the need for training, certification and continuous professional development necessary to improve the sector



■ I strongly agree/agree

■ Neither agree nor disagree

■ I strongly disagree/disagree

From the perspective of professionals...

‘Stricter criteria, exams and checks are essential’

“The probationary period for new estate agents is essential”

“Continuous training for all estate agents – both new and experienced is crucial”

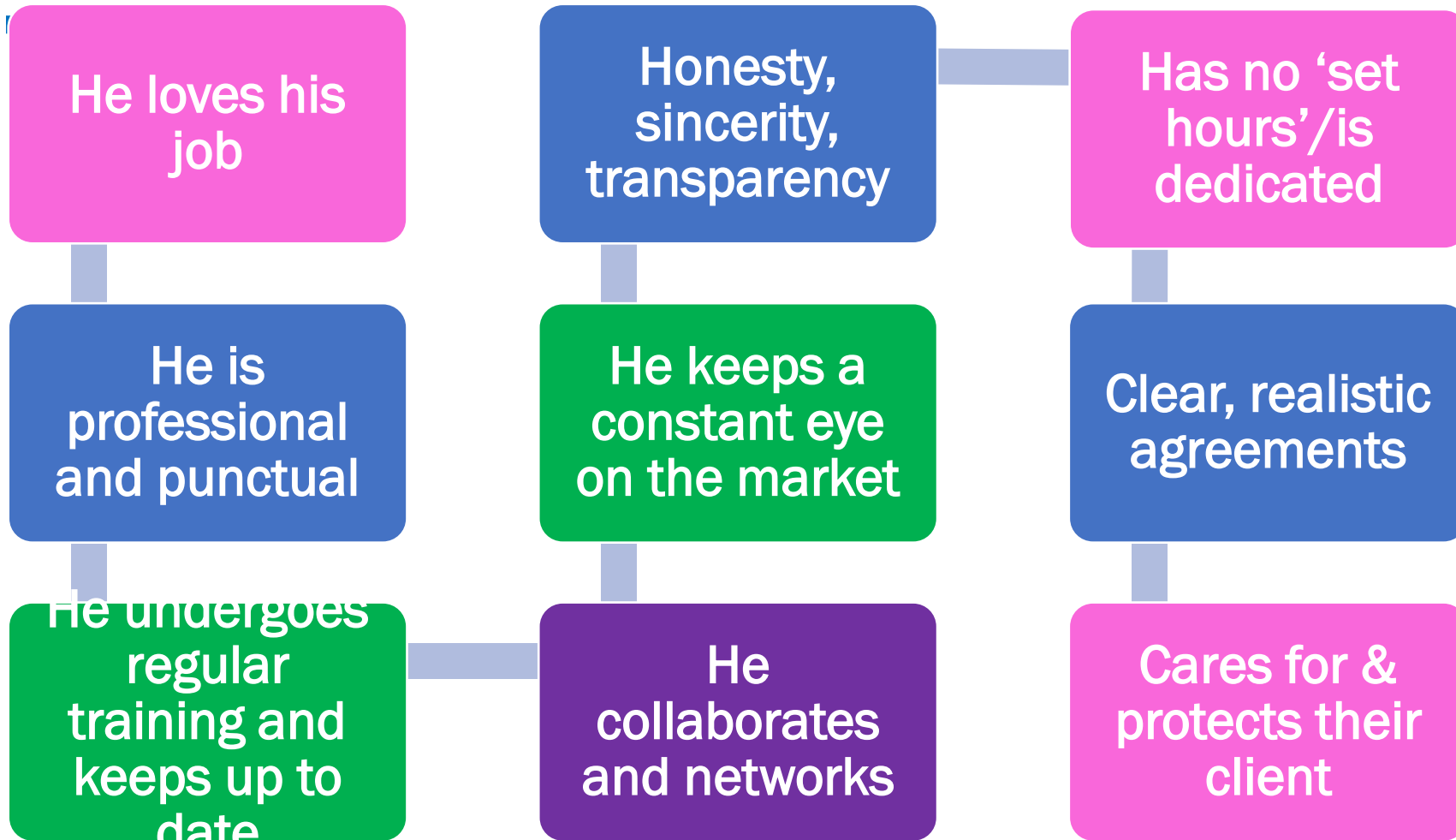
From the professionals' perspective...

“Digitalisation will streamline processes”

“Networking and collaboration with other estate agents in Greece and abroad is essential”

“An MLS system will significantly improve transparency and collaboration”

From the professionals' perspective, the 'ideal estate agent'...



Looking to the future, the 'ideal estate agent'...

Older
'mindsets'

Newer
generations /
mindsets

Looking to the future, the **'ideal estate agent'...**

*"We don't just
make deals. We
build relationships!"*

*"Certification
doesn't protect the
estate agent: it
safeguards the
client!"*

*"Professionals with
a consistently good
reputation and a
growing reputation
will prevail!"*

Greece Real Estate 2026

From the perspective of the public and
professionals

Thank you!



19 March 2026

Xenia Kourtoglou

Founder of Focus Bari & Resilience Expert