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Project Presentation and Start

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REAL ESTATE MARKET IN GREECE



- Investment Models
- Statics
- Marketing Methods



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Investment Models

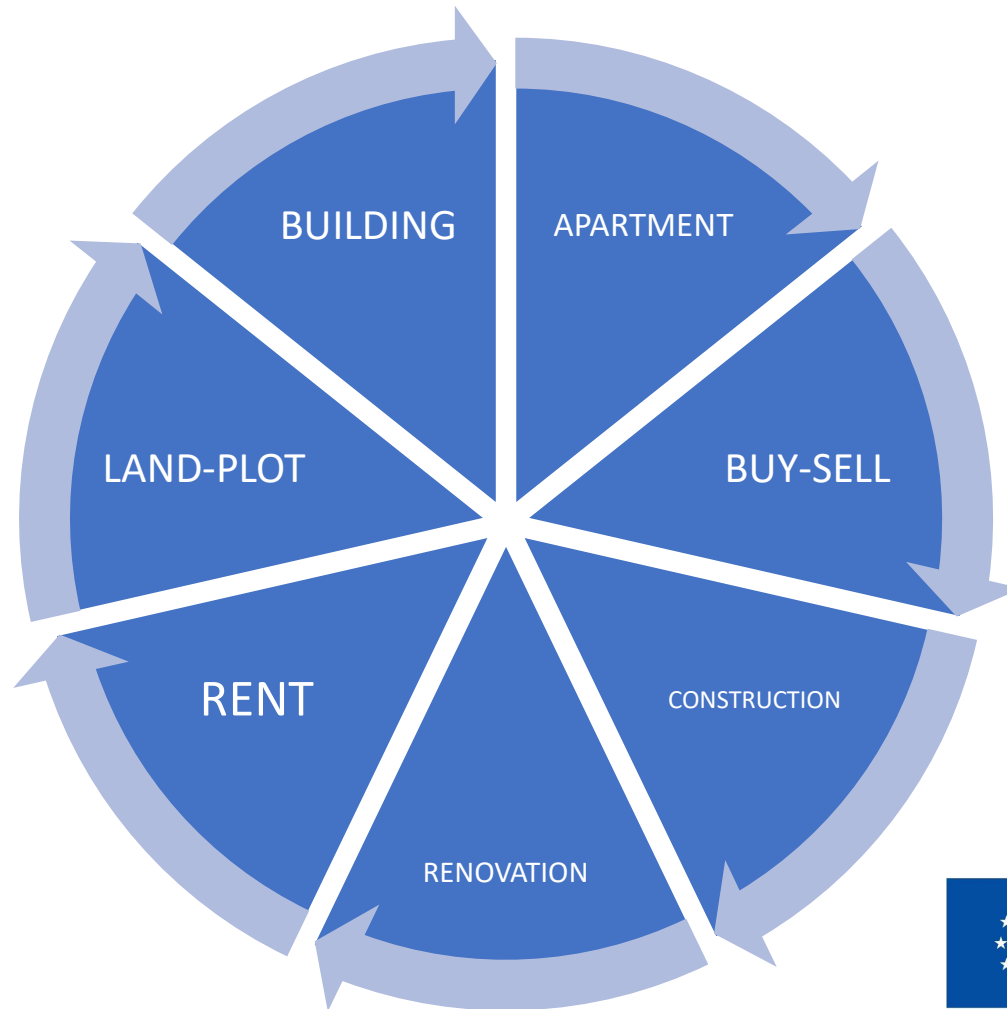


- **LONG TERM INVESTMENT**
 - Purchasing of Real Estate and Long Term Rent
 - Purchasing of Land and Project Phase
 - Between 12 and 24 months
 - Flat Received for Landownership
 - Uncompleted Building Projects
 - Between 6 and 18 months
- **SHORT TERM INVESTMENT**
 - Buying and Selling
 - Apartment
 - Land
 - Building



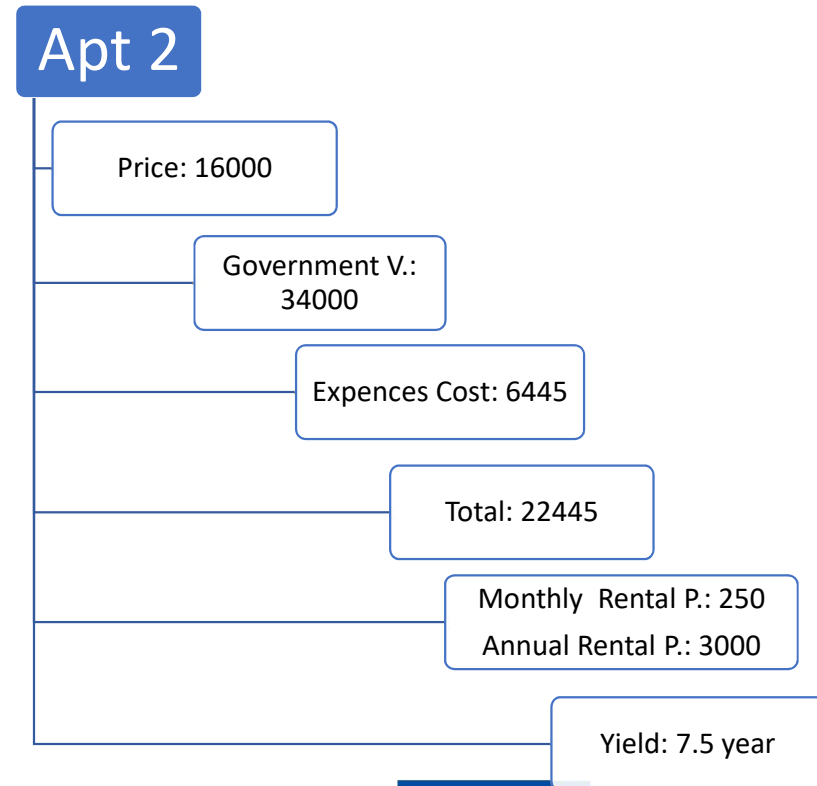
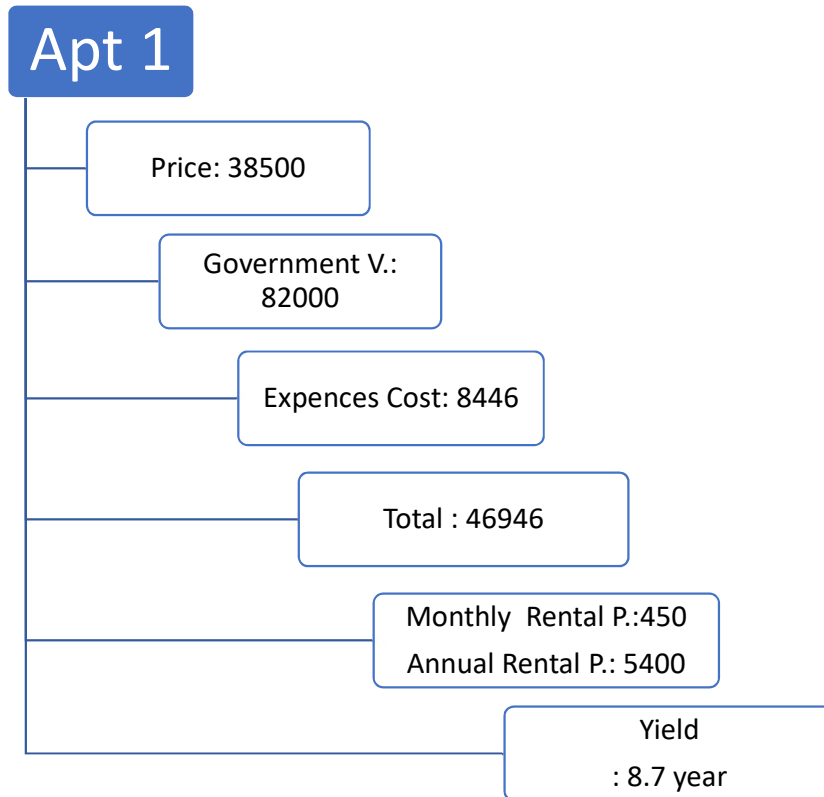
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Investment Models



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RETURN DETAILS WITH RENT



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BUY - SELL



PRICE	TOTAL PRICE	SELLING PRICE	NET PROFIT	PERCENTAGE	DURATION
43.000	51.129	64.000	12.871	%30	6 MONTHS
18.500	23.144	30.000	6.856	%37	4 MONTHS
23.000	28.930	36.000	7.070	%31	6 MONTHS
21.000	28.200	49.000	20.800	%99	2 MONTHS
27.500	37.686	51.950	14.264	%77	15 MONTHS
21.000	30.292	50.000	19.708	%94	12 MONTHS
23.000	32.752	47.000	14.248	%62	12 MONTHS
39.000	55.447	87.000	28.553	%73	15 MONTHS



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CONSTRUCTION PROJECT



- There is one construction Project started. The profit is %75. Aproximately 500.000 Euro. Total time of costruction is 18 months. Net Construction area is 383



Project Design	4 months
Total time	14 months
Price of Land	175.000 EURO
Cost of Construction	700.000 EURO
Total Cost	875.000 EURO
Total Selling Price	1.218.000 EURO
Profit	343.000 EURO



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GOLDEN VISA

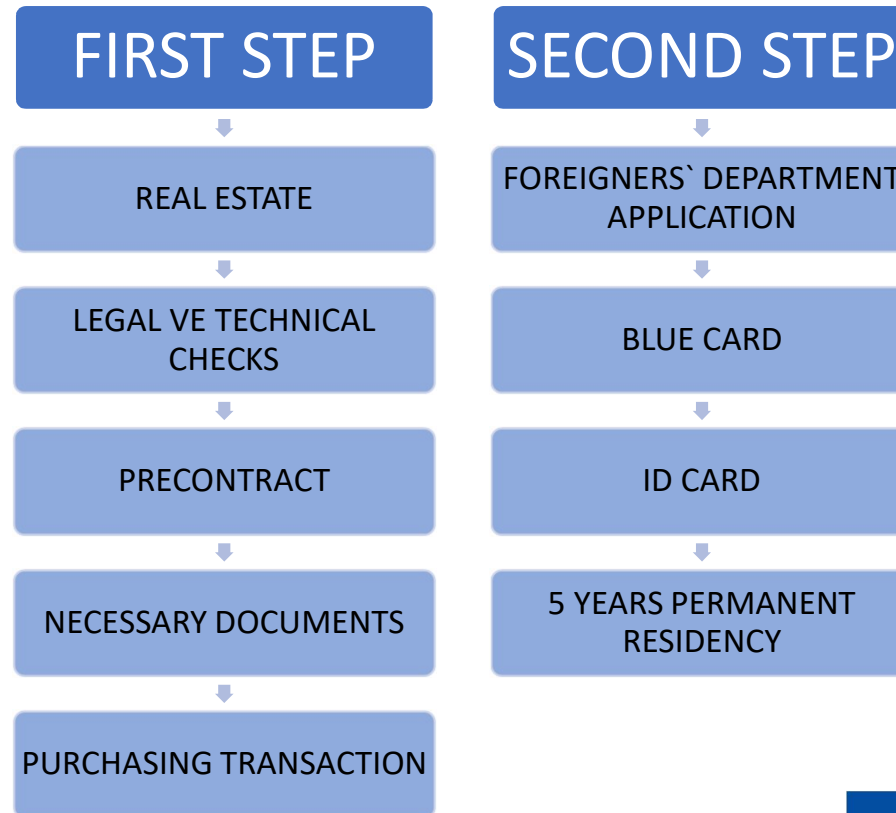


- Minimum amount of real estate is 250.000 €. This is the lowest value between European countries.
- The procedures of residence permit take between 2-4 months.
- 5 years permanent residency is gained.
- The number of countries can be travelled via visa-free is 164.
- Whole family members including children under 21 years old, parents, parents-in-law are included in Residence Permit Program.
- The residence permit may be renewed for each five years.



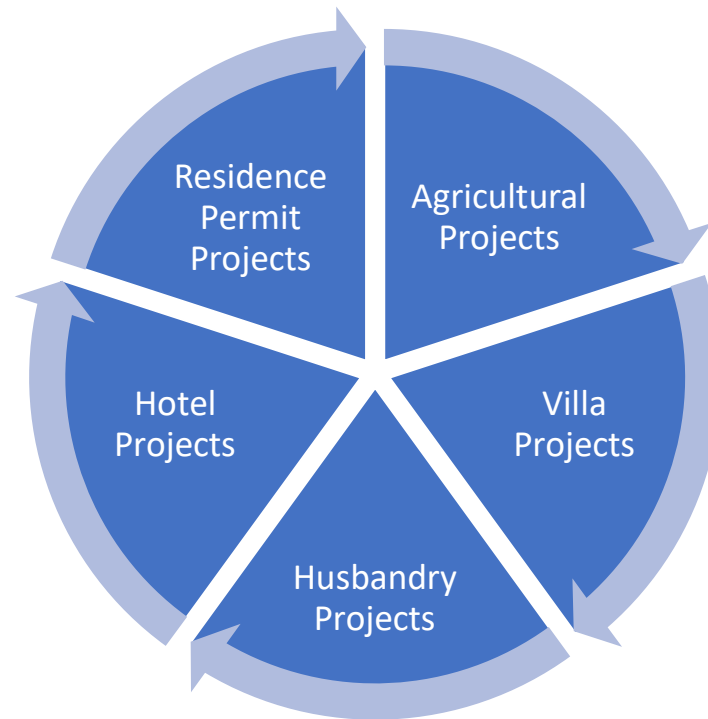
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GOLDEN VISA



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NEW PROJECTS



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Statics



- Foreign Real Estate investments in Greece
 - 61% up in the first half of 2022
 - 788 million Euro
 - Expected number 1,7 billion Euro
 - 1,45 Billion Euro in 2019
- 2017-2021 Investment Distribution
 - Chinese Buyers 1.2 Billion Euro
 - Honk Kong Buyers 973 Million Euro
 - European Union Buyers 1,85 Billion Euro
 - Others 3,27 Billion Euros
- Europeans
 - 473 Million Euro in 2021
 - %47 increased in 2022
- Cyprus
 - 466 Million Euro
- German Buyers
 - 312 Million Euro
- Switzerland Buyers
 - 312 Million Euro
- British Buyers
 - 176 Million Euro
- Israeli Buyers
 - 161 Million Euro




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The average prices are 1848 Euro per sqm



Greek property prices in November 2022

Region of Greece 	Price per 1 m ²
Mykonos, Cyclades	From €4,000
Athens	From €2,395
Piraeus	From €2,166
Heraklion, Crete	From €2,000
Rhodes	From €1,666
Thessaloniki	From €1,597
Corfu, Ionian Islands	From €1,166



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INDICES

INDICES OF APARTMENT PRICES ⁽¹⁾							
	2020	2021 *	2021*			2022*	
			Q2	Q3*	Q4*	Q1*	Q2*
<i>I. TOTAL</i>							
Price Index (2007=100)	67.3	72.3	71.7	73.6	74.2	76.3	78.5
(%) change over previous year	4.5	7.5	6.9	8.7	9.7	9.3	9.4



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INDICES

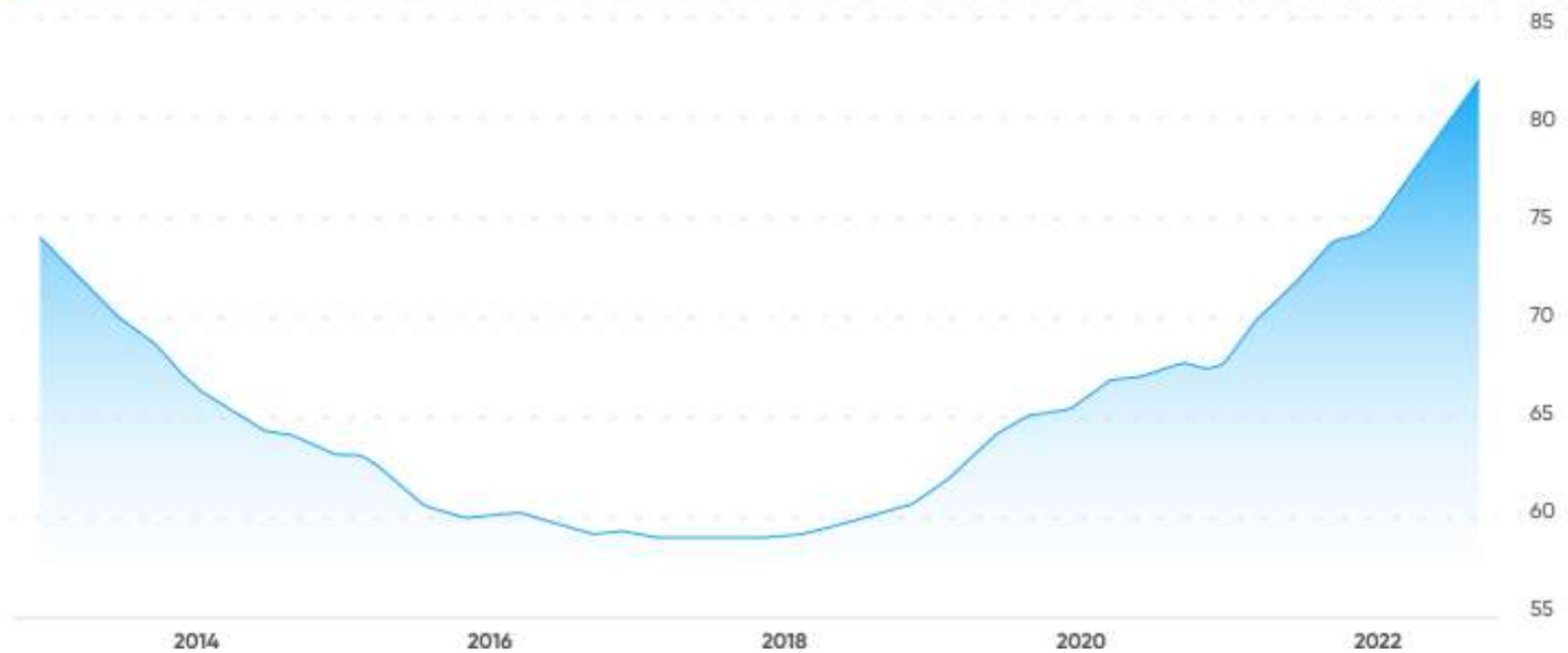


1. Athens							
Price Index (2007=100)	68.9	75.5	74.8	76.7	77.9	80.1	82.9
(%) change over previous year	7.8	9.6	9.3	10.6	11.2	10.5	10.9

3. Other cities							
Price Index (2007=100)	64.6	68.3	67.7	69.7	69.9	71.6	73.7
(%) change over previous year	0.2	5.7	4.9	6.7	9.0	8.8	8.9

INDICES

GREECE HOUSE PRICE INDEX 2012-2022



Source: Trading Economics, Bank of Greece



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Marketing Methods



- Based on the needs of your personals, you can create your entire digital marketing strategy.
- Send drip emails to increase conversions
 - It produces a 119% increase in click-through rates compared to normal campaigns.
- Give Property Info on a User-friendly Real Estate Website
 - Xe.gr
 - Sipitagatos
 - Keep your website
 - updated with the pricing
 - floor plan and certifications
 - Include high-resolution images and videos of your properties, amenities, services related to loan financing, and more.



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Marketing Methods



- **Generate Real Estate Leads through Google Ads**
 - Along the way, improve your click-through rate (CTR) and cost per lead (CPL).
- **Increase Real Estate Conversions with Facebook Ads**
 - According to Facebook, 80% of U.S real estate agents use Facebook to market.
- **Use the Power of Networking on LinkedIn**
 - LinkedIn's private messaging features let you share your project news, whitepapers and educational resources with potential clients professionally.
- **Create Helpful Articles for Real Estate Customers**
 - Blogging is a great way to showcase your expertise



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Marketing Methods



- Enhance Your Real Estate Visibility with Search Engine Optimization (SEO)
 - Better ranking of your website and improved search discoverability
 - Better ranking of your website and improved search discoverability
 - More organic traffic from your customer segment
 - Increase in the number of relevant leads and conversions
 - Types of SEO include:
 - On-page SEO (your website's meta tags, content, keywords, images)
 - Local SEO (project office location and direction, business hours)
 - Off-page SEO (social media, PR, guest blogging, link building)
 - Technical SEO (site indexation, structured markup, site speed, site architecture, UX, accessibility, crawl budget)



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Marketing Methods



- Offer Property Tours through Video Marketing and Virtual Reality
 - According to Quicksprout, property listings with videos get 403% more inquiries than those without video.
 - Offer Virtual tours of the property.
- Improve Lead Response Time with WhatsApp for Businesses
- Stay on the Good Side with Online Reputation Management



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Marketing Methods



PROJECTS	APARTMENTS	DRIP MODEL	REAL ESTATE WEBSITE	GOOGLE SUPPORT	FACEBOOK	LINKEDIN	BLOGS	ENGINE OPTIMIZATION
A	6	2	4					
B	7	2	5					

- WHATSSUP BUSINESS
- 3D VIDEO
- STAY ONLINE AND GOOD COMMUNICATION



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THANK YOU FOR YOUR PATIENCE



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