



From Romania to Greece: The Growing Appeal of Greek Real Estate

In recent years, Greece has emerged as one of the most attractive destinations for real estate investment among Romanian buyers. The growing purchasing power of Romanian investors, the expansion of their investment activities across Southeastern Europe, and their increasing preference for secure real estate assets have all contributed to a significant rise in demand for Greek property. This trend forms part of a broader pattern of expanding regional investment activity, with Romanian investors playing an increasingly important role in the real estate markets of Southeast Europe.

According to recent data on the Greek property market, Romanian buyers rank among the most active foreign investors. Their acquisitions primarily include residential properties for personal use, holiday homes, and real estate with strong tourism investment potential. Coastal destinations are particularly attractive, as they combine lifestyle benefits with promising investment returns. Northern Greece has consistently attracted the highest level of Romanian interest, largely due to its easy road access from Romania. This geographical proximity, combined with competitive property prices and the strong tourism appeal of the region, has established a steady flow of Romanian investment into Northern Greece's real estate market.

The particularly strong presence of Romanian buyers in the real estate market of Northern Greece is also reflected in local market data. Indicatively, in the Kassandra peninsula of Chalkidiki, approximately 25% of property buyers originate from Romania¹, highlighting the country as one of the most important sources of foreign investment demand. Overall, it is estimated that around 70% of property transactions in Chalkidiki are carried out by buyers from Balkan countries, with Romanians occupying a leading position². Their interest is primarily focused on acquiring holiday homes in areas such as Chalkidiki, Kavala, and Thessaloniki³, which combine easy road accessibility, a high quality of life, and considerable investment potential. At the same time, Romanian investors demonstrate a clear preference for newly constructed properties⁴, which offer modern construction standards, high energy efficiency, and reduced maintenance requirements. Consequently, Romanian investment activity channels substantial capital into the Greek real estate market⁵, making a significant contribution to both the construction sector and the overall development of the property market, particularly in the most popular tourist destinations of Northern Greece.

However, Greece's appeal extends well beyond its geographical proximity to Romania. A key factor driving investor interest is the substantial improvement in the country's investment and administrative environment. In recent years, Greece has undertaken an extensive digital transformation of the procedures governing the acquisition and management of real estate, significantly reducing the bureaucracy that for decades had discouraged foreign investors.

Today, a considerable portion of the required procedures can be completed electronically. The issuance of tax and administrative certificates, the electronic submission of property transfer tax declarations, access to the Hellenic Cadastre, and the digital integration of notaries with the relevant public authorities have considerably accelerated the completion of real estate transactions. This digitalization has reduced both the time and administrative costs associated with property acquisitions while enabling foreign investors to complete much of the process remotely.

For Romanian buyers, who often wish to acquire property without making repeated trips to Greece for administrative formalities, these developments represent a significant competitive advantage of the Greek real estate market. Greater transparency, faster transaction processing, and enhanced legal certainty have strengthened investor confidence and made Greece increasingly competitive compared with other Mediterranean investment destinations.

Modern investors place growing importance on operating within an environment that guarantees both financial security and legal certainty. Strong protection of property rights, institutional stability, and a predictable legal framework governing real estate transactions are fundamental prerequisites for investment decisions, particularly when substantial capital is invested in a foreign market. Greece possesses these characteristics, offering social, economic, and political stability, a mature legal system, and a high level of protection for property rights. Moreover,

¹ [Skip Busy Mykonos. Greece's Holiday House Hunters in the Know Turn to This Alternative. - Kanebridge News](#)

² [Real estate: The descent of the Balkan buyers](#)

³ [A surge in Romanian and Bulgarian purchases of holiday homes in northern Greece has led to an explosion in prices, sparking discontent among locals.](#)

⁴ [A surge in Romanian and Bulgarian purchases of holiday homes in northern Greece has led to an explosion in prices, sparking discontent among locals.](#)

⁵ [Real estate: The descent of the Balkan buyers](#)



its membership in both the European Union and the Eurozone further enhances investor confidence by providing a secure, predictable, and institutionally reliable investment environment. Under these conditions, purchasing real estate in Greece is viewed not merely as an investment with attractive return potential, but also as a strategic allocation of capital in a country that offers long-term stability, security, and protection of investments.

At the same time, the continued development of infrastructure, the country's strong tourism sector, and sustained international demand for Greek real estate reinforce the prospects for preserving and increasing the value of property investments. As a result, Greece is attracting not only buyers seeking a second home but also investors pursuing long-term returns within a stable and continuously modernizing market.

It is particularly important to emphasize that every real estate investment requires appropriate legal and technical preparation. Conducting comprehensive legal due diligence, examining title deeds, verifying the property's planning and building law compliance, and identifying any encumbrances or legal restrictions are essential steps in ensuring a secure transaction. For citizens of European Union Member States, including Romanian investors, the acquisition of real estate in Greece is governed by a clearly defined legal framework that provides a high level of legal protection, subject to the specific restrictions imposed under Greek law in certain designated border areas. Proper legal advice from the outset of the acquisition process plays a crucial role in ensuring the successful completion of the investment while minimizing transactional risk.

The growing presence of Romanian investors in the Greek real estate market reflects the strengthening economic ties between Greece and Romania and the steadily increasing interest in Greek property. Provided that each transaction is supported by appropriate legal and tax planning, acquiring real estate in Greece can represent a secure and effective investment opportunity, capable of serving both private and commercial objectives.

George Rekas
Attorney-at-Law

Vasiliki Petidou
Attorney-at-Law