

THE €400K COAST

Discover Greece through the
€400,000 Golden Visa route



GREEK BLUE
DIAMONDS





The €400,000 Opportunity

Greece's Golden Visa has changed considerably.

Once known for having one of Europe's lowest real-estate investment thresholds, the programme now requires a minimum **€800,000 property investment in many of the country's highest-demand locations, including Attica, Thessaloniki, Mykonos, Santorini and islands with a population above 3,100.**

But €800,000 is not the only route.

In other areas of Greece, the minimum real-estate investment remains €400,000 - creating an interesting opportunity for buyers who want Greek residency through property without committing to the higher €800,000 threshold.

And importantly, choosing the €400,000 tier does not necessarily mean giving up Greece's beautiful coastline and crystal-clear seas.



The Market Study

- 4 coastal markets.
- More than 1,300 property listings analysed.
- One investment threshold.

Greece's €400,000 Golden Visa investment tier opens access to property markets that look remarkably different once you move beyond the headline asking prices.

Greek Blue Diamonds analysed current residential **property listings across Porto Heli, Pylos, Kalamata and Parga** to understand not simply what property costs, but what investors can realistically expect to find at and above the €400,000 investment level.

Our analysis looks beyond average asking prices to examine median price per square metre, property size, price bands, construction age, property characteristics and premium submarkets.

The result reveals four very different coastal property markets — from the luxury villa economy of Porto Heli to the deeper year-round residential market of Kalamata.

About the data: Greek Blue Diamonds analysis of publicly advertised residential properties offered for sale in August 2026. Asking prices represent advertised prices, not completed transaction values. Figures are based on listings containing sufficient information for each calculation. Data was cleaned and analysed by Greek Blue Diamonds.

Why we chose these markets

We selected Porto Heli, Pylos and the Messinian Coast, Kalamata, and Parga because they combine the €400,000 Golden Visa investment threshold with something investors and second-home buyers actively seek: an established or developing seaside property market.

These are not simply lower-cost alternatives to Athens or the major islands. Each has its own investment story.



Important note

Golden Visa eligibility depends on the property, transaction structure and applicable legislation. For the standard €400,000 Golden Visa property route, the investment must be made in a single property and, for built property, a minimum surface area of 120 m² applies. Additional eligibility requirements may apply. Investors should obtain independent legal advice before purchasing. Property-market figures in this report are based on advertised asking prices and do not represent completed transaction prices.

Four Coastal Markets from a Property Buyer's Perspective

PORTO HELI

An established second-home and luxury market where medians conceal a substantial premium villa segment.

PYLOS & THE MESSINIAN COAST

A highly segmented market where traditional residential stock sits alongside a rapidly developing premium coastal and resort market.

KALAMATA

The deepest residential market in our analysis, combining year-round demand with premium coastal submarkets.

PARGA

A smaller and more supply-constrained coastal market shaped strongly by tourism and holiday-property demand.



THE MARKETS AT A GLANCE

PORTO HELI

€2,826/m² median asking price
€327,500 median property price
47.9% of analysed listings
priced at €400,000+

PYLOS & THE MESSINIAN COAST

€2,754/m² median asking price
€372,500 median property price
48.6% of analysed listings
priced at €400,000+

KALAMATA

€3,063/m² median asking price
€268,000 median property price
25.1% of analysed listings
priced at €400,000+

PARGA

€2,700/m² median asking price
€300,000 median property price
35.1% of analysed listings
priced at €400,000+