

# Porto Heli, Greece

## An Investment Value Overview presented by House of Advanced

Porto Heli is currently positioned as one of the most promising emerging luxury destinations in Southern Europe, attracting increasing attention from international investors, HNWI individuals, and global hospitality brands.

Villa Apollon is best positioned as a hybrid asset providing,

- **a prime lifestyle residence** in an emerging luxury destination,
- **a long-term capital appreciation play** and
- **a selective income-generating property**, rather than a mass market rental product

This profile aligns strongly with investors seeking asset security, controlled exposure, and upside potential, rather than purely yield-driven investments.

# Strategic Developments & Major Investments

The area is undergoing a strategic transformation, driven by significant large-scale investments, including:

|  |  |   |
|--|--|---|
| <ul style="list-style-type: none"><li>● <b>Four Seasons Porto Heli (upcoming)</b><br/>A global luxury hospitality brand arrival elevating destination prestige and long-term investment value.</li></ul> | <ul style="list-style-type: none"><li>● <b>Nikki Beach Resort &amp; Spa</b><br/>An established luxury lifestyle brand increasing international visibility and premium seasonal demand.</li></ul>         | <ul style="list-style-type: none"><li>● <b>Development of Private Marinas</b><br/>Exclusive maritime infrastructure enhancing accessibility, lifestyle appeal, and coastal property desirability.</li></ul> |
| <ul style="list-style-type: none"><li>● <b>Six Senses (upcoming)</b><br/>A wellness-focused luxury concept attracting high-net-worth buyers seeking privacy and sustainability.</li></ul>                | <ul style="list-style-type: none"><li>● <b>Luxury Hospitality Projects in Ermioni</b><br/>High-end developments expanding the regional luxury ecosystem and strengthening market fundamentals.</li></ul> | <ul style="list-style-type: none"><li>● <b>Development of Private Aviation Facilities</b><br/>Private air access positioning Porto Heli as a discreet Mediterranean luxury hub.</li></ul>                   |

These developments are reshaping Porto Heli into a **Mediterranean luxury hub**, comparable to destinations that experienced strong value appreciation in earlier stages of their lifecycle.

# Market Positioning & Capital Appreciation

Unlike fully matured luxury markets, Porto Heli remains undervalued relative to its long-term potential. Based on current market dynamics and upcoming developments, the area is projected to offer an estimated capital appreciation margin of approximately 30% over the next five years.

This positions Villa Apollon as an acquisition that is not priced at peak value, allowing investors to enter the market before full institutional saturation.

# Rental Performance & Yield Outlook

From an income perspective, Villa Apollon operates within the ultra-luxury rental segment, with current daily rates ranging between 2,000€ and 3,000€, depending on seasonality and length of stay.

Using a conservative average daily rate of 2,500€, the property requires approximately 75–80 booked nights per year to generate an estimated annual gross return of 150,000€–170,000€, corresponding to a 5–6% yield on a 3M€ asset.

This projection is intentionally conservative and reflects a balanced approach between personal use, selective rentals, and capital preservation, rather than aggressive short-term exploitation.

# Estimated Annual Operating Expenses

The annual operating costs of Villa Apollon are structured and predictable, reflecting the standards of a high-end luxury residence:

- Swimming pool maintenance: 250€ / month
- Garden maintenance: 300€ / month
- Electricity (DEI):
  - Summer period: up to 500€ / month
  - Winter period: approximately 250€ / month
- Property caretaker: 350€ / month
- (Weekly inspection of the residence for technical and security checks)
- Elevator maintenance: 600€ / year
- Pest control: 500€ / year
- General property maintenance: 2,000€-3,000€ / year
- (Ongoing and unforeseen maintenance costs typical for premium properties)

**Total Estimated Annual Operating Cost:** 18,500€ – 20,400€ per year

These costs ensure the property remains in prime condition year-round, preserving both lifestyle quality and asset value.

# Market Positioning & Capital Appreciation

Villa Apollon is owned by a Greek Private Limited Company (IKE).

For investors, acquiring the property through the purchase of the company offers substantial financial and structural advantages.

## Key Benefits of Company Acquisition

- Full exemption from property transfer tax
- No notarial transaction costs
- No land registry / title transfer fees

No real estate brokerage commission

# Land Assets & Upside Potential

- The property price of 2.9M€ includes the villa and the adjacent front plot, already incorporated into the title.
- An additional neighboring plot is available at 300,000€.
- If acquired, it would create an entire private building block, a rarity in Porto Heli.

This strategic expansion has the potential to significantly enhance privacy, exclusivity, and overall asset value, positioning the property among a very limited category of ultra-premium holdings in the area.

# Financing Options

Through the owning company, the seller can assist at additional cost in preparing a complete financing dossier for acquisition via Optima Bank, facilitating structured lending for qualified buyers.

# Rental Performance Outlook

When operated selectively in the premium rental market between April and October, Villa Apollon generates approximately 180,000€ in gross rental profit per season.

# Industry Standards & Market Overview

According to industry benchmarks and market analyses from official real estate and tourism sources: *theluxuryplaybook.com*

**Source Link:** <https://theluxuryplaybook.com/porto-heli-real-estate-market-overview-forecast/>

# Thank You,

For taking the time to review this Investment Value Overview of Porto Heli, Greece.

This presentation has been prepared to provide a clear, structured, and transparent perspective on the strategic positioning of Villa Apollon within the Porto Heli luxury real estate market.

Should you require any additional information, detailed financial clarifications, or a private discussion regarding the property, our team remains at your disposal.

We would be pleased to continue the conversation and explore the opportunity further at your convenience.

With kind regards,

**House of Advanced, *Villa Apollon – Marketing Team***