



Press Release

Alpha Bank has a strong presence in the public debate on housing and real estate issues

Ioannis Ganos, CEO of Alpha Real Estate Services and member of the Board of Directors of the KAPPA Initiative, and Panagiotis Kapopoulos, Chief Economist and Head of Alpha Bank's Economic Research and Analysis, spoke at the Hellenic Public Property Conference 2025, highlighting the challenges and opportunities in the real estate and public properties sector as well as the issue of affordable and social housing.

Two senior Alpha Bank Group executives made a strong presence at the recent Hellenic Public Property Conference 2025, organized by the KAPPA Initiative in collaboration with BOUSSIAS Events.

Ioannis Ganos and Panagiotis Kapopoulos highlighted the aspects related to the optimal use of the available real estate stock and the prerequisites for the strengthening of initiatives, both public and private, aimed at offering access to affordable and modern housing to more citizens.

Speaking at the conference, **Ioannis Ganos** raised the issue of the valuation of public properties. Using the Hellenic Public Property Company (HPPC) as a prime example, Mr. Ganos mentioned that 36,000 properties are currently entering the appraisal process, while about 6,500 of them will be valued and a subset of up to 1,000 of them are expected to proceed to the stage of development preparation (“maturation”) and implementation.

The CEO of Alpha Real Estate Services also referred to the prospect of making use of the large number of properties linked to loans, which are currently in the hands of the banks. *“Many properties are in the process of being developed or could be considered ‘developable’. The intention of the banks regarding these properties is to place them on the market as soon as possible. However, the time required for their “maturation”, so that they can be developed, is significant,”* he said.

It should be noted that Alpha Real Estate Services has been active in the sector for more than 40 years, its main business activity being the management and development of real estate properties and the provision of advisory services on property investments and property-related technical issues. The company provides these services to institutions, organizations and entities of the public and private sectors.

For his part, **Panagiotis Kapopoulos** referred to the historical and current particularities of the Greek real estate market and its interaction with the financial wealth of households, as well as to the factors that determine the issue of social and affordable housing, while he also examined appropriate interventions to stimulate supply and manage demand for the purchase/rental of residential properties, as well as the development of appropriate related financing schemes.

Alpha Bank's Chief Economist pointed out that *“excess demand for affordable housing is observed and, therefore, there is a need for measures to stimulate supply, both through energy efficiency upgrades –as the average age of the stock of buildings in Greece is estimated to be significantly higher than 30 years– and through new constructions that will ensure low rental costs”*, stressing that *“a detailed inventory of the negative inheritance (or inheritance renunciation) contracts brought about as a result of debts during crisis should be established, so*



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that the related properties could be developed, while a modern housing policy hinging on the concept of 'social consideration for the development of private properties' should also be formulated and introduced."

Alpha Bank Group is closely following developments in housing, while with its financing activities, as well as with the activities of its subsidiaries, it is also participating in urban regeneration projects, as well as in projects for the development and enhancement of both historic properties and urban or other properties. At the same time, it keeps improving and refining its proposals regarding the financing, renovation, energy efficiency upgrade and insurance of properties, meeting its Customers' modern-day needs.