

 Success story

Redefining digital real estate leadership with a headless architecture with Strapi & Astro

Terra Group Real Estate is a specialized Greek real estate company with long-standing experience in the market and is the owner of the Terra Property brokerage portal. With a strong presence in the sector and a portfolio of nearly 2,000 active listings across sales and rentals, the Terra Property portal has built its reputation on trust, premium service, and market expertise.

As the Greek real estate market evolved digitally, Terra Property made a bold decision: rather than merely modernize its legacy website, it chose to redefine digital standards in the industry and position itself several steps ahead of the competition.

To achieve that, Terra Property needed a trusted technology partner capable of delivering a high-quality headless solution aligned with modern accessibility standards, Core Web Vitals benchmarks, and long-term scalability. VirtusLab stepped in to lead the transformation.



The Challenge

Terra Property operated on a legacy, monolithic web platform that had served the company for years but was increasingly limiting growth and innovation.

Key challenges included:

- Monolithic CMS limits frontend flexibility and performance optimization.
- Difficult content management processes are impacting editorial agility.
- Suboptimal Core Web Vitals performance.
- Limited scalability for handling nearly 2,000 listings and over 10,000 multimedia assets.
- Multilingual complexity (Greek & English).
- Tight integration requirements with the internal CRM system.
- Migration risk from legacy data structures.
- Need for a very sophisticated and highly interactive search capability, enabling advanced filtering, dynamic results updates, and seamless browsing across a large and constantly evolving property portfolio.

The search layer was particularly critical. In real estate, discovery drives conversion. Terra Property required an experience that would allow users to intuitively navigate thousands of listings, combine multiple filtering criteria, explore properties geographically, and receive near real-time results — without compromising performance, accessibility, or SEO.

This was not a simple redesign. It was a full-scale architectural transformation aimed at setting new digital standards in the Greek real estate market.



“Our ambition was not simply to redesign our website, but to redefine digital standards in Greek real estate. VirtusLab understood that vision from day one. Their expertise in headless architecture, Strapi, and performance-driven frontend development helped us build a platform that is not only beautiful but fast, scalable, and future-ready. They have proven to be a true strategic partner.”

Gregory Kotsias
CEO @ Terra Group Real Estate



The solution

VirtusLab delivered a complete digital transformation — both architectural and experiential — moving Terra Property from a legacy monolith to a modern headless ecosystem.



● **Transition to Headless Architecture**

- Migration from monolithic CMS to Strapi (Headless CMS).
- Redesign of content models to support complex property structures, agents, and localized content.
- Scalable handling of listings, media, and dynamic property attributes.
- Deployment on Strapi Cloud for managed scalability and operational efficiency.

The new CMS architecture provides editorial flexibility while maintaining strong governance and structured content management.

● **High-Performance Frontend with Astro**

- Frontend implementation using Astro for optimal performance and partial hydration.
- SEO-first architecture aligned with Google Core Web Vitals.
- Accessibility-first implementation meeting modern web standards.
- Deployment on Vercel for global edge delivery and automatic scalability.

The result is a fast, responsive, and future-proof digital platform that reflects Terra Property's premium market positioning.

● **Advanced Search & Data Ecosystem**

- Implementation of a highly interactive property search engine.
- Advanced filtering capabilities with dynamic, real-time result updates.
- Structured taxonomy for accurate property categorization.
- Optimized media delivery for over 10,000 multimedia assets.
- Secure integration with Terra Property's internal CRM system.
- Full legacy data migration with strict data integrity validation.

The search experience became a core differentiator — enabling users to explore nearly 2,000 listings effortlessly across devices and languages.



The results

With its new digital platform, Terra Property now benefits from:


- Significantly improved Core Web Vitals and loading performance
- Fully bilingual experience (Greek & English)
- Scalable management of 2,000+ listings
- Optimized delivery of 10,000+ media assets
- Seamless CRM synchronization
- A future-ready headless architecture enabling further product expansion

Terra Property has successfully positioned itself as a digital trendsetter in the Greek real estate market, combining performance, accessibility, and editorial flexibility in one cohesive ecosystem.



The tech stack

/ Languages

 Typescript

/ Tools

 Strapi  Astro  React

/ Infrastructure

 Vercel  Strapi Cloud

/ Integrations

CRM system  Vercel SDK  Strapi Rest Cache Plugin



About VirtusLab

At VirtusLab, we aim to lead in software technology, working consistently to enhance efficiency. Our profound commitment to research and development and a dedicated focus on emerging trends and inspirations fuels an innovative culture. This ethos precisely guides advancing our cutting-edge solutions, inviting collaboration to expand the boundaries of software technology collectively. We welcome you to be a part of this transformative journey.

[Let's connect](#)

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