



PLAN B BRAZIL

INDEPENDENT INVESTMENT ADVISORY

How to Choose a Real Estate Consultant in Brazil

SIX CRITERIA THAT ACTUALLY MATTER

Independence from developers, honest yield calculations, knowledge of non-resident tax nuances, and a shared language with the client.

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The right consultant for real estate investment in Florianópolis isn't the one with the prettiest presentation — it's the one who's independent from specific developers, explains the logic behind their recommendations with numbers rather than nice pictures, and understands the tax specifics for non-residents. Below are concrete criteria for evaluating any consultant, including us.

Independent Consultant vs. a Developer's Realtor — What's the Difference

A realtor working with a single developer earns money by selling that developer's specific properties — their job is to sell what's in the portfolio, even if it isn't ideal for your strategy. An independent consultant earns money by matching a strategy to your goals, not a property to their portfolio — if the optimal option doesn't exist with any developer, an independent consultant will tell you so directly.

Six Criteria for Evaluating a Consultant

1 Independence from a specific developer

Ask directly — does the consultant work with just one developer, or select from properties across different companies market-wide.

2 Can explain the logic behind a recommendation, not just show a presentation

A good consultant will explain why they recommend a specific district or property — what data is behind it — not just send you a developer's brochure.

3 Provides yield, liquidity, and district analysis

Not generic phrases like "great investment" — concrete numbers: expected rental yield, how easily the property could be resold, real price dynamics in that specific district.

4 Works with foreigners and knows non-resident tax nuances

Buying property as a foreigner in Brazil has its own specifics — from deal structure to taxation on sale. A consultant without experience specifically with foreign buyers can miss details that turn out to be critical later.

5 Talks honestly about risks, not just upside

A good consultant will explain the risks of a specific deal or structure (for example, the difference between SPE and a classic incorporadora — we covered this in detail in a separate article), not just the potential returns.

6 Speaks your language — literally

On deals involving serious money, misunderstanding due to a language barrier can be costly. It matters that a consultant can freely explain the nuances of a deal in a language you fully understand, not through third-party translation.

Frequently Asked Questions

DO I EVEN NEED AN INVESTMENT CONSULTANT IF I'VE ALREADY FOUND A PROPERTY THROUGH A DEVELOPER?

It's worth getting an independent assessment before signing anything — a consultant with no stake in that specific deal can tell you honestly whether the price is fair and whether the deal structure fits your goals.

HOW IS AN INVESTMENT CONSULTANT DIFFERENT FROM A REGULAR REALTOR?

A realtor helps you find and buy a specific property. An investment consultant first determines a strategy (rental, resale, land, commercial) and then selects a property to match — a broader task than closing one transaction.

HOW MUCH DO INDEPENDENT CONSULTANT SERVICES COST?

Models vary — from a one-time consultation to full deal support. Clarify the payment format upfront and make sure you understand exactly what you're paying for.

Our Approach at Plan B Brazil

We're an independent real estate investment consultant in Santa Catarina: not tied to any developer, working with foreign investors, providing an honest yield and risk calculation for every property, speaking Russian, English, and Portuguese. Our district and developer reports are built on this same logic — open data, named sources, honest risk warnings where they exist.

This material is for informational purposes only and does not constitute investment advice.

Your Path Forward

1

Independent Assessment

Send us the property you're considering — we'll give an honest evaluation.

2

Strategy Tailored to You

Rental, resale, land, or commercial
— matched to your goals.

3

Deal Support

From due diligence to registration, in
your language.

YOUR PERSONAL ADVISOR



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