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PLAN B BRAZIL

INDEPENDENT INVESTMENT ADVISORY

Ingleses Investment Guide 2026

NORTHERN FLORIPA'S MOST STABLE RENTAL MARKET

Consistent tourist demand, complete infrastructure, a safe choice for conservative investors.

PREPARED BY PLAN B BRAZIL

SANTA CATARINA, BRAZIL

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The Short Version

Ingleses (officially "Ingleses do Rio Vermelho") is a beach neighborhood on the north shore of Santa Catarina Island, known for its 3.5 km sandy beach with calm, warm waters — ideal for families.

Exchange rate: 1 USD = R$5.15, unified across all Plan B materials.

$2.0K avg. price/m² (~R$10.8K)	**7.1%** rental yield	**9%** annual growth	**5.4K** permanent residents

Market Overview

The area is subdivided into Ingleses Norte, Ingleses Centro, and Ingleses Sul. Unlike the party-focused Canasvieiras, Ingleses has a more family-oriented atmosphere — a mix of mid-rise apartment buildings, vacation homes, and local commerce. It has become one of Florianópolis's most stable rental markets, with consistent demand from both Brazilian tourists and long-term residents.

Location & Geography

Northern tip of the island, approximately 22 km from downtown Florianópolis and 18 km from Hercílio Luz Airport. Accessed via SC-401 highway, which connects to Canasvieiras (2 km north) and Jurerê (4 km east). The beach faces north, meaning calmer waters and warmer temperatures — a key differentiator from the surf beaches on the island's east coast.

Population & Demographics

The broader Ingleses do Rio Vermelho district has approximately 5,442 residents across its sub-sectors: Centro (3,142), Sul (1,323), Norte (977). The effective population during summer (December–February) swells to 15,000–20,000+ due to seasonal tourism. The resident population is predominantly middle-class families, with a growing number of remote workers and retirees from other Brazilian states. Unlike pure tourist zones, Ingleses has schools, health clinics, and local commerce serving permanent residents year-round.

Real Estate Price Analysis

Price per m² by segment

Segment	Price/m²	Entry (2BR)	Buyer Profile
Beachfront / first line	**$2.0–2.3K** (~R$10.8–12K)	$104K+ (~R$550K+)	Investors, second homes
Mid-rise (2–3 blocks)	$1.7–1.9K (~R$8.9–10K)	$85K+ (~R$450K+)	Families, long-term renters
Inland / Rio Vermelho side	$1.3–1.5K (~R$7–8K)	$66K+ (~R$350K+)	Budget investors
Pre-construction	$1.5–1.9K (~R$8–10K)	$75K+ (~R$400K+)	Value investors

Market Dynamics

Ingleses has a mature but not saturated market. Most buildings are 3–6 floors, built between 2000–2020, with newer developments focusing on compact 1–2 BR units optimized for seasonal rental. The neighborhood benefits from its proximity to Jurerê Internacional (4 km) — buyers priced out of Jurerê often choose Ingleses as the next best north-side option.

Price growth has been steady at 9% annually — below the explosive rates of Itapema, but more predictable. Redevelopment of older houses into small condo projects is the primary supply driver.

Infrastructure & Amenities

Unlike many beach neighborhoods on the island's north side, Ingleses functions essentially as a self-contained small city — with a full set of urban infrastructure, not just seasonal services.

GENUINE URBAN INFRASTRUCTURE, NOT JUST TOURISM

Open Shopping Ingleses — the district's shopping center. Beach-widening was **completed in May 2023** — already delivered, not a future promise. Proximity to **UFSC and IFSC** universities (about 20 minutes), with coworking spaces and study areas nearby. In 2025, a new municipal school, Red Park, opened in the adjacent Rio Vermelho area. Well-developed cycling infrastructure runs along the main SC-403 avenue.

This infrastructure directly supports the neighborhood's core thesis — not a one-off tourist wave, but a genuinely sustainable place to live year-round, which explains why the rental market stays stable across seasons.

Rental Market & Yields

Gross yield by rental type

Rental Type	Est. Monthly Income	Occupancy	Gross Yield

Long-term (annual)	$380–570 (~R$2–3K)	**88–92%**	5.0–5.5%
Short-term (Airbnb)	$660–950 (~R$3.5–5K)	60–75%	**7.1–8.0%**
Seasonal (Dec–Feb)	$1,900–3,200 (~R$10–17K)	92–97%	—

RESILIENT TO CURRENCY SWINGS

Ingleses's rental market is one of the most stable on the island. Long-term tenants include local families, service workers, and remote workers. Short-term demand comes primarily from Brazilian families (São Paulo, Rio Grande do Sul, Paraná) who appreciate the calm beach and family-friendly atmosphere. The neighborhood is **less dependent on Argentine tourism** than Canasvieiras, making it more resilient to BRL currency fluctuations. Off-season occupancy remains solid at 60%+ thanks to the permanent resident base.

Plan B Investment Score

Metric	Score
Investment	**8.2/10**
Rental Demand	7.5/10
Liquidity	7.0/10
Lifestyle	7.5/10
Growth	7.0/10
Overall	**7.6/10**

Plan B Expert Assessment — subjective evaluation based on market analysis. Not financial advice.

Plan B Verdict — Ingleses

> ✅ **BUY — for stable income, 3–7 year hold.** Ingleses is the most stable and conservative play in northern Florianópolis. With 7.1% rental yields, 88%+ long-term occupancy, and steady 9% annual appreciation, it offers reliable returns without the volatility of emerging markets.
> Best for first-time SC investors who want predictable cash flow and moderate growth. Entry at $85K–104K (~R$450–550K) for a 2BR in buildings 2–3 blocks from the beach offers the best value. Proximity to Jurerê (4 km) provides an upside catalyst — as Jurerê prices continue rising, Ingleses becomes the logical alternative.

Your Path Forward

1

Consultation

We discuss whether Ingleses fits your stable-income strategy.

2

Property Selection

Beachfront, mid-rise, or pre-construction to match your budget.

3

Deal Support

From due diligence to registration.

YOUR PERSONAL ADVISOR

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