



PLAN B BRAZIL

INDEPENDENT INVESTMENT ADVISORY

# Jurerê Internacional Investment Guide 2026

SANTA CATARINA'S MOST PRESTIGIOUS ADDRESS

A planned luxury community, the Habitasul master plan, the highest  
prices and liquidity in the state.

PREPARED BY PLAN B BRAZIL

SANTA CATARINA, BRAZIL

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# The Short Version

Jurerê Internacional is a planned luxury beachfront community on the north shore of Santa Catarina Island, widely regarded as the most prestigious real estate address in southern Brazil.

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



## Market Overview

Created over 30 years ago by the Habitasul Group as a tourism-oriented master-planned development, the neighborhood combines luxury single-family houses, upscale condominiums, and hospitality properties (resorts, beach clubs, hotels). Known for its high-society residents, designer architecture, beach clubs, and summer social scene.

Land is scarce and tightly regulated, making Jurerê Internacional one of the most exclusive and resilient luxury markets in Latin America.

### Location & Geography

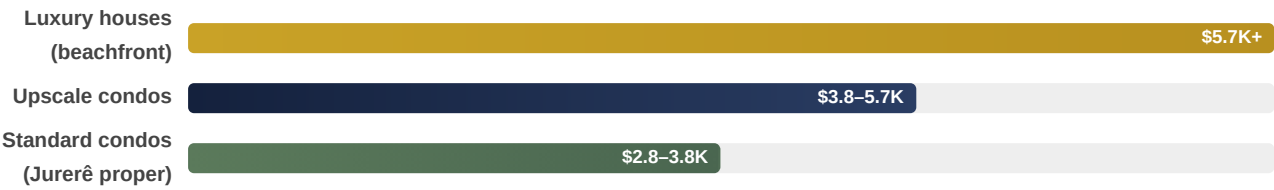
North shore of Santa Catarina Island, approximately 20 km from downtown Florianópolis and 16 km from Hercílio Luz Airport. Occupies the eastern portion of the broader Jurerê neighborhood, with direct beachfront access and a master-planned grid of streets, parks, and commercial areas. Bordered by the Atlantic Ocean to the east and the natural dunes of Jurerê beach to the west.

### Population & Demographics

A very small permanent resident population — estimated at approximately 3,000 or fewer — due to its low-density, single-family-home character. The seasonal population swells dramatically during summer, with thousands of second-home owners, tourists, and hospitality workers. Known as the summer destination for Florianópolis's elite, Brazilian celebrities, and high-income visitors from São Paulo, Argentina, and Europe. The demographic is predominantly high-net-worth individuals, with median household incomes far above the national average.

# Real Estate Price Analysis

Price per m² by segment within Jurerê Internacional



| Segment                         | Price/m²                | Entry (2BR)               | Buyer Profile         |
|---------------------------------|-------------------------|---------------------------|-----------------------|
| Luxury houses (beachfront)      | \$5.7K+ (~R\$30K+)      | \$1.9M+ (~R\$10M+)        | HNWIs, celebrities    |
| Upscale condos                  | \$3.8–5.7K (~R\$20–30K) | \$380K+ (~R\$2M+)         | Upper-class investors |
| Standard condos (Jurerê proper) | \$2.8–3.8K (~R\$15–20K) | \$226K+ (~R\$1.2M+)       | Upper-middle class    |
| Rental (long-term)              | —                       | From \$1,900/mo (~R\$10K) | Expats, executives    |

METHODOLOGICAL NOTE — CROSS-REFERENCING OUR 2026-2027 STRATEGY REPORT

In our separate market strategy article, we cited Alphaplan/Sinduscon data where "Jurerê" (~R\$28.6K/m²) and "Jurerê Internacional" (~R\$33K/m²) appear as two **separate** districts. Here, we present three tiers **within** Jurerê Internacional itself, from "Jurerê proper" (\$2.8–3.8K) to beachfront luxury (\$5.7K+). These are different segmentation systems for the same territory, not a contradiction: our analysis and FipeZap group by property type within a single master plan, while Alphaplan/Sinduscon group by geographic sub-brand.

## Market Dynamics

Jurerê Internacional operates on a completely different dynamic from the rest of Florianópolis. Prices are driven by three factors: scarcity (limited beachfront land), brand value (the "Jurerê" name carries premium status), and lifestyle demand (beach clubs, safety, exclusivity).

RESILIENCE TESTED BY CRISIS

The market is resilient to downturns — even during Brazil's 2015–2016 recession, Jurerê prices held steady. New supply is extremely limited due to environmental regulations and the Habitasul master plan. Most transactions are resales of existing properties rather than new construction. The neighborhood is experiencing a trend toward modernization — older houses are being demolished and rebuilt with contemporary architecture.

# Rental Market & Developers

Gross yield by rental type



| Rental Type                | Est. Monthly Income         | Occupancy | Gross Yield |
|----------------------------|-----------------------------|-----------|-------------|
| Long-term (annual)         | \$1,900–3,800 (~R\$10–20K)  | 75–80%    | 3.5–4.0%    |
| Short-term (luxury Airbnb) | \$3,800–7,500 (~R\$20–40K)  | 40–55%    | 4.5–5.5%    |
| Seasonal (Dec–Feb)         | \$7,500–15,000 (~R\$40–80K) | 90–100%   | —           |

The rental market here is less about yield and more about offsetting the carrying costs of a second home. During December–February, properties rent at 3–5x the off-season rate, often booked months in advance.

**Active developers:** Habitasul Group (master developer, 30+ years, original neighborhood planner), individual architects (custom houses, luxury, eco-sustainable projects), boutique developers (infill condos, small luxury projects, 10–20 units, ultra-premium).

## Infrastructure & Amenities

Jurerê Open (open-air shopping with restaurants and shops), multiple beach clubs (P12, Coco Bambu, and others), parks, playgrounds, and 24-hour security. The neighborhood has a supermarket, pharmacy, and medical clinic. Habitasul maintains the area's landscaping, signage, and public spaces to high standards.

The neighborhood is connected to Floripa's bus network, but most residents drive. The main limitation is distance from downtown (30–40 min) and the lack of urban amenities like large hospitals or universities nearby.

## Plan B Investment Score

| Metric        | Score  |
|---------------|--------|
| Investment    | 9.0/10 |
| Rental Demand | 6.5/10 |
| Liquidity     | 9.0/10 |
| Lifestyle     | 9.5/10 |
| Growth        | 8.5/10 |
| Overall       | 8.7/10 |

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

## Plan B Verdict — Jurerê Internacional

 **BUY — for wealth preservation and prestige, 5+ year hold.** Jurerê Internacional is Santa Catarina's most prestigious address and one of the most resilient luxury markets in Latin America. With constrained land supply, strong brand value, and consistent high-income demand, it offers wealth preservation and steady 12% annual appreciation. Entry at \$226K+ (~R\$1.2M+) for condos or \$1.9M+ (~R\$10M+) for beachfront houses puts it out of reach for most investors, but for HNWI's, it offers the best combination of lifestyle, status, and long-term value protection in southern Brazil. Not a cash-flow play — this is a prestige and wealth preservation asset.

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

# Your Path Forward

1

## Consultation

We discuss whether Jurerê fits your wealth preservation strategy.

2

## Property Selection

Luxury houses, upscale, or standard condos within the neighborhood.

3

## Deal Support

From due diligence to registration.

### YOUR PERSONAL ADVISOR



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