



PLAN B BRAZIL
INDEPENDENT INVESTMENT ADVISORY

Modulare Empreendimentos — Developer Review 2026

THE "PREÇO DE CUSTO" MODEL AND EARLY POSITIONING IN
RANCHO QUEIMADO

Professional assessment of a developer with flexible floor plans, a
cooperative SPE model, and the first vertical project in Serra
Catarinense.

PREPARED BY PLAN B BRAZIL
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The Short Version

Modulare Empreendimentos is a developer with a 10-year history in Florianópolis, founded in 2015. The company's name often causes confusion with prefabricated construction technology — in reality, it refers to flexible, "modular" floor plans within units and a cooperative SPE ("preço de custo") model, not factory-built construction.

2015

founding year

10

years in the Florianópolis market

R\$1.5Bn

announced across Rancho Queimado projects (whole region)

#1

first vertical project in Rancho Queimado's history

Company Overview & Methodological Note

Some source material describes Modulare as an "innovative modular/prefabricated construction" developer. This isn't supported by the evidence — per the company's own website and independent sources, Modulare's actual specialty is **flexible modular floor plans** (reconfigurable studios, lofts, duplexes) combined with a cooperative **SPE "preço de custo"** model — the same structure we covered in detail in our separate article on SPE risks and mechanics.

PORTFOLIO — SPECIFIC PROJECTS, NOT GENERIC CLAIMS

Maxxi Garden (Cachoeira do Bom Jesus) — a "Home Club" concept near Sapiens Parque, 80 units, from R\$289K, delivery H2 2027. **Maxxi View** (Jurerê/Canajurê) — ocean view, architect **Robson Nascimento** (award-winning, published internationally), 1–4 bedroom units from 25 to 262 m², SPE model, delivery 2027–2028.

A Major Catalyst: Maxxi Valley in Rancho Queimado

Modulare was among the first major companies to spot the potential of Rancho Queimado — and is now building the **city's first-ever vertical residential project**, Maxxi Valley Residence.

PRECISE POSITIONING — NOT A COINCIDENCE

The project sits exactly at the city's new entrance point — where a viaduct is being built on the BR-282 highway (km 59, R\$19M in federal investment, completing July 2026). The architecture follows a "mountain contemporary" style. CEO Jorge Falcão: "Modulare isn't just following the city's growth — we're here to be part of this new moment for Rancho Queimado." The company released an English-language video specifically targeting international investors — a deliberate global outreach strategy.

Maxxi Valley and the Alpes Catarina ski-resort project (R\$1.5 billion), already covered in our separate Rancho Queimado guide, are jointly cited as the key signals to watch for whether the region's investment cycle plays out.

Track Record & Quality

Plan B Developer Score

Metric	Score
Delivery	7.0/10
Quality	7.0/10
Stability	6.5/10
Satisfaction	7.0/10
Reputation	6.5/10
Transparency	6.5/10
Overall	6.8/10

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

Modulare is a younger company with a developing track record compared to developers operating for 20–30 years. Early projects show promising construction speed and quality, but the company needs a few more years of completed deliveries to build a full statistical picture.

Strengths

- ✓

Flexible, modular floor plans
A concrete mechanism: after buying a unit with a base floor plan, the buyer can select one of 2-3 alternative layouts — the window to change stays open until the architectural project is finalized before construction.
- ✓

SPE "preço de custo" model
A transparent cost-price structure — the same model covered separately in our SPE guide; requires understanding the mechanics, but delivers real cost without an intermediary markup.
- ✓

Early market vision
Among the first major developers to see Rancho Queimado's potential — before it became obvious.
- ✓

Notable architecture
Robson Nascimento on Maxxi View — a recognized architect published in international outlets.

Areas to Consider



Younger track record

10 years in the market — less than established players like CFL (since 2006). Fewer completed properties for full statistics.



SPE model requires understanding

"Preço de custo" isn't a fixed price — the final cost depends on the cooperative's structure; important to understand the mechanics before buying.



Rancho Queimado — an unproven cycle

The first vertical project in a new region for the company is both an opportunity and an uncertainty — the market hasn't completed a full cycle yet.

Plan B Verdict — Modulare Empreendimentos

△ CONSIDER — for innovative floor-plan design, monitor the track record. Modulare is a growing developer with flexible, "modular" floor plans and a transparent SPE "preço de custo" model (not to be confused with prefabricated building construction technology — this is about unit configuration, not factory production). A younger track record means more uncertainty, but also an opportunity for early buyers to secure competitive pricing.

Best suited to investors comfortable working with a newer developer and interested in flexible housing formats. Worth watching the track record over the next 2–3 years as more projects complete — especially Maxxi Valley, the first vertical project in Rancho Queimado: the early-positioning model is promising but not yet tested through a full cycle in this market.

This material is for informational purposes only and does not constitute investment advice. Assessment based on publicly available information, market data, and buyer feedback.

Your Path Forward

1

Consultation

We discuss whether Modulare and the SPE model fit your goals.

2

Property Selection

Maxxi Garden, Maxxi View, or an early bet on Maxxi Valley.

3

Deal Support

Walking through the SPE mechanics, due diligence, registration.

YOUR PERSONAL ADVISOR



Konstantin Bievskikh

CRECI-SC 59616-F

+55 (48) 98811-7424

@KBIEVSKIKH · Telegram

kbievskikh@planbbrazil.com

planbbrazil.com

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