



PLAN B BRAZIL

INDEPENDENT INVESTMENT ADVISORY

Grupo OAD Incorporações — Developer Review 2026

FLORIANÓPOLIS'S SUSTAINABLE CONSTRUCTION LEADER

Professional assessment of the first Santa Catarina developer with
"Lixo Zero" certification — track record, projects, reputation, and
investor outlook.

PREPARED BY PLAN B BRAZIL

SANTA CATARINA, BRAZIL

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The Short Version

Grupo OAD Incorporações is a Florianópolis-based developer focused on mid-to-high-end residential projects in the south of the island — primarily Campeche, Novo Campeche, and Porto da Lagoa. Founded in 2021, it has already delivered over 800 units and became the first Santa Catarina developer with "Lixo Zero" (Zero Waste) certification.

2021

founding year

800+

units delivered

90%

of site waste recycled

8.0/10

Plan B Overall Developer Score

Company Overview

OAD is the first developer in Santa Catarina with "Compromisso Lixo Zero" certification: at least 90% of construction site waste is sent for recycling. The company's flagship project, Makai Beachfront, is Brazil's largest construction site with this certification.

A REAL PREFABRICATION PARTNERSHIP — NOT JUST A NAME

OAD uses a hybrid construction model with off-site prefabrication, in partnership with **Cassol Pré-Fabricados** — the largest prefabricated concrete complex in Latin America (66+ years of history, 22,000 m³ of concrete monthly). In October 2024, the two companies jointly hosted a sustainable-construction conference where Makai Beachfront was presented as the case study. This model typically cuts construction time by 20–30% compared to traditional methods.

WORLD-CLASS PORTFOLIO & PARTNERSHIPS

Makai Beachfront (Novo Campeche) — R\$1 billion VGV, 406 apartments (49 penthouses + 357 units), 63,000+ m², 5 blocks. Landscape design by the **Burle Marx** studio (founded by the legendary Roberto Burle Marx in 1955, creator of Copacabana's iconic wave-pattern sidewalk). Architecture by AO + Di Leone Arquitetura. In December 2025, the company partnered with **Rio Bravo Investimentos**, one of Brazil's leading independent financial firms.

The company also contributes to urban legacy: it donated land for a public square and funded drainage improvements on Av. Campeche as part of the Makai Beachfront project — a direct improvement to the exact single-access-road traffic issue we flagged in our separate Campeche guide.

Project Portfolio

Project	Location	Type
Makai Beachfront	Novo Campeche	Beachfront luxury, eco-certified
Natura	Porto da Lagoa	First Lixo Zero site in SC
Campeche Hills	Campeche Hillside	Mid-standard
Las Lunas Los Mares	South Island	Mid-standard
Mobby	South Island	Mid-standard

Track Record & Quality

OAD has delivered 800+ residential units since its 2021 founding — a strong execution indicator for a relatively young company. No public data on delays or customer complaints was found, but the company is young — a long-term track record is still being established.

Plan B Developer Score

Metric	Score
Delivery	8.5/10
Quality	8.0/10
Stability	7.5/10
Satisfaction	8.0/10
Reputation	8.0/10
Transparency	7.5/10
Overall	8.0/10

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

Strengths



Genuine sustainability leadership

SC's first Lixo Zero certification, backed by a verified partnership with industrial giant Cassol.



Prestigious partnerships

Landscape by the Burle Marx studio, financial partnership with Rio Bravo Investimentos.



Fast execution

800+ units in 5 years — a strong pace for a young company, supported by hybrid prefab technology.



Contribution to city infrastructure

Land donated for a public square, funding for Av. Campeche drainage — a real local infrastructure improvement, not just marketing.

Areas to Consider



Young company

Founded in 2021 — a long-term track record spanning full economic cycles is still being built.



South-island concentration

Focus on Campeche/Novo Campeche/Porto da Lagoa — less geographic diversification than island-wide developers.



Makai — the best quality indicator

The flagship project is still under construction — real execution quality will be clearer once delivered.

Plan B Verdict — Grupo OAD Incorporações



RECOMMENDED — for eco-conscious buyers and south-island focus.

OAD Construtora is a reliable mid-to-high-end developer with genuine sustainable-construction leadership and a growing reputation in southern Florianópolis. The "Lixo Zero" certification and hybrid prefab model aren't marketing — they're real differentiators, backed by a partnership with industrial giant Cassol. With 800+ units delivered since 2021, the company has already demonstrated execution capability. Best suited to buyers who value environmental responsibility, modern construction methods, and south-island growth potential. The company is relatively young — worth monitoring delivery quality over the next 2–3 years as more projects complete. Makai Beachfront in Novo Campeche is OAD's flagship and best quality indicator.

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 OAD fits your goals.

2

Property Selection

Makai Beachfront, Natura, or other south-island projects.

3

Deal Support

From due diligence to registration.

YOUR PERSONAL ADVISOR



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