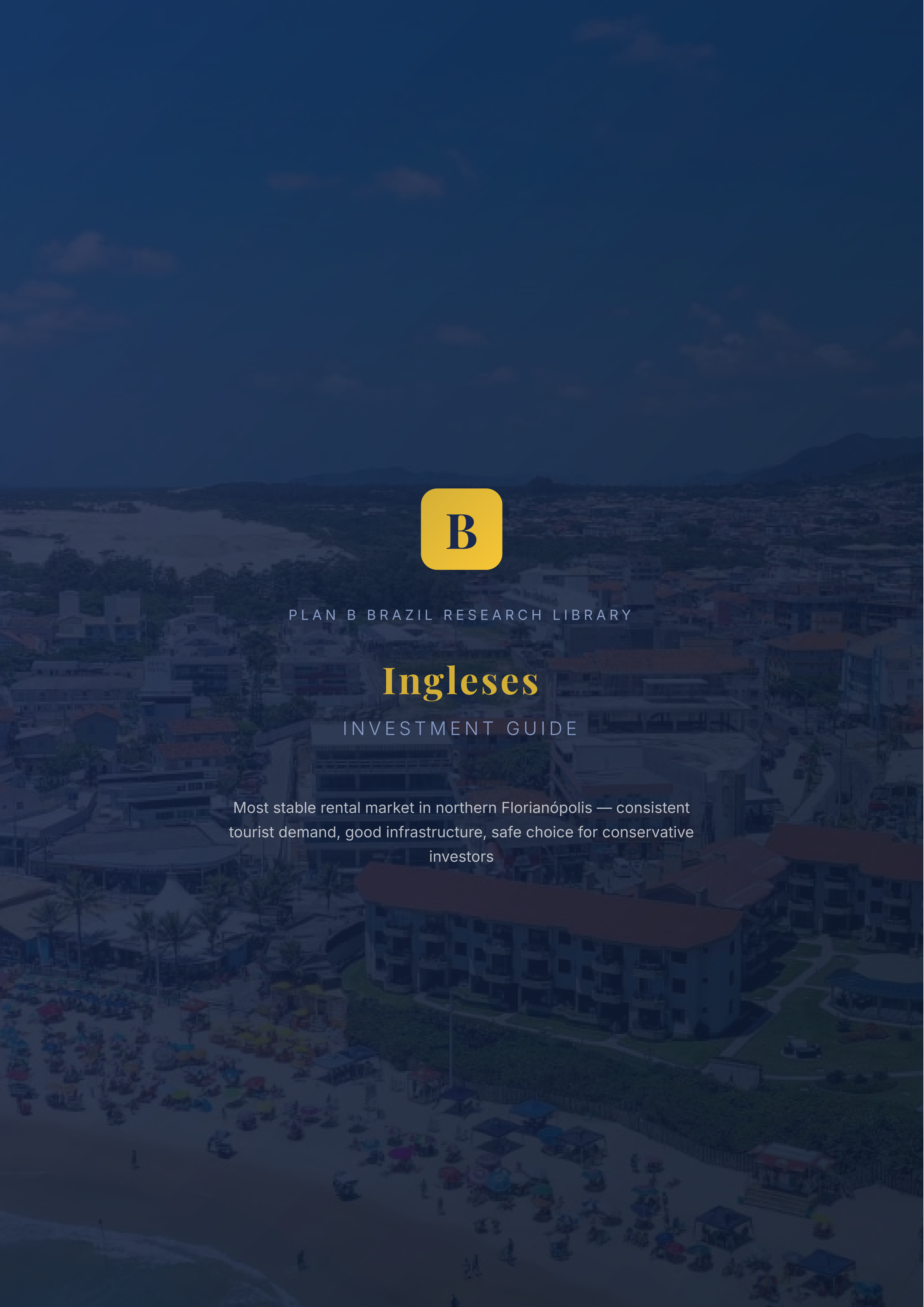

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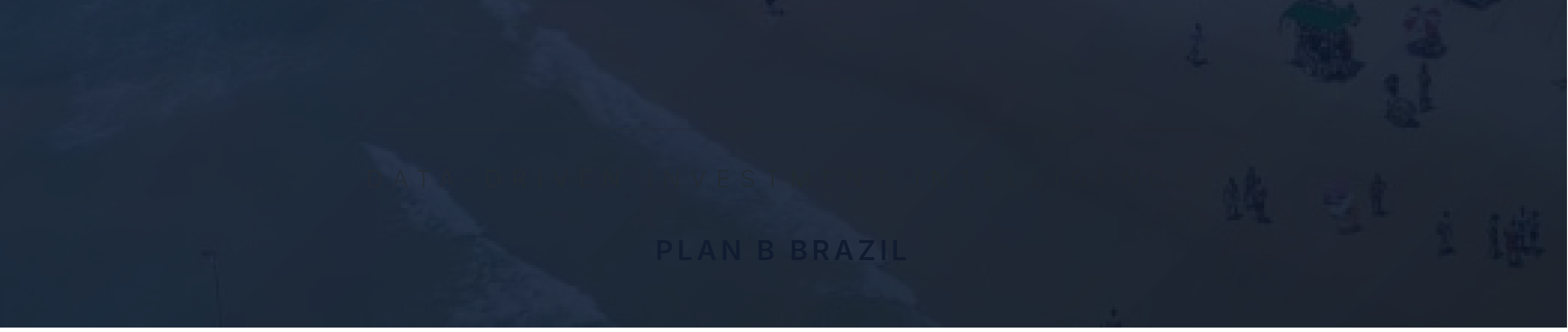
Ingleses

INVESTMENT GUIDE

Most stable rental market in northern Florianópolis — consistent tourist demand, good infrastructure, safe choice for conservative investors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Ingleses — Investment Guide

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

🏢 **$2.0K/m²** AVG (~R$ 10.8K)

💰 **7.1%** RENTAL YIELD

📈 **9%** ANNUAL GROWTH

👥 **5.4K** RESIDENTS

Location & Profile

Located on the northern tip of Santa Catarina Island, approximately 22 km from downtown Florianópolis and 18 km from Hercílio Luz Airport. Ingleses is 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: Ingleses Centro (3,142), Ingleses Sul (1,323), and Ingleses 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. The area has a stable year-round community — unlike pure tourist zones, Ingleses has schools, health clinics, and local commerce that serve permanent residents.

Real Estate Market Analysis

Price Segments

SEGMENT	PRICE/M²	2BR ENTRY	BUYER PROFILE
Beachfront / first line	\$2.0-2.3K/m² (~R\$ 10.8-12K)	\$104K+ (~R\$ 550K+)	Investors, second homes
Mid-rise (2-3 blocks from beach)	\$1.7-1.9K/m² (~R\$ 8.9-10K)	\$85K+ (~R\$ 450K+)	Families, long-term renters
Inland / Rio Vermelho side	\$1.3-1.5K/m² (~R\$ 7-8K)	\$66K+ (~R\$ 350K+)	Budget investors
Pre-construction	\$1.5-1.9K/m² (~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 in the 2000-2020 period, 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 stable and predictable. Redevelopment of older houses into small condo projects is the primary supply driver.

Rental Market & Yields

RENTAL TYPE	EST. MONTHLY INCOME	OCCUPANCY	GROSS YIELD
Long-term (annual)	$380-570/mo (~R$ 2-3K)	88-92%	5.0-5.5%
Short-term (Airbnb)	$660-950/mo (~R$ 3.5-5K)	60-75%	7.1-8.0%
Seasonal (Dec-Feb)	$1,900-3,200/mo (~R$ 10-17K)	92-97%	N/A

Rental Drivers

Ingleses' 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 currency fluctuations. Off-season occupancy remains solid at 60%+ due to the permanent resident base.

Developers & Infrastructure

Active Developers

DEVELOPER	FOCUS	PROJECTS	STANDARD
Local SC builders (8+)	Ingleses Centro/Sul	Mid-rise condos (30-60 units)	Mid-standard
Small developers	Ingleses Norte	Small buildings (10-20 units)	Budget-friendly
Redevelopment projects	Beachfront corridor	House-to-condo conversions	Mid-to-premium

Infrastructure & Amenities

Ingleses has good year-round infrastructure: multiple supermarkets (Kobrasol, local chains), pharmacies, bakeries, restaurants, and a health clinic. The neighborhood has several schools (including private options), making it viable for families. Beach amenities include lifeguard stations, beachfront kiosks (barracas), and water sports rentals. Bus service to downtown Floripa runs every 30-45 minutes. The main limitation is distance from the city center — 45-60 minutes by car. Traffic on SC-401 increases significantly during summer weekends.

Plan B Investment Score

Investment		8.2/10
Rental Demand		7.5/10
Liquidity		7.0/10
Lifestyle		7.5/10
Growth		7.0/10

⭐ **Overall Score** 7.6/10

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

⭐ Plan B Verdict — Ingleses

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 $85K-104K for 2BR (~R$ 450-550K) in buildings 2-3 blocks from the beach offers the best value. The proximity to Jurerê (4 km) provides an upside catalyst — as Jurerê prices continue rising, Ingleses becomes the logical alternative.

✅ **BUY for stable income, 3-7 year hold**

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Plan B Brazil represents international investors in Santa Catarina real estate. We work exclusively with vetted developers and stand on the buyer's side. This report is for informational purposes only and does not constitute financial, legal, or investment advice. All data is based on publicly available sources as of June 2026.