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Jurerê Internacional

INVESTMENT GUIDE

Santa Catarina's most prestigious address — luxury planned community, Habitasul master plan, highest prices and liquidity in SC

DATA-DRIVEN INVESTMENT INTELLIGENCE

PLAN B BRAZIL

Jurerê Internacional — Investment Guide

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. 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). The area is 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.



\$4.1K/m²
AVG (~R\$ 22K)



5.2%
RENTAL YIELD



12%
ANNUAL GROWTH



~3K
RESIDENTS

Location & Profile

Located on the north shore of Santa Catarina Island, approximately 20 km from downtown Florianópolis and 16 km from Hercílio Luz Airport. Jurerê Internacional occupies the eastern portion of the broader Jurerê neighborhood, with direct beachfront access and a master-planned grid of streets, parks, and commercial areas. The area is bordered by the Atlantic Ocean to the east and the natural dunes of Jurerê beach to the west.

Population & Demographics

Jurerê Internacional has a very small permanent resident population — estimated at approximately 3,000 or fewer — due to its low-density, single-family-home character. However, the seasonal population swells dramatically during summer, with thousands of second-home owners, tourists, and hospitality workers. The neighborhood is known as the summer destination for Florianópolis’ 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 Market Analysis

Price Segments

SEGMENT	PRICE/M ²	2BR ENTRY	BUYER PROFILE
Luxury houses (beachfront)	\$5.7K+/m ² (~R\$ 30K+)	\$1.9M+ (~R\$ 10M+)	HNWIs, celebrities
Upscale condos	\$3.8-5.7K/m ² (~R\$ 20-30K)	\$380K+ (~R\$ 2M+)	Upper-class investors
Standard condos (Jurerê proper)	\$2.8-3.8K/m ² (~R\$ 15-20K)	\$226K+ (~R\$ 1.2M+)	Upper-middle class
Rental (long-term)	N/A	From \$1,900/mo (~R\$ 10K)	Expats, executives

Market Dynamics

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

RENTAL TYPE	EST. MONTHLY INCOME	OCCUPANCY	GROSS YIELD
Long-term (annual)	\$1,900-3,800/mo (~R\$ 10-20K)	75-80%	3.5-4.0%
Short-term (luxury Airbnb)	\$3,800-7,500/mo (~R\$ 20-40K)	40-55%	4.5-5.5%
Seasonal (Dec-Feb)	\$7,500-15,000/mo (~R\$ 40-80K)	90-100%	N/A

Rental Drivers

Jurerê’s rental market is primarily seasonal and luxury-oriented. Long-term renters are typically expatriate executives, visiting professionals, and families on extended stays. Short-term rentals command premium rates (\$200-500+/night) but have lower occupancy (40-55%) due to the high price point and seasonal nature of demand. During December-February, properties rent at 3-5x the off-season rate, often booked months in advance. The rental market is less about yield and more about offsetting the carrying costs of a second home.

Developers & Infrastructure

Active Developers

DEVELOPER	FOCUS	PROJECTS	STANDARD
Habitasul Group	Master developer	Original planner, 30+ years	Luxury, eco-sustainable
Individual architects	Custom houses	One-off luxury builds	Premium
Boutique developers	Infill condos	Small luxury projects (10-20 units)	Ultra-premium

Infrastructure & Amenities

Jurerê Internacional has premium infrastructure: Jurerê Open (open-air shopping with restaurants and shops), multiple beach clubs (P12, Coco Bambu, other venues), 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

Investment

9.0/10

Rental Demand

6.5/10

Liquidity

9.0/10

Lifestyle

9.5/10

Growth

8.5/10

★ Overall Score

8.7/10

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

★ Plan B Verdict — Jurerê Internacional

Jurerê Internacional is **SC'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 HNWIs, 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.

✓ BUY for wealth preservation, prestige, 5+ 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. © 2026 Plan B Brazil — CRECI-SC 59616 — planbbrazil.com. All rights reserved.