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Rancho Queimado

INVESTMENT REPORT 2026

The future frontier — R\$5-7K/m², rural luxury, gated communities, STR potential, coolest climate in SC

DATA-DRIVEN INVESTMENT INTELLIGENCE

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Rancho Queimado — Market Overview

Rancho Queimado is Santa Catarina's most affordable real estate entry point and an emerging rural-luxury destination. Located inland from Florianópolis in the Serra region, the municipality of 8,000 residents offers a cooler climate (average 18°C vs 25°C on the coast), mountain scenery, and a growing portfolio of gated communities and country estates. The area is positioned as a weekend escape and second-home destination for Florianópolis residents and visitors seeking nature, tranquility, and a mountain lifestyle. Prices range from R\$5,000-7,000/m² (~\$0.9-1.3K/m²) for gated community houses, with larger estates on 5+ hectares available at premium prices.



\$1.1K/m²

AVG (~R\$ 6K)



5.5%

RENTAL YIELD



8%

ANNUAL GROWTH



8K

POPULATION

Location & Geography

Located in the Serra region of Santa Catarina, approximately 50 km inland from Florianópolis and 30 km from São José. Rancho Queimado is accessed via SC-433 highway, with a 45-minute drive from downtown Floripa. The municipality sits at an elevation of 500-700 meters, giving it a cooler climate than the coastal areas. The area is surrounded by Atlantic Forest reserves, rivers, and mountain scenery.

Population & Demographics

Rancho Queimado has approximately 8,000 permanent residents, with a small but growing number of second-home owners and remote workers. The population is stable, with modest growth driven by lifestyle migration from Florianópolis and other urban areas. The demographic skews toward families and retirees who value the cooler climate, rural setting, and outdoor lifestyle. The area has a strong agricultural tradition (apples, grapes, artisanal products) that adds to its charm.

Real Estate Price Analysis

Price Segments

SEGMENT	PRICE/M ²	2BR ENTRY	BUYER PROFILE
Gated community houses	\$0.9-1.3K/m ² (~R\$ 5-7K)	\$283K+ (~R\$ 1.5M+)	Lifestyle buyers
Country estates (5+ ha)	\$0.8-1.1K/m ² (~R\$ 4-6K)	\$470K+ (~R\$ 2.5M+)	HNWIs, rural luxury
Standard houses (town)	\$0.6-0.9K/m ² (~R\$ 3-5K)	\$94K+ (~R\$ 500K+)	Local buyers
Land (per hectare)	N/A	\$19K-38K/ha (~R\$ 100-200K)	Developers, farmers

Market Dynamics & Trends

Rancho Queimado is a niche market driven by lifestyle demand rather than speculation. The gated community segment (e.g., Condomínio Verdes Colinas) attracts buyers seeking rural luxury with modern amenities. STR (short-term rental) performance is strong for premium properties: top-performing gated houses achieve US\$60,000+/year revenue at 55% occupancy and \$310/night rates. The market is illiquid — few transactions, limited buyer pool — but prices are stable to moderately rising (+5-10% annually). The area benefits from its proximity to Florianópolis (45 min) and the growing trend of remote work enabling rural living.

Rental Market & Developer Landscape

Rental Yields

RENTAL TYPE	EST. MONTHLY INCOME	OCCUPANCY	GROSS YIELD
Long-term (annual)	\$190-380/mo (~R\$ 1-2K)	60-70%	3.0-4.0%
Short-term (Airbnb, premium)	\$2,300-4,700/mo (~R\$ 12-25K)	40-55%	6.0-8.0%
STR (median)	\$850-1,300/mo (~R\$ 4.5-7K)	26-38%	4.0-5.0%

Active Developers

DEVELOPER	FOCUS	PORTFOLIO	STANDARD
Gated community developers	Verdes Colinas area	Luxury houses (560m²+)	Premium rural
Estate developers	5+ hectare properties	Country estates	Ultra-premium
Local builders	Town center	Standard houses	Budget

Plan B Investment Score

Investment

7.5/10

Rental Demand

5.5/10

Liquidity

5.0/10

Lifestyle

8.0/10

Growth

6.5/10

★ Overall Score

7.0/10

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

★ Plan B Verdict — Rancho Queimado

Rancho Queimado is a **niche lifestyle play** with STR potential for premium properties. At \$283K+ (~R\$ 1.5M+) for gated community houses, it's accessible for buyers seeking rural luxury. Top-performing STR properties achieve \$60K+/year revenue at 55% occupancy — competitive yields if you can secure a premium property. The market is illiquid — few transactions, limited buyer pool — so only invest if you're comfortable with a 7+ year hold. Best for lifestyle buyers who value the cooler climate, mountain scenery, and rural setting, with STR income as a bonus.

⚠ CONSIDER for lifestyle + STR, 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. © 2026 Plan B Brazil — CRECI-SC 59616 — planbbrazil.com. All rights reserved.