PLAN B BRAZIL

INDEPENDENT INVESTMENT ADVISORY

Rancho Queimado Investment Report 2026

THE FUTURE FRONTIER

Rural luxury, the coolest climate in Santa Catarina, and short-term rental potential for premium properties.

PREPARED BY PLAN B BRAZIL

SANTA CATARINA, BRAZIL

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The Short Version

R$5,000–7,000/m² for gated community houses, rural luxury, short-term rental potential, and the coolest climate in Santa Catarina.

Exchange rate: 1 USD = R$5.15, unified across all Plan B materials.

$1.2K	5.5%	8%	8K
avg. price/m² (~R$6K)	rental yield	annual growth	population

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.

Location & Geography

Located in the Serra region, approximately 50 km inland from Florianópolis and 30 km from São José. Accessed via SC-433 highway, a 45-minute drive from downtown Floripa. The municipality sits at 500–700 meters elevation, giving it a cooler climate than the coast. Surrounded by Atlantic Forest reserves, rivers, and mountain scenery.

Population & Demographics

Approximately 8,000 permanent residents, with a small but growing number of second-home owners and remote workers. The demographic skews toward families and retirees who value the cooler climate and rural setting. A strong agricultural tradition (apples, grapes, artisanal products) adds to the area's charm.

Real Estate Price Analysis

Price per m² by segment

Segment	Price/m²	Entry (2BR)	Buyer Profile

Gated community houses	**$1.0–1.3K** (~R$5–7K)	$291K+ (~R$1.5M+)	Lifestyle buyers
Country estates (5+ ha)	**$0.8–1.1K** (~R$4–6K)	$485K+ (~R$2.5M+)	HNWIs, rural luxury
Standard houses (town)	$0.6–0.9K (~R$3–5K)	$97K+ (~R$500K+)	Local buyers
Land (per hectare)	—	R$100–200K/ha (~$19–39K)	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 POTENTIAL FOR PREMIUM PROPERTIES

Top-performing gated houses achieve **$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.

A Major Catalyst: Alpes Catarina — Indoor Ski Resort

R$1.5Bn
announced investment

500m
indoor slope length — the largest in the Americas

800K m²
Boa Vista tourism district footprint

Rancho Queimado has an approved project underway: **Alpes Catarina**, an indoor ski complex billed as the largest indoor ski slope in the Americas (500 meters). The project is part of a larger tourism district called **Boa Vista**, spanning roughly 800,000 m² and including hotels, restaurants, a brewery, a winery, commercial space, and residential villas.

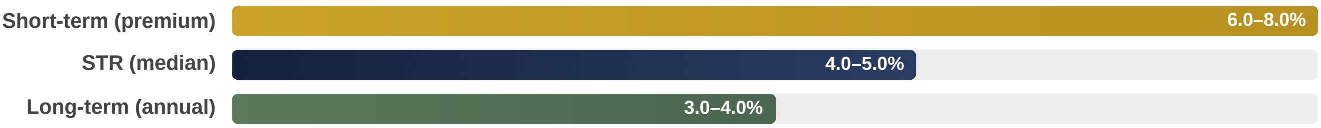
PROJECT STATUS — AN APPROVED PLAN, NOT A CONCEPT

The municipal master plan has already been **approved**; the developer is Grupo NOWA, which specializes in high-end real estate. The first residential village is expected to break ground in **2026**, pending final environmental approvals. The town already has the Serra da Boa Vista lookout — the largest glass panoramic platform in the state — which already functions as an early tourism draw.

For an investor, this means Rancho Queimado isn't just a niche lifestyle market today — it's a location with a large announced catalyst that could materially shift tourism flow and real estate demand over the coming years. A project of this scale (R$1.5 billion) in a municipality of just 8,000 residents is potentially transformational for the local real estate market.

Rental Market & Developers

Gross yield by rental type



Rental Type	Est. Monthly Income	Occupancy	Gross Yield
Long-term (annual)	$190–380 (~R$1–2K)	—	**3.0–4.0%**
Short-term (Airbnb, premium)	$2,300–4,700 (~R$12–25K)	60–70%	**6.0–8.0%**
STR (median)	$850–1,300 (~R$4.5–7K)	40–55%	**4.0–5.0%**

Active developers: gated community developers (Verdes Colinas area, luxury houses 560m²+, premium segment), estate developers (rural 5+ hectare properties, ultra-premium), local builders (town center, standard houses, budget segment).

Plan B Investment Score

Metric	Score
Investment	**7.5/10**
Rental Demand	5.5/10
Liquidity	5.0/10
Lifestyle	**8.0/10**
Growth	6.5/10
Overall	**7.0/10**

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

Plan B Verdict — Rancho Queimado

> **⚠ CONSIDER — for lifestyle + STR, 7+ year hold.** Rancho Queimado is a niche lifestyle play with STR potential for premium properties. At $291K+ (~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.

Your Path Forward

1

Consultation

We discuss whether Rancho Queimado fits your strategy.

2

Property Selection

Gated communities, estates, or local real estate.

3

Deal Support

From due diligence to registration.

YOUR PERSONAL ADVISOR

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