



J.SIMÕES

**FORTALEZA É A CAPITAL DO NORDESTE
COM O MAIOR PIB DA REGIÃO
E 4ª MAIOR CIDADE DO BRASIL
HUB DE NEGÓCIOS, TECNOLOGIA,
INOVAÇÃO E TURISMO**

4º TRIMESTRE/2024



Mercado Imobiliário da Região Nordeste

BRA!N
Inteligência Estratégica

Oferta final por padrão

Padrão Econômico representa
32,7% da oferta final

Padrão/ Capital	Faixa de Valores (R\$)	Aracaju	Fortaleza	João Pessoa	Maceió	Natal	Recife	Salvador	São Luís	Teresina	Total Capitais	Part. Total Capital (%)
Compacto	Studio - Loft - 1 Quarto	164	554	1.949	1.551	75	1.192	1.003	144	77	6.709	17,0%
MCMV	Teto MCMV	1.210	3.248	1.712	1.110	33	1.935	2.556	559	518	12.881	32,7%
Standard	Teto MCMV até 700.000	818	3.219	1.424	595	790	2.260	1.629	582	876	12.193	30,9%
Médio	de 700.001 até 1.250.000	234	924	904	761	251	467	777	52	336	4.706	11,9%
Alto	de 1.250.001 até 2.000.000	44	481	193	277	221	290	243	78	8	1.835	4,7%
Luxo	de 2.000.001 até 4.000.000	23	229	210	216	39	67	76	15	26	901	2,3%
Super Luxo	Acima de 4.000.001	-	122	30	36	-	4	7	6	-	205	0,5%
Total geral		2.493	8.777	6.422	4.546	1.409	6.215	6.291	1.436	1.841	39.430	100,0%

Oferta final por padrão

Padrão/ Capital	Faixa de Valores (R\$)	Aracaju	Fortaleza	João Pessoa	Maceió	Natal	Recife	Salvador	São Luís	Teresina	Part. Total Capitais (%)
Compacto	Studio - Loft - 1 Quarto	6,6%	6,3%	30,3%	34,1%	5,3%	19,2%	15,9%	10,0%	4,2%	17,0%
MCMV	Teto MCMV	48,5%	37,0%	26,7%	24,4%	2,3%	31,1%	40,6%	38,9%	28,1%	32,7%
Standard	Teto MCMV até 700.000	32,8%	36,7%	22,2%	13,1%	56,1%	36,4%	25,9%	40,5%	47,6%	30,9%
Médio	de 700.001 até 1.250.000	9,4%	10,5%	14,1%	16,7%	17,8%	7,5%	12,4%	3,6%	18,3%	11,9%
Alto	de 1.250.001 até 2.000.000	1,8%	5,5%	3,0%	6,1%	15,7%	4,7%	3,9%	5,4%	0,4%	4,7%
Luxo	de 2.000.001 até 4.000.000	0,9%	2,6%	3,3%	4,8%	2,8%	1,1%	1,2%	1,0%	1,4%	2,3%
Super Luxo	Acima de 4.000.001	-	1,4%	0,5%	0,8%	-	0,1%	0,1%	0,4%	-	0,5%
Total geral		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

“6 hotéis dão lugar a superprédios, e Fortaleza perde 2.400 leitos”

Endereços tradicionais de hotelaria na capital cearense
deixaram de existir ao longo dos últimos anos

Você sabia que existe um mercado imobiliário “secreto” em Fortaleza?



airbnb



Brazil

FILTERS: Fortaleza Listings Amenities For Sale Save

Back

Market Overview: Fortaleza

Save

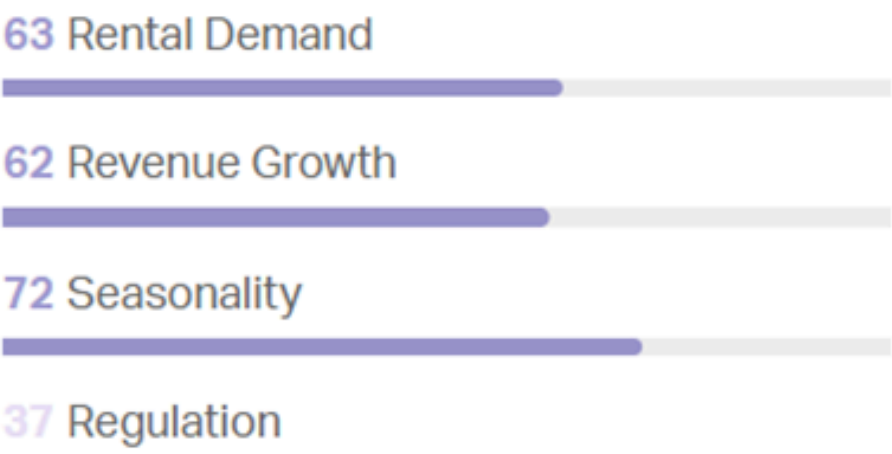
See AirDNA in action with a quick walkthrough!

Market Performance 25 Submarkets 5.3K STR Listings

How is this market performing?

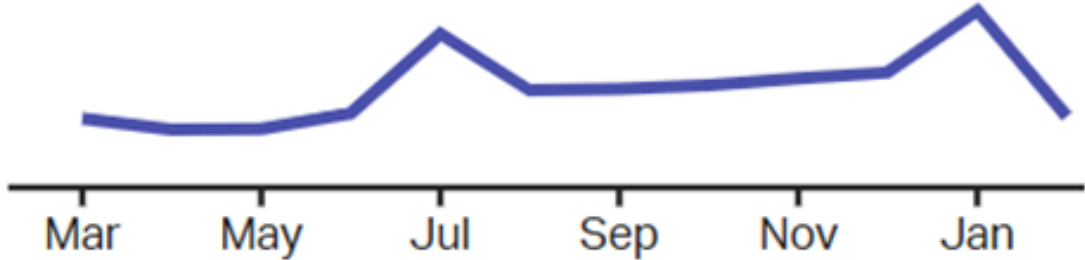


Market Score ⓘ



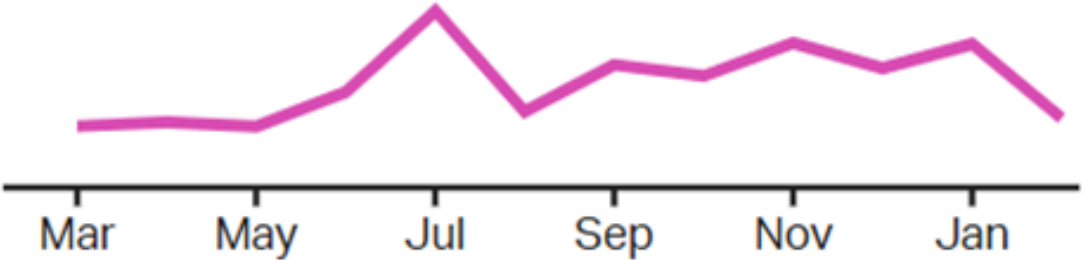
Annual Revenue

R\$43.4K +3%



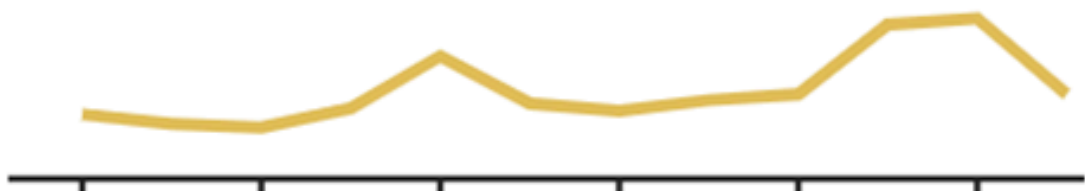
Occupancy Rate

55% +8%



Average Daily Rate

R\$292.64 -3%



RevPAR

R\$138.43 +18%



J.Smart no AirBNB

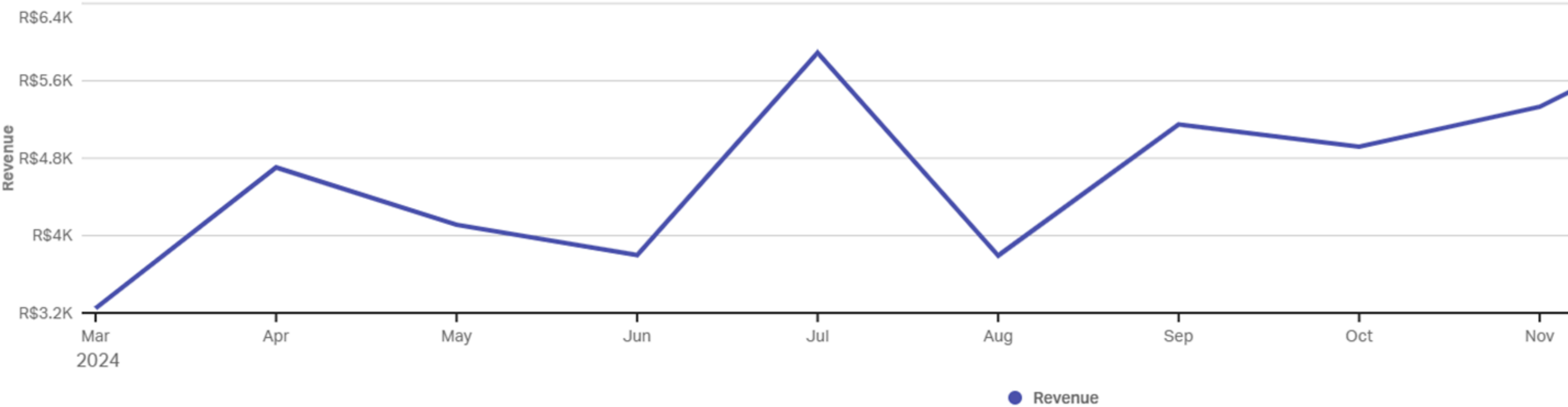


Aggregate Metrics

<div>Annual Revenue</div> <div>R\$57,560</div> <div>Over the last 12 months</div>	<div>Average Daily Rate</div> <div>R\$308</div> <div>Over the last 12 months</div>	<div>Occupancy</div> <div>76%</div> <div>Over the last 12 months</div>
---	--	--

How have these aggregate metrics changed over time?

Revenue Daily Rate Occupancy Rate RevPAR Active Listing Count





Brazil

FILTERS:

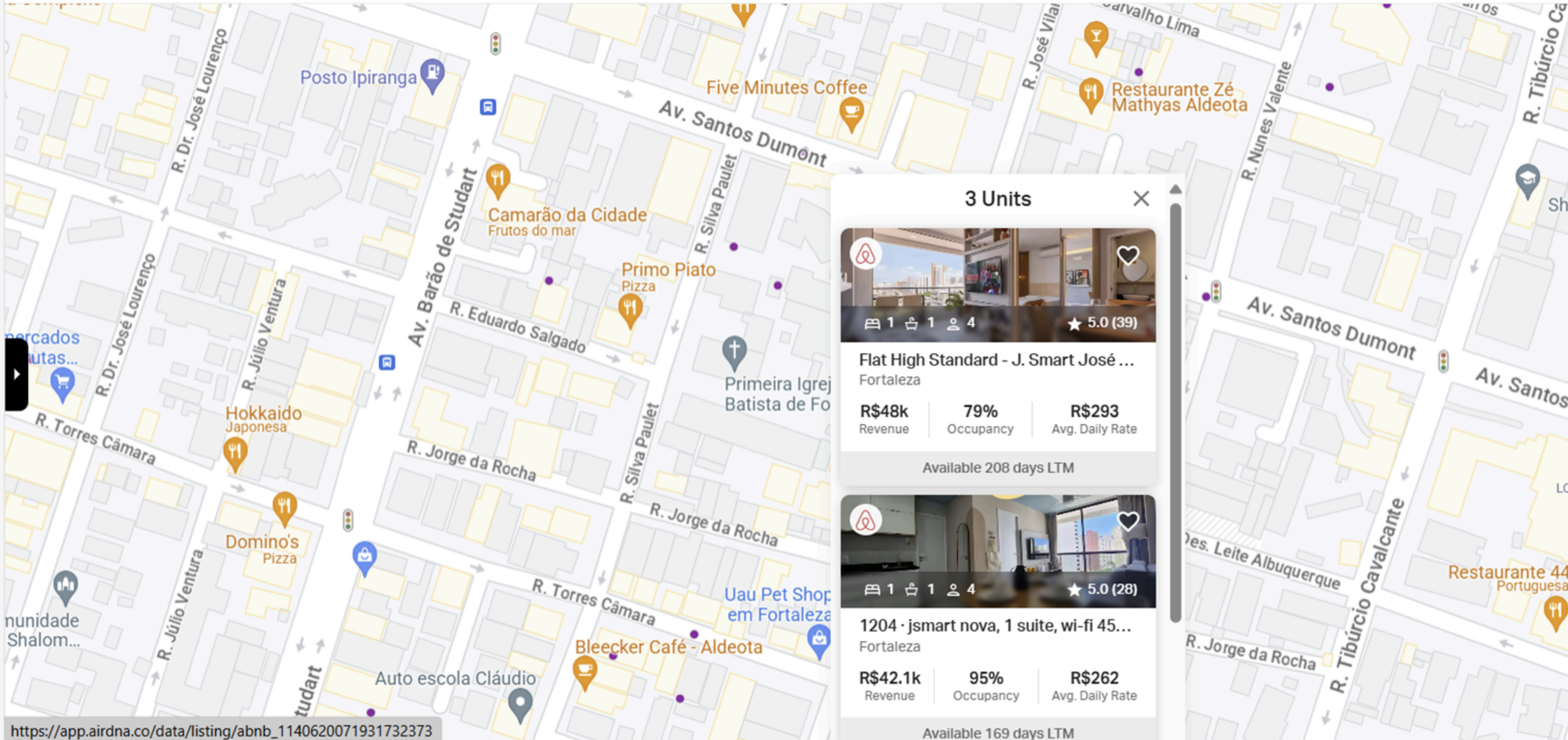
Fortaleza

Listings ▾

Amenities ▾

For Sale

🔖 Save



3 Units



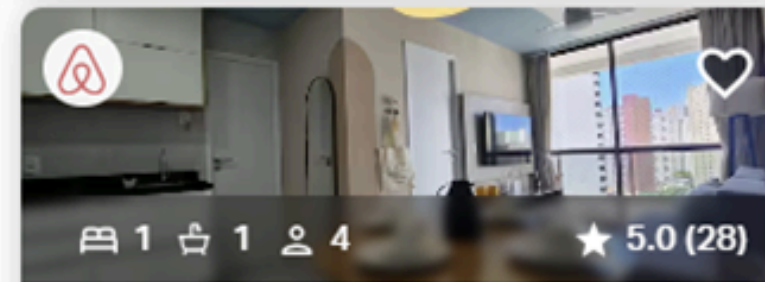
Flat High Standard - J. Smart José ...
Fortaleza

R\$48k
Revenue

79%
Occupancy

R\$293
Avg. Daily Rate

Available 208 days LTM



1204 · jsmart nova, 1 suite, wi-fi 45...
Fortaleza

R\$42.1k
Revenue

95%
Occupancy

R\$262
Avg. Daily Rate

Available 169 days LTM



Flat Luxury. Gym and Coworking. Próx. à Beira Mar
Fortaleza

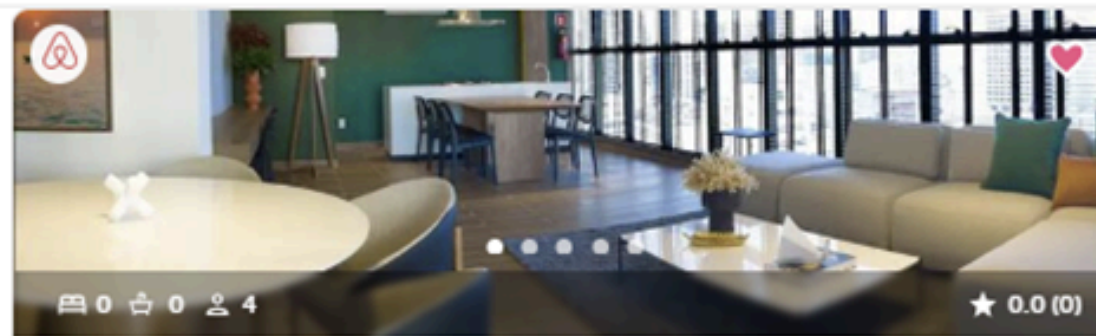
r\$17.3k
Revenue Potential

49
Days Available

r\$14.4k
Revenue

100%
Occupancy

r\$294
Daily Rate



Flat of high standard Meireles.
Fortaleza

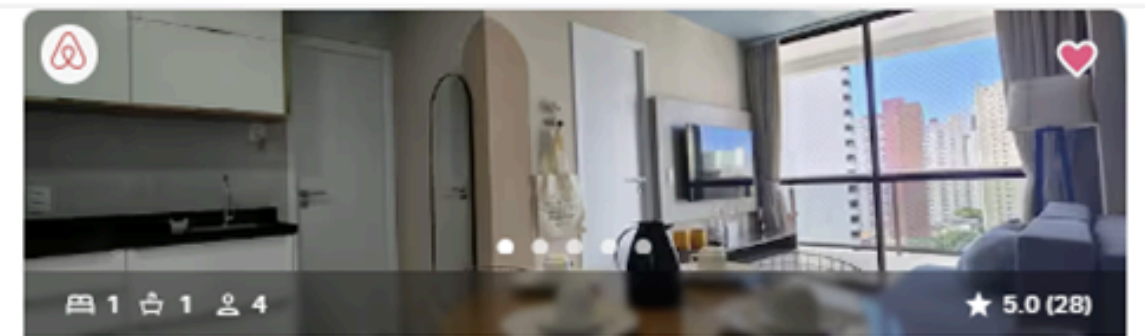
r\$34.4k
Revenue Potential

3
Days Available

r\$999.7
Revenue

100%
Occupancy

r\$333.3
Daily Rate



1204 · jsmart nova, 1 suite, wi-fi 450 mb, by casa
Fortaleza

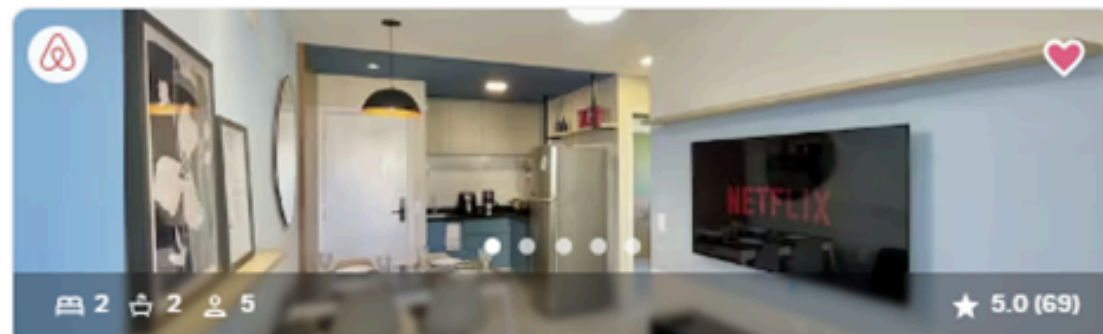
r\$69.7k
Revenue Potential

169
Days Available

r\$42.1k
Revenue

95%
Occupancy

r\$261.6
Daily Rate



JSmart Novo, 2 Suites, Wi-Fi 600 mb, by CasaCris
Fortaleza

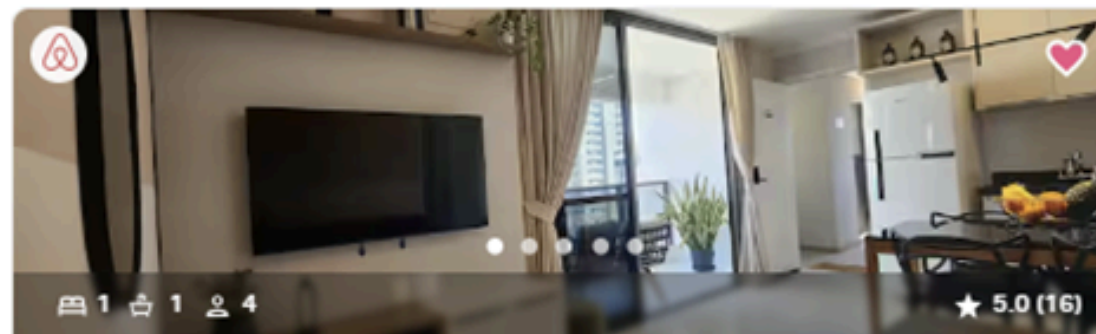
r\$100.3k
Revenue Potential

325
Days Available

r\$93.2k
Revenue

91%
Occupancy

r\$315
Daily Rate



vl 701 · jsmart aldeota, 1 suite, wi-fi 600 mb, by
Fortaleza

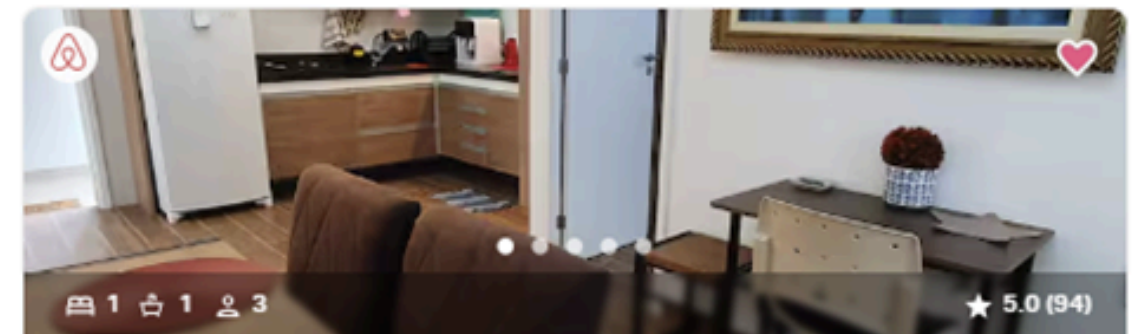
r\$24k
Revenue Potential

76
Days Available

r\$17.5k
Revenue

88%
Occupancy

r\$261.9
Daily Rate



JSmart - In the heart of Fortaleza.
Fortaleza

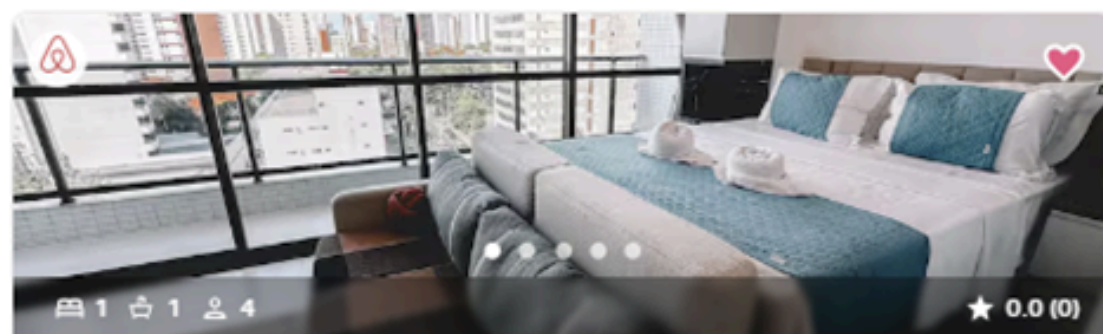
r\$71.1k
Revenue Potential

276
Days Available

r\$53.8k
Revenue

88%
Occupancy

r\$221.5
Daily Rate



Stay at J. Smart José Vilar: Design, Sophistication and Practicality!
Fortaleza

r\$5.2k
Revenue Potential

17
Days Available

r\$5.2k
Revenue

82%
Occupancy

r\$371.4
Daily Rate



JSmart Studio #1106 - Apartment in Aldeota by Carp
Fortaleza

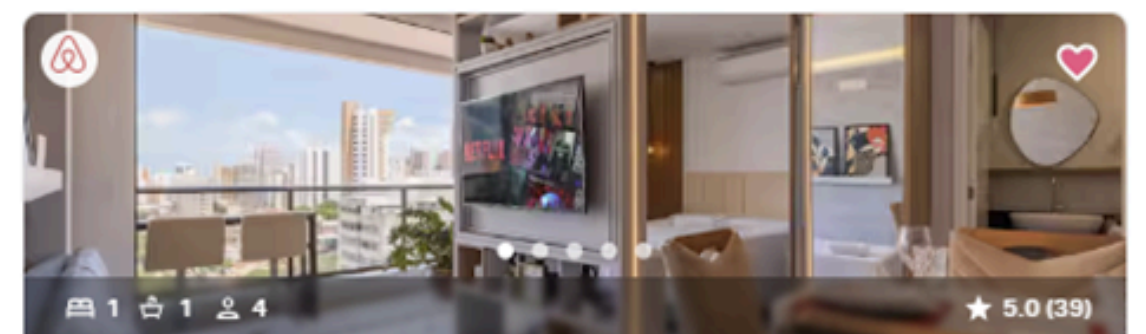
r\$112.6k
Revenue Potential

231
Days Available

r\$71.3k
Revenue

79%
Occupancy

r\$389.7
Daily Rate



Flat High Standard - J. Smart José Vilar #1403
Fortaleza

r\$62k
Revenue Potential

208
Days Available

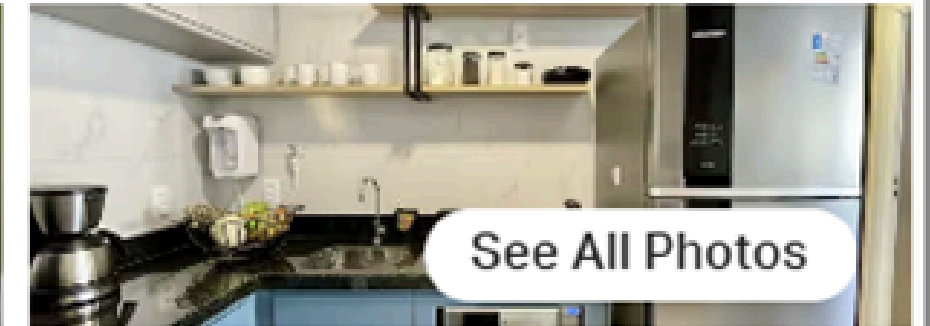
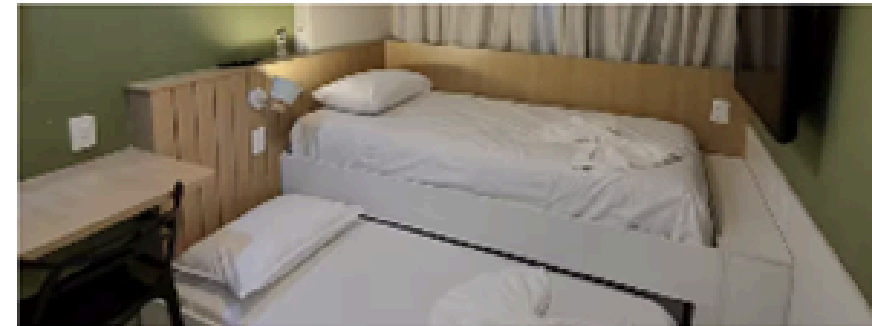
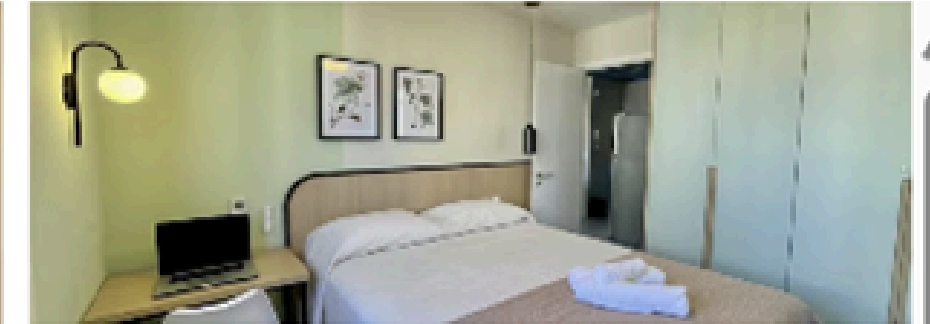
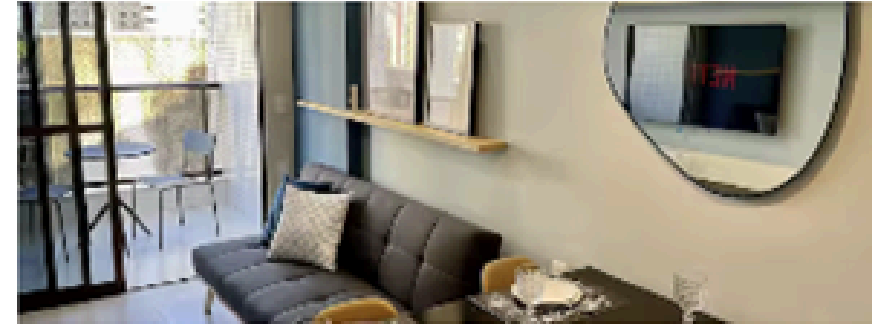
r\$48k
Revenue

79%
Occupancy

r\$292.6
Daily Rate



STR Listing Overview



See All Photos

Short-term Rental Listing Overview

2 2 5 5 (69)

JSmart Novo, 2 Suites, Wi-Fi 600 mb, by CasaCris

Market: [Fortaleza](#) Market Score: 96 Type: Apartment Price Tier: Midscale



Connect your listing for FREE

Get personalized listing performance and pricing recommendations

Connect Now

R\$100.3K

Revenue Potential

325

Days Available

R\$93.2K

Annual Revenue

91%

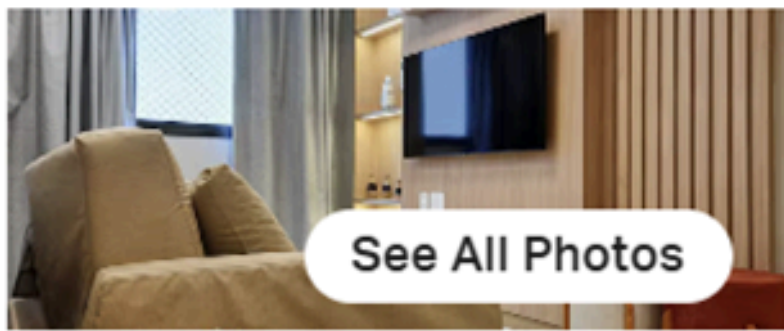
Occupancy

R\$315

Average Daily Rate



STR Listing Overview



See All Photos

Short-term Rental Listing Overview

JSmart Novinho 4 People Super Complete WiFi Top

Market: Fortaleza Market Score: 96 Type: Apartment Price Tier: Luxury

1 bed 1 bath 4 people 4.6 (14)



Connect your listing for FREE
Get personalized listing performance and pricing recommendations

Connect Now

R\$68.4K

Revenue Potential

171

Days Available

R\$68.4K

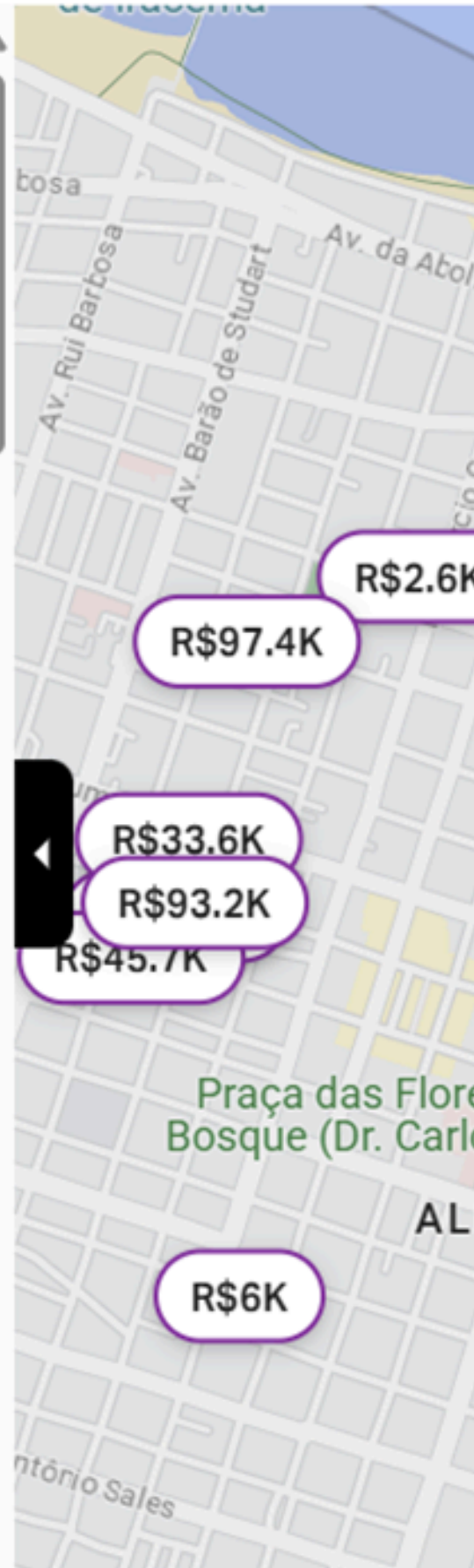
Annual Revenue

92%

Occupancy

R\$435.7

Average Daily Rate





J.Studios

VIVA AS POSSIBILIDADES

BARÃO



Consulte:

www.sindusconce.com.br/ri/

Rua Barão de Aracati

Rua Tenente Benévolo

BARÃO



J.SIMÕES



J.Studios
VIVA AS POSSIBILIDADES
BARÃO

FACHADA

IMAGEM PRELIMINAR

Ficha Técnica

Empreendimento: J.Studios Barão

Incorporação: JS 137 Empreendimento Imobiliário Ltda

Construção: J.Simões Participações Ltda

Terreno: 1.656,00m²

Localização: Rua Barão de Aracati 685 x Rua Tenente Benévolo 1251

Bairro: Meireles | Fortaleza/CE

22 Pavimentos | 1 Pavimento Lazer | 1 Rooftop | 18 Tipos | 3 Garagens

Studios 25,24m² | 27,80m² | 35,57m² | 1 Loja

180 Studios | 100 Vagas Rotativas

Previsão de Lançamento: Maio/2025

Previsão Início Obras: Maio/2026

Previsão de Entrega: Julho/2029

***Empreendimento com o devido registro de incorporação no R-25 da
Matricula 22.592 do Cartório de Registro de Imóveis da 2ª Zona de Fortaleza/CE**



PAVIMENTO TÉRREO

RUA BARÃO DE ARACATI



ÁREA COMERCIAL
PARA LOCAÇÃO

DEPÓSITO

ECLUSA
SERVIÇO

DELIVERY
SPACE

ECLUSA
SOCIAL

RECEPÇÃO

ACESSO
VEÍCULOS

ACESSIBILIDADE

RUA TENENTE BENÉVOLO



ACESSO SOCIAL E LOJA COMERCIAL

IMAGEM PRELIMINAR



PAVIMENTO DE LAZER

RUA BARÃO DE ARACATI



RUA TENENTE BENÉVOLO

IMAGEM PRELIMINAR





Be
Active

HONEST MARKET





play time

PAVIMENTO ROOFTOP

RUA BARÃO DE ARACATI



RUA TENENTE BENÉVOLO



J.Studios

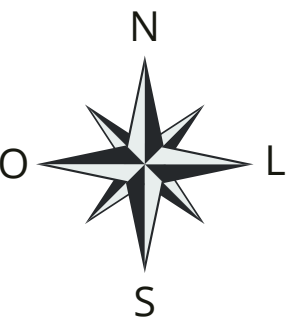
VIVA AS POSSIBILIDADES

BARÃO





Conectar ideias
Colaborar com propósitos



J.Studios

VIVA AS POSSIBILIDADES

BARÃO

RUA BARÃO DE ARACATI

RUA TENENTE BENÉVOLO



Coluna 8
25,24m²

Coluna 6
25,24m²

Coluna 4
25,24m²

Coluna 2
27,80m²

Coluna 0
35,57m²

Coluna 1
35,57m²

Coluna 9
25,24m²

Coluna 7
25,24m²

Coluna 5
25,24m²

Coluna 3
27,80m²

IMAGEM PRELIMINAR





J.SIMÕES



J.Studios

VIVA AS POSSIBILIDADES

BARÃO

STUDIO 25m²

IMAGEM PRELIMINAR





J.SIMÕES