



data ZAP

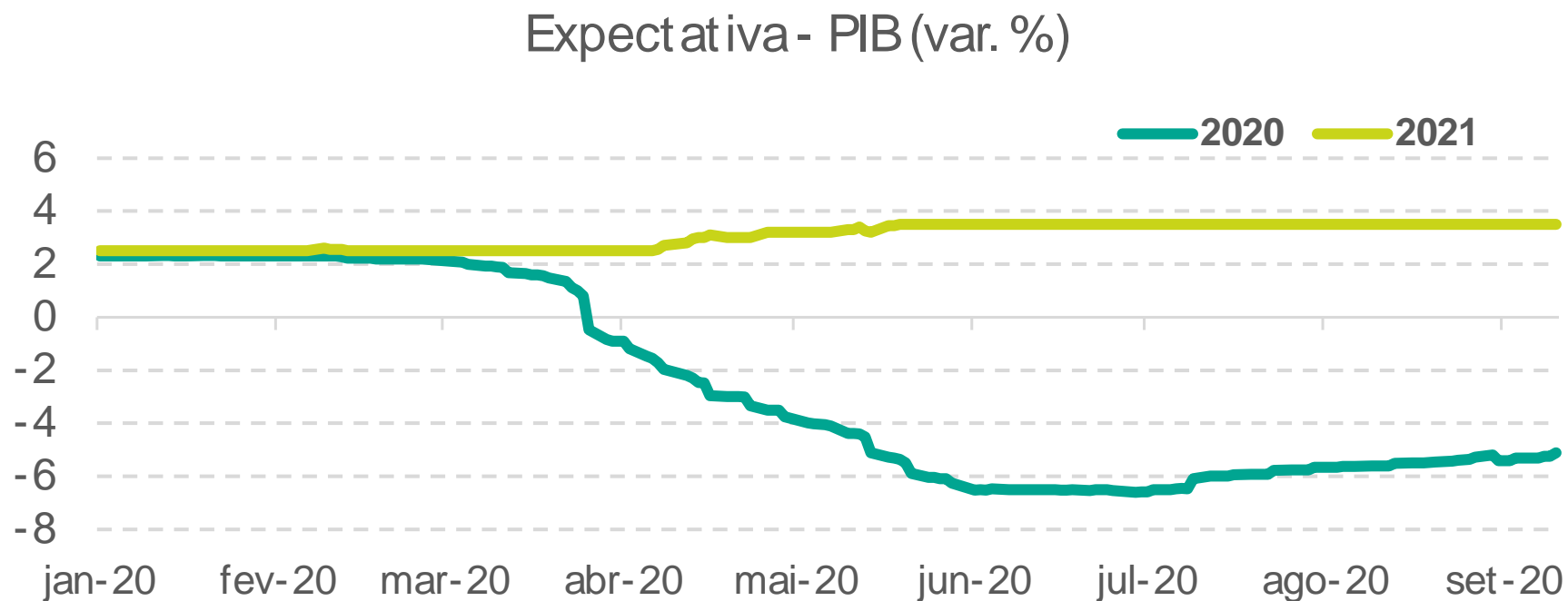
Danilo Iglori
LIVE SECOVI-SP
29 Outubro 2020

Transformando dados em **conhecimento.**



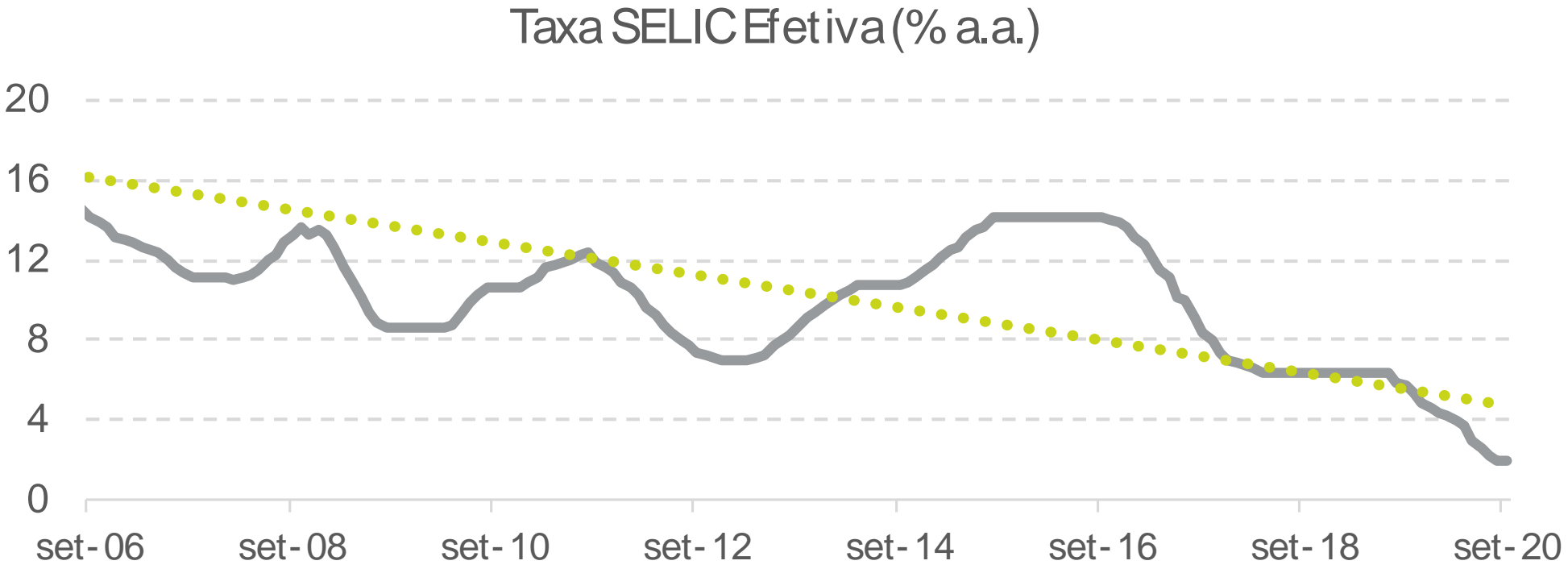
Choque da pandemia

Com a crise da pandemia, projeta-se que o PIB caia em torno de 5% em 2020 e cresça 3,5% em 2021



Taxa SELIC

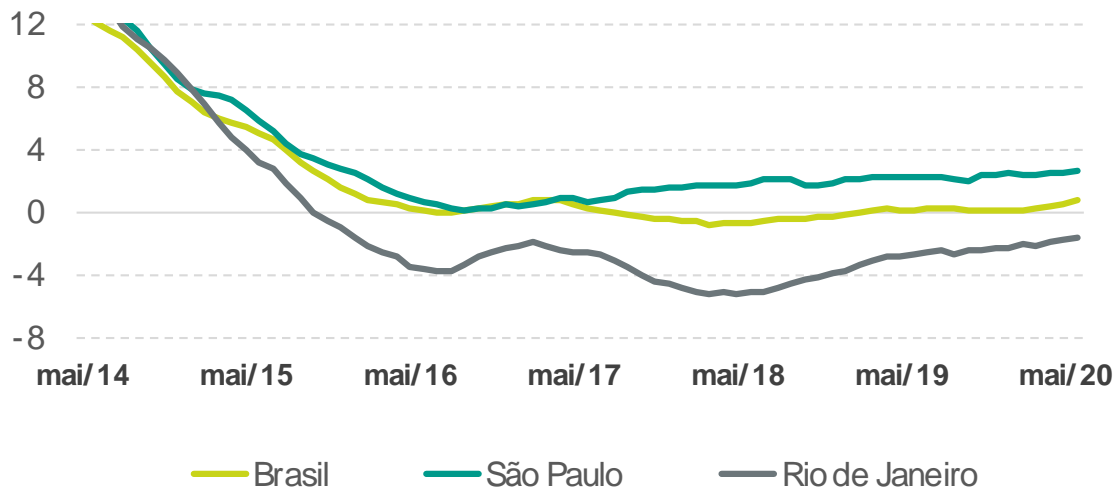
Com a taxa de inflação abaixo da meta, a taxa SELIC deve continuar em nível baixo



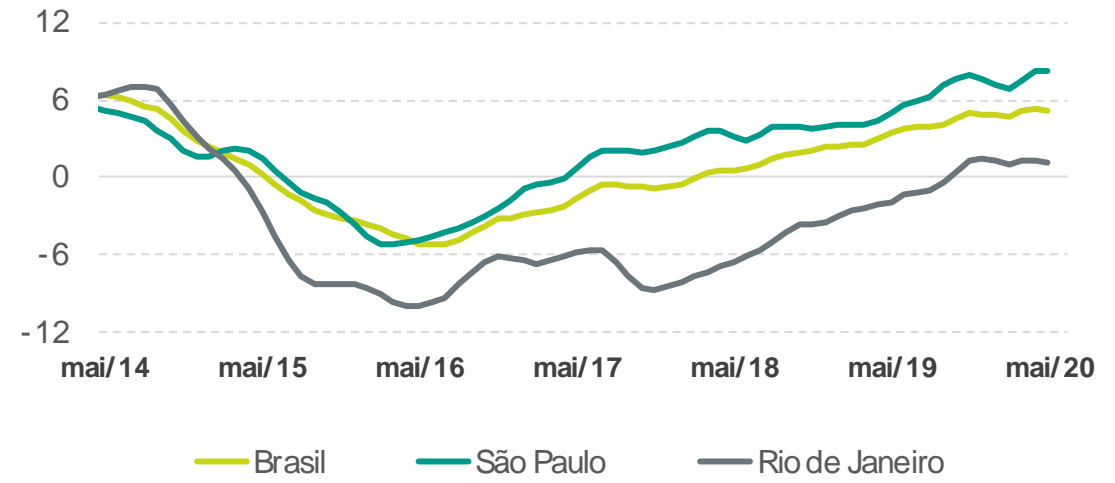
Reflexo nos preços?

Como os preços refletiram essa conjuntura econômica

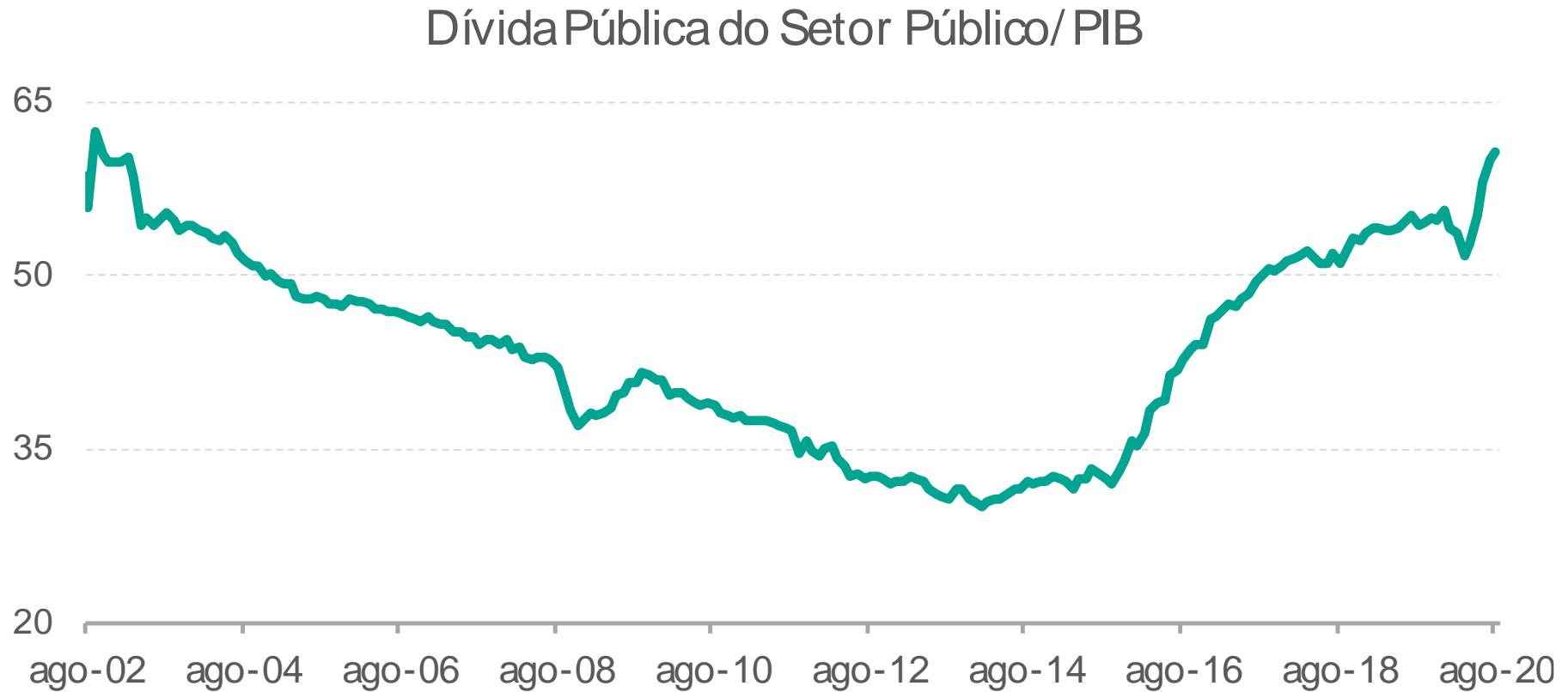
FipeZap Venda (% - acum. 12m)



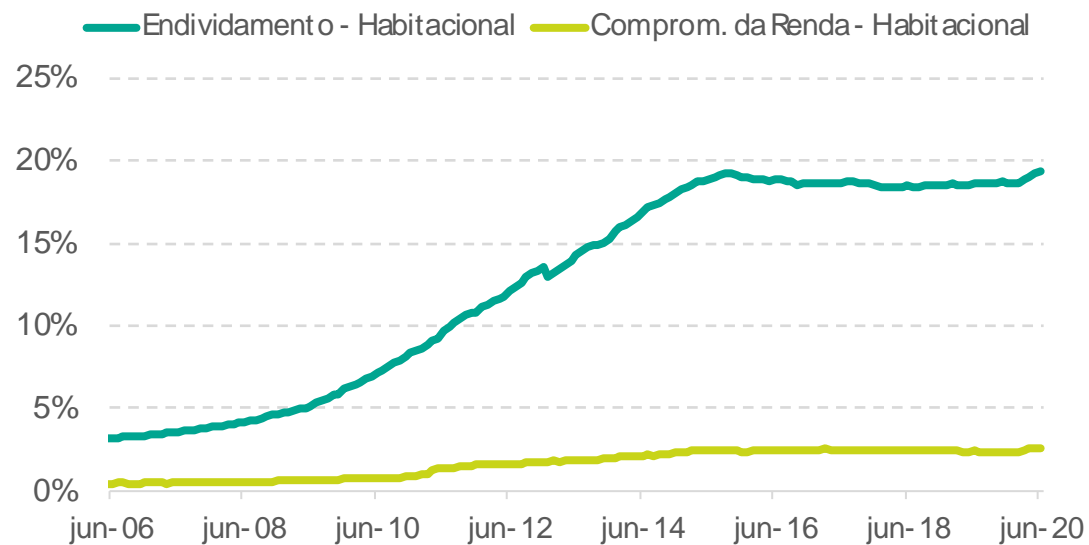
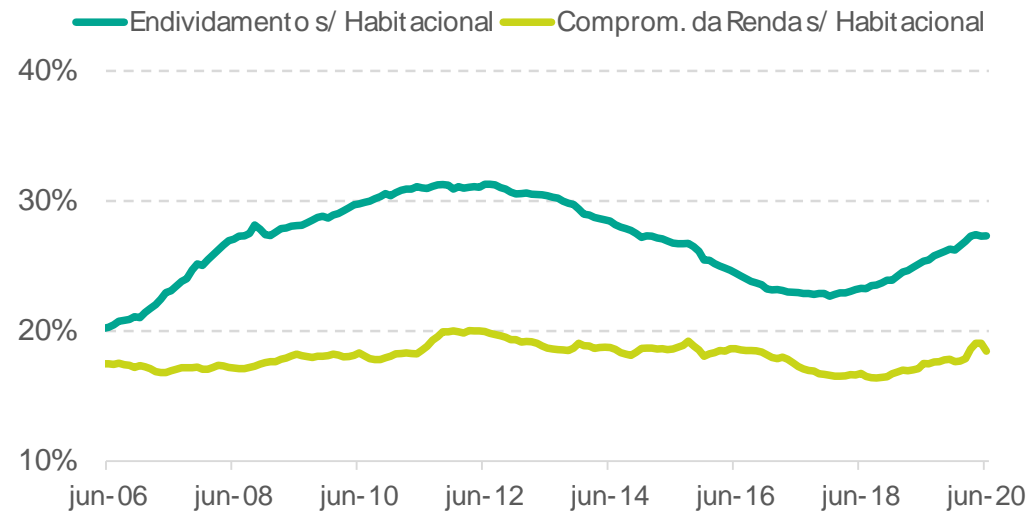
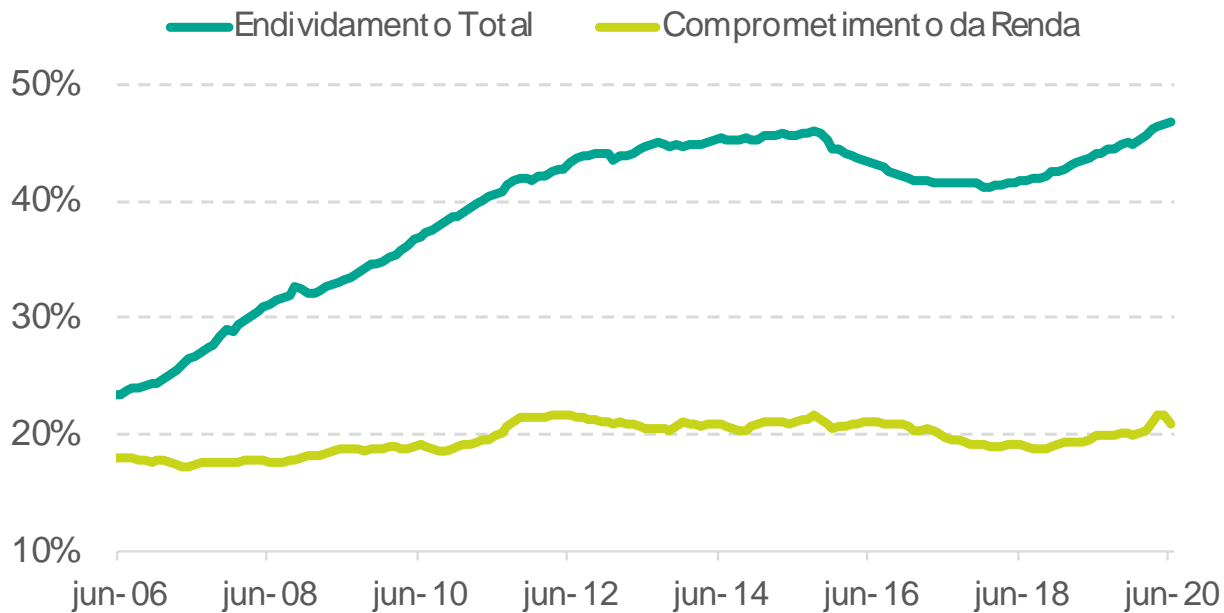
FipeZap Aluguel (% - acum. 12m)



Risco fiscal



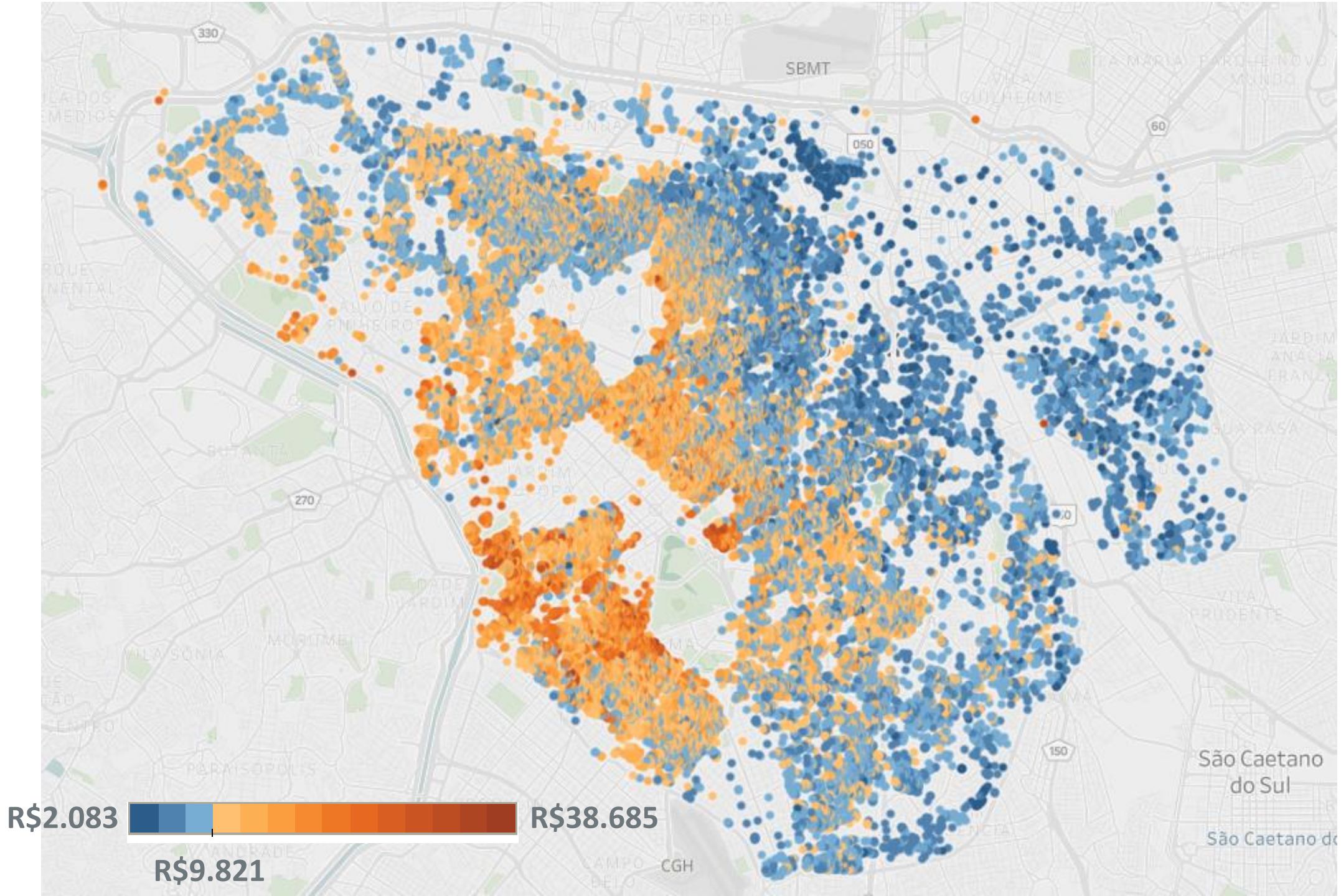
Endividamento das famílias



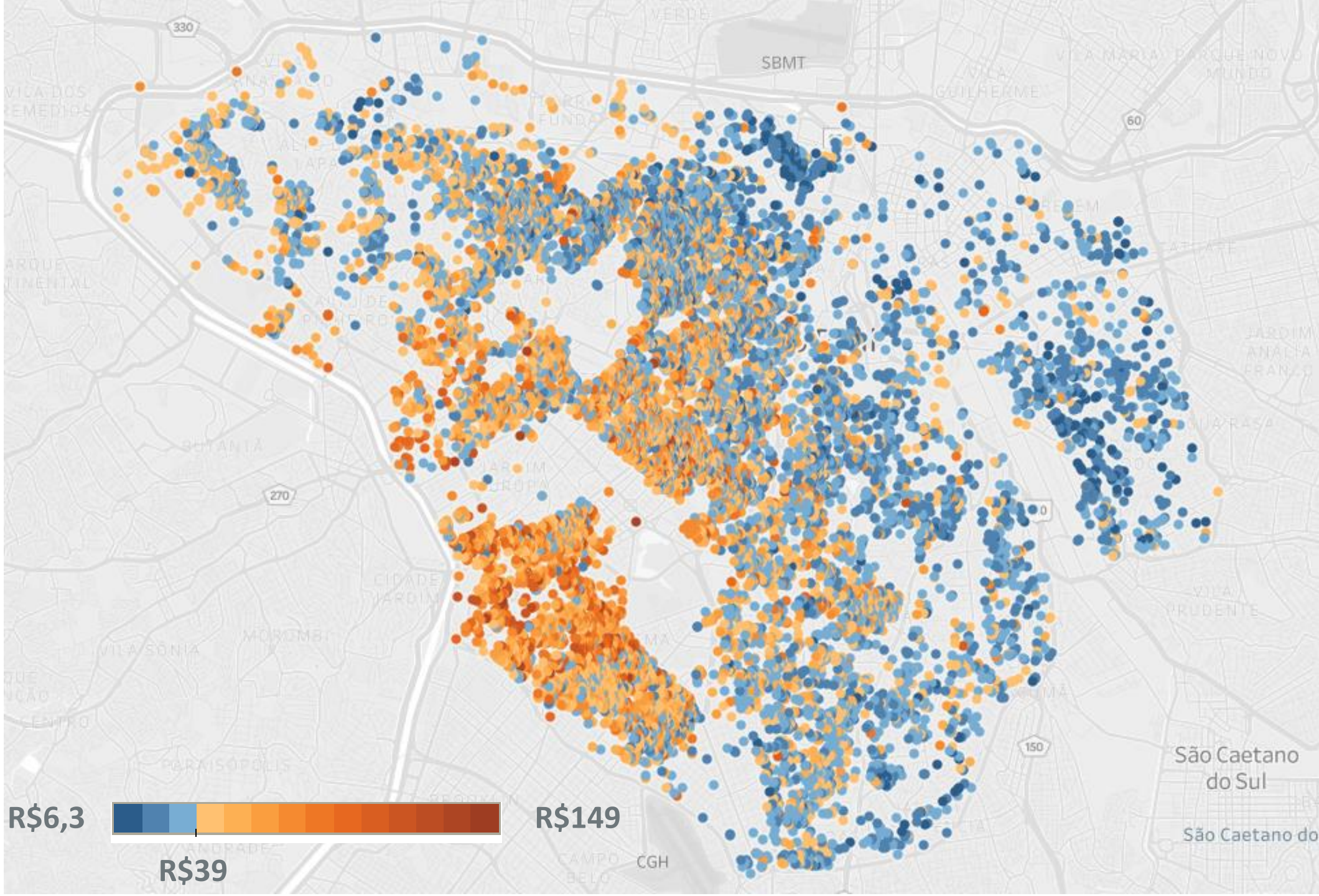


Preços

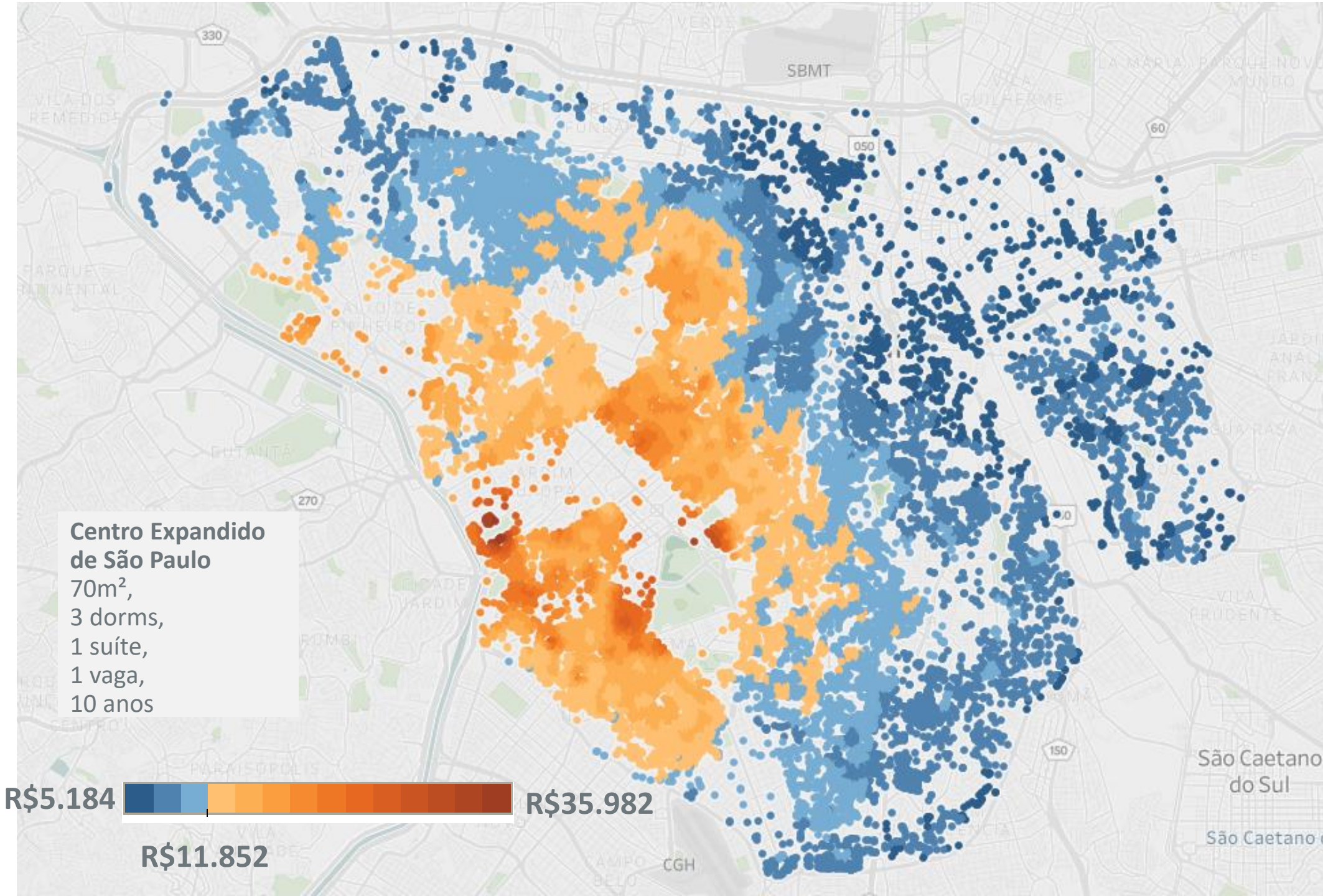
Anúncios venda (R\$/m²) - 2020



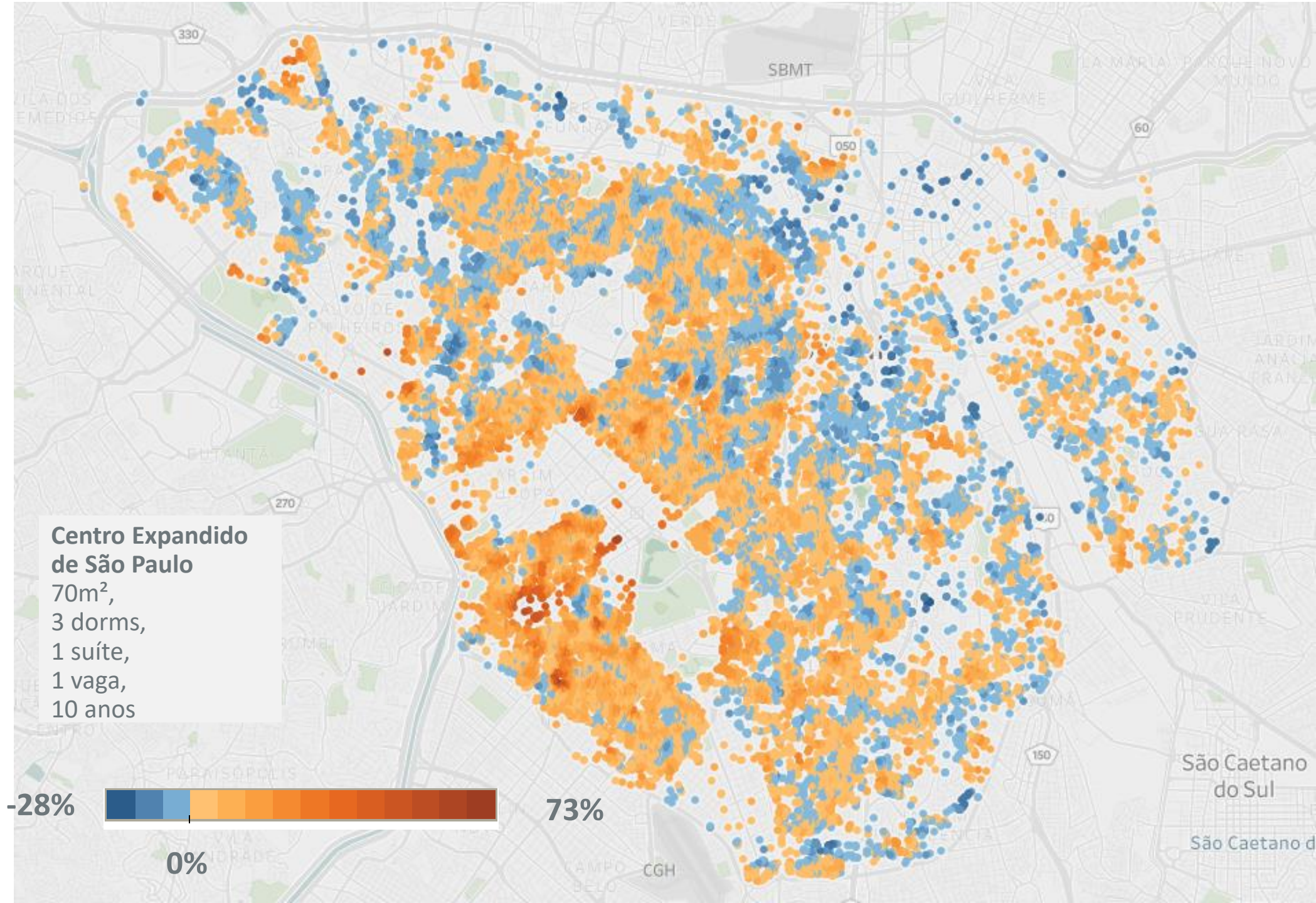
Anúncios aluguel (R\$/m²) - 2020



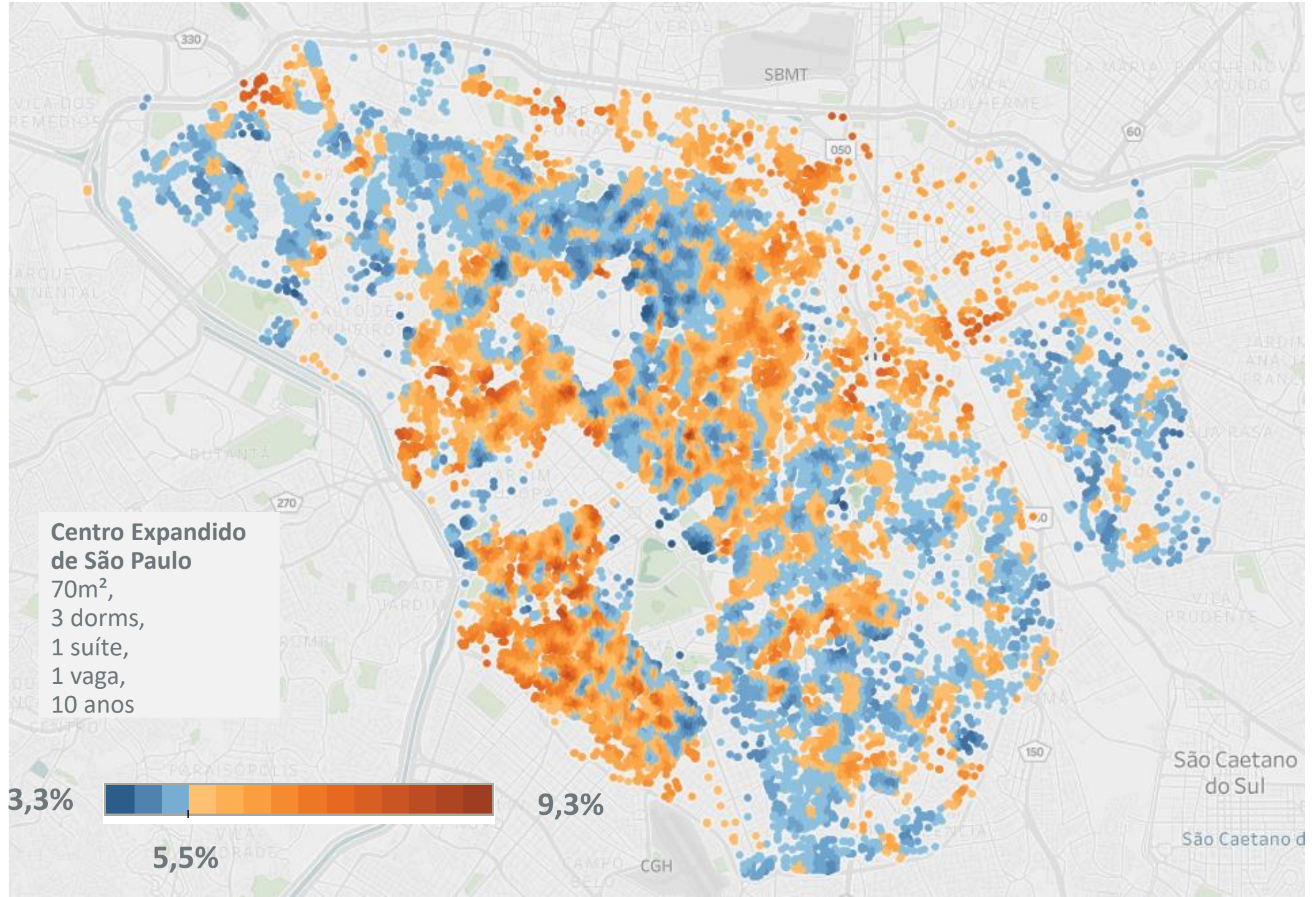
AVM venda (R\$/m²) - 2020



AVM venda (Δ %) - 2020 - 2018



AVM Rental Yield (%) - 2020



Demanda

Tipologias mais procuradas para compra | São Paulo

Residencial vertical

Área Útil



Até 35m² - 6%

De 36 a 50m² - 19%

De 51 a 65m² - 22%

De 66 a 80m² - 16%

De 81 a 95m² - 10%

De 96 a 120m² - 10%

De 121 a 150m² - 7%

Acima de 150m² - 9%

Dormitórios



1 dormitório - 14%

2 dormitórios - 46%

3 dormitórios - 35%

4 dormitórios ou mais - 6%



Área útil
mediana
89m²

Até R\$ 150 mil - 2%

De R\$ 151 a R\$ 250 mil - 15%

De R\$ 251 a R\$ 375 mil - 18%

De R\$ 376 a R\$ 500 mil - 15%

De R\$ 501 a R\$ 625 mil - 10%

De R\$ 626 a R\$ 750 mil - 10%

De R\$ 751 a R\$ 900 mil - 8%

De R\$ 901 mil a R\$ 1.5 milhão - 13%

Acima de R\$ 1.5 milhão - 8%

Faixa de Preço



0 vagas - 10%

1 vaga - 53%

2 vagas - 27%

3 vagas ou mais - 9%

Vagas de Garagem



Tipologias mais procuradas para locação | São Paulo

Residencial vertical

Área Útil



Até 35m² - 13%
 De 36 a 50m² - 28%
 De 51 a 65m² - 25%
 De 66 a 80m² - 16%
 De 81 a 95m² - 7%
 De 96 a 120m² - 6%
 De 121 a 150m² - 3%
 Acima de 150m² - 3%

Dormitórios



1 dormitório - 34%
 2 dormitórios - 47%
 3 dormitórios - 18%
 4 dormitórios ou mais - 1%



Área útil
 mediana
 72m²

Até R\$ 500 - 0%

De R\$ 501 a R\$ 900 - 7%

De R\$ 901 a R\$ 1200 - 15%
 De R\$ 1201 a R\$ 1500 - 16%
 De R\$ 1501 a R\$ 2000 - 21%
 De R\$ 2001 a R\$ 3000 - 24%
 De R\$ 3001 a R\$ 5000 - 12%
 Acima de R\$ 5000 - 4%

Faixa de Preço



0 vagas - 22%

1 vaga - 60%

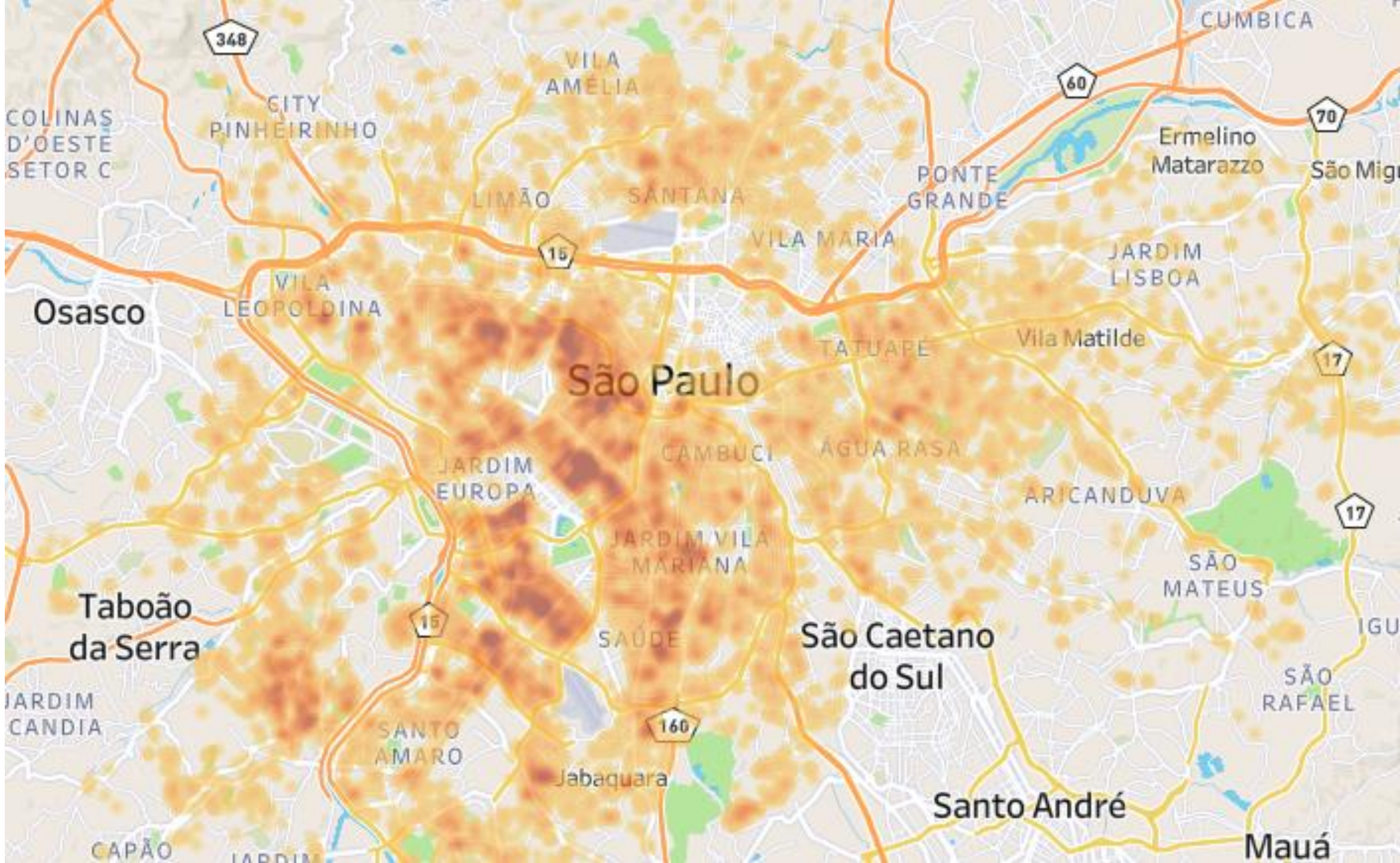
2 vagas - 15%

3 vagas ou mais - 3%

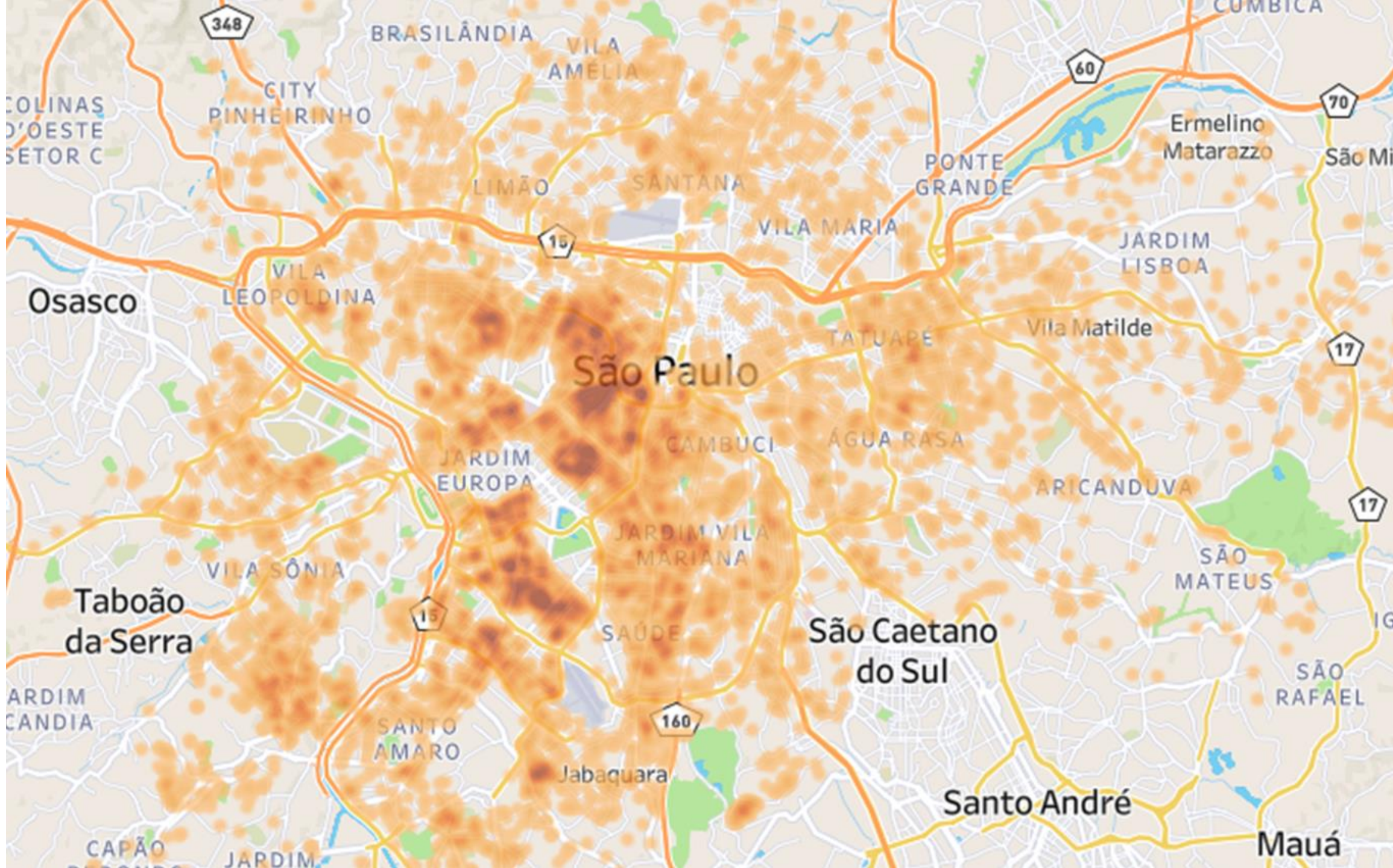
Vagas de Garagem



Procura para compra - 2020

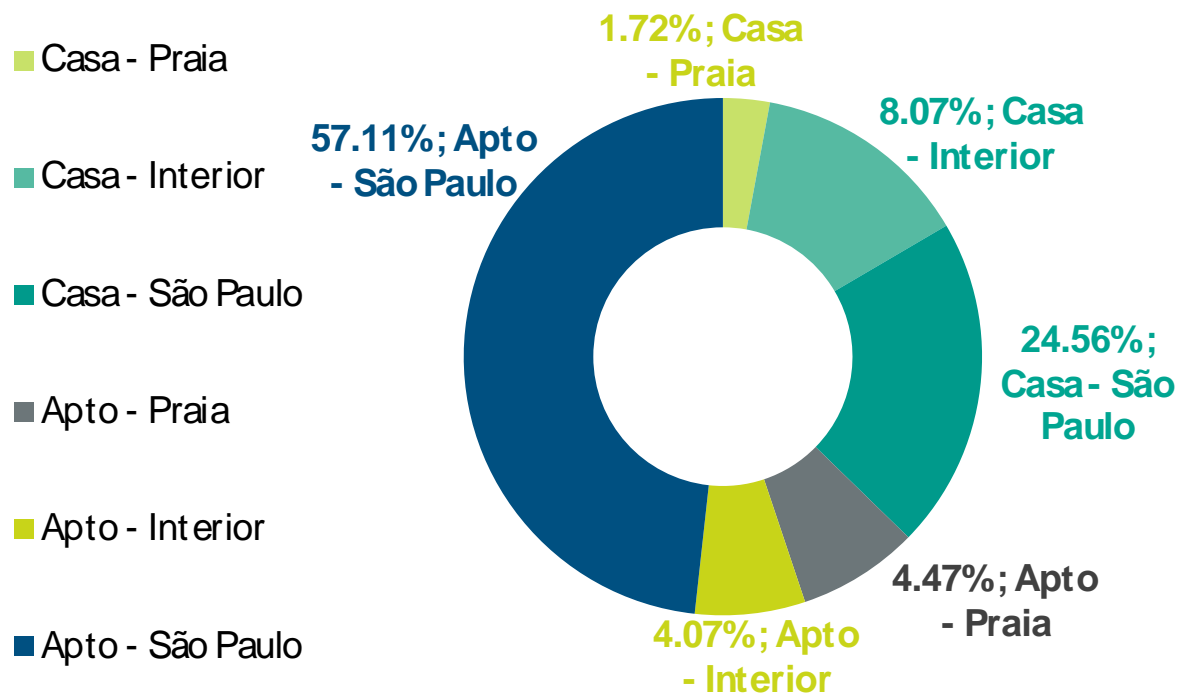


Procura para locação - 2020

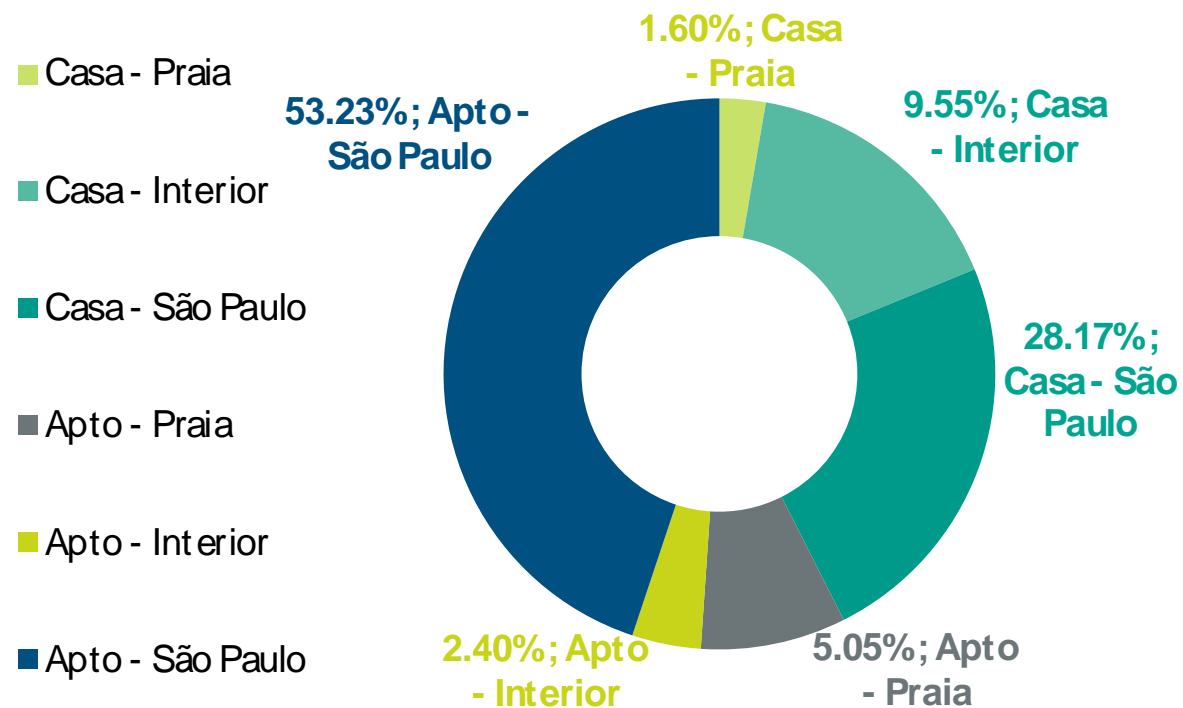


Leads gerados a partir da cidade de São Paulo para VENDA em cidades interioranas e litorâneas

Setembro de 2019



Setembro de 2020

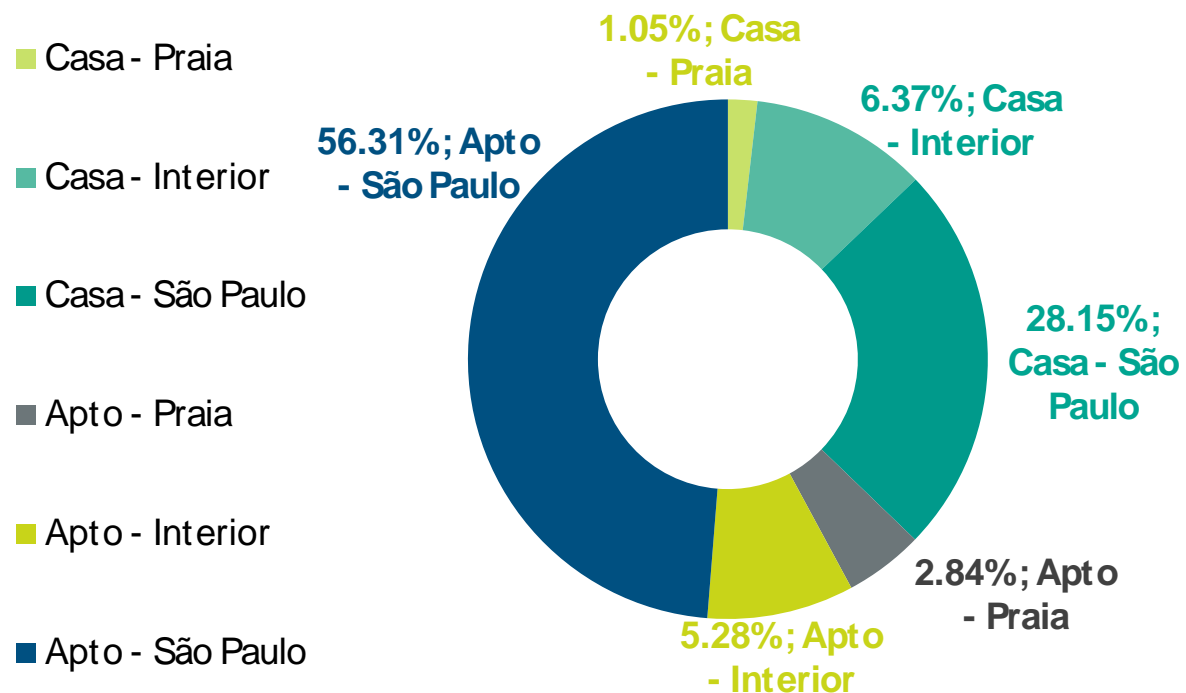


Fonte: Grupo ZAP. Elaboração: DataZAP.

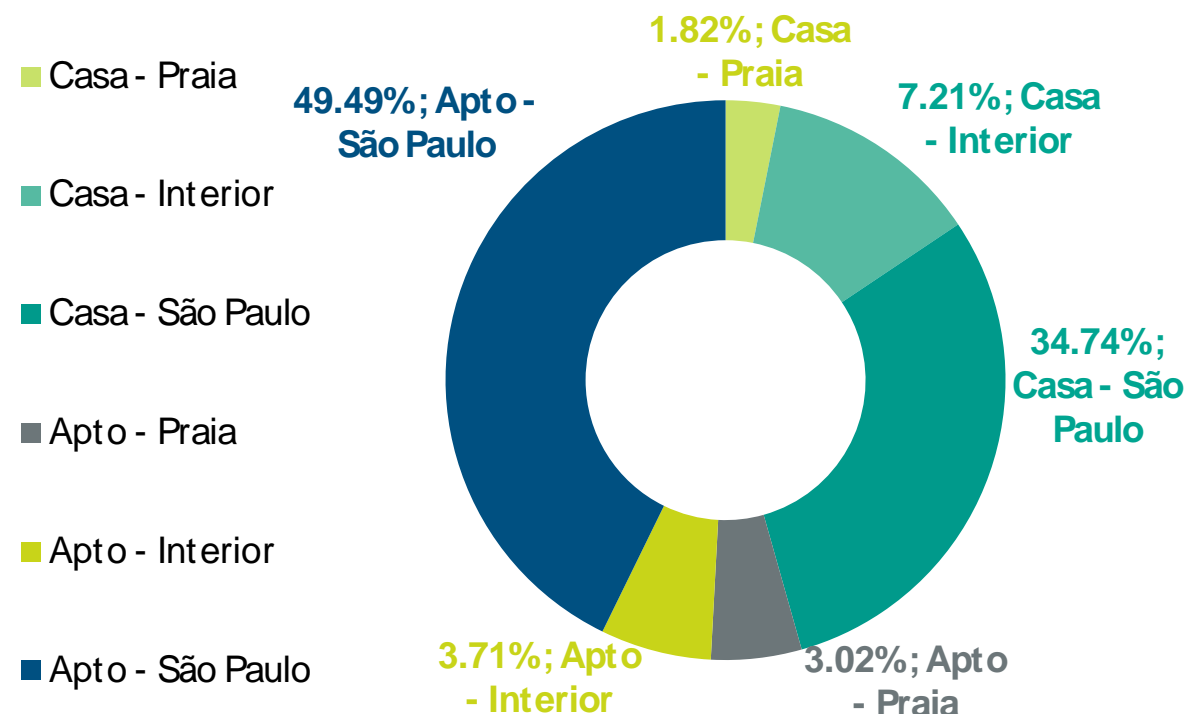
*Gráfico para fins ilustrativos: a área hachurada de ambos os gráficos não corresponde ao valor explícito das variáveis, de maneira que torna visualizável as porcentagens menores. A proporção é mantida entre os dois gráficos, portanto não há distorção gráfica da variação entre 2019 e 2020.

Leads gerados a partir da cidade de São Paulo para LOCAÇÃO em cidades interioranas e litorâneas

Setembro de 2019



Setembro de 2020



Fonte: Grupo ZAP. Elaboração: DataZAP.

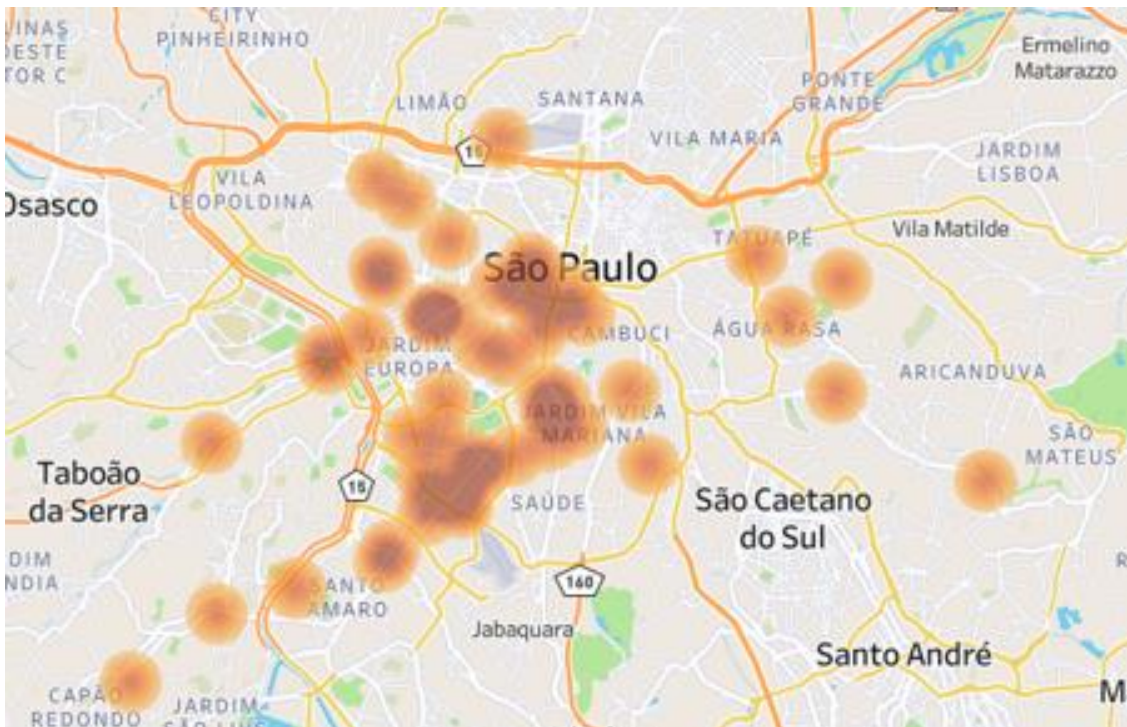


Oferta

Oferta de Imóveis - 1 dormitório | São Paulo

Residencial vertical

Estoque de Lançamento



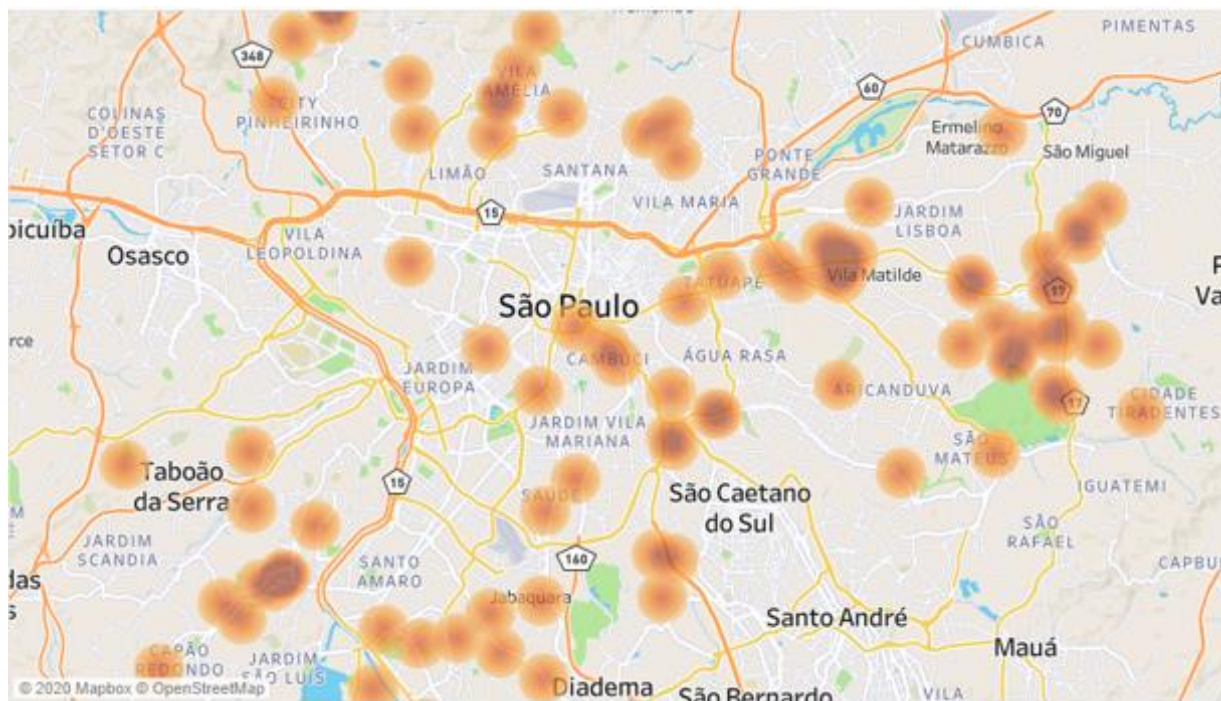
Estoque de Usados



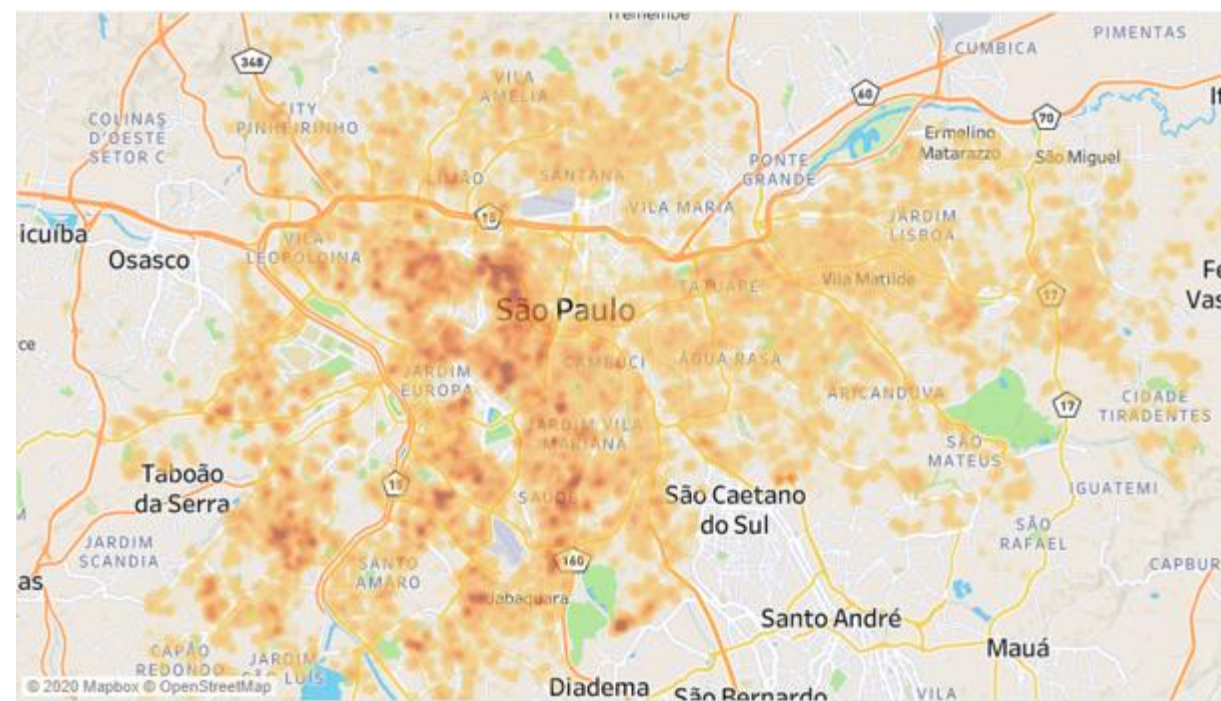
Oferta de Imóveis - 2 dormitórios | São Paulo

Residencial vertical

Estoque de Lançamento



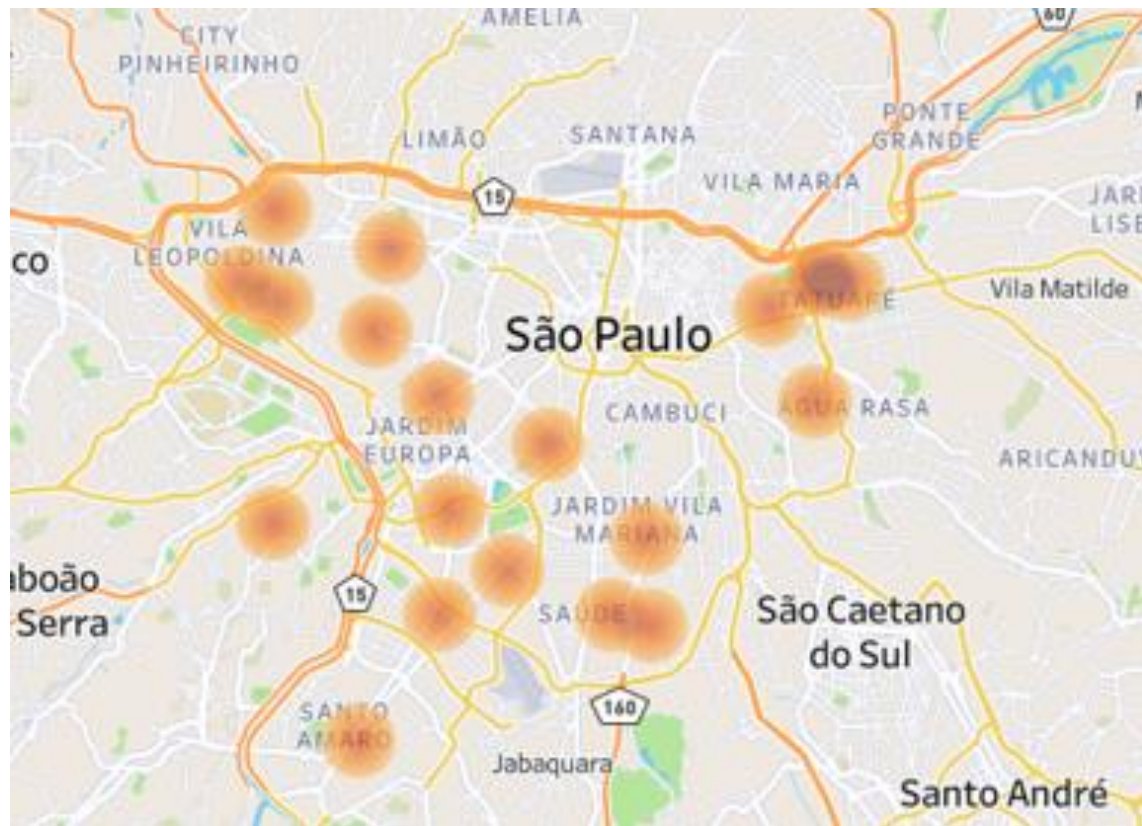
Estoque de Usados



Oferta de Imóveis - 3 dormitórios | São Paulo

Residencial vertical

Estoque de Lançamento



Estoque de Usados



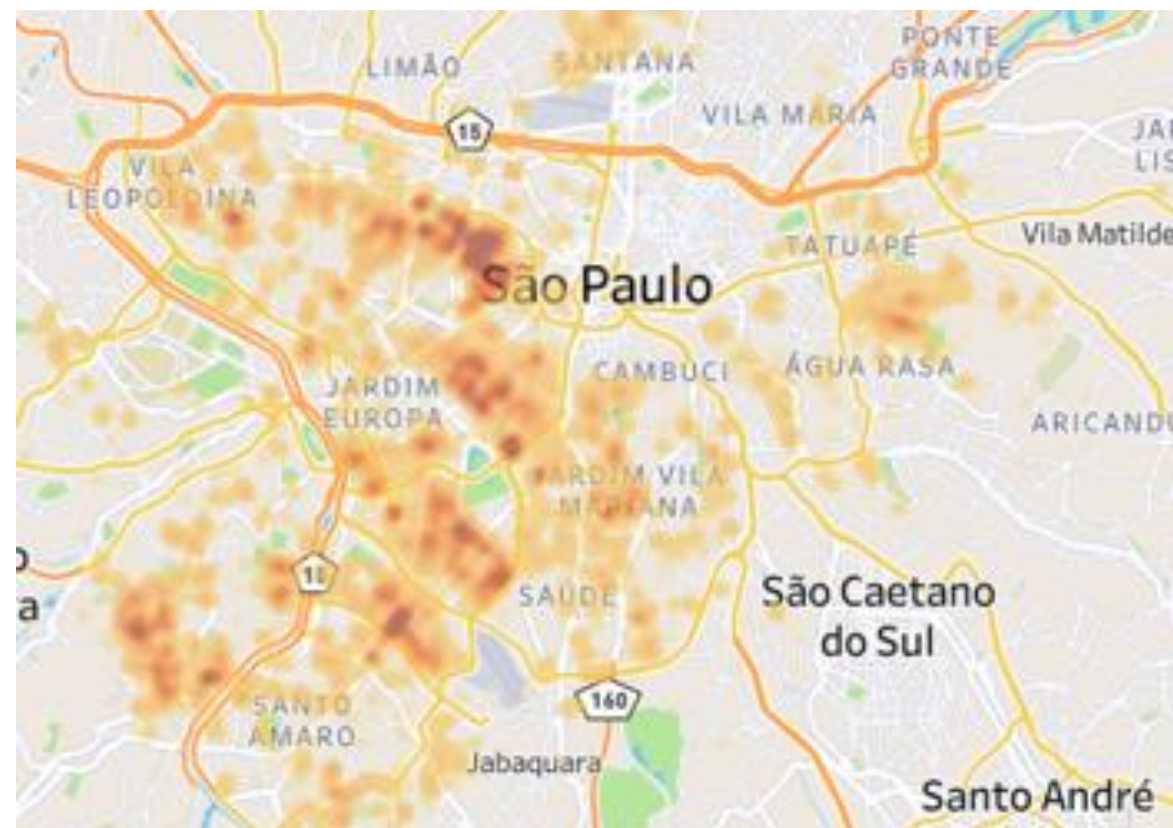
Oferta de Imóveis - 4 dormitórios ou mais | São Paulo

Residencial vertical

Estoque de Lançamento



Estoque de Usados

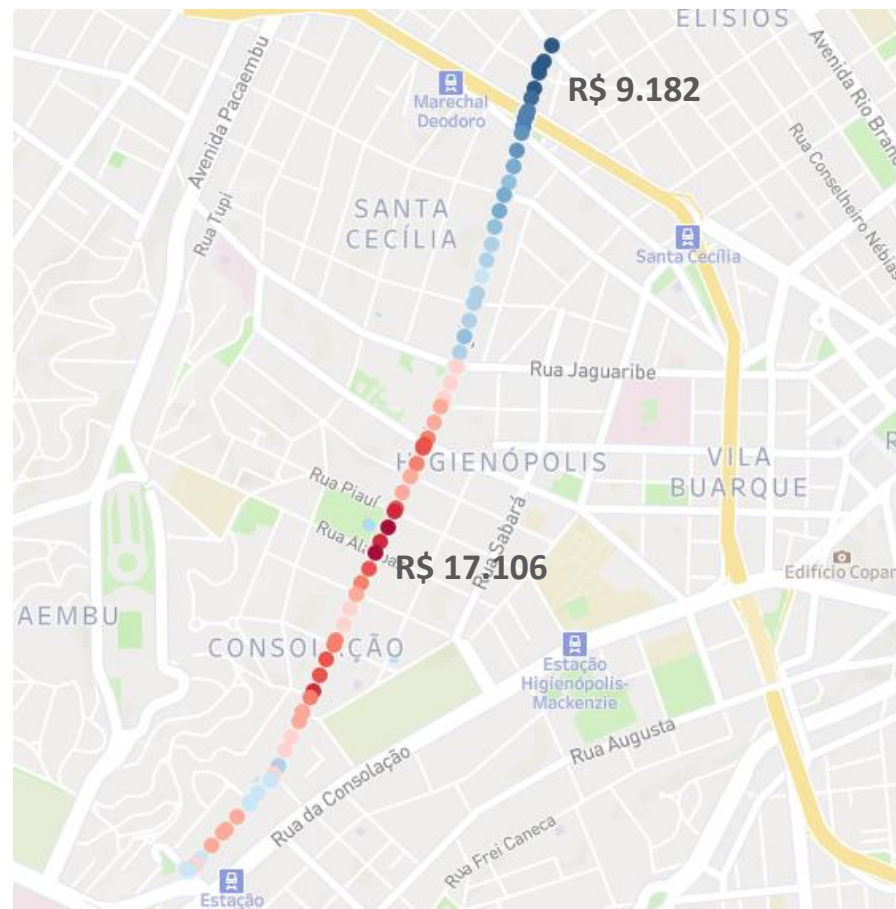
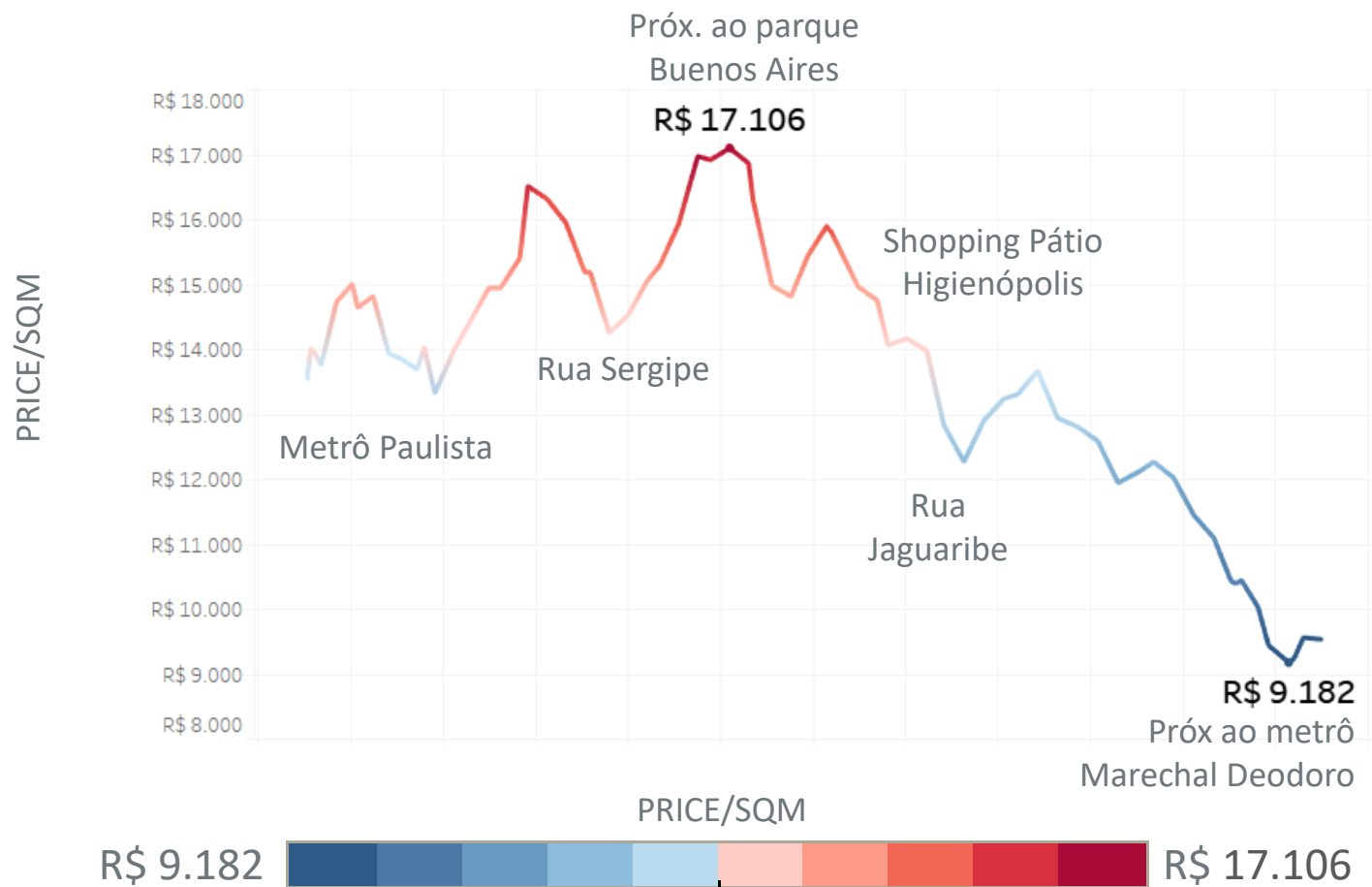




Cada rua, uma estória

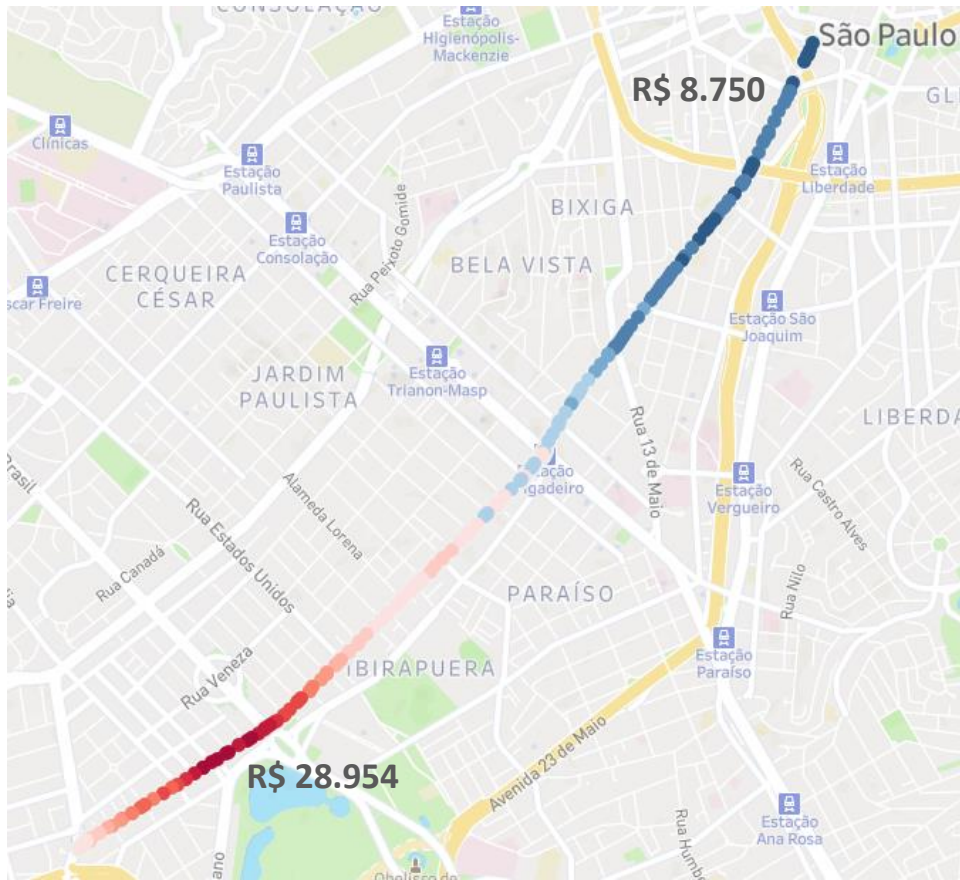
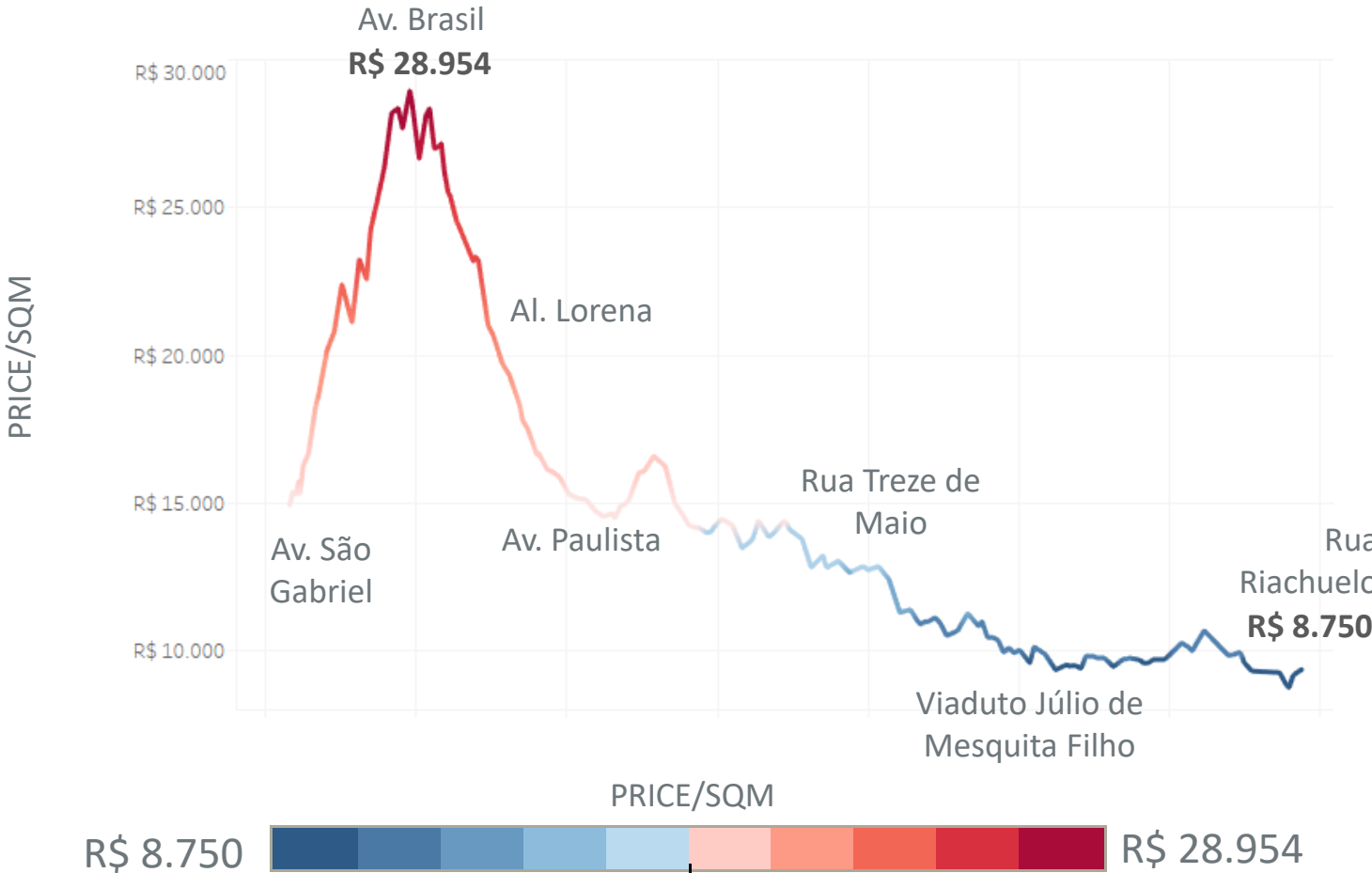
Avenida Angélica

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



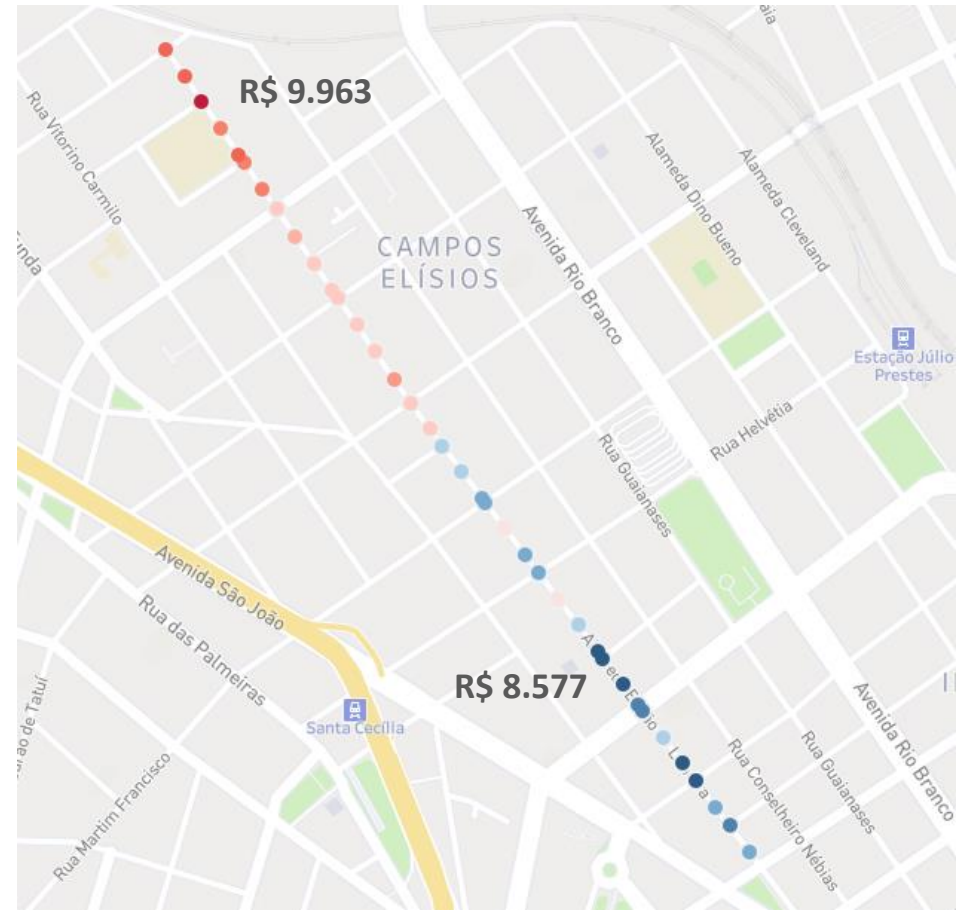
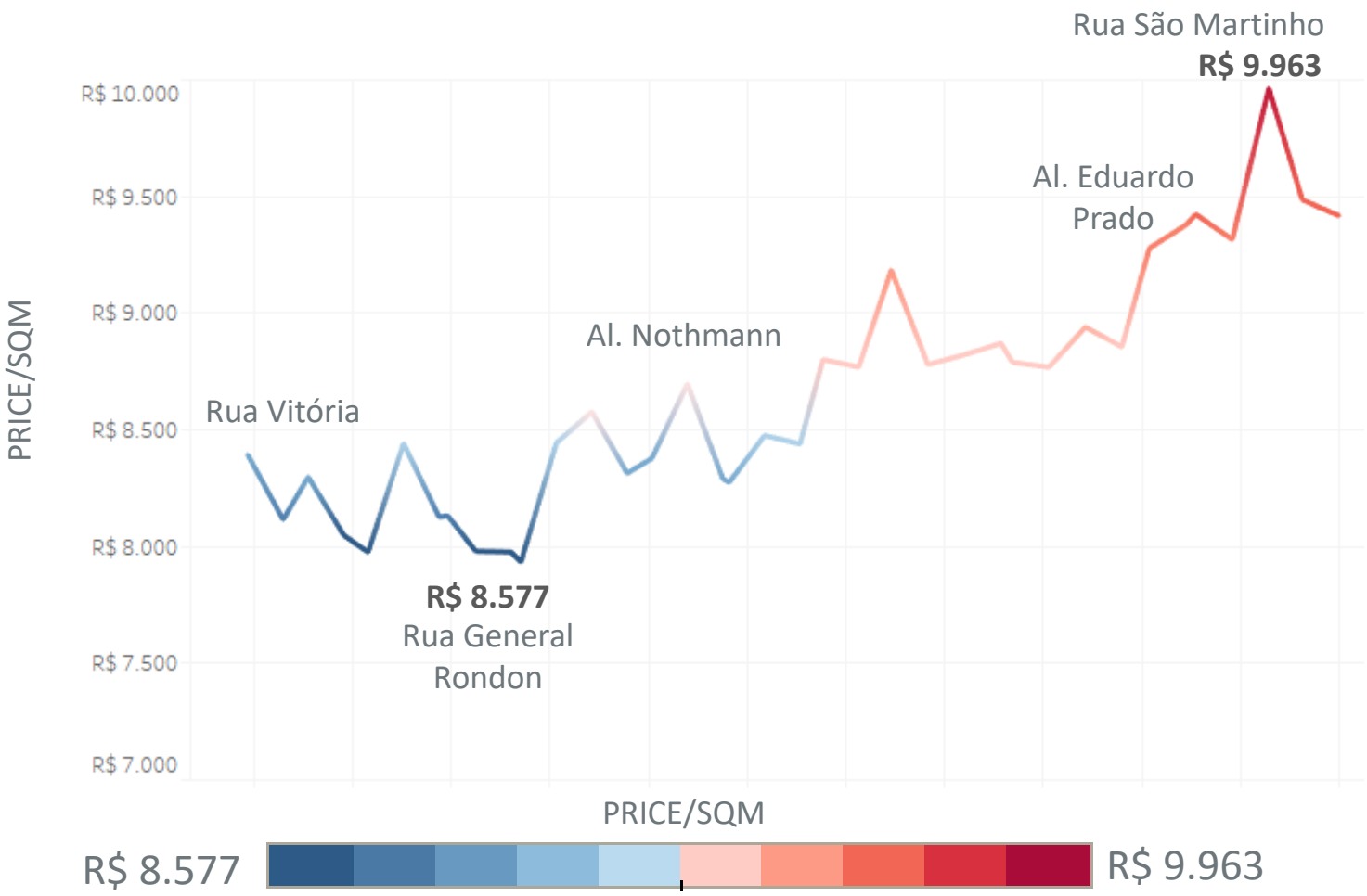
Avenida Brigadeiro Luís Antônio

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



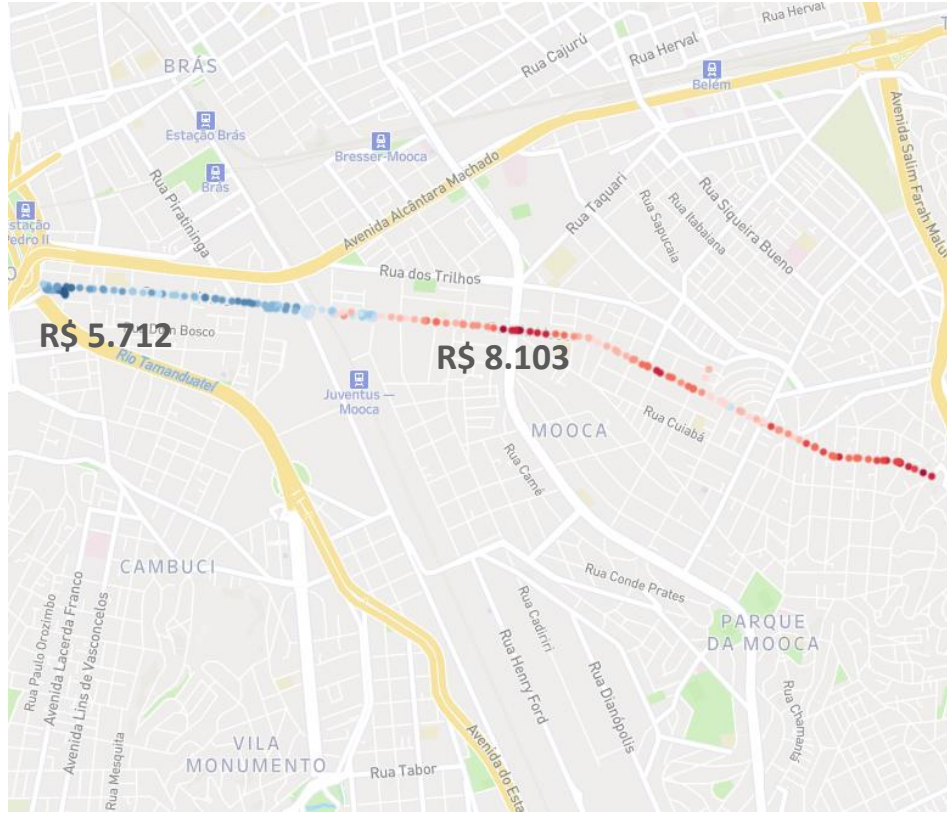
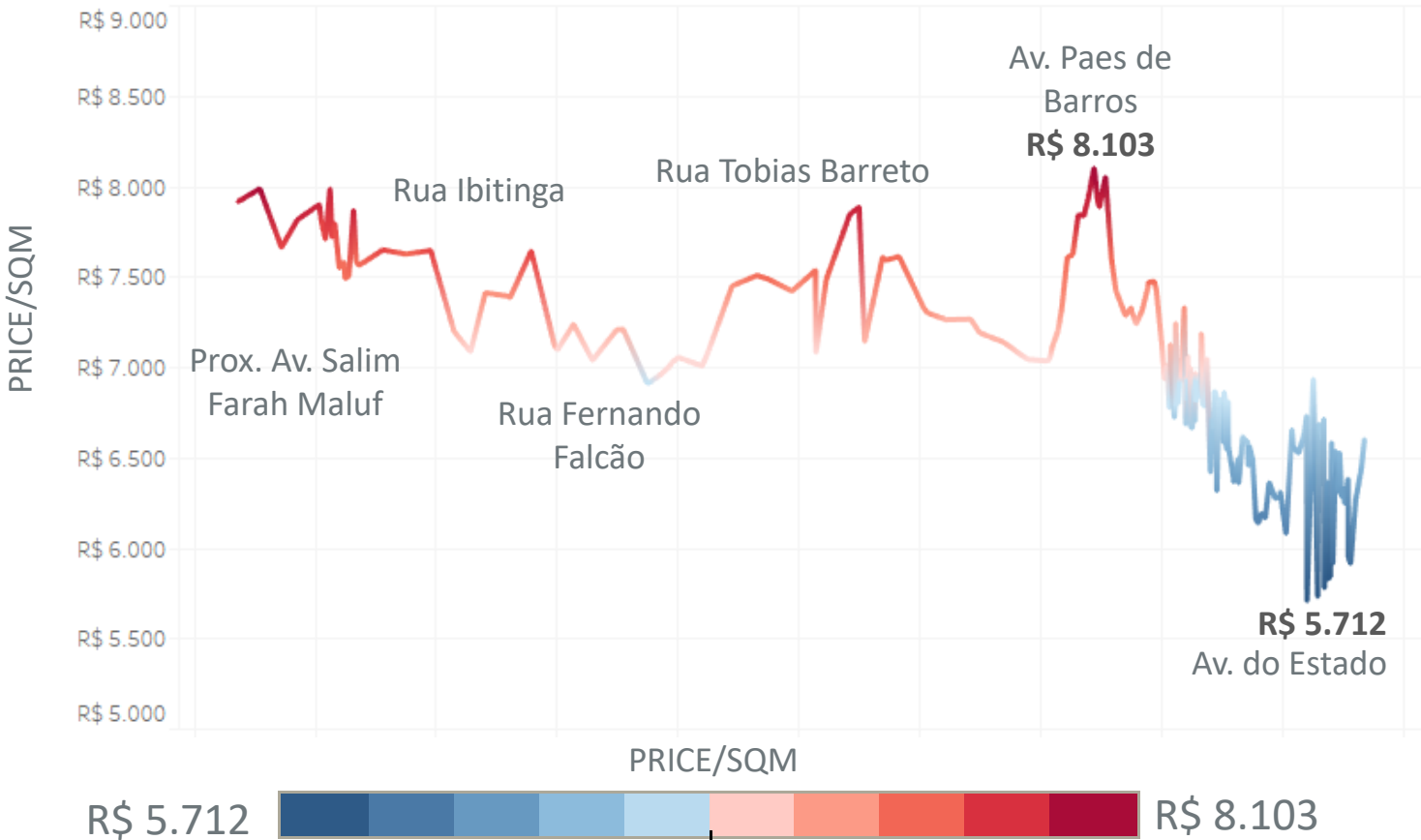
Alameda Barão de Limeira

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



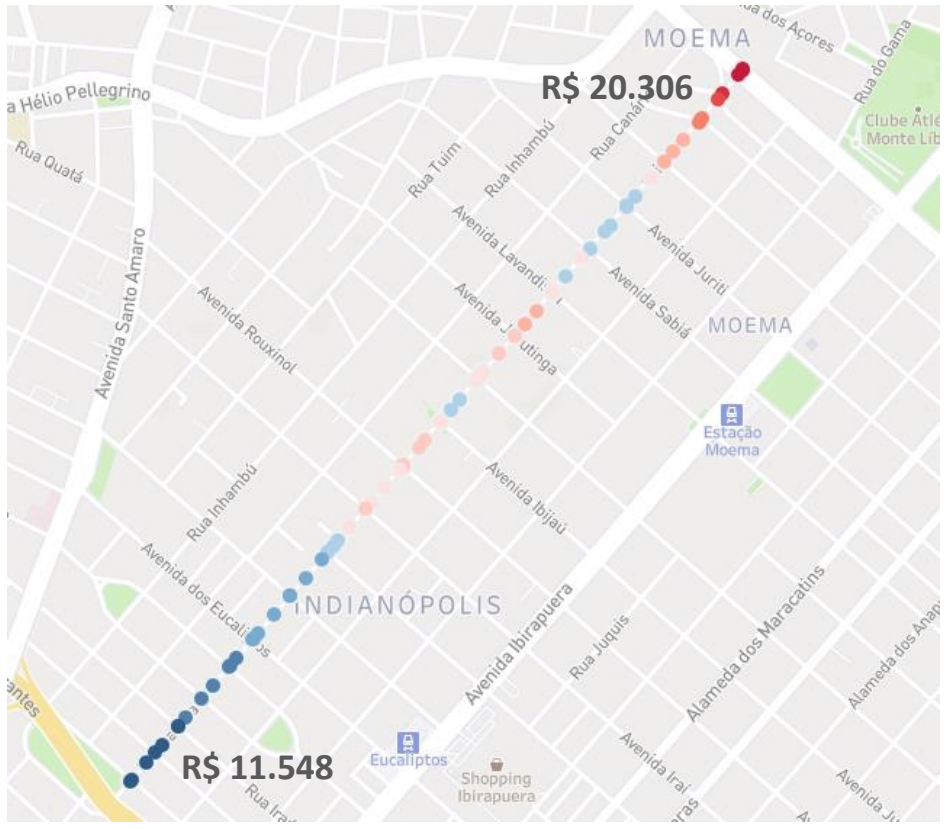
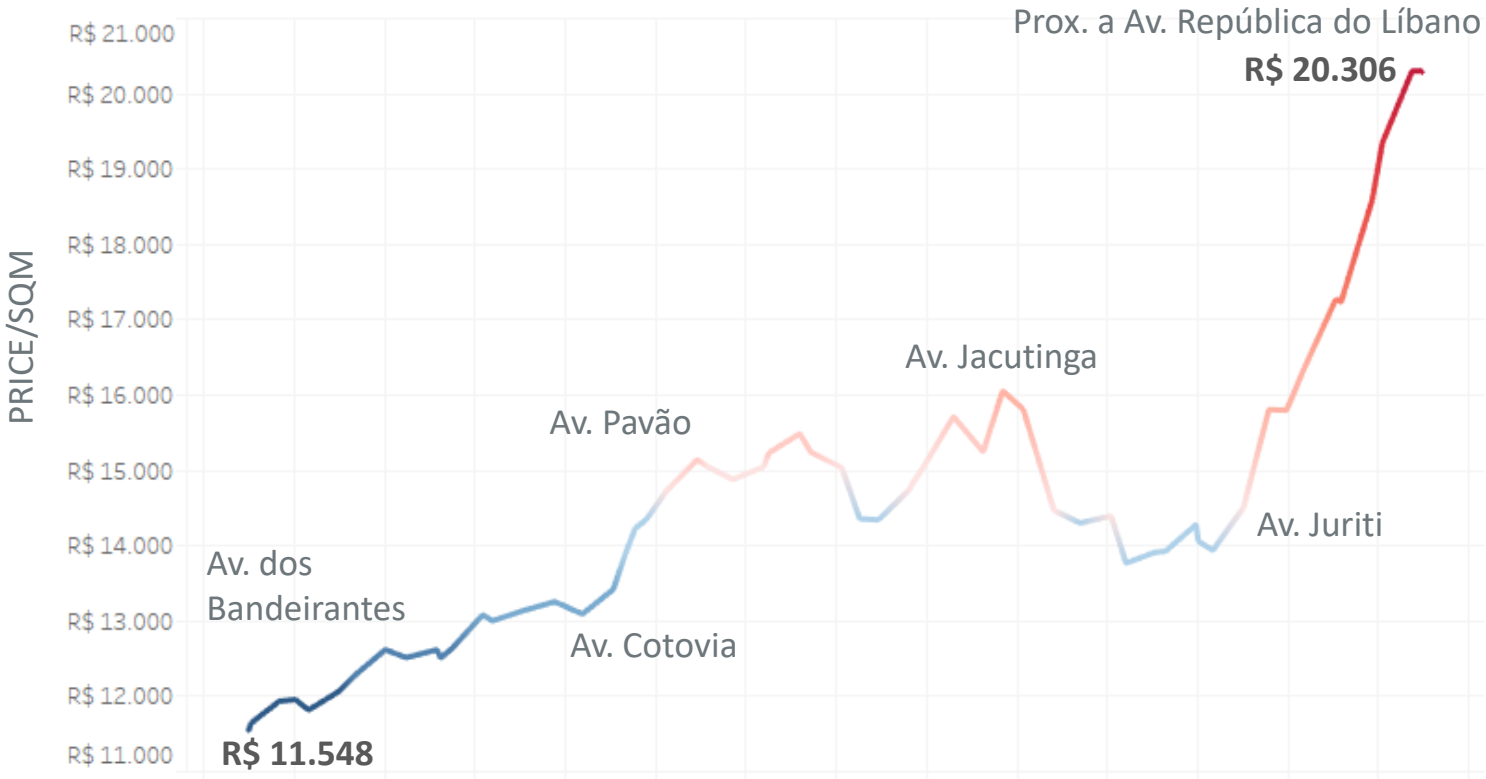
Rua da Mooca

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



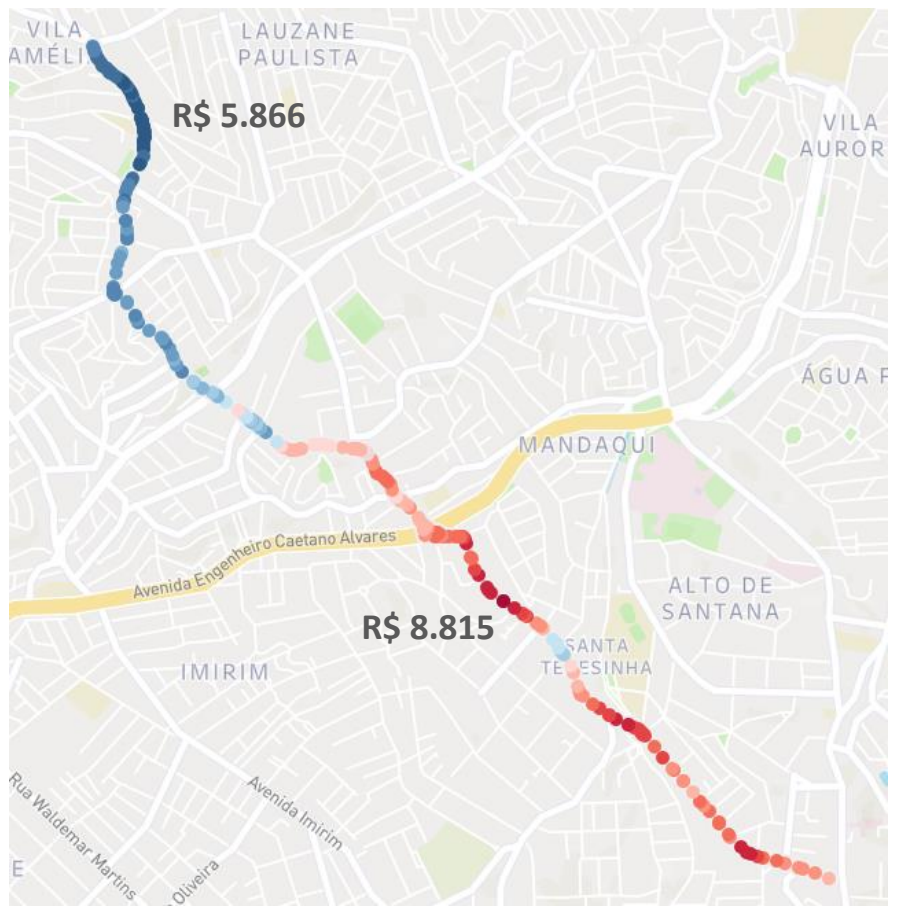
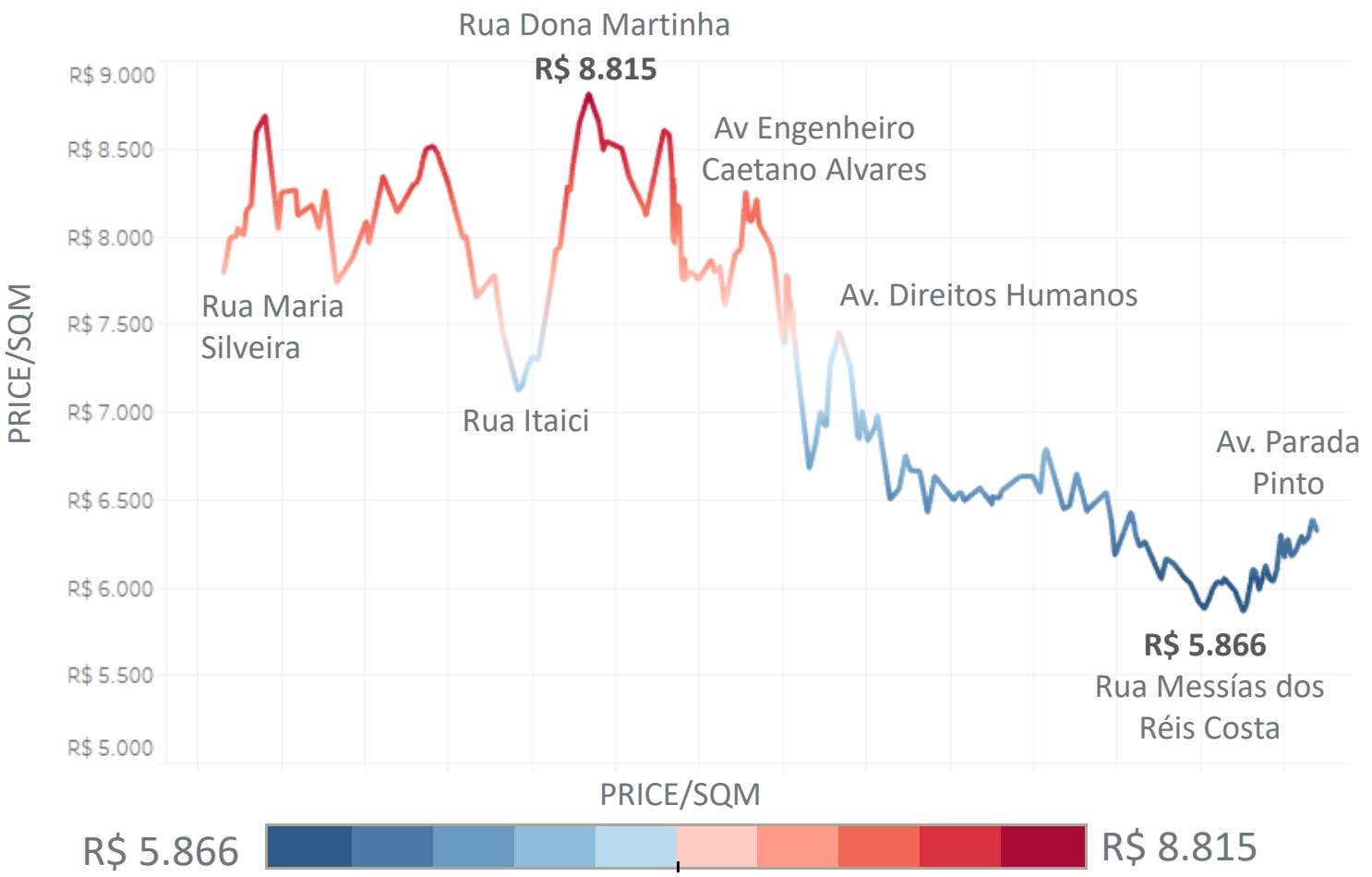
Rua Gaivota

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



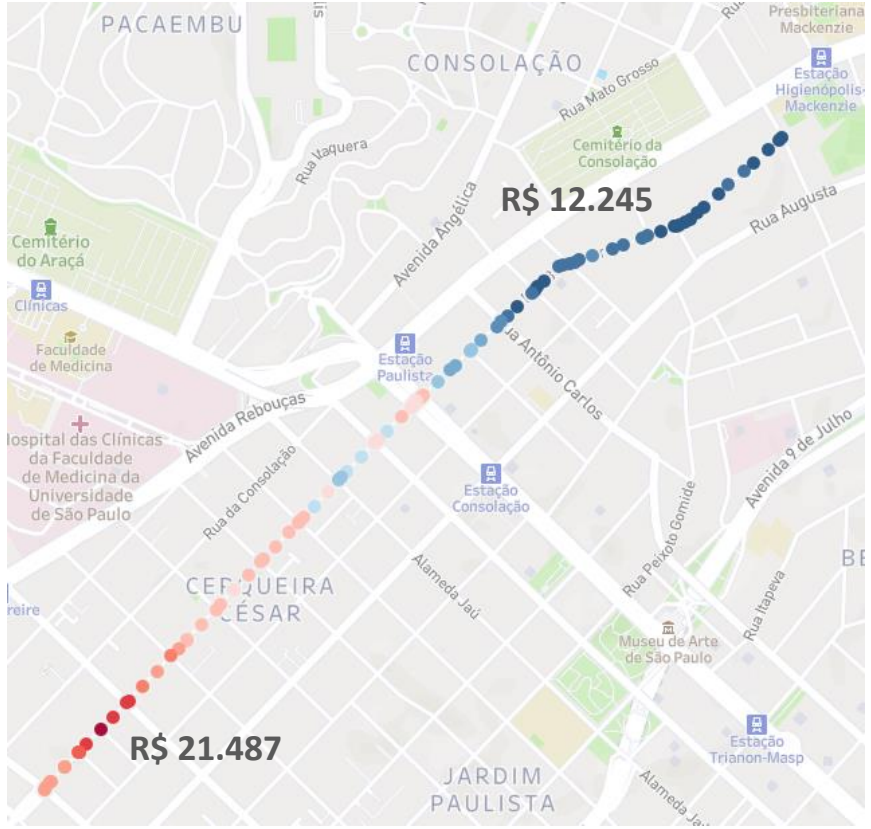
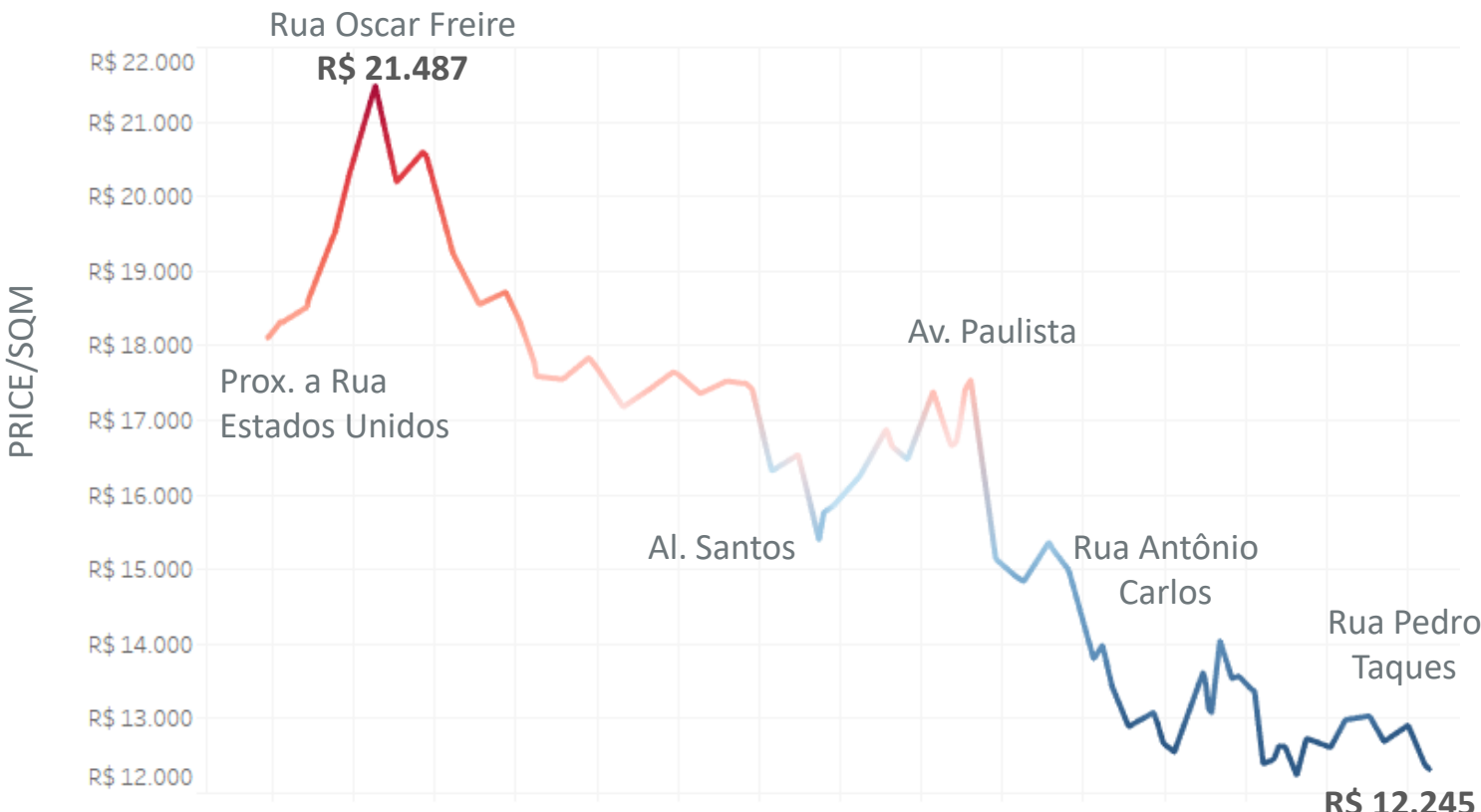
Rua Conselheiro Moreira de Barros

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



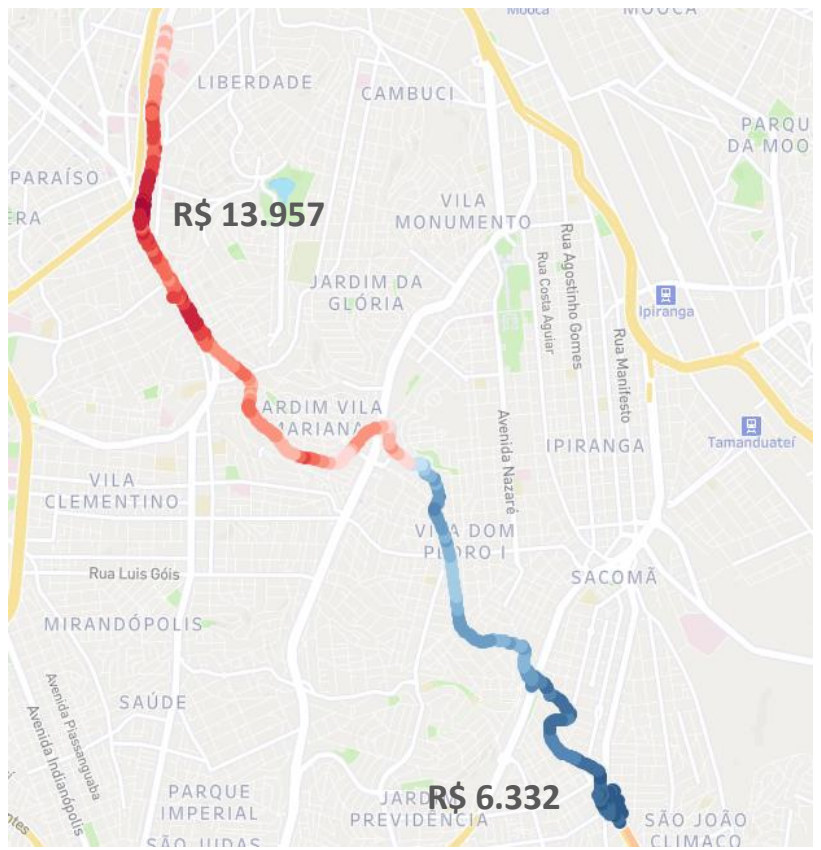
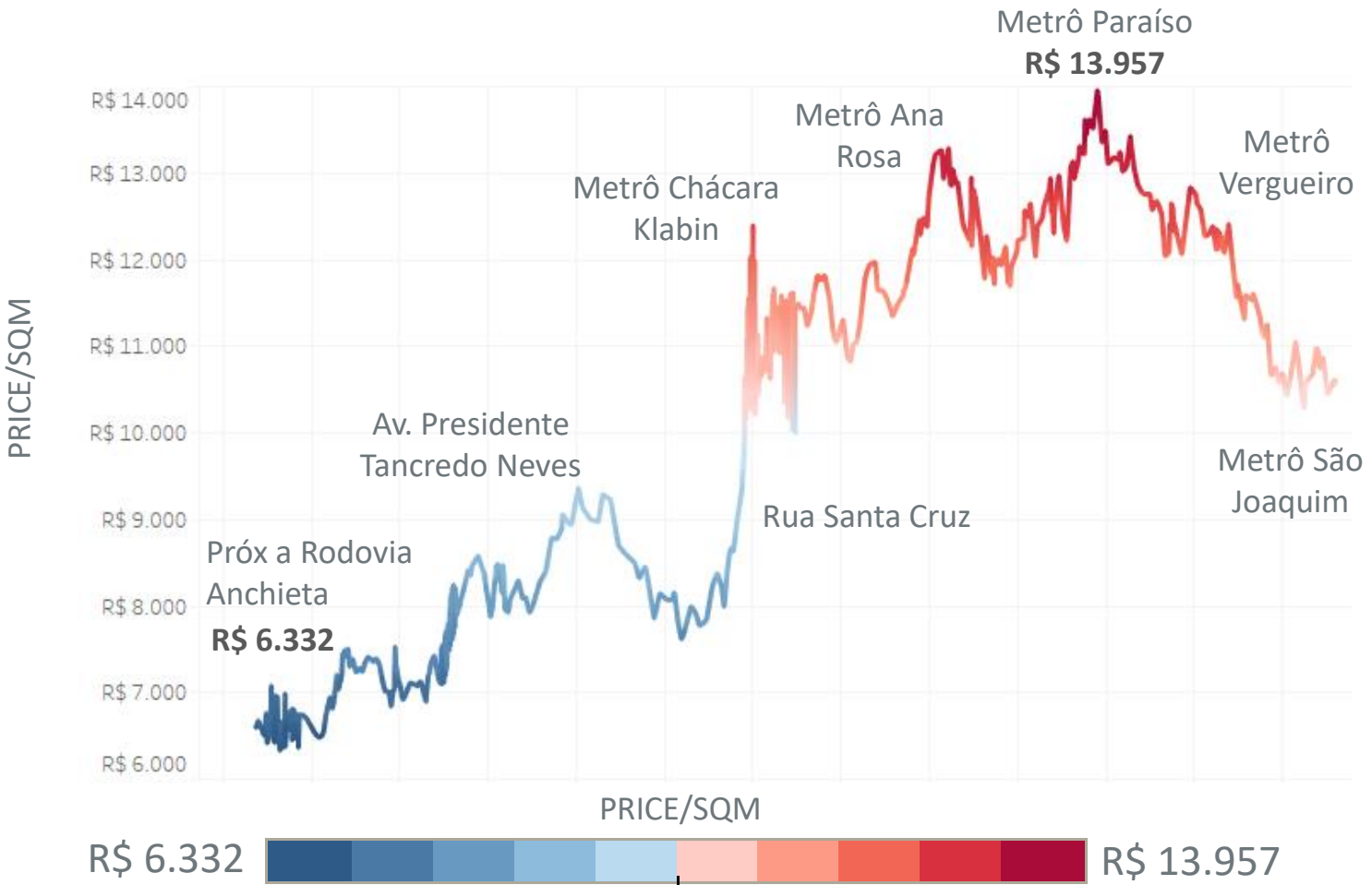
Rua Bela Cintra

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



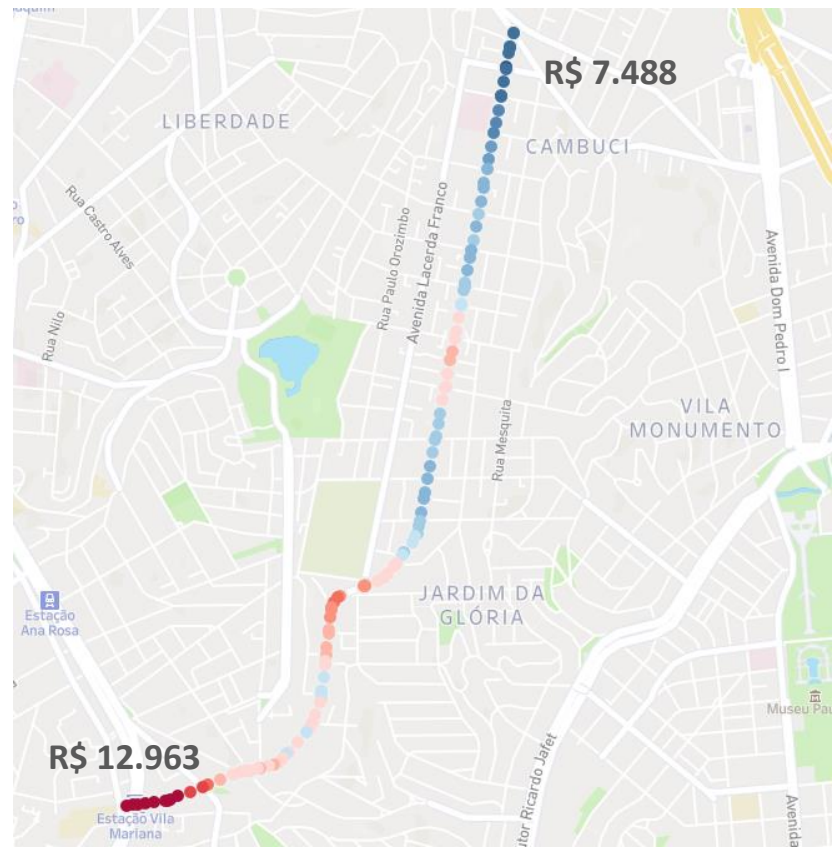
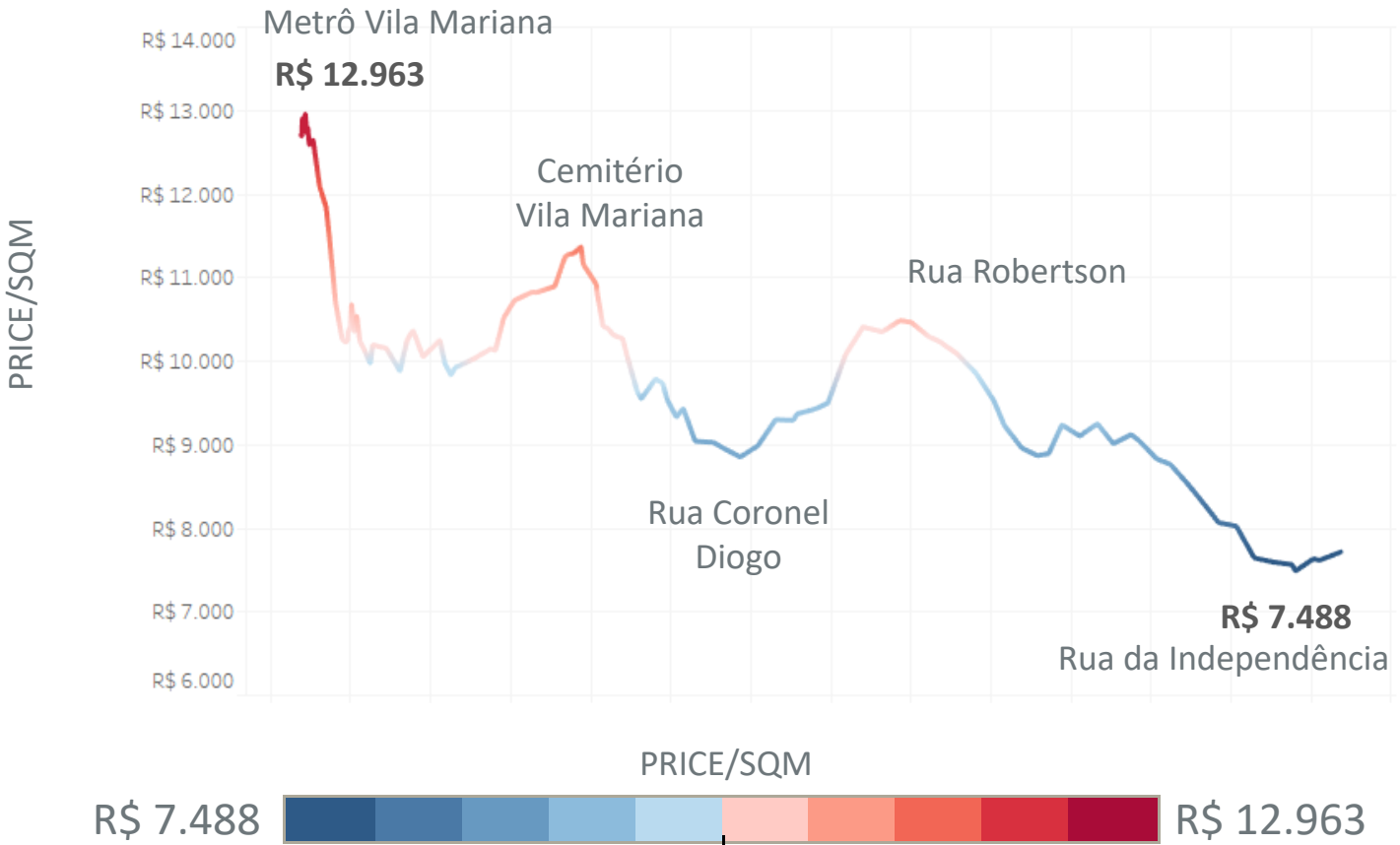
Rua Vergueiro

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



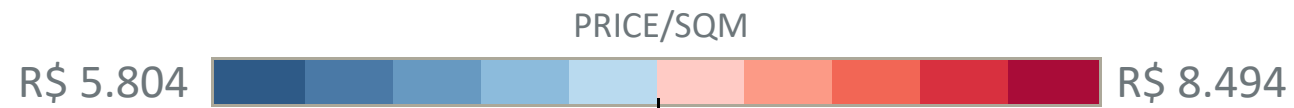
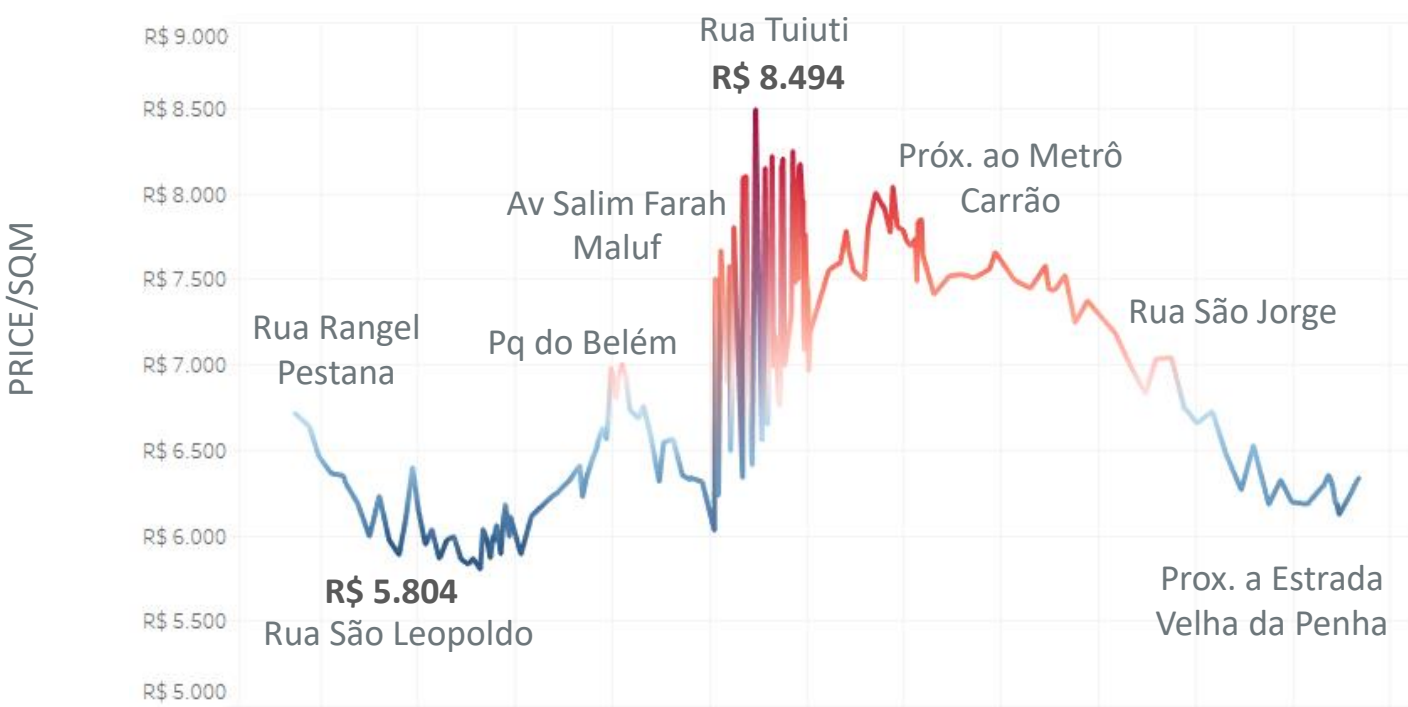
Avenida Lins de Vasconcelos

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



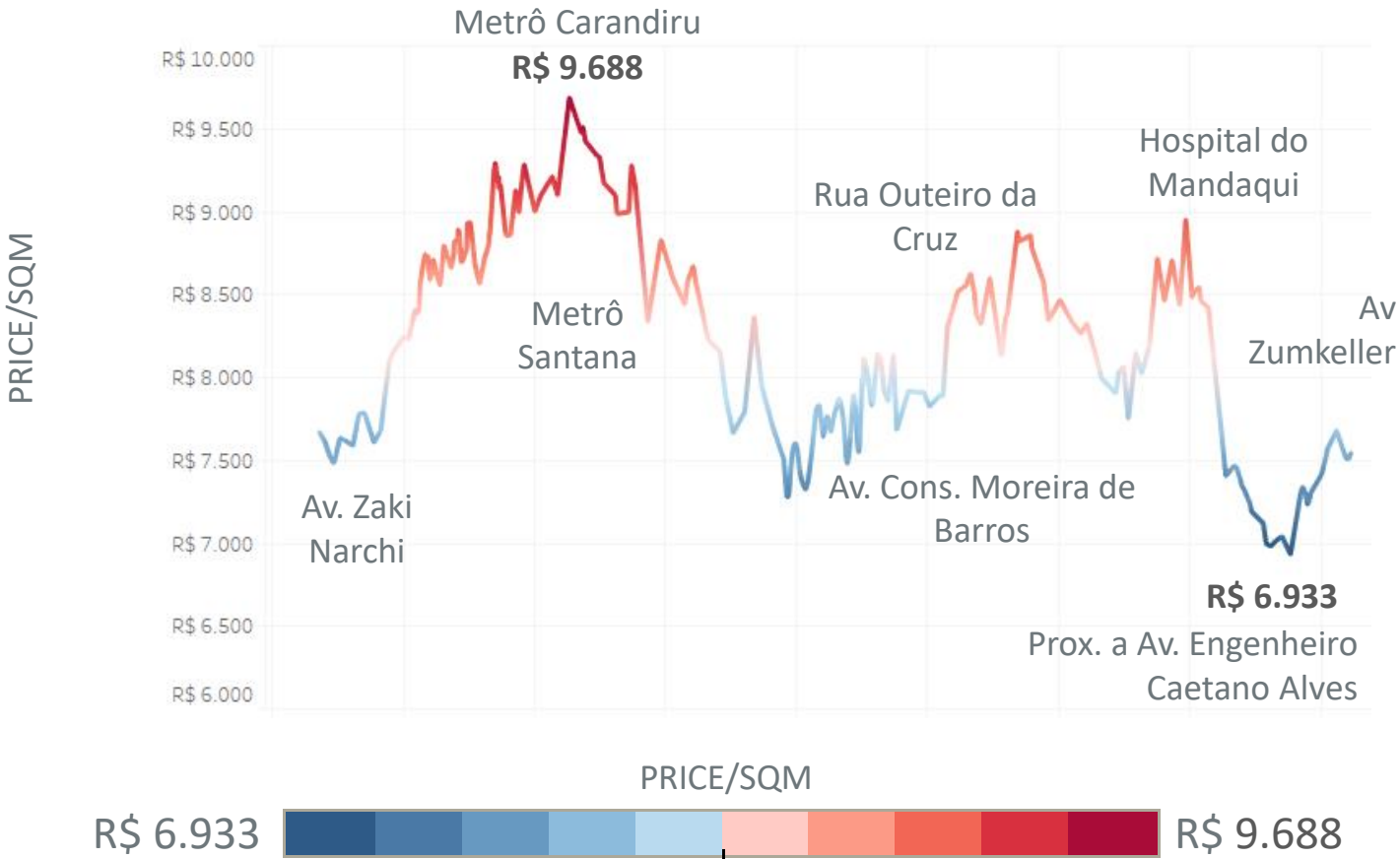
Avenida Celso Garcia

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



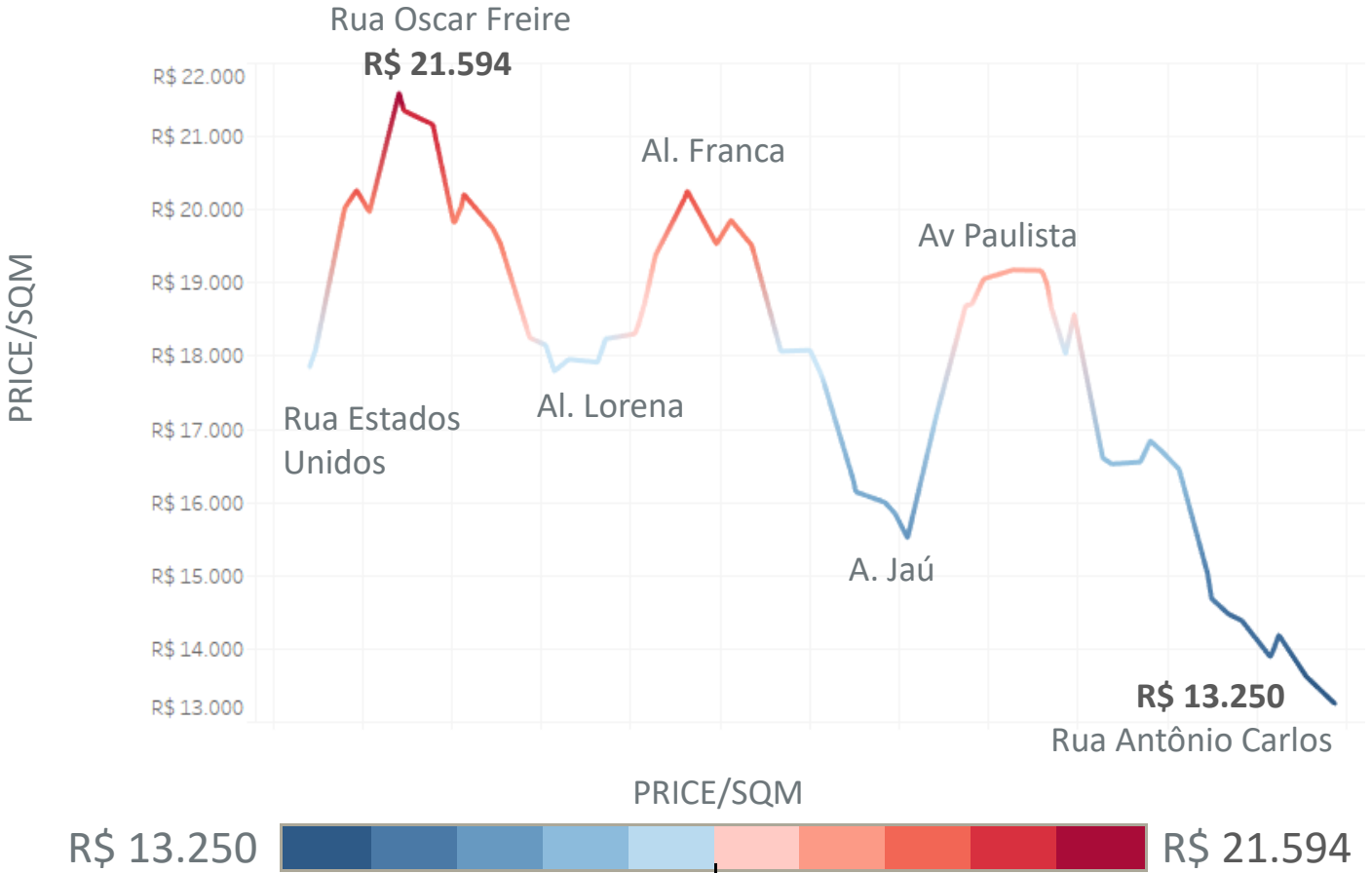
Rua Voluntários da Pátria

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



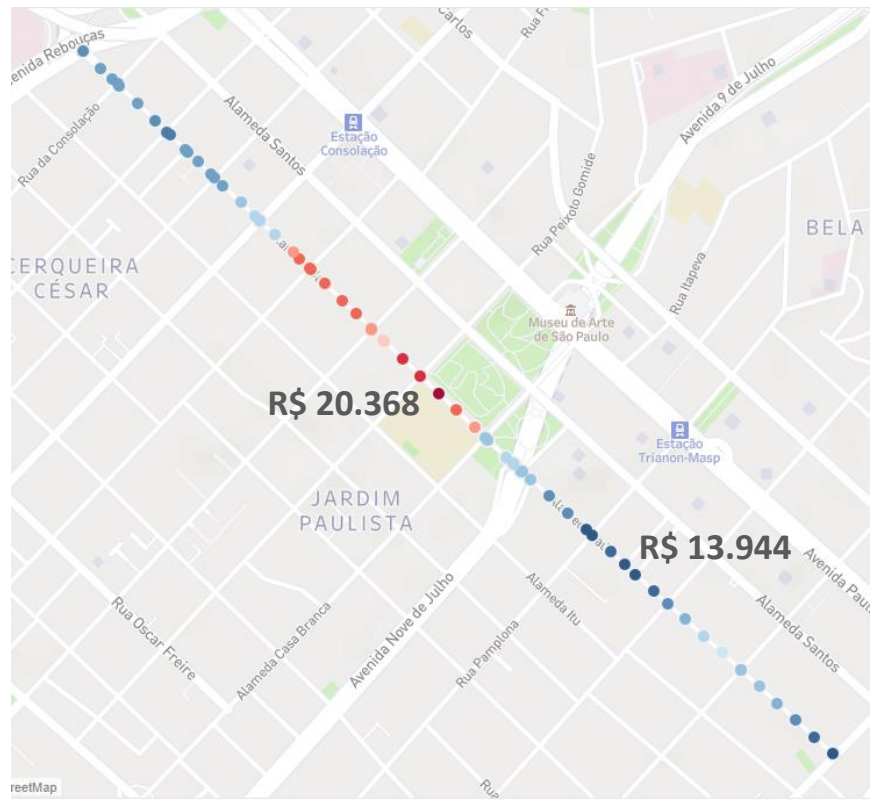
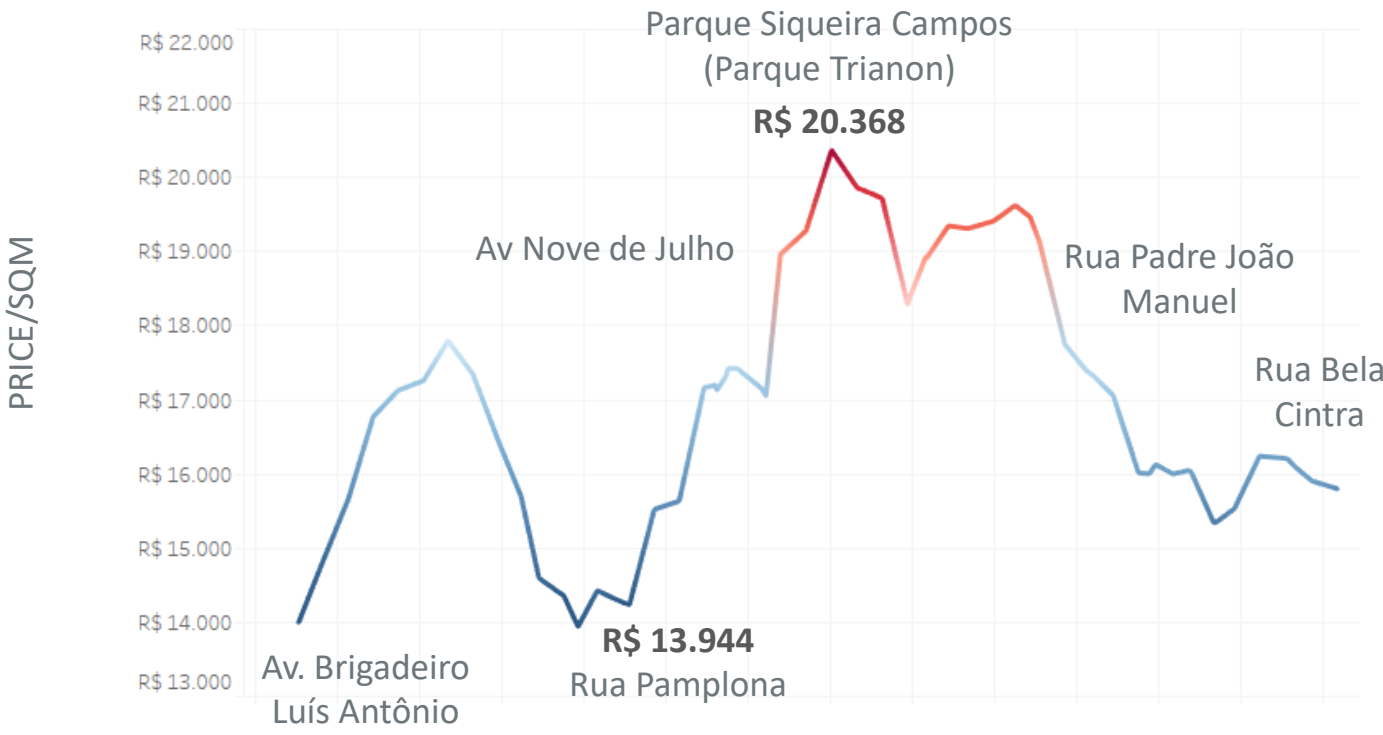
Rua Haddock Lobo

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



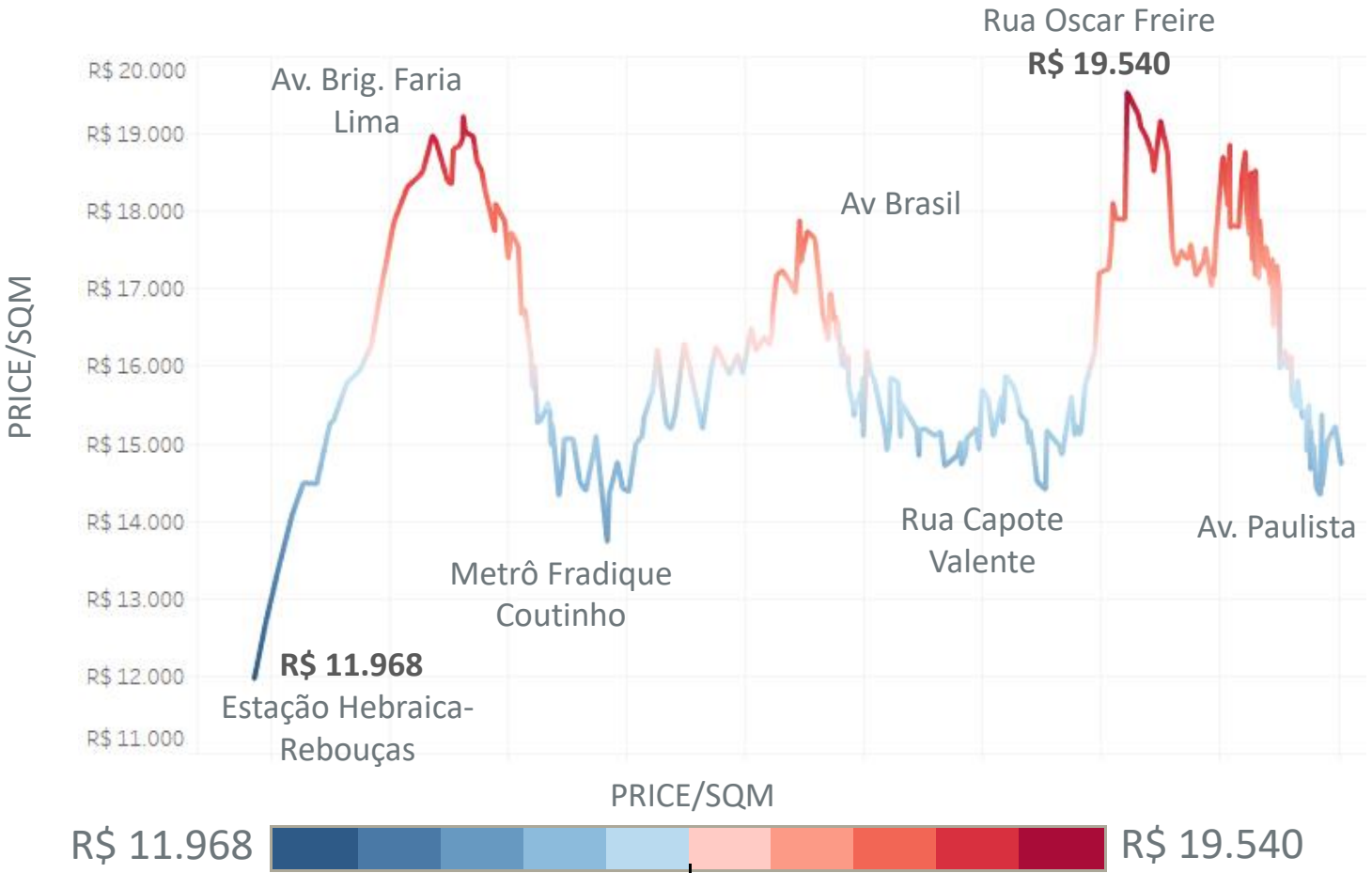
Alameda Jaú

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



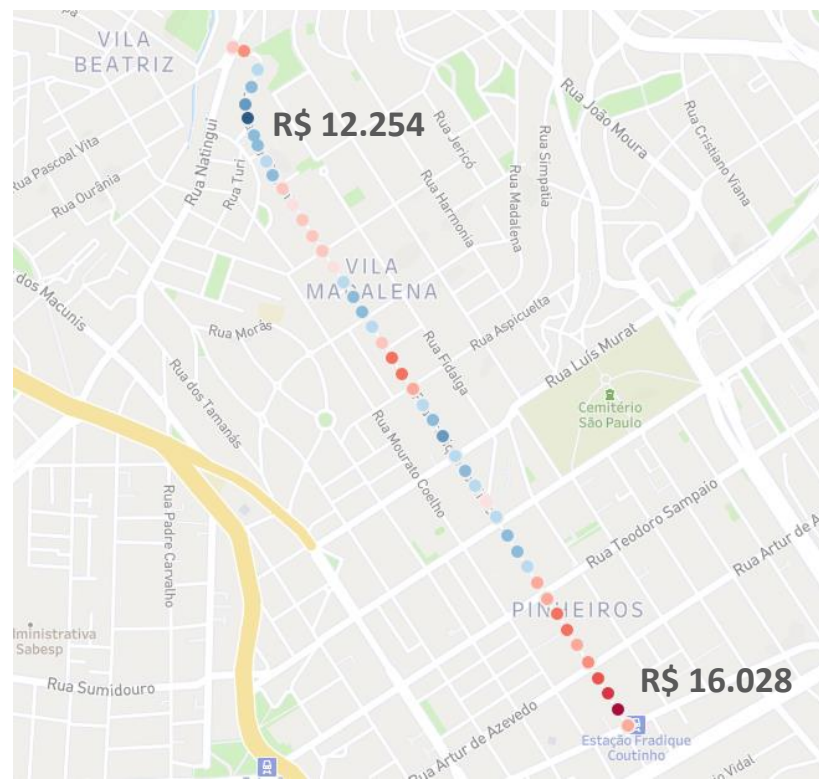
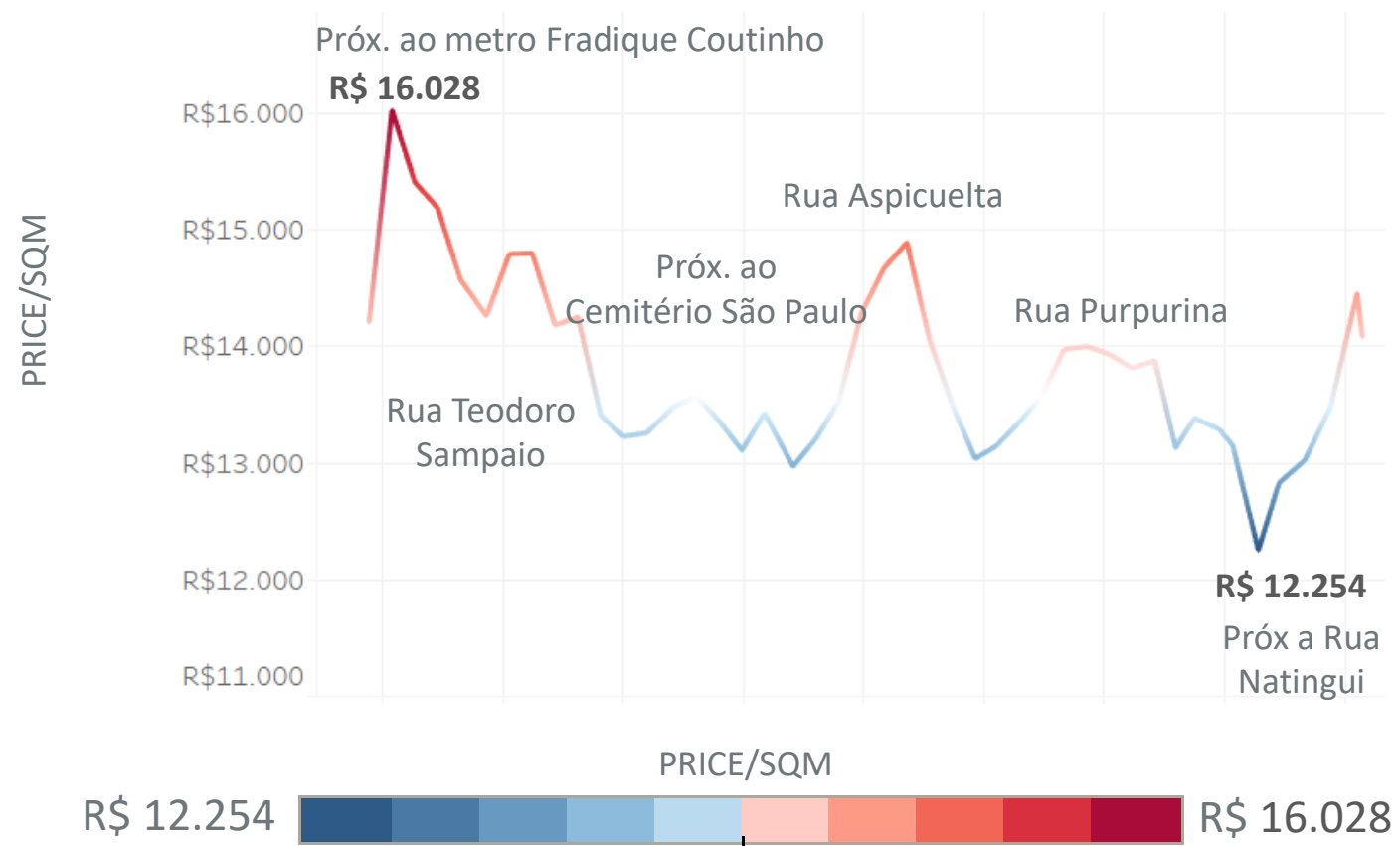
Avenida Rebouças

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



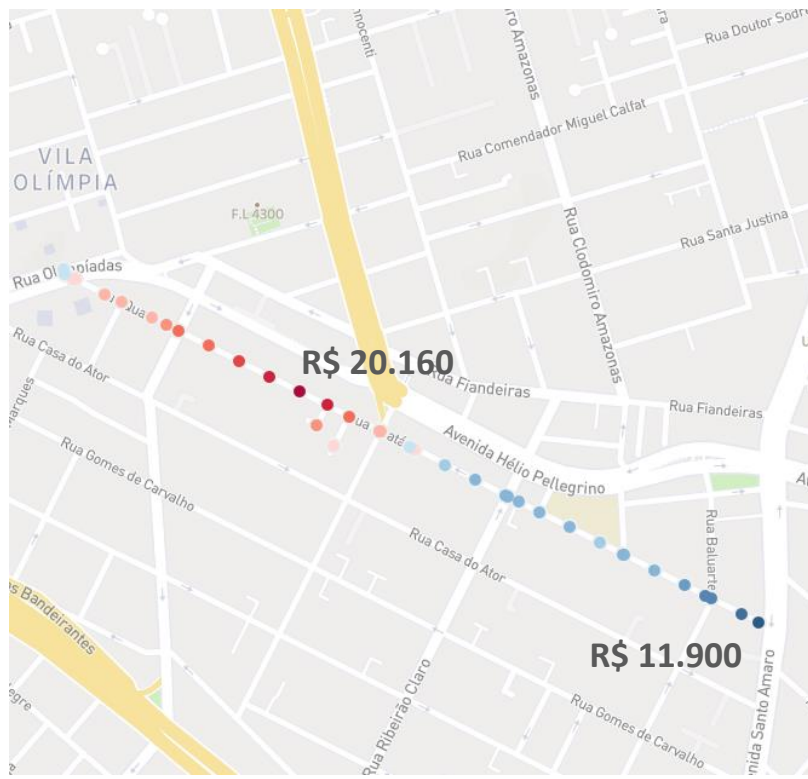
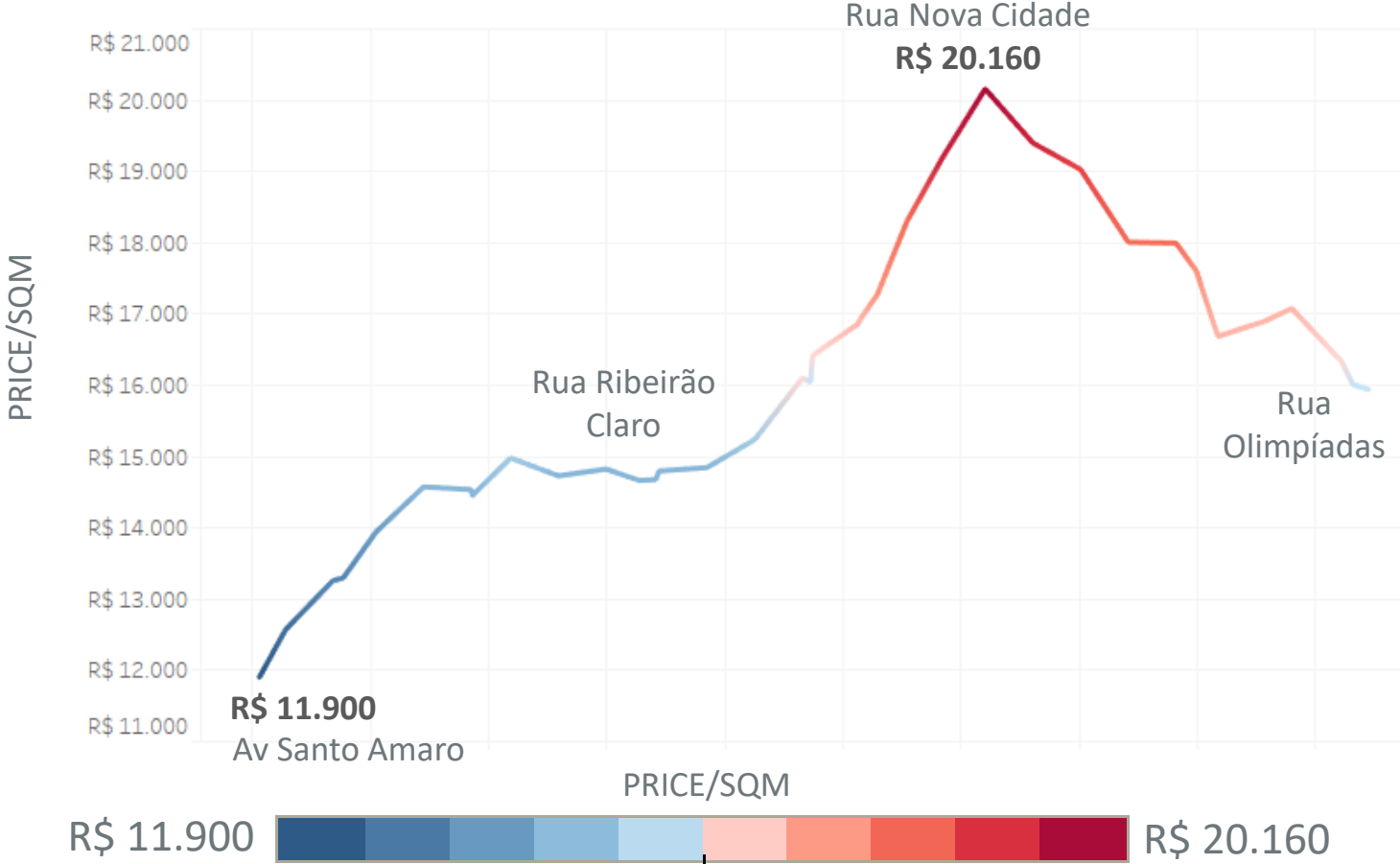
Rua Fradique Coutinho

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



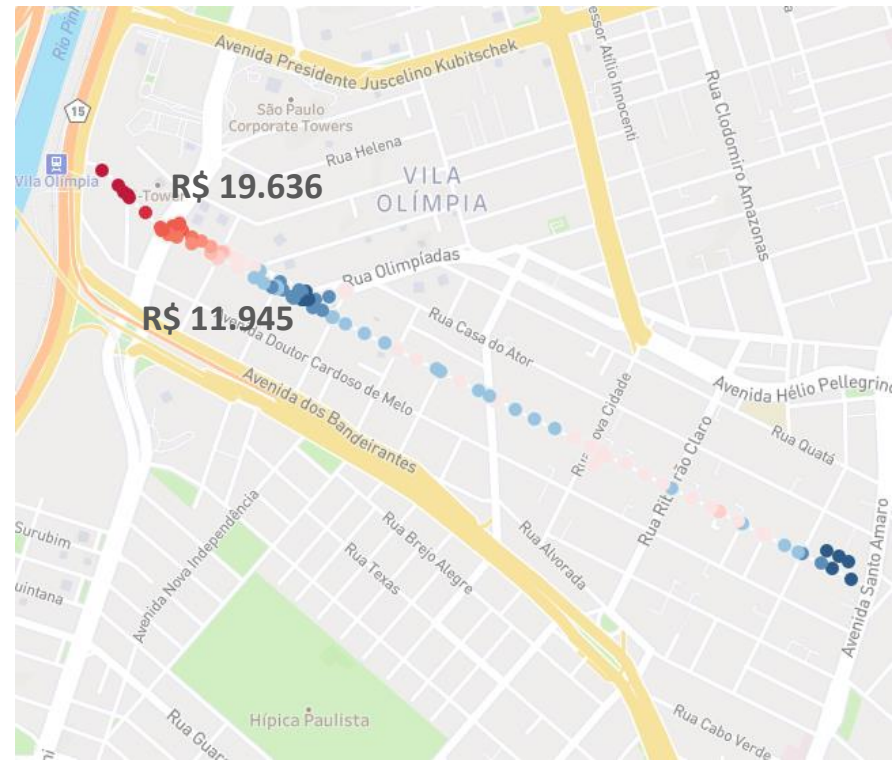
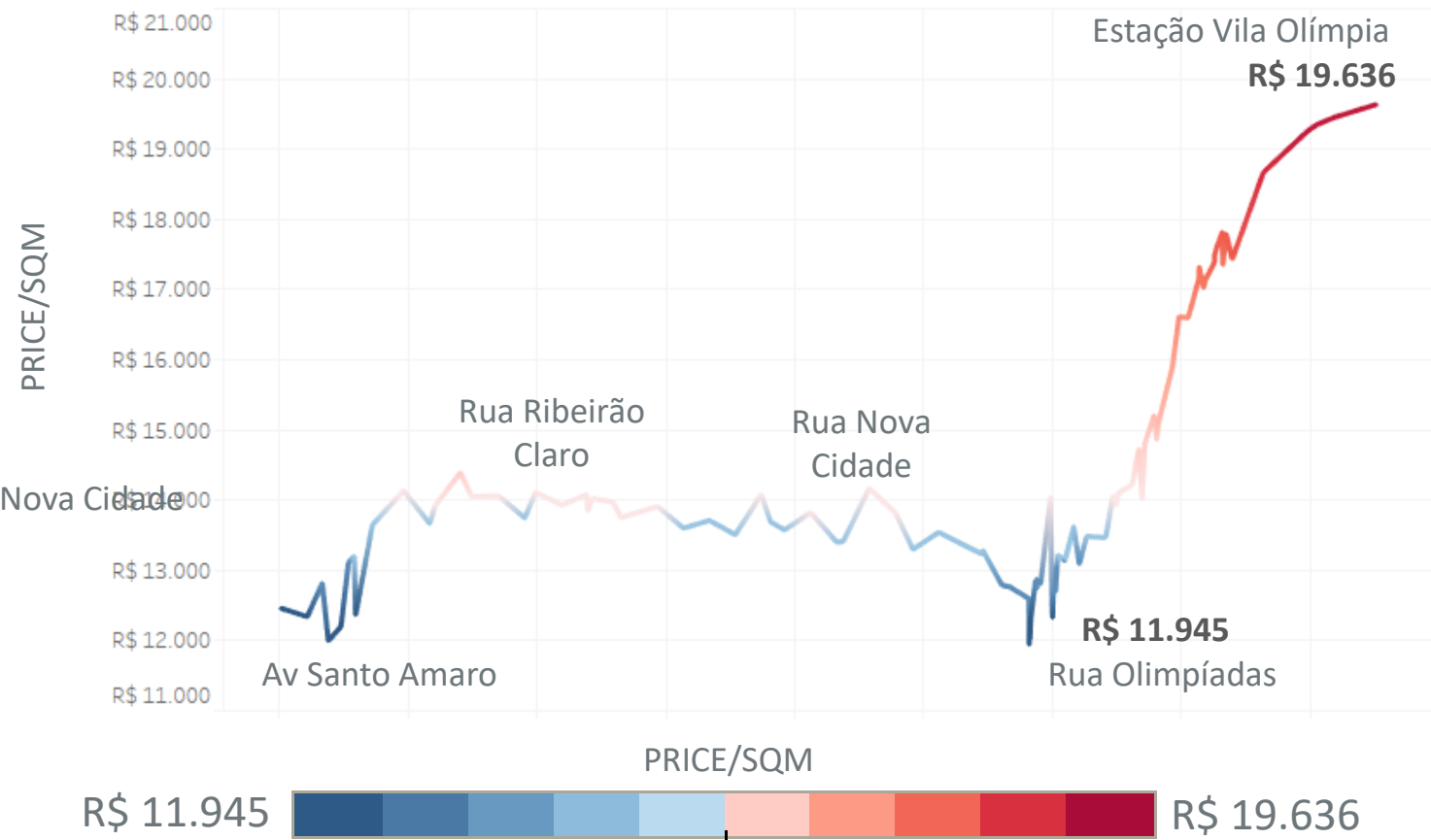
Rua Quatá

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



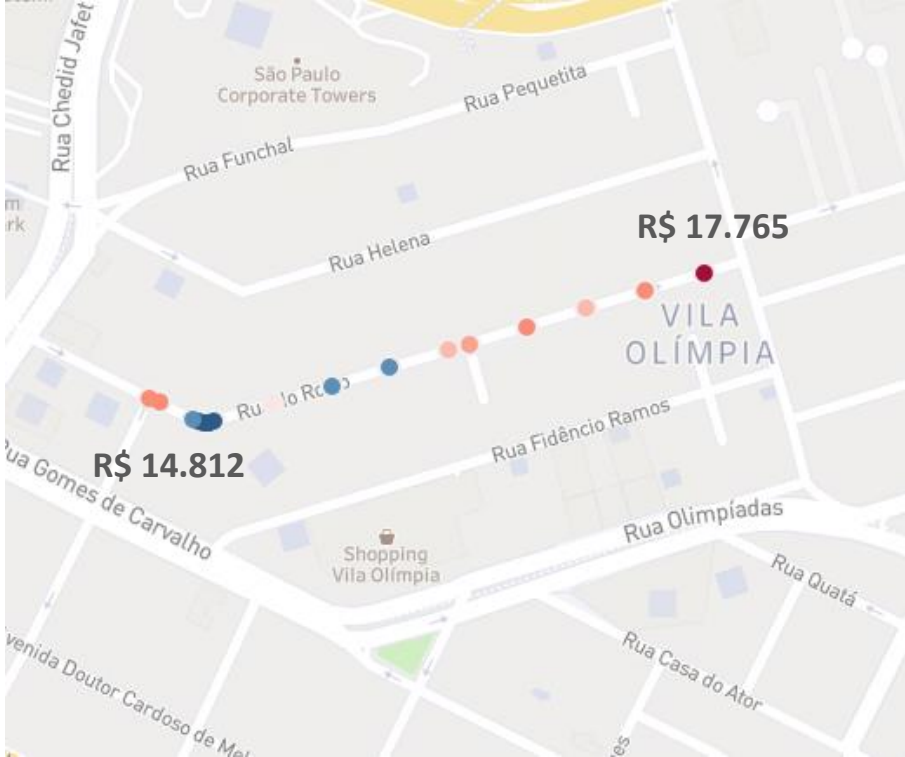
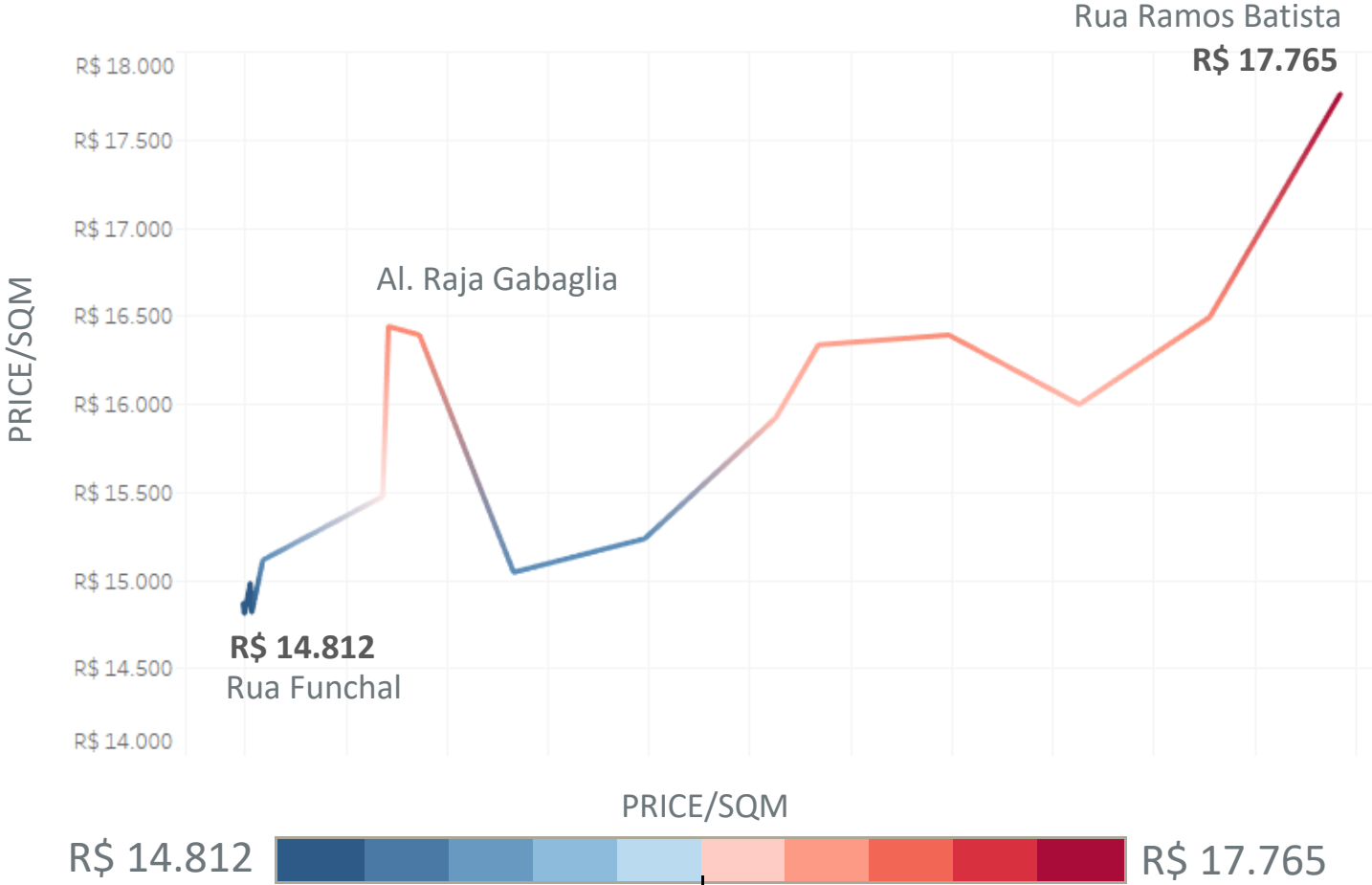
Rua Gomes de Carvalho

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



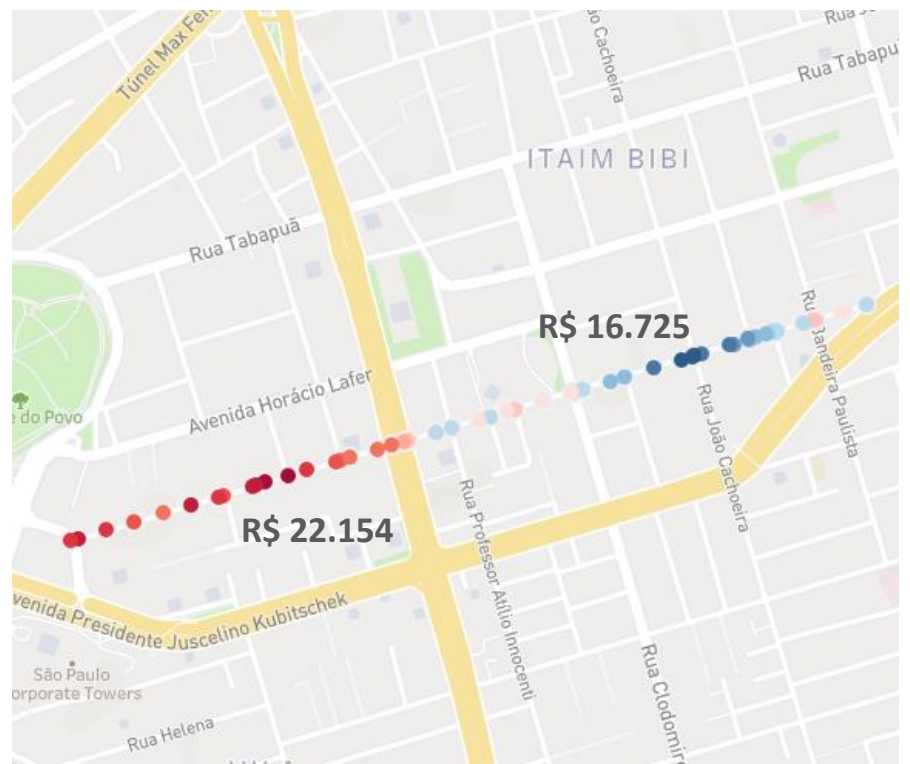
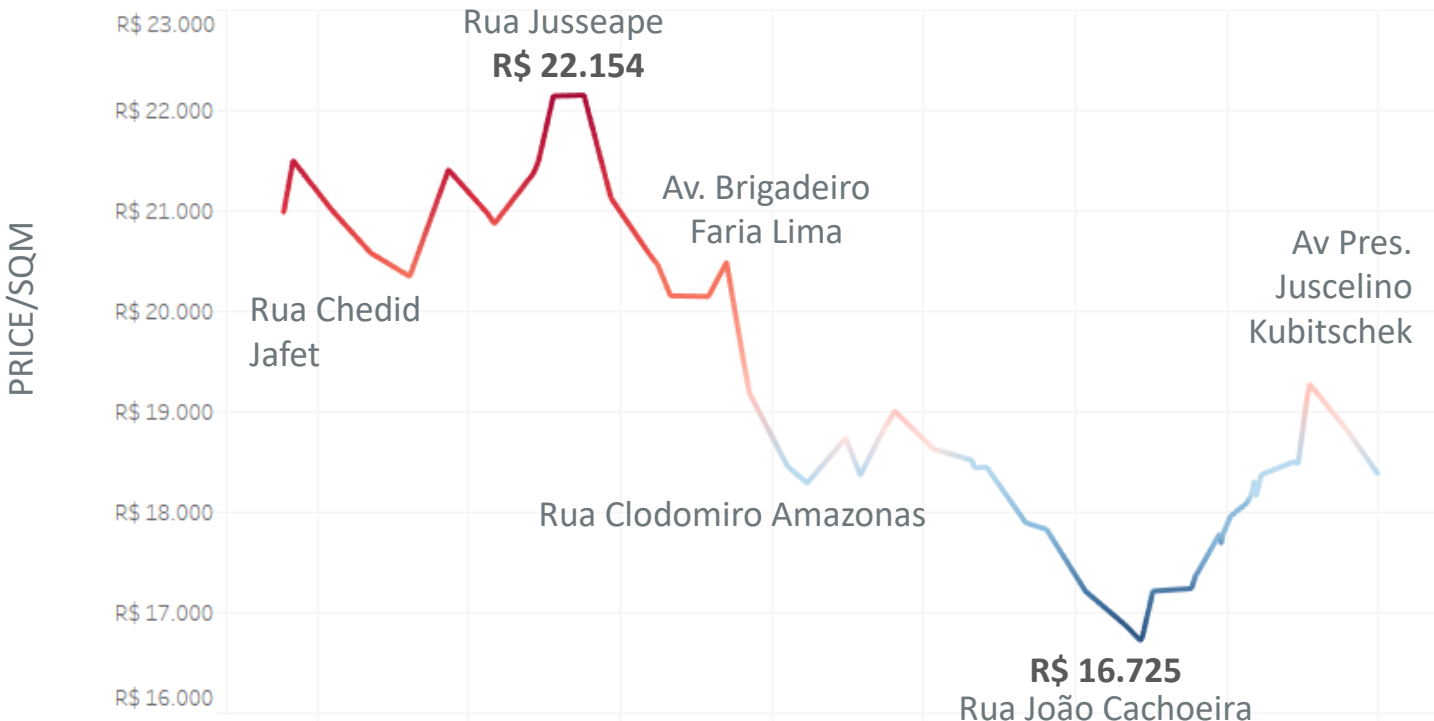
Rua do Rócio

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



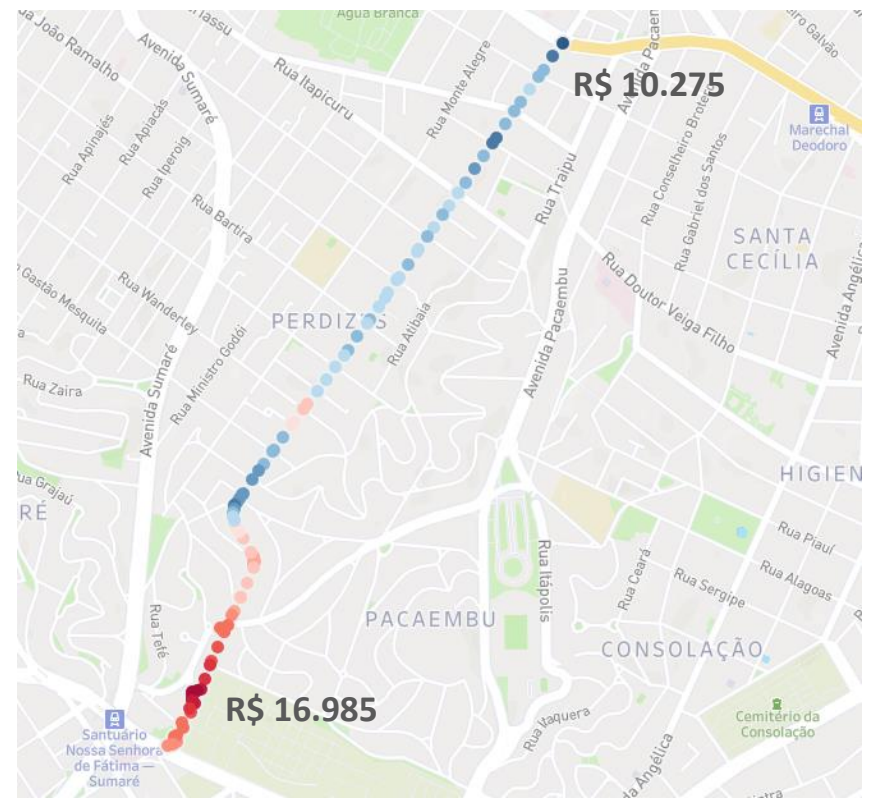
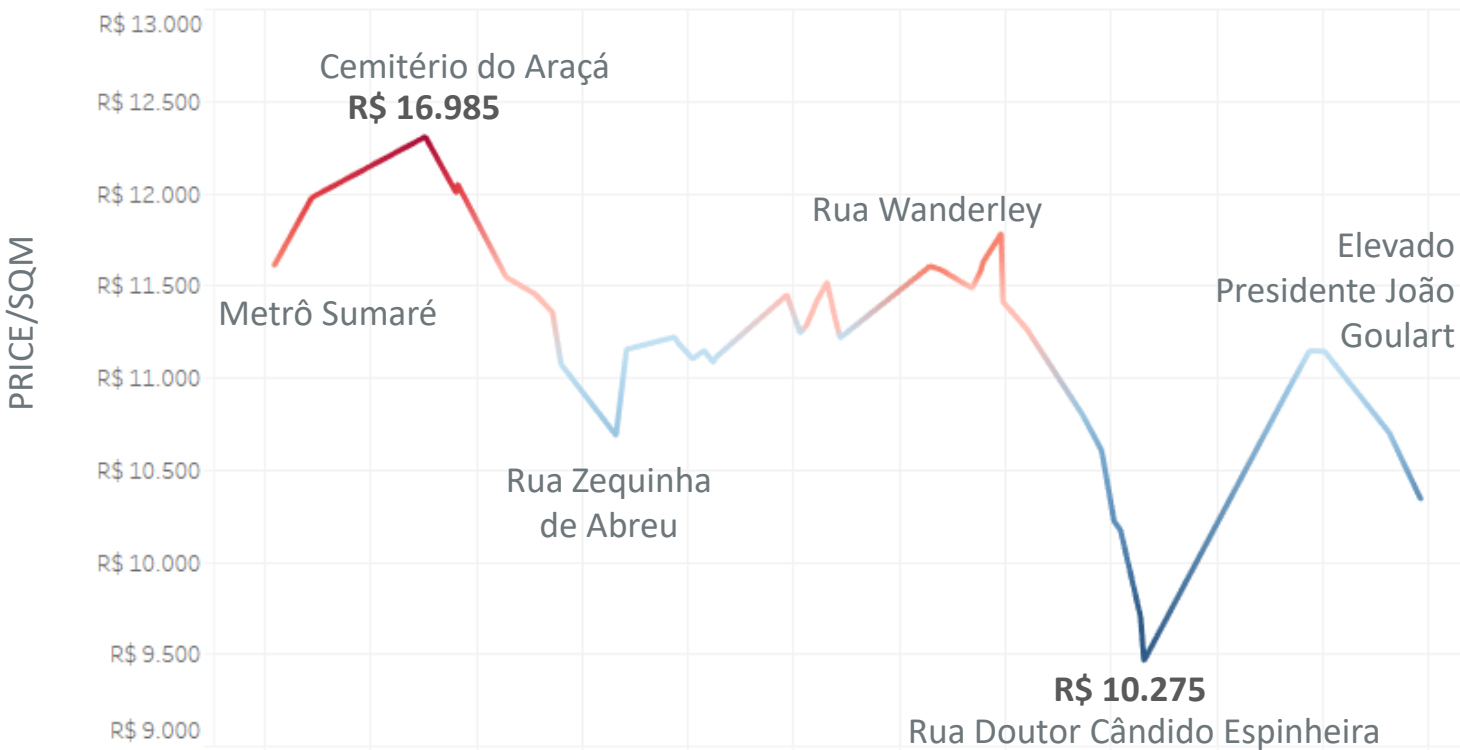
Rua Leopoldo Couto de Magalhães Junior

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



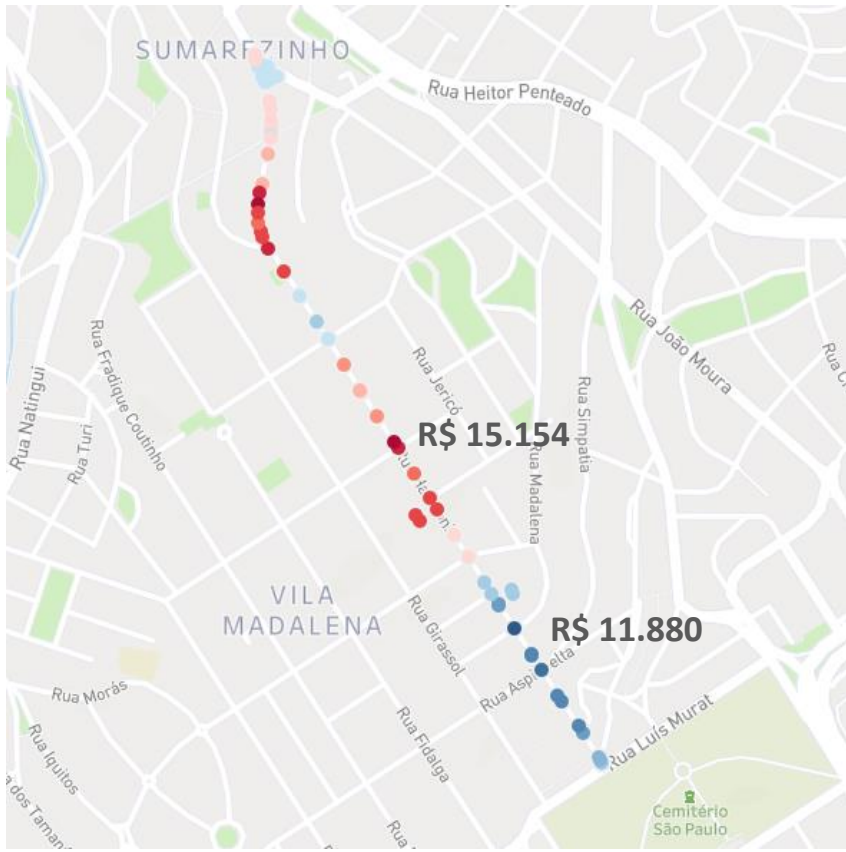
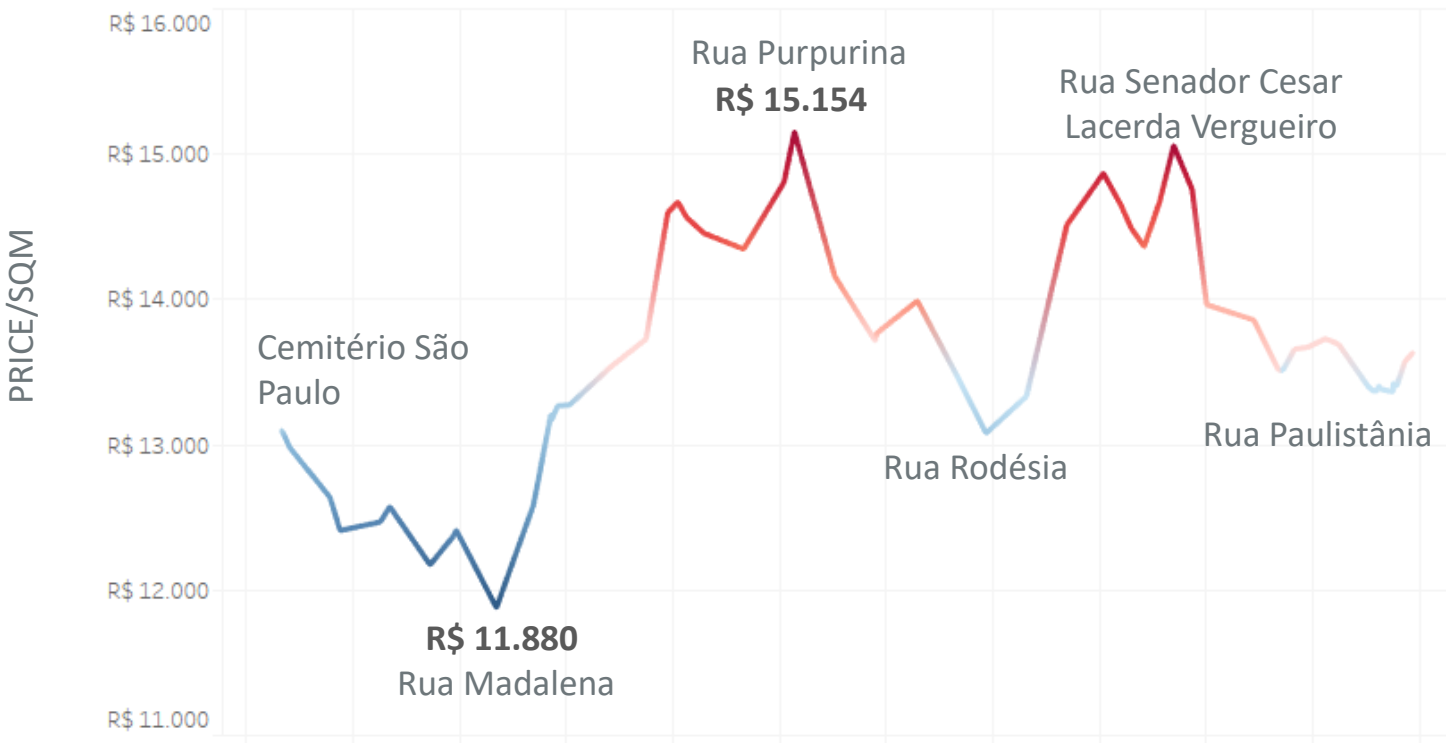
Rua Cardoso de Almeida

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



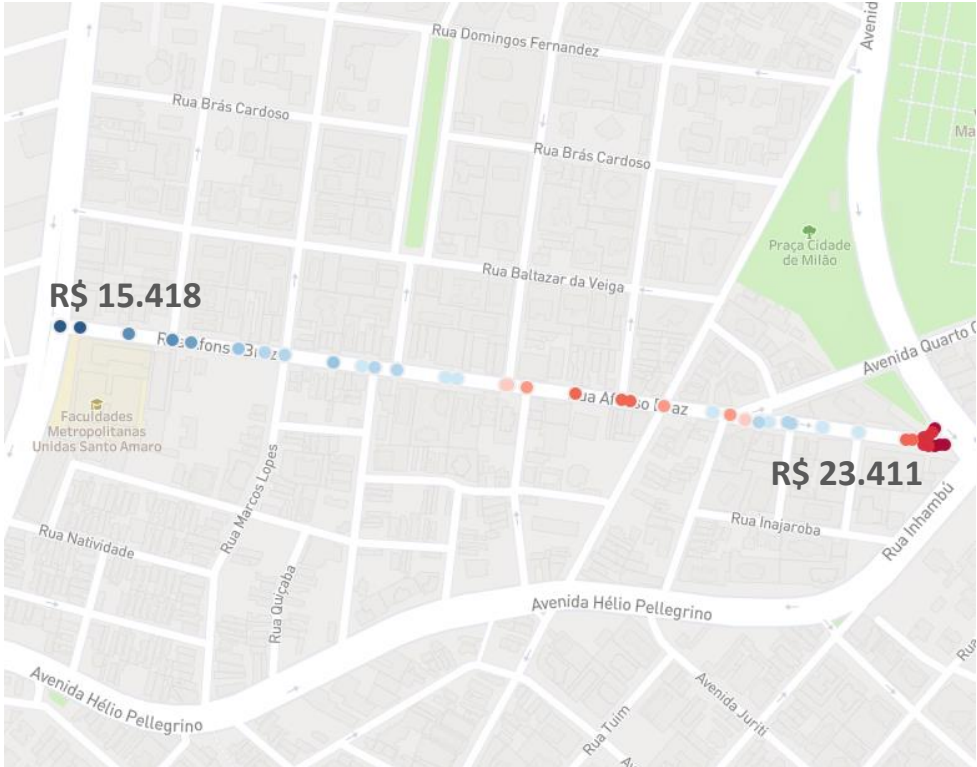
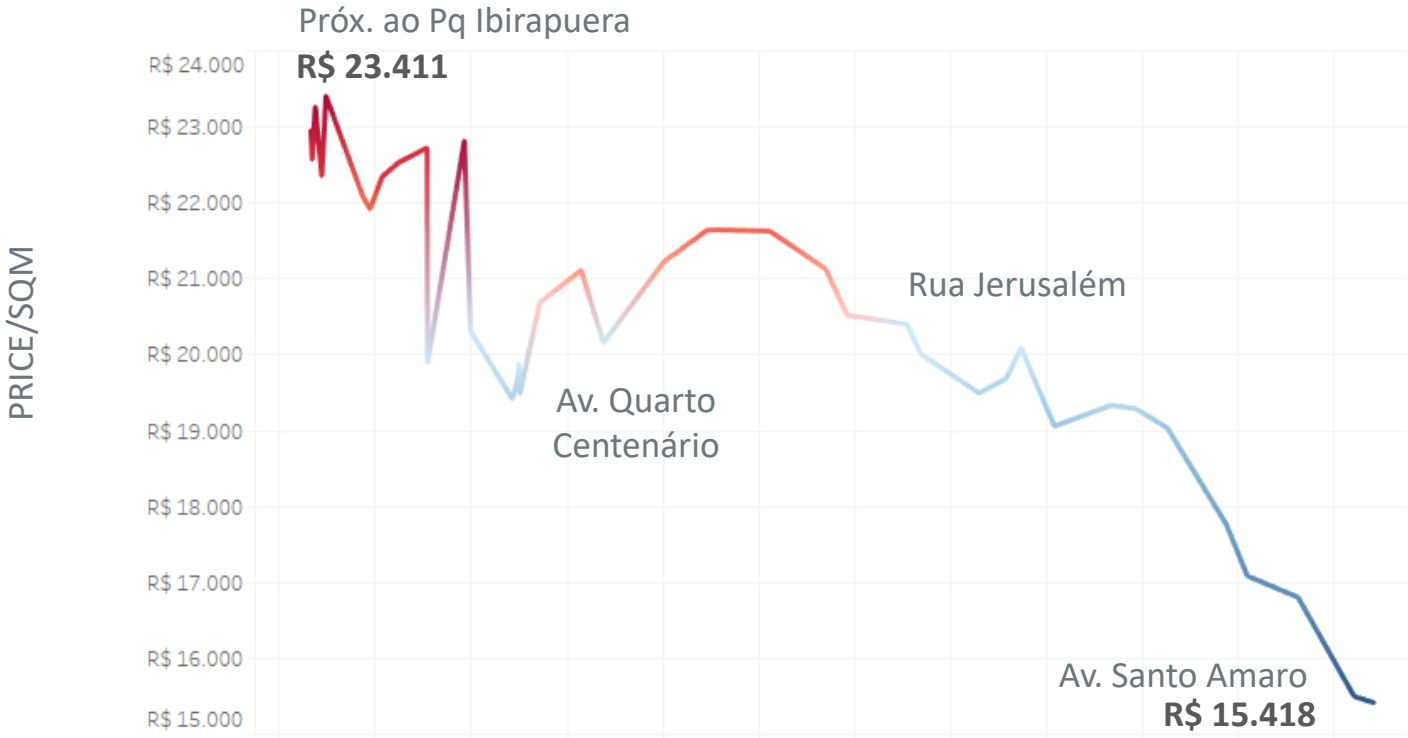
Rua Harmonia

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



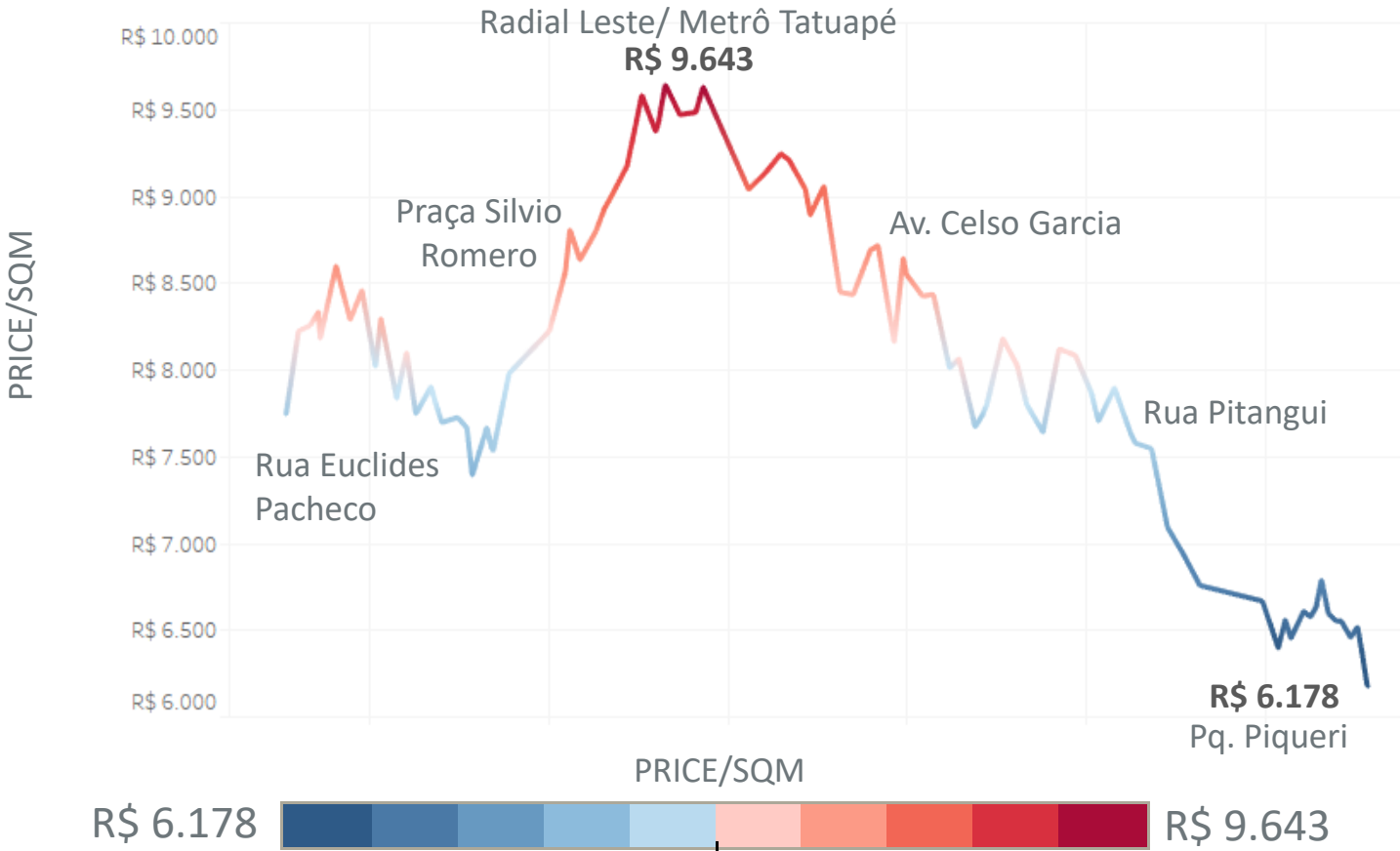
Rua Afonso Braz

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



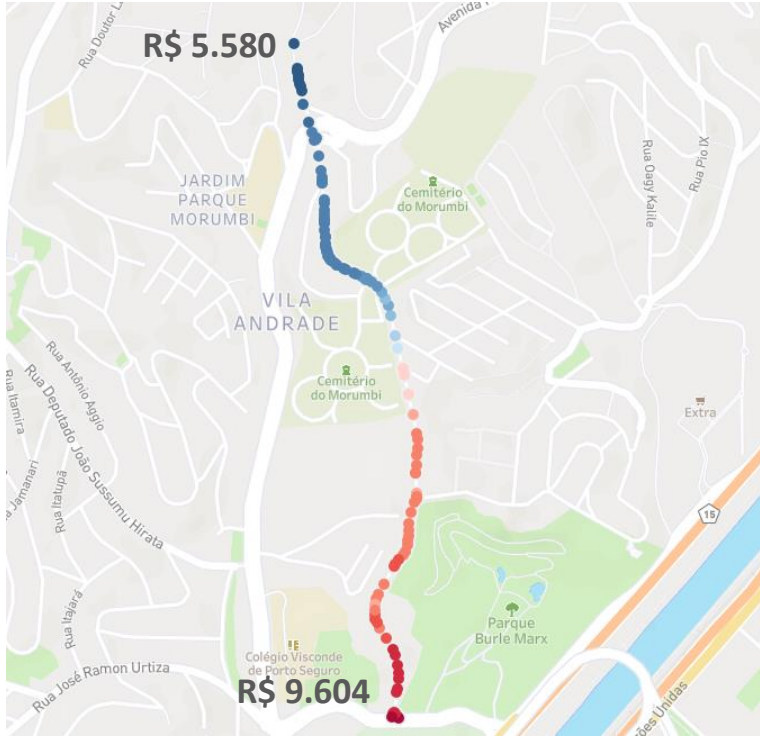
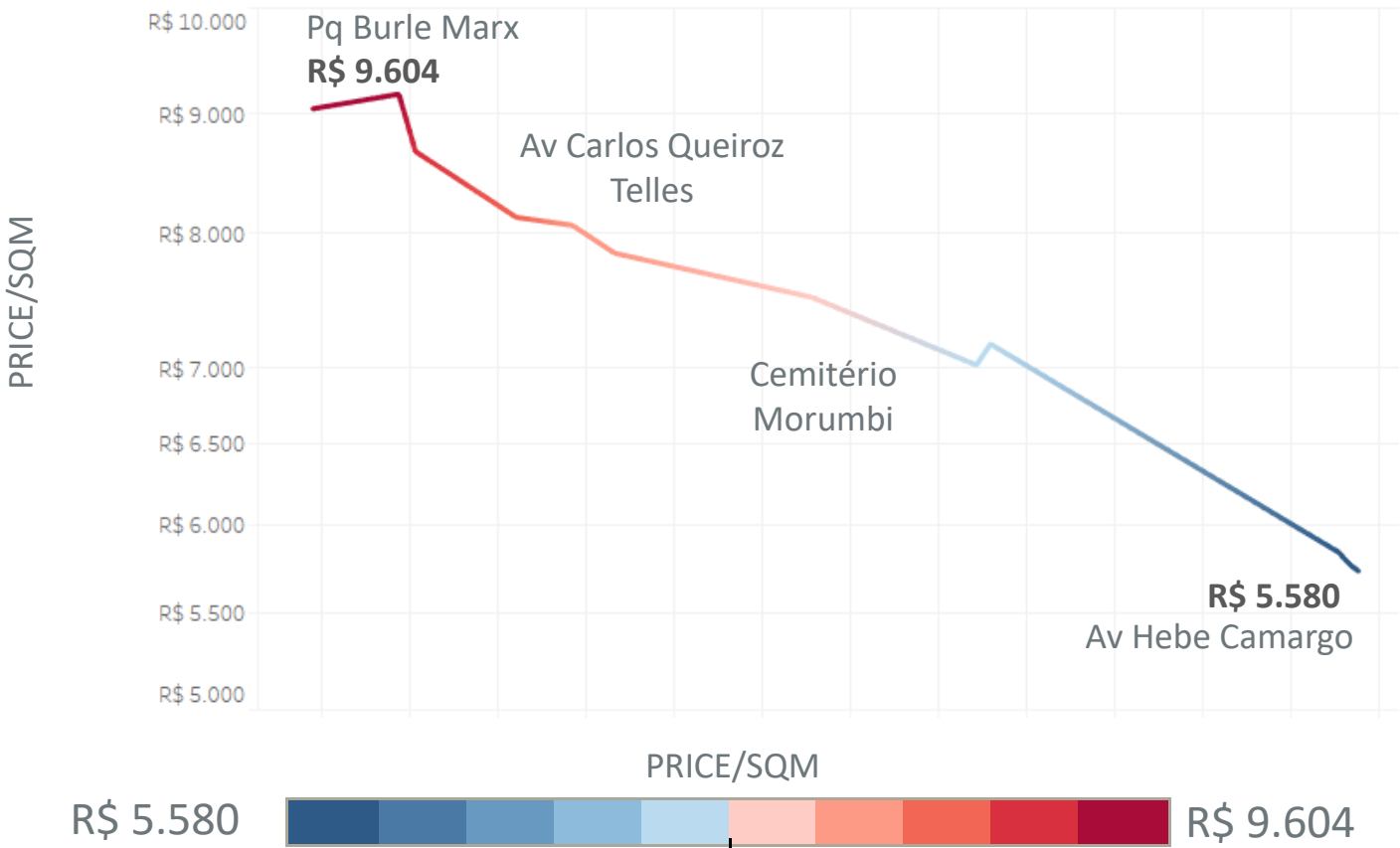
Rua Tuiuti

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



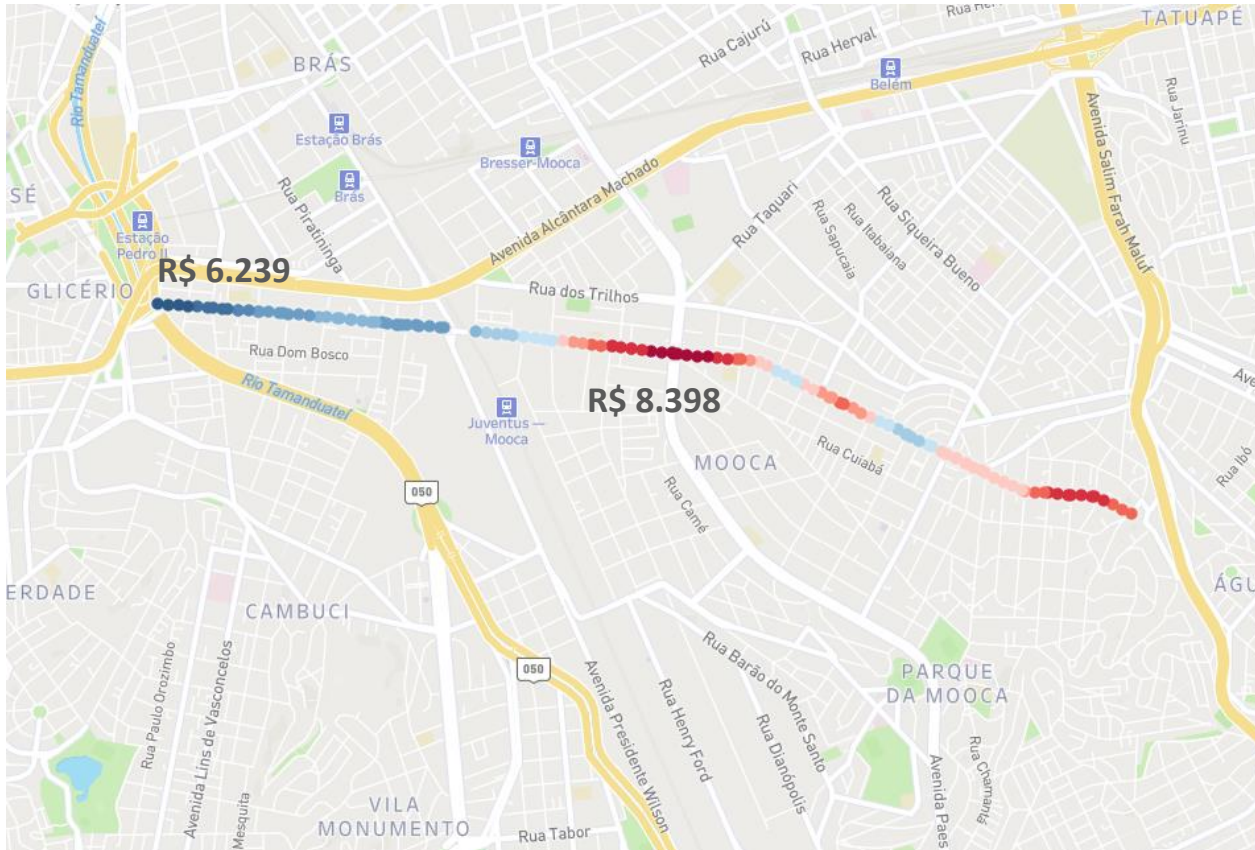
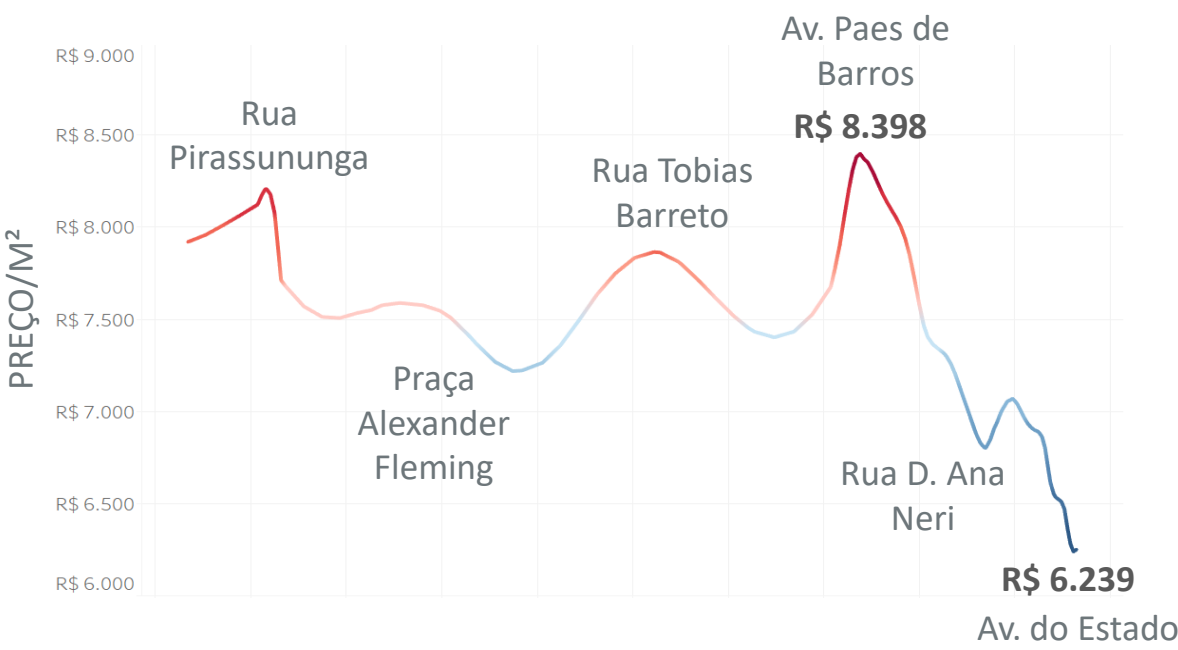
Rua Deputado Laércio Corte

New development, 60 sqm, 2 dorms (1 ensuite), 1 parking slot



Rua da Mooca

Lançamento, 60 m², 2 Dormitórios (1 Suíte), 1 Vaga



A low-angle, upward-looking photograph of several tall skyscrapers with glass facades, creating a sense of height and urban density. The buildings are slightly faded and semi-transparent, serving as a background for the text.

data zap