AMARENDRA PROPERTY — BUYER-SIDE GUIDE

What the listing won’t tell you

SANUR · SEMINYAK · JIMBARAN

2026 EDITION

THE BENCHMARK

Be cautious of ROI promises of 20–25% and beyond

A realistic, compliant Bali investment returns 10–11% net a year. That figure combines rental income and appreciation, under documented conditions, after costs. It is the number to measure every listing against.

Returns consistently above 15% net come from somewhere. Usually one of six places:

- Speculative land banking in high-risk zoning.
- Aggressive flipping that depends entirely on exit timing.
- Rental operations running without permits.
- Occupancy projections nobody has verified.
- Developers who are overleveraged or undercapitalised.
- Carrying costs quietly left out of the model.

Every return has a reason. Ask what it is.

10–11%

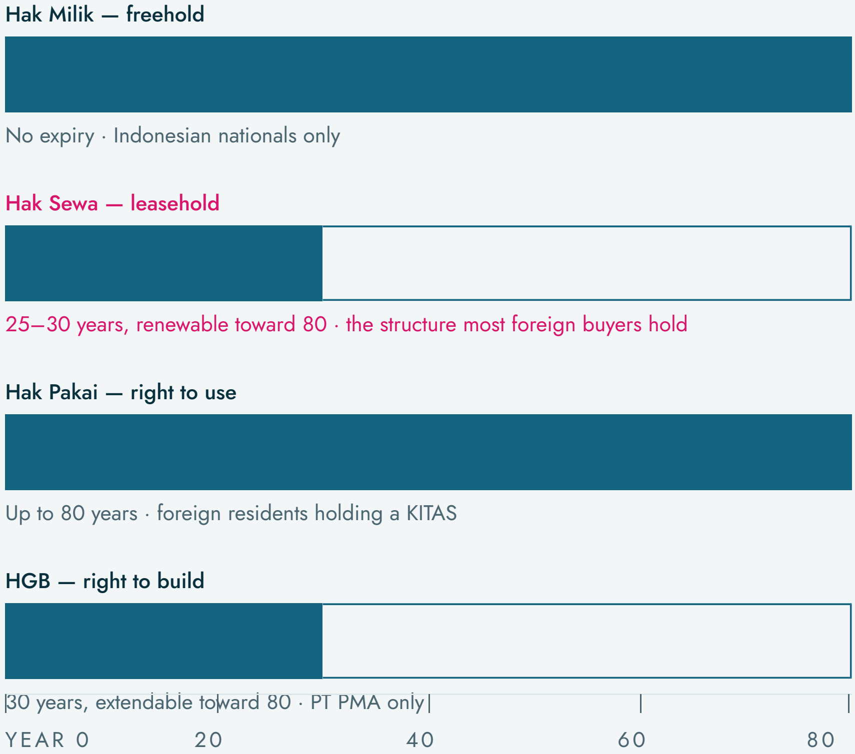
NET ANNUAL ROI — THE BENCHMARK

High returns of 15–20% may still be possible in 2026, but they come with risks of their own, and we would urge you to be aware of them.

Everything after this is
what the listing leaves out.

OWNERSHIP STRUCTURES

Indonesia protects land ownership for its citizens, so a foreign buyer is not choosing between good and bad titles — they are choosing between different rights, each with its own duration, its own restrictions and its own behaviour at resale. Four structures cover almost every Bali transaction. Understanding which one you are being offered, and what happens when it ends, matters more than the price on the listing.



Solid — the term actually granted. Outlined — renewal or extension, subject to agreement at the time. Not guaranteed, and priced accordingly at resale.

Hak Milik

Freehold. True ownership, no expiry. Indonesian nationals only.

Hak Sewa

Leasehold. You don't own the land, you control it. 25–30 years, renewable toward 80.

Hak Pakai

Right to use. A foreigner with a KITAS can hold this. It is not ownership, and that matters at resale.

HGB

Right to build on state or corporate land. PT PMA only.

What you actually own

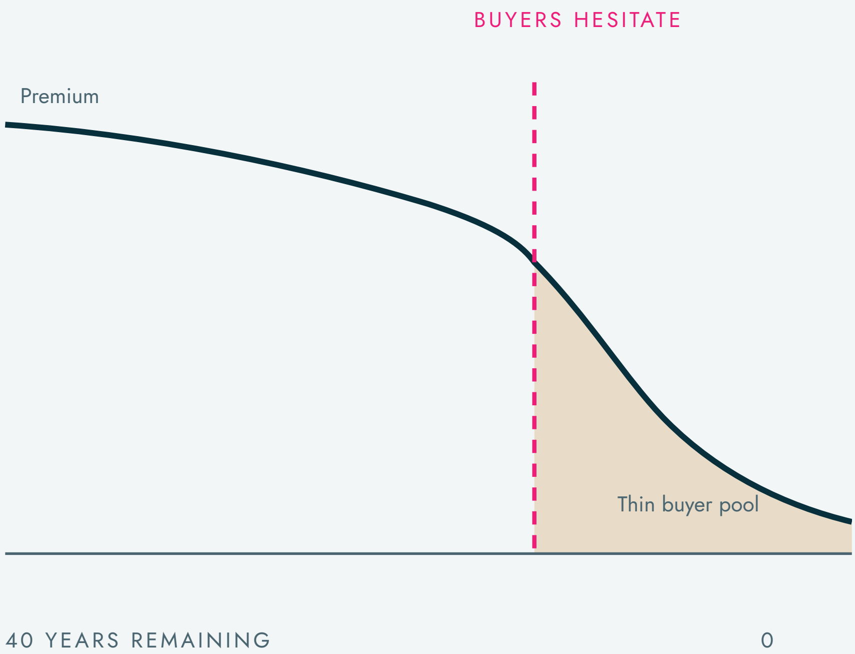
If you hold a KTP, Hak Milik is available to you and nothing else here is a compromise.

If you hold a foreign passport, you are choosing between Hak Sewa and Hak Pakai. Hak Sewa gives you more room — you can rent it out and it resells more easily.

LEASEHOLD

The lease term question nobody asks

Years remaining is the largest single driver of a leasehold property's price. Not the finish, not the pool, not the address.



Buyers hesitate below 15 years.

A property with 25 years left and a property with 10 years left are not the same asset at a discount. They are different assets. Buyers hesitate below 15 years, and the pool of people who will look at all thins out fast.

The reverse is the opportunity. Extending a lease before resale — resetting 10–15 remaining years back toward 30 — raises the resale price by 20–30%.

20–30%

RESALE PREMIUM

From a reset lease term

Indicative. Shape reflects observed buyer behaviour in south Bali resale, not a valuation model.

THE ISLAND SURVEY

Where the money actually is

Eleven markets investors ask about. We work in three of them — and this page shows you why the other eight exist.

MARKET	TYPICAL PRICE · NET ROI
Sanur	USD 150–450K · 8–11%
Seminyak	USD 180–500K+ · 8–12%
Jimbaran	USD 190–960K+ · 8–12%
Canggu	USD 150–400K+ · 11–15%
Pererenan	USD 170–600K+ · 10–13%
Uluwatu	USD 165K–1M+ · 10–14%

MARKET	TYPICAL PRICE · NET ROI
Ubud	USD 130–350K+ · 9–12%
Munduk	USD 80–250K · 6–10%
Lovina	USD 100–300K · 7–11%
Tabanan	USD 60–200K · 5–9%
Karangasem	USD 70–250K · 6–10%

Filled markers are the three areas we work in. Outlined markers are the markets investors ask us about, covered on the pages that follow. Ranges blend rental yield and appreciation over 5–10 years, after costs. Coastline from open coastline data; market positions approximate.

Sanur feels less like a tourist enclave and more like a real neighbourhood that happens to be a destination.

FOCUS AREA 01

Sanur: steady, dependable, lived-in

Sanur attracts leisure tourists, families, older travellers, domestic visitors, long-stay guests, expats, and increasingly medical and wellness visitors. The new Sanur SEZ is explicitly being developed around healthcare and tourism, which adds another demand base.

Who it isn't for

Sanur is not for the yield chaser. Its land is expensive, its rental market is smaller than Seminyak's, and the premium you pay upfront leaves less room for mistakes. It makes more sense for investors playing the long game.

FOCUS AREA 02

Seminyak: proven, and priced like it

Seminyak has already earned its premium. Short-term rental compliance tightened materially in 2026, and aggressive yield assumptions deserve a harder stress test. The market is established — which is precisely why you should be paying attention to what you're paying for it.

Who it isn't for

Seminyak is not for investors looking for the next big thing. It is already the big thing — which means much of the upside has been priced in. The opportunity is in buying the right asset at the right price, not betting on the neighbourhood itself.

PRO TIP

Most listings still quote pre-2026 yields. Check the date on any projection you are shown.

8–12%	15+ yrs
NET ROI RANGE	OF TRANSACTION HISTORY

FOCUS AREA 03

Jimbaran: buy the site, not the yield

Jimbaran sits between Ngurah Rai Airport and the Bukit, with established resort, hospitality and beachfront demand. It is quieter and more residential than Seminyak while remaining close to one of Bali's main tourism gateways — Indonesia's official tourism site puts it at roughly 15 minutes from the airport.

But proximity to tourism does not automatically mean strong villa occupancy.

That makes Jimbaran a market where the site matters.

The strongest assets have something the next villa cannot easily reproduce: elevation, a protected view, privacy, meaningful land, a genuinely good position, or exceptional access. Rental income can support the investment — but the underlying site is what you're really buying.

Who it isn't for

Anyone whose thesis depends on high occupancy. If the investment only works under an optimistic rental assumption, look elsewhere. If the numbers still work at conservative occupancy — and the land gives you a compelling long-term reason to own it — Jimbaran becomes much more interesting.

Coastal exposure

A real due-diligence issue here, particularly for beachfront and cliff-edge sites. Verify setbacks, drainage, access and cliff conditions before you commit.

THE THREE AREAS · A REALITY CHECK

The rental numbers tell three different stories

SHORT-TERM RENTALS, 2026	JIMBARAN	SANUR	SEMINYAK
Active STR listings*	~550	~27*	~1,643
Occupancy	30.0%	35.7%	39.4%
Average daily rate	USD 190	USD 139	USD 280
Average annual revenue	USD 12,880	USD 9,543	USD 30,592
RevPAR	USD 54	USD 46	USD 107

*AirROI, trailing twelve months July 2025 – June 2026. AirROI's Sanur market definition appears unusually narrow; a separate Bali dataset reports roughly 800 Sanur listings and about 40% occupancy. Treat the listing count as directional, not as a measure of market size.

Seminyak has the deepest market and the strongest revenue performance. Sanur sits in the middle — moderate occupancy, lower nightly rate. Jimbaran commands a higher rate but converts fewer available nights into bookings.

That matters for underwriting. In Seminyak you are buying into established demand. In Sanur the thesis is balanced between rental demand and long-term livability. In Jimbaran the property itself has to do more of the work.

THE COMPARISON

The best returns in this guide are in a market we don’t work in

Canggu produces 11–15% net for well-run properties. That is the highest on the island. We should say so before we tell you what it costs.

Our focus is deliberately narrow; our network isn’t. While we specialise in Sanur, Seminyak and Jimbaran, we work with trusted partner agents across Bali and can connect you with the right local expertise when your search takes you elsewhere.

THE WIDER MARKET

Beyond our backyard

Seven markets we don’t work in — and won’t pretend to be experts in. But investors ask about them, so here’s what we’d want to know before putting money there: the number, the opportunity, and the deal-breaker.

West of Canggu

Pererenan · Seseh · Munggu · Nyanyi

THE OPPORTUNITY

Absorbing Canggu’s overflow — the same guests at slightly higher spend, with stronger land appreciation and premium nightly rates.

WHAT WOULD STOP US

The thesis depends on continued spillover. Supply is already growing quickly, so buying simply because something is “the next Canggu” is not an investment thesis. We’d want a property with a reason to win on its own.

Uluwatu

THE OPPORTUNITY

One of Bali’s strongest premium-rate markets. Uluwatu combines high ADR with relatively strong occupancy, while the broader Jimbaran—Uluwatu hotel market commands Bali’s highest ADR. The proposition is simple: surf, cliffs, views and a global luxury-leisure audience.

WHAT WOULD STOP US

Supply is catching up. Pecatu — the clifftop village that covers most of the Uluwatu market — already has more than 1,600 active STR listings, and recent revenue data has softened. We’d rather own a genuinely differentiated property than an expensive villa in an increasingly crowded market.

Ubud

THE OPPORTUNITY

Bali’s deepest inland tourism market. Wellness, culture, hospitality and long-stay demand give Ubud a broader demand base than a single beach market — and hotel performance remains strong.

WHAT WOULD STOP US

Supply is expanding rapidly. STR listings have grown sharply, while average occupancy remains below 40%. We’d want a property with a strong location or experience proposition, not another generic jungle villa.

Munduk

THE OPPORTUNITY

A fundamentally different Bali proposition: cool climate, mountain landscapes, waterfalls, coffee and a slower tourism economy. Supply is tiny, and the best properties can sell an experience rather than compete on beach-market occupancy.

WHAT WOULD STOP US

The market is still thin. Current STR data shows roughly 30% occupancy and only USD 65 ADR. A long-horizon hospitality bet, not a cash-flow market we’d underwrite on today’s rental income.

THE WIDER MARKET

The longer bets

These markets sit further from Bali's established investment core. The entry price can be compelling, but the thesis is less about today's rental income and more about what happens next. For each, we look at the same three things: what could change, what you're paying for today, and what could make the thesis fail.

Lovina

THE OPPORTUNITY

North Bali already has a tourism economy of its own — diving, dolphins, beaches and a slower pace than the south. New infrastructure is beginning to change the equation, with the Turyapada project developed as a major tourism and technology destination and further transport investment under discussion.

WHAT WOULD STOP US

Distance. The south still holds the deepest demand pool, and today's connectivity doesn't make Lovina interchangeable with South Bali. You're investing ahead of demand, not buying into an established rental market.

Tabanan

THE OPPORTUNITY

Something increasingly scarce in the south: land and space. Its appeal is less about a single tourism hotspot and more about the gradual transition between agricultural landscapes, coastal tourism and the wider Bali growth corridor.

WHAT WOULD STOP US

Early doesn't mean cheap forever. More capital is moving into Tabanan, and land prices are already responding in the areas attracting the most attention. We'd focus on micro-location and entry price rather than assuming the whole regency moves together.

Karangasem

THE OPPORTUNITY

East Bali has a real tourism proposition already — particularly around Amed and Tulamben — with diving, coastal landscapes and a more distinctive local character. Government planning is also targeting better road and port connectivity.

WHAT WOULD STOP US

Connectivity is still catching up. The upside depends partly on infrastructure turning a compelling destination into an easier one to reach. We'd rather buy a property that works on today's demand and treat future infrastructure as upside — not the other way around.

THE PATTERN

Munduk, Lovina, Tabanan and Karangasem have something in common: lower entry prices, genuine upside and thinner existing demand. That makes them long-horizon bets, not yield plays — unless you have a strategy and can find a genuinely good deal.

OFF-PLAN VS READY

Buying a building that doesn’t exist yet

Off-plan means committing to a property before it is built, usually from architectural drawings, a specification and a payment schedule tied to construction milestones. You are buying a contract and a developer’s ability to deliver against it. In exchange you typically pay less than a finished equivalent, and you pay it in instalments rather than at once.

	OFF-PLAN	READY
Entry price	Typically below finished equivalents	Full market price
Upfront cash	Deposit, then staged payments	Whole amount at closing
Payment plan	Tied to construction milestones — negotiable	One payment, little flexibility
Layout & finishes	Can often be customised before build	Fixed; changes mean renovation
Appreciation	Potential uplift during construction	Already reflected in the price
Income starts	After handover	Immediately
What you inspect	A contract and a track record	The actual building

HOW TO TELL A GOOD PROJECT FROM A BAD ONE

Ask to see the developer’s completed projects — not renders. Visit one. Talk to an owner who took handover.

Check that the land title and building approvals are already in place for the parcel being sold, not “in process”.

Read the payment schedule against construction milestones — payments should follow verified progress, not the calendar — and check what happens if the developer is late.

Ask what the specification actually commits to. “Premium finishes” is not a specification.

WHAT TO WATCH OUT FOR

Permit compliance. Confirm PBG, and that the approved building function matches the intended use. A villa approved as a residence is not automatically approved as accommodation.

Zoning. Check the parcel against the spatial plan, not the brochure.

Who you are contracting with. The selling entity, the landowner and the builder are not always the same party.

Timelines. Quoted build periods and actual build periods differ. Assume handover takes longer than the brochure says and check what that costs you.

The paperwork itself. The offering letter, reservation form, payment schedule and sale agreement show how a developer thinks. Named parties, dated milestones and stated remedies are a good sign; vague documents are the problem, not a formality.

HOLDING PERIODS

What each hold period is really for

Property is expensive to trade. Acquisition costs, taxes, legal fees and selling costs can consume a meaningful portion of your return. The shorter the hold, the more return you need just to get back to where you started.

Illustrative: on a USD 300,000 property, 6–7% acquisition costs alone represent roughly USD 18–21k before the property earns a dollar. Actual costs vary by tenure, transaction structure and property.

18–24 MONTHS — FLIP

Dependent on buying below market and finding a buyer quickly.

3–5 YEARS — INCOME + APPRECIATION

Enough time for rental income and market growth to begin overcoming transaction friction.

5–10 YEARS — BUILD WEALTH

Rental income, appreciation and asset growth have more time to compound.

10+ YEARS — LAND BANKING

You're underwriting future development, infrastructure and scarcity rather than today's income.

THE TIMELINE

YEAR 0

Purchase
~6–7% illustrative acquisition friction

HANDOVER

Rental income begins

YEAR 2–3

Early exit
Possible — but appreciation and income need to overcome the costs of buying and selling

YEAR 5

Friction potentially recovered
Depending on net income, cumulative cash flow may have covered the initial friction

YEAR 7–10+

The investment starts to breathe
The longer you hold, the less your return depends on a single market movement.

The goal isn't a fast close. It's a deal that still makes sense when the market turns.

TRANSACTION COSTS

What you pay once, at purchase

The cost structure depends on what you are actually buying. A leasehold is treated as a service. A freehold or HGB transfer is treated as a land transaction. They are taxed differently, and the difference is not small.

Leasehold

TAXED AS A SERVICE, NOT A LAND SALE

ITEM	WHO PAYS	RATE
VAT (PPN)	Seller	10% of lease value
Notary fee	Varies	1–2% of contract
Lease registration	Buyer	Small BPN admin fee

VAT does not apply where the seller is an individual not registered for VAT — a large share of transactions. Developers do charge it.

Freehold / HGB

VIA PT PMA

ITEM	WHO PAYS	RATE
Buyer tax (BPHTB)	Buyer	5% of NJOP
Seller tax (PPh Final)	Seller	2.5% of sale value
Notary fee	Buyer	~1% of value
BPN admin	Buyer	Small admin fees

NJOP is the government valuation, which may differ from the price actually agreed.

Professional fees

SERVICE	TYPICAL COST
Lease agreement	1–2% of contract value
HGB / Hak Pakai setup	~1% of property value
PT PMA setup	USD 2,000–3,000, one-time
Due diligence	USD 1,000–5,000, depending on complexity

Notary fees are negotiable and competitive in Bali. Figures are indicative and vary by transaction.

RECURRING TAX

The recurring taxes you need to model

Once you own the property, the tax depends far more on what you are actually doing with it — and the structure you operate through — than on the property itself. Renting out a house is taxed differently from running accommodation.

CHANGED IN 2026

The 0.5% turnover regime is no longer available to an ordinary PT. PP 20/2026, in force from 22 April 2026, limits the final 0.5% small business rate to individual taxpayers, single-owner companies and qualifying cooperatives. Conventional PTs — including a PT PMA — CVs and firms now fall under the normal corporate regime.

PBB-P2

LAND & BUILDING TAX

A local annual tax calculated from the property's NJOP under the applicable kabupaten or kota regulation — not a single Bali-wide rate or a fixed yearly amount. Denpasar, for example, currently applies 0.1% of NJOP up to IDR 1B and 0.2% above it. Ask for the actual assessment on the parcel rather than an estimate.

Rental in a personal name

PPH FINAL — FINAL INCOME TAX

For qualifying rental of land and/or buildings, PPh Final is generally 10% of the gross rental value. Because it is charged on gross, operating expenses do not reduce the base. Whether your activity counts as rental or as accommodation changes the treatment — confirm which one you are actually conducting.

Through a PT PMA

CORPORATE INCOME TAX

Standard corporate income tax is generally 22% of taxable profit. Unlike the final regimes above, this is a tax on profit, so legitimate operating costs and depreciation are relevant to the outcome.

Accommodation

PBJT — LOCAL TAX ON HOSPITALITY SERVICES

Qualifying hotel and villa accommodation services generally sit outside central VAT and fall instead under the local PBJT on hospitality services, at up to 10% depending on the local regulation.

These are the recurring taxes on the property and its income — not the whole picture. Depending on the operating model you may also face staff-related and withholding taxes, accounting and compliance costs, local tourism obligations, and tax on distributions out of the company.

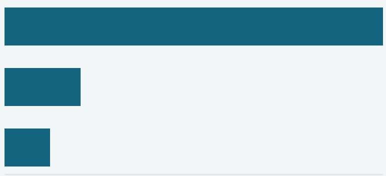
Rates, thresholds and local regulations change. Confirm the current position with an Indonesian tax adviser before you model returns.

OPERATING COSTS

What a villa costs to run

Some costs scale with revenue. Others arrive whether the villa is booked or empty. Modelling them together is how gross yields turn into disappointing net ones.

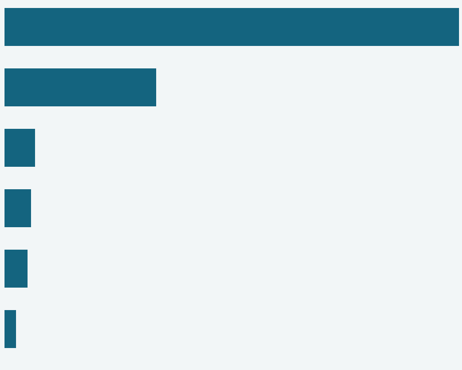
COSTS THAT SCALE WITH REVENUE



Management fee	15–25% of revenue
Maintenance reserve	3–5% of revenue
OTA / booking fees	~3% of bookings

Roughly a fifth to a third of revenue, before anything fixed

FIXED MONTHLY COSTS, BOOKED OR EMPTY



Staff, per person	IDR 5–12M
Electricity	IDR 1–4M
Pool maintenance	IDR 450–700k
Gardener	IDR 300–600k
Internet	IDR 350–600k
Water	IDR 100–300k
Typical 1–2BR villa	**IDR 4–7M / month (USD 250–450)**

ONE-TIME FIT-OUT*

1 bedroom	USD 7,000–12,000
2 bedrooms	USD 10,000–18,000
3 bedrooms	USD 15,000–25,000
Luxury specification	USD 30,000–60,000+

*Most turnkey villas in Bali include furniture. Confirm what is actually included.

INSURANCE, ANNUAL

Property	USD 200–600
Public liability	USD 150–300
Combined	USD 350–800

Budget a maintenance reserve whether or not the villa is rented. Buildings age either way.

RISKS

What could go wrong?

Six risks. None are exotic.

Regulation can change the business model. Short-term accommodation is under increasing scrutiny. Kemenpar is moving toward verified NIB and KBLI data being used by OTAs, with unlicensed properties subject to delisting. Airbnb is already collecting NIB and KBLI information from Indonesian hosts. Check the operating model and licensing before you underwrite the rental income.

A lease is a wasting asset. The shorter the remaining term, the harder the exit. Don't buy a short lease because the headline yield looks attractive; price the remaining term, the extension mechanism and your eventual buyer into the deal from day one.

Tourism can be strong and your property can still underperform. Bali welcomed roughly 6.95 million international visitors in 2025, yet star-hotel occupancy averaged 60.62%, down from 62.23% in 2024. More visitors do not automatically mean more nights at your property. Supply, pricing, location and competition matter.

The site can be the risk. Coastal erosion, slope instability, flooding, drainage and difficult access can turn a beautiful plot into an expensive problem. On cliff or beachfront land, get the relevant technical assessment before you make an offer — not after.

Currency moves both ways. If your property is priced in rupiah but your wealth is measured in dollars or euros, FX can materially change your return. A weaker rupiah reduces the property's USD value; a stronger rupiah increases it. Don't confuse a property return with a currency return.

There may be no buyer when you want one. Bali property is not a listed security. A property can be profitable, legally clean and still take time to sell. Your exit depends on price, tenure, location, documentation and the depth of the buyer pool.

The USD 2,000 you save on diligence can become the USD 20,000 you spend fixing the problem.

DUE DILIGENCE

Eight checks before you offer

The land

01 — TITLE & OWNERSHIP

Is the title genuine, current and transferable?

Check the certificate against BPN records, confirm the registered holder, and look for registered encumbrances or other claims. BPN provides a formal certificate-check service.

02 — SELLER AUTHORITY

Is the seller authorised to sell?

Confirm identity, marital status where relevant, inheritance documents, corporate authority and any required powers of attorney. A clean certificate doesn't mean the person in front of you can sign a valid sale.

03 — ZONING & INTENDED USE

Can you legally do what you plan to do here?

Don't stop at "it's in a tourism area". Check the applicable spatial plan or RDTR and whether your intended residential, commercial or accommodation use is permitted on that specific parcel.

04 — LAND, ACCESS & BOUNDARIES

Does the land on paper match the land on the ground?

Verify boundaries, area, physical access, road width, shared access arrangements, drainage and utilities. Don't assume the driveway you use today is legally guaranteed.

The building

05 — BUILDING LEGALITY

Does the building match its approvals?

Check PBG and, where applicable, SLF — plus whether the approved function, size and configuration match what actually exists.

06 — PHYSICAL INSPECTION

Is the building worth what you're paying?

Structure, roof, waterproofing, drainage, electrical, plumbing, pool and visible defects. Complex sites may need further technical assessment.

The money and the rights

07 — TAX & OUTSTANDING OBLIGATIONS

Are the taxes and obligations in order?

Check PBB records and payment history, and have your lawyer or accountant confirm the applicable taxes and transaction obligations. NPOP is a tax valuation concept, not a property registration.

08 — TENANCY & THIRD-PARTY RIGHTS

Who else has rights over the property?

Check for tenants, leases, management agreements, easements, occupation rights, security interests and other third-party claims that could survive the transaction.

The cheapest time to find a problem is before you own it.

THE PROCESS

From offer to registered ownership

Eight stages. Your commitment deepens at every one — so the checking, and the choosing of your own advisers, belongs at the front.

COMMITMENT RISES

01 Choose your own advisers

Appoint independent legal counsel and, where you can, the PPAT. Do this before you are shown documents, not after.

02 Obtain the certificate and seller documents

Request the land certificate and the seller's supporting documents.

03 Certificate verification

Check the certificate against BPN records and confirm the registered holder and any registered claims.

04 Full legal and commercial due diligence

Zoning, building approvals, permitted use, access, boundaries, tax arrears, tenancy, third-party claims — and whether your operating model is legal on that parcel.

05 Offer and negotiation

Commercial terms and conditions documented in writing.

06 Booking fee, then the conditional agreement

The UTJ (uang tanda jadi, a booking fee) takes the property off the market. The PPJB (perjanjian pengikatan jual beli, a conditional sale agreement) then binds the parties. Refundability depends entirely on what the documents say.

07 AJB — the deed of sale

Signed before the PPAT once the conditions are satisfied.

08 BPN registration

The transfer is registered and your name recorded as the registered holder.

The signing may take an hour. Getting there is the work.

Three distinctions worth getting right

A clean certificate is not due diligence

Checking the certificate tells you the title appears clean. It does not tell you the property is legally usable for what you intend.

It says nothing about:

- Zoning and permitted use
- PBG / SLF — building approval and fitness certificate
- Access and boundaries
- Tax arrears
- Leases, tenancy and occupation
- Third-party claims
- Coastal and environmental restrictions
- Whether your operating model is legal there

Who chooses the PPAT

A PPAT — Pejabat Pembuat Akta Tanah, or Land Deed Official — is a public official authorised to draw up deeds transferring land rights. They prepare the deed and submit it for registration.

A PPAT is not your lawyer. Their role is to ensure the formal requirements for the deed and its registration are satisfied — not to advise you on whether the investment is sound.

There is no universal rule that the buyer must choose the PPAT; the parties may agree on one. We recommend the buyer have meaningful control over that appointment — particularly for the PPAT handling the transfer — and use independent legal counsel for due diligence.

OUR BIAS

The seller may already have a notary or PPAT they use regularly. That's fine. But you are the one committing the capital. For material purchases we prefer the buyer to select — or at least independently approve — the PPAT, and to have separate legal counsel review the transaction.

Leasehold and freehold do not complete the same way

	FREEHOLD / HGB	LEASEHOLD
What you receive	A registered land right in your name	A contractual right for a fixed term
The deed	AJB (deed of sale), before the PPAT	Notarial lease deed, before a Notaris
Registration	Registered at BPN	No transfer of registered title
What protects you	The register	The contract — term, extension, transferability
Certificate check	Confirms the seller's title	Still essential — confirms the lessor holds what they are leasing you

Other frequently asked questions

Should I manage the property myself?

If you're Indonesian, live nearby and speak Bahasa Indonesia, self-management can make a lot of sense — you already have the biggest operational advantages: language, local relationships and easier access to contractors, staff and suppliers.

If you're overseas, don't speak Bahasa, or simply don't want to manage guests, maintenance and staff, paying for a good manager can be cheaper than managing badly.

Management is an operating decision, not an automatic expense. Underwrite the property both ways.

What does a property manager actually do?

More than handing over the keys. A good manager coordinates bookings, guest communication, cleaning, maintenance, staff, pricing and reporting. Quality varies enormously.

Before signing, ask what is included, what the fee is based on, who pays for repairs, who controls the booking accounts, how often you receive reporting, whether you can inspect the accounts, and what happens if you terminate.

SELF-MANAGE OR DELEGATE?

	SELF-MANAGE	PROPERTY MANAGER
Best for	Local owners	Overseas or hands-off owners
Biggest advantage	Control, lower cost	Time, operational distance
Biggest risk	Becoming the manager	Paying for mediocre management
You need	Time, language, local network	A manager you can trust

Our bias: Indonesian owners who live locally and speak Bahasa often find self-managing easier than they expect. But don't confuse "I can manage it" with "I should manage it." If the property is supposed to be passive income, budget for the cost of making it passive.

Can I rent it out when I'm not there?

Yes — if the property and operating structure are legally set up for the type of rental you're doing. Short-term accommodation is regulated differently from simply leasing a home. Don't assume that because a villa is already on Airbnb, your own operation will be compliant.

Establish the permitted use and licensing before underwriting the rental income.

What return should I actually expect?

Don't start with the return. Start with the assumptions. Nightly rate, occupancy, management fees, maintenance, utilities, platform fees, taxes, staffing and downtime can turn an attractive gross yield into a very different net return.

We'd rather show you a conservative case that survives a bad year than an optimistic one that only works on Instagram.

What if I need to sell quickly?

Assume property is illiquid. A good property can still take time to sell, and the time required varies by location, price, title structure, tenure and market conditions. If you might need the money back in two years, don't buy an asset whose case requires five or ten.

What happens if rental rules change?

Your rental income is never guaranteed by today's rules. Indonesia's accommodation classifications and licensing framework are evolving, and the OSS system has moved to KBLI 2025 classifications.

If your investment only works because a particular short-term rental arrangement remains unchanged indefinitely, that's a regulatory bet, not a resilient investment thesis.

What's the mistake you see investors make most often?

They buy the property before they underwrite the investment. They fall in love with the villa, believe the agent's rental projection, and only afterwards ask whether the title, zoning, building approvals, operating model, costs and exit actually work.

The property is the product. The investment is the numbers around it.

We model the exit before we recommend the entry.

AMARENDRA
PROPERTY

NEXT

We'd rather you walked away informed than bought something you didn't understand.

We believe that investing in Bali should feel clear and supported, not uncertain.

We bring modern, world-class client service and legal expertise — because you deserve a team in your corner when navigating Bali real estate.

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