

Selling *Land* in Kedungu

How to sell your Tabanan land for its true value, faster, cleaner, and to the right buyer. A seller's guide and marketing plan from your local advisor.

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Your land deserves a proper sale.

Selling land in Kedungu well is not about waiting for a buyer to wander past. It's about presenting a clean, clearly-zoned, well-priced parcel to exactly the right audience, local and international, and guiding the deal calmly to a close.

I'm Marshella. I live in Kedungu and I sell on this coast every day. I know which buyers are circling the area, what they're nervous about, and what makes them move. This guide shows you how I think about selling land here, and the marketing plan I'd put behind your parcel.

It gives you the strategy. The execution, your specific price, your buyer-matching, your negotiation, is what I do for the owners I represent. If you'd like an honest, no-obligation read on what your land is really worth today, that's a conversation I'm always happy to have.

WHAT THIS GUIDE DOES & DOESN'T DO

It shows you the principles and the plan. It stops short of your parcel's specific valuation and strategy, because those depend on your exact land, zone and goals, and that's where I do my best work for you directly.

Marshella Anjani

PROPERTY ADVISOR · KEDUNGU REAL ESTATE

The Kedungu land market, *for sellers.*

This is a strong moment to sell well-located, clearly-zoned land in Kedungu, but it is also a more discerning market than it was two years ago. Buyers are more informed and more cautious, which means **clean, verifiable land sells; ambiguous land sits.**

+18% EST. AREA GROWTH / YR*	Strong MARKET SENTIMENT	Global BUYER POOL	2026 HIGH-GROWTH PHASE
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Development continues to move west from Canggu, and Kedungu is squarely in its path. International buyers, surfers, remote workers, investors, and serious domestic buyers are actively looking here. The catch: since Bali tightened enforcement around zoning and permits, buyers now do real diligence. The seller who makes that diligence easy wins the sale and the price.

THE SHIFT YOU NEED TO KNOW

Two years ago, a pretty plot sold itself. Today, the first question a good buyer asks is "what is this land legally allowed to be?" If your listing answers that clearly, you stand out immediately. If it doesn't, even a great plot gets passed over.

*Directional agency estimates, not official figures.

What today's buyers *actually* want.

Sell to the buyer's real concerns and your land moves. Here's what's actually going through the mind of a serious Kedungu land buyer, and how a well-prepared seller answers each one.

BUYER'S WORRY	WHAT REASSURES THEM
"Can I actually build / rent on this?"	Clear zoning information up front
"Is the title clean?"	A verified certificate and clean ownership chain
"Am I overpaying?"	A price justified by comparable, real transactions
"Is the access & boundary real?"	Confirmed road access, width and accurate measurements
"Can I trust this agent?"	A local, honest representative who answers straight

"Legal clarity is the new kerb appeal. The plot that answers the buyer's fears first is the plot that sells first, often for more."

This is why I invest so much in getting your land *sale-ready* before it ever goes public. A buyer who feels safe pays full value. A buyer who feels uncertain either walks, or low-balls.

Pricing your land *right*.

The most expensive mistake a seller makes is the wrong opening price. Too high and the land goes stale (and stale land sells for *less*). Too low and you give away value you'll never recover. Pricing here is a craft, and it rewards local knowledge.

What actually moves your number

- **Zone & buildability**, buildable, tourism-friendly land commands a real premium.
- **Distance to the beach and the main road**, proximity and access drive price hard.
- **Shape, width & usable area**, a "buildable" hectare isn't all equal.
- **View**, ocean, rice field, sunset orientation.
- **Freehold vs leasehold**, and for leasehold, the term you're offering.

TYPE	INDICATIVE RANGE*
Inland Tabanan land (freehold)	~IDR 400–700 million / are
Coastal / surf-corridor land (freehold)	~IDR 700–850 million / are
Leasehold land	~IDR 13–20 million / are / year (recent area deals)

MY VALUATION PROMISE

I'll give you an honest number, not the flattering one that wins the listing and then forces three price cuts. The right price, well-marketed, sells faster *and* higher than an inflated one that drifts. That parcel-specific number is the first thing I'll prepare for you.

*Indicative only; your parcel's value depends on its specific attributes.

Documents that *build trust*.

In today's Kedungu market, the seller who hands a buyer clarity gets the premium. Before we go to market, we make your land easy to say "yes" to.

- ✓ **A clean, verified title**, genuine certificate, clear ownership chain, no surprises.
- ✓ **Zoning clarity**, clear, honest information on what the land is designated for.
- ✓ **Accurate measurements & boundaries**, so nothing unravels during the buyer's checks.
- ✓ **Confirmed access**, road frontage and width, documented.
- ✓ **The right lease terms** (if leasehold), term and extension clearly defined.

WHY THIS IS WORTH THE EFFORT

Every question a buyer can't answer becomes a reason to hesitate, low-ball, or walk. Every question we answer *before* they ask becomes a reason to trust you and pay full value. Sale-readiness is the highest-return work we do together, and I'll guide you through exactly what your parcel needs.

My marketing *plan*.

Listing your land in one place and waiting is not a strategy. Here's how I actually put a parcel in front of the right buyers, locally and around the world.

CHANNEL	WHAT I DO
Premium visuals	Professional photography and drone footage that show the land, the views and the context, not blurry phone shots
Brokerage reach	Listed through Kedungu Real Estate, with access to its international buyer network
Direct buyer matching	I personally know buyers actively looking on this coast, many sales happen before public listing
Digital presence	Daily local content and platforms where overseas buyers actually search for Bali land
A clear story	Zoning, access and potential presented so a cautious buyer feels safe

"Most of my best sales happen because I already know the buyer. The marketing draws the crowd; the relationships close the deal."

THE LOCAL ADVANTAGE

I don't fly in for viewings. I live here, I post here, and I know the people circling this market. That proximity is the difference between a listing that hopes to be found and one that's actively placed in front of the right buyer.

Common seller *mistakes*.

- ✗ **Over-pricing to "test the market."** Stale land sells for less, not more.
- ✗ **Vague zoning.** Ambiguity makes cautious buyers walk.
- ✗ **Weak visuals.** Phone photos undersell a beautiful parcel and cheapen the price.
- ✗ **Listing with five agents at once.** It signals desperation and muddies the price.
- ✗ **Hidden title or boundary issues** that surface mid-deal and kill momentum.
- ✗ **No buyer-matching,** relying on luck instead of relationships.

THE PATTERN

Almost every land sale that drags or collapses traces back to one of these. The good news: every one is avoidable with preparation and the right representation, which is exactly what I bring.

The selling process & *timeline*.

1. **Honest valuation.** I assess your parcel and give you a real number and a strategy, free, no obligation.
2. **Sale-readiness.** We get your title, zoning clarity and measurements buyer-proof.
3. **Premium marketing.** Visuals produced, listing built, buyer-matching begins, often before it's even public.
4. **Qualified viewings & offers.** I bring serious buyers and manage negotiation to protect your price.
5. **Clean close.** Through a proper notary (PPAT), with everything verified, calm and correct.

HOW LONG DOES IT TAKE?

It depends entirely on price, zone clarity and the parcel, which is exactly why I won't give you a fantasy number here. What I *will* promise: well-prepared, well-priced land in Kedungu moves, and I'll keep you informed honestly at every step.

Why list *with me.*

I actually live here

Daily, on-the-ground knowledge of Kedungu, the buyers, the prices, the boundaries, not a city agent flying in.

I sell on trust, not pressure

My reputation is built on honest advice and clean deals. Buyers know that, which makes my listings easier to trust, and easier to close.

I bring real buyers

Through Kedungu Real Estate's network and my own relationships, many of my sales happen because I already know who's looking.

Proven results

Over IDR 15 billion sold in my first year, with five-star reviews from buyers and sellers who felt genuinely looked after.

THIS IS WHERE THE GUIDE ENDS AND I BEGIN

Your valuation, your strategy, your buyer, all of it is specific to your land, and all of it is what I do for the owners I represent. The next page is your invitation.

— REQUEST A FREE, NO-OBLIGATION VALUATION

What's your land *really* worth?

If you're thinking about selling in Kedungu, the best first step costs you nothing: an honest, no-obligation valuation from someone who sells on this coast every day.

Send me a message with your land's location and size. I'll come back to you personally with a real read on its value, what it would take to sell it well, and the marketing plan I'd put behind it, no pressure, no obligation.

Whether you sell this month or next year, you deserve to know your number and your options. Let's start there.

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BROKERAGE

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This guide is for general education only and is not legal, tax or investment advice. Indonesian regulations and enforcement change frequently and vary by regency. Market figures are directional estimates, not official data. Always verify your specific parcel and consult a qualified independent Indonesian notary (PPAT) and property lawyer before transacting. © 2026 Marshella Anjani · Kedungu Real Estate.