

Buying a *Villa* in Kedungu

Lifestyle, income, and the legal realities of owning a Bali villa,
the honest version, from someone who lives on the beach
you're dreaming about.

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A villa in Bali can be two things at once: a place your family loves, and an asset that pays for itself. Both are achievable in Kedungu right now, but only if the villa is **legal to rent**, correctly held, and bought on real numbers rather than a brochure's promises.

I'm Marshella. I live in Kedungu, and I help buyers separate the villas that look good from the ones that genuinely are good. This guide gives you the fundamentals, the kinds of questions that quietly protect you from a beautiful, unlettable, or unsellable property.

It won't make you a Bali lawyer, and it isn't trying to. The deep, villa-specific work, verifying permits, choosing the ownership structure, modelling true net yield, is what I do with serious buyers one property at a time. Read this, and you'll know exactly what to ask. Then let's look at real villas together.

WHAT THIS GUIDE DOES & DOESN'T DO

It gives you the principles, the right questions and the warning signs. It stops short of the property-specific legal and financial detail that depends on the exact villa, its papers, and your goals, which is precisely where I add the most value.

Marshella Anjani

PROPERTY ADVISOR · KEDUNGU REAL ESTATE

Why a villa *in Kedungu*.

Kedungu is where lifestyle and yield still overlap. It has the calm, green, surf-and-rice-field character that travellers are moving toward, and prices that haven't yet caught up to Canggu, where the same guest now pays a premium to escape the crowds.

IDR 7.2B AVG VILLA PRICE, AREA*	+18% EST. PRICE GROWTH / YR	8-14% TYPICAL RENTAL YIELDS*	42 AVG DAYS ON MARKET
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The travel market has shifted toward "quality tourism", fewer, higher-value guests who want space, nature and authenticity. Kedungu is built for exactly that guest. Combine that with a westward development wave that has already reached the area, and you have a window: still-reasonable entry prices, strong demand, real upside.

THE HONEST VERSION

The headline yields you'll see in marketing (14–17%) are achievable for the right villa, run well, but they are gross, optimistic, and not guaranteed. On page 5 I give you the grown-up version of how rental income actually works. Buy on real numbers and Kedungu rewards you. Buy on a brochure and you may not.

*Directional agency estimates for the area, not official figures.

Three ways *to buy*.

Most Kedungu villa purchases fall into one of three shapes. Each has a different risk and reward profile, and a different set of things to check.

ROUTE	UPSIDE	WATCH FOR
Completed resale	You see exactly what you're buying; can rent from day one	Are the permits & licence actually in place? Lease years remaining?
New-build (ready)	Modern design, fresh finishes, often turn-key	Developer track record; that paperwork matches the building
Off-plan	Lower entry price, payment stages, choice of unit	Developer reliability, delivery risk, what's guaranteed in writing

MY BIAS, STATED PLAINLY

For most first-time Bali buyers I lean toward a **completed villa with clean, verified papers**, because you can stand in it, confirm the licence, and start earning immediately. Off-plan can be excellent value, but only with a developer whose track record I can vouch for. I'll tell you honestly which is which.

How a foreigner *legally holds a villa*.

Two routes cover almost every villa buyer. The right one depends mostly on one question: **will you rent it out for income?**

STRUCTURE	BEST FOR	KEY POINT
Leasehold (Hak Sewa)	Personal use, or a fixed-term hold at lower cost	Simple, no company. The number of years remaining is everything, it's the asset.
PT PMA (company) + HGB	Renting the villa out as a business	The legal way to earn rental income; required for the proper villa licence. More cost & compliance, stronger rights, cleaner succession.

If you only want a private holiday home, leasehold is clean and cost-effective. If you want the villa to earn, legally, on the books, listable on Airbnb and Booking.com without risk, that points toward a PT PMA. Many of the "problems" buyers hit later come from using a personal-use structure for a money-making villa.

⚠ **NEVER ACCEPT A NOMINEE**

A villa "held" via an Indonesian nominee with side agreements is illegal, void from the start, and now criminally exposed in Bali. If the villa dies on the nominee's name, their heirs inherit it, not you. No side contract changes that. Walk away from anyone who calls it "normal."

The licence reality, *why it decides your income.*

This is the single most important page in this guide. A villa is only an income asset if it is **legally allowed to be rented**. That depends on three things lining up, and most "yield" brochures quietly skip them.

1. **The zone allows tourism rental.** Only tourism-zoned land clearly permits commercial short-term rental. A villa marketed "for Airbnb" on residential or agricultural land is on thin ice.
2. **The building is permitted & certified.** The villa must have its building approval and its certificate of worthiness. No certificate, no legal rental, no insurance, no clean resale.
3. **The right operating licence, under the right structure.** The homestay-style licence is for Indonesian citizens only; a foreign-owned rental villa must run under the proper villa licence via a PT PMA.

⚠ ENFORCEMENT IS REAL, AND LISTINGS ARE BEING CHECKED

Bali has shifted from a permissive market to an actively enforced one: buildings without permits are being sealed and demolished, and from 2026 accommodation listed on Airbnb, Booking.com and Expedia must hold valid licences or face automatic delisting. A villa that can't be legally listed isn't an income asset, it's a liability with a pool.

I keep the full, technical version of this chain for our private work, because it's specific to each villa's papers. But this is the lens through which I look at every property I'd ever put in front of you.

Rental yields, *the honest version.*

You'll see big yield numbers attached to Kedungu villas. Some are real. Many are gross, best-case, and quietly leave out the costs that turn a headline into a take-home figure.

WHAT YOU'RE SHOWN	WHAT ACTUALLY SHAPES YOUR RETURN
"14–17% yield"*	That's usually gross . Net is what matters.
Peak-season nightly rate	Real occupancy across the whole year, including low season
Headline rental income	Management fees, staff, maintenance, pool & garden, utilities, OTA commissions, taxes
"Hands-off investment"	Quality of the management company makes or breaks the number

Done right, a well-located, well-run, *legal* Kedungu villa can produce genuinely strong returns, often better than a comparable managed Canggu villa, because entry prices are lower. But the figure that should drive your decision is **net yield on a realistic occupancy**, not the number on the flyer.

WHAT I'LL ACTUALLY DO FOR YOU

For any villa you're serious about, I'll help you build a grounded, net view of the numbers, realistic occupancy, real costs, the lease years remaining, so you decide on facts, not optimism. That modelling is specific to each property, and it's part of working together.

*Directional area estimates, not guaranteed or official.

Checking an *existing villa*.

Before you buy a completed villa, a handful of things must be true. Here's the simplified checklist, enough to know what a clean villa looks like.

- ✓ **Zone supports tourism rental**, confirmed, not assumed from a marketing map.
- ✓ **Building approval & certificate of worthiness exist**, and match the actual building.
- ✓ **The operating licence fits the ownership structure**, foreign-owned rentals run under a PT PMA villa licence.
- ✓ **Title & lease verified**, genuine certificate, clean chain, no disputes; and for leasehold, the exact years remaining and extension terms.
- ✓ **The build quality is real**, not just styled for photos. Drainage, damp, pool plant, materials.

WHY "YEARS REMAINING" IS THE WHOLE GAME ON A LEASEHOLD VILLA

A leasehold villa with 27 years left is a very different asset to one with 12 years left, even at the same asking price. The remaining term *is* the value. I always make sure you're comparing like with like, and that the extension terms are real, not verbal.

Red flags *to respect.*

- ✗ A villa marketed "for Airbnb" on residential or green land outside the tourism boundary.
- ✗ "The licence / permit can be arranged after you buy." Buy the problem, own the problem.
- ✗ Yield numbers with no breakdown of occupancy, costs or commissions.
- ✗ A leasehold with few years remaining, priced like one with many.
- ✗ "Everyone uses a nominee here." Illegal, and now criminal in Bali.
- ✗ An agent who rushes you, discourages independent legal review, or won't put claims in writing.

"A beautiful villa with the wrong papers is the most expensive mistake in Bali. The cheap insurance is diligence, and an agent who'll tell you the truth."

MY PROMISE

I will tell you when a villa doesn't check out, even when it costs me the sale. That's the only way to build the kind of trust that lasts past one transaction, and it's the standard I hold in Kedungu.

How I work with *buyers*.

1. **A real conversation**, lifestyle, income, budget, timeline. No pressure.
2. **A curated shortlist**, villas that genuinely fit, and honest reasons for the ones I leave out.
3. **Private viewings**, on the ground, with local context you can't get from a screen.
4. **Diligence & real numbers**, permits, licence, lease term, and a grounded net-yield view.
5. **The right structure & a clean close**, drafted properly, through a proper notary.

THIS IS WHERE THE GUIDE ENDS AND I BEGIN

Everything past this point is specific to the villa and to you, and it's exactly what I do for serious buyers. If you want a villa that's a joy to own *and* clean to rent or resell, let's talk.

— FOR SERIOUS BUYERS & SELLERS

Ready to own a villa the *right way*?

If you've read this whole guide, you already think like the buyers I most enjoy working with, the ones who want the dream *and* the facts.

Tell me what you're picturing: a family escape, an income villa, or both. Your budget and timeline. I'll reply personally with honest guidance and a shortlist of villas actually worth viewing, including the questions to ask about each one's papers and real numbers.

The clean, legal, well-priced villas in Kedungu move quickly. If you'd like first sight of them, and an advisor who protects your money like it's her own, I'd love to hear from you.

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