

Selling a *Villa* in Kedungu

How to sell your Bali villa for top value, to the right buyer, with the right story, and the marketing it deserves. A seller's guide and marketing plan.

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Your villa is a story. Let's tell it well.

A villa doesn't sell on square metres. It sells on a feeling, the morning light, the sound of the surf, the income it quietly produces, backed by papers a buyer can trust. Get both right and your villa commands its full value. Get either wrong and it lingers.

I'm Marshella. I live in Kedungu, I know the buyers circling this coast, and I know what makes them fall in love *and* feel safe. This guide shows you how I think about selling a villa here, and the marketing plan I'd build around yours.

It gives you the strategy. Your specific price, your investor story, your buyer, that's what I prepare for the owners I represent. If you'd like an honest read on what your villa is worth today, I'm always glad to give you one.

WHAT THIS GUIDE DOES & DOESN'T DO

It shows you the plan and the principles. It stops short of your villa's exact valuation and bespoke strategy, because those depend on your property, its papers and its numbers, and that's where I add the most value for you.

Marshella Anjani

PROPERTY ADVISOR · KEDUNGU REAL ESTATE

The villa market, *for sellers.*

Demand for well-located Kedungu villas is strong, from lifestyle buyers escaping crowded Canggu and from investors chasing the area's yields. But buyers are sharper than they were: they ask about licences, lease terms and real numbers. The villa that answers confidently sells fast and full.

IDR 7.2B AVG VILLA PRICE, AREA*	+18% EST. PRICE GROWTH / YR*	42 AVG DAYS ON MARKET	Global BUYER POOL
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There are really two buyers for your villa: the **lifestyle buyer**, who buys the feeling, and the **investor**, who buys the numbers and the legal cleanliness. A great sale speaks to both, an emotional story *and* a credible income case, on solid paperwork.

THE 2026 REALITY

With Bali enforcing licensing and online platforms now verifying listings, a villa that's clearly **legal to rent** is worth more than an identical one that isn't. Compliance has become a genuine selling point, and a story I'll help you tell.

*Directional agency estimates, not official figures.

What makes a villa *sell fast & for more.*

DRIVER	WHY IT MOVES THE PRICE
Legal cleanliness	Verified title/lease, valid permits and the right rental licence remove buyer fear, and command a premium
Presentation	Styled, photographed and filmed beautifully, a villa sells on emotion before logic
A credible income story	Real occupancy and net numbers turn investors from "maybe" to "offer"
Lease term (leasehold)	Years remaining is the asset, presented clearly, it protects your value
The right buyer pool	Reaching lifestyle <i>and</i> investor buyers, locally and abroad

"A villa sells twice: first to the heart, with the right images and story, then to the head, with clean papers and honest numbers. Win both and you win the price."

Pricing *strategy*.

Pricing a villa is more nuanced than pricing land, because you're pricing a feeling, an income stream and a remaining term all at once. The opening number sets the entire trajectory of the sale.

What shapes your villa's value

- **Location, view & proximity to the beach**, the unchangeable fundamentals.
- **Build quality & design**, and how well it shows.
- **Legal status**, permits and the right rental licence add real, bankable value.
- **Income performance**, demonstrated net yield matters enormously to investors.
- **Lease years remaining**, for leasehold, this is central to the number.

THE OVER-PRICING TRAP

An ambitiously-priced villa attracts viewings that turn into nothing, goes stale, and then sells *below* a correct opening price after a string of reductions. I'll give you the honest number that actually maximises your result, and the reasoning behind it.

Your villa's precise price depends on all of the above working together. Building that number, and the story that justifies it, is the first thing I'll do for you.

Papers, presentation, *story*.

A sale-ready villa is one a buyer can love quickly and trust completely. Three things get us there.

1 • The papers

- ✓ Verified title or lease, with years remaining and extension terms clear.
- ✓ Building approval and certificate of worthiness in order.
- ✓ The rental licence matching the ownership structure, so the income is legal.

2 • The presentation

- ✓ Styled and decluttered so it photographs like the dream it is.
- ✓ Professional photography, drone, and ideally a walkthrough film.
- ✓ Small fixes that quietly lift perceived value.

3 • The story

- ✓ An honest, compelling income case for investors.
- ✓ A lifestyle narrative for the heart-led buyer.

WHY ALL THREE, TOGETHER

Beautiful photos with messy papers lose the investor. Clean papers with weak photos lose the dreamer. The villas that sell fastest, for the most, do all three, and I'll project-manage each one with you.

My marketing *plan*.

Your villa deserves more than a few photos on one website. Here's how I actually bring the right buyers, from down the road and around the world.

CHANNEL	WHAT I DO
Cinematic visuals	Professional photography, drone and walkthrough film that sell the feeling of the place
An investor-grade pack	A clear, honest income & legal summary that turns serious investors from curious to committed
Brokerage & global reach	Listed through Kedungu Real Estate, into its international buyer network and the platforms overseas buyers search
Direct buyer matching	I personally know buyers actively hunting villas on this coast, many sales close quietly, before public listing
Daily local presence	Consistent content that keeps my listings in front of an engaged, ready audience

"The brochure attracts attention. The relationships, the honesty and the right story are what turn attention into a signed deal at full price."

THE LOCAL ADVANTAGE

I live in Kedungu, I post from Kedungu, and I know who's circling this market right now. That's the difference between a listing that waits to be found and one that's placed directly in front of its buyer.

Common seller *mistakes*.

- × **Over-pricing** and then chasing the market down with reductions.
- × **Amateur photos** that make a beautiful villa look ordinary.
- × **No income story**, leaving investors to guess (so they low-ball or pass).
- × **Messy or missing papers** that surface mid-deal and frighten the buyer off.
- × **Listing with several agents** at once, it reads as desperation and confuses the price.
- × **Ignoring lease-term presentation** on a leasehold villa, leaving value on the table.

THE PATTERN

Nearly every villa that drags traces back to one of these, and every one is fixable with preparation and the right representation. That's the work I do before your villa ever goes public.

The selling process *& timeline.*

1. **Honest valuation.** I assess your villa, location, condition, papers, income, and give you a real number and strategy, free and no-obligation.
2. **Sale-readiness.** Papers verified, villa styled, visuals produced, income story built.
3. **Targeted launch.** Marketing goes live across the right channels, with buyer-matching often starting before it's public.
4. **Qualified viewings & offers.** I bring serious buyers and negotiate to protect your price and terms.
5. **Clean close.** Through a proper notary, with everything verified, smooth and correct.

HOW LONG?

It depends on price, condition and papers, so I won't sell you a fantasy timeline. What I promise: a well-prepared, well-priced, legally-clean villa in Kedungu attracts real interest, and I'll keep you honestly informed at every stage.

Why list *with me.*

I actually live here

Daily knowledge of Kedungu's buyers, prices and what's moving, not a city agent who flies in for the viewing.

I sell on trust, not pressure

My reputation is honest advice and clean deals. Buyers trust my listings, which makes them easier to sell, and easier to close at full value.

I bring real buyers

Through the brokerage's network and my own relationships, many sales happen because I already know who's looking for exactly your villa.

Proven results

Over IDR 15 billion sold in my first year, with five-star reviews from people who felt genuinely cared for.

THIS IS WHERE THE GUIDE ENDS AND I BEGIN

Your villa's valuation, story and buyer are all specific to you, 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 villa *really* worth?

If selling is on your mind, start with the step that costs you nothing: an honest, no-obligation valuation from someone who sells villas on this coast every day.

Send me a message with your villa's location and a little about it. I'll reply personally with a real read on its value, what it would take to sell it for top price, and the marketing plan I'd build around it.

Whether you sell now or later, you deserve to know your number, your story, and your options. Let's begin there.

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