

— ULUWATU, BALI · THE VILLA OWNER'S GUIDE

The Bali Villa Revenue *Playbook*

Seven things that decide what a villa earns in Uluwatu, and the **200+ properties** we run here to prove them. The villa next door is not better. It is **run better**.

200+

PROPERTIES
MANAGED

80%+

PORTFOLIO
OCCUPANCY

4.93★

SUPERHOST
RATING

50+

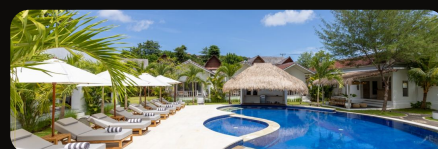
PEOPLE ON
THE GROUND

START HERE

What's *Inside*

Seven strategies you can apply to your own villa this week, the market data behind them, and the portfolio we run in Uluwatu. It ends with exactly what we do, what it costs, and how to start.

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01 • KNOW YOUR MARKET

Bali Villa *Data 2026*

Before pricing, marketing or management, one question comes first: where does your villa sit, and which guests are actually looking for it?

68–78%OCCUPANCY
ULUWATU / BUKIT**\$200–300**AVERAGE DAILY
RATE, ULUWATU**80%+**OCCUPANCY ACROSS
OUR PORTFOLIO**4.93★**SUPERHOST ACROSS
OUR LISTINGS

BALI MICRO-MARKET BENCHMARKS, 2026

AREA	AVG. OCCUPANCY	AVG. ADR	WHO IS BOOKING
Uluwatu / Bukit	68–78%	\$200–\$300	Surfers, wellness seekers, Australians
↳ Our portfolio, Uluwatu	Over 80%	Above area average	The same coast, run properly. That gap is the whole point of this document.
Berawa / Canggu	75–85%	\$250–\$350	Digital nomads, influencers, honeymooners
Seminyak	70–80%	\$220–\$320	Couples, luxury travellers, Europeans
Ubud	65–75%	\$150–\$230	Culture travellers, retreat guests
Sanur / Nusa Dua	60–70%	\$140–\$200	Families, divers, Asian markets

THE TWO-TIER MARKET

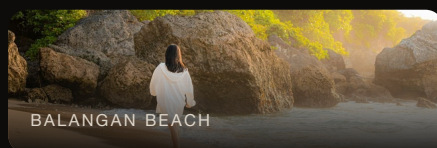
Bali has split in two. **Premium-tier villas** (well built, professionally run, in a location guests actually search for) hold occupancy and rate. **Generic-tier villas** in oversaturated pockets compete on price, and lose. The good news is that most owners sitting in the generic tier can move up **without spending a rupiah on renovation**. The rest of this playbook is how.

PRO TIP

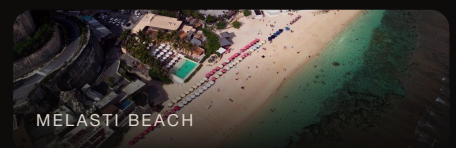
Do not compare your villa with Bali as a whole, and do not settle for the area average either. Compare it with the five properties competing for the same guest, at the same price. **Our own villas in Uluwatu book over 80% against an area average of 68–78%.**



BINGIN BEACH



BALANGAN BEACH



MELASTI BEACH

Market benchmarks: AirDNA and Phocuswright data, 2025–26. Bali-wide estimates, not Agmakina portfolio results; they vary by villa, location and season. The over-80% occupancy and 4.93★ figures are our own reported portfolio numbers in Uluwatu.

02 • THE PROOF

Proven *Results*

These seven strategies are not theory. They are how we run more than a hundred properties in Uluwatu, every one of them bookable today.

200+

PROPERTIES UNDER
MANAGEMENT

15+

DEVELOPMENTS
DELIVERED

€30M+

CAPITAL
INVESTED

2016

BUILDING IN
BALI SINCE

WHY THIS PROOF IS DIFFERENT

WHAT MOST COMPANIES SHOW YOU

A case study you cannot verify

An average occupancy with no source

A rendering of a villa not yet built

A rating for the company

WHAT YOU CAN CHECK YOURSELF, TODAY

15 properties live on Airbnb and Booking.com, listed under our management

Every review is public. Read them before you talk to us

10,000 m² already built and renting in Uluwatu

Superhost 4.93★ across the listings we operate

THE HONEST VERSION

We are not going to print a before-and-after from someone else's villa and ask you to believe it. The proof is that the portfolio is public, it is renting, and the reviews are written by guests, not by us. **The numbers for your specific villa come in the audit**, and you keep them either way.



JEPUN SARI HOTEL • BINGIN



KEMBALI VILLAS • BALANGAN



SANTANYI VILLAS • BALANGAN

03 • THE PORTFOLIO

Inside the *Portfolio*

Every property we run, on one page. All built by us, all renting today, all bookable direct on Airbnb and Booking.com. This is the operation your villa would join.



Masuka Loft Hotel
MELASTI • ULUWATU



Jepun Sari Hotel
BINGIN • ULUWATU



Elmon Ricefield Hotel
TUMBAK BAYUH • CANGGU



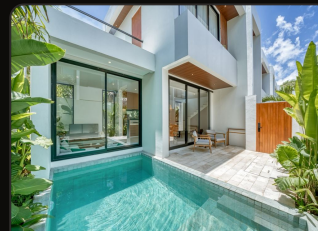
Ribamar Villas
BINGIN • ULUWATU



Arrecife Villas
MELASTI • ULUWATU



Moraira Villas
BINGIN • ULUWATU



Malvarrosa Villas
BINGIN • ULUWATU



Kembali Villas
BALANGAN • ULUWATU



Kembali Villas
NYANG-NYANG • ULUWATU



Santanyi Villas
BALANGAN • ULUWATU



Santanyi Ungasan Villas
UNGASAN • ULUWATU



SDB Villas
MELASTI • ULUWATU



Villa Nova
BINGIN • ULUWATU



Bingin Hills Villas
BINGIN • ULUWATU



Villa Salamanca
TUMBAK BAYUH • CANGGU

+8

MORE PROJECTS
UNDER CONSTRUCTION
ACROSS ULUWATU

5 boutique hotels operating • 10,000 m² delivered • 15,000 m² under way. Under construction and sold out: Siroco, Mundina, Arenal, Bolonia, Sur, Nerja, Caletón and Zahara. Full portfolio at agmakinagroup.com/portfolio.

04 • STRATEGY ONE

Location & *Positioning*

You cannot move your villa. You can change how it is perceived, and that changes the rate guests are willing to pay for the exact same house.

POSITIONING MOVES THAT PAY FOR THEMSELVES

- **Give the villa a name.** A named property earns brand recall, direct searches and repeat bookings. "2BR villa Bingin" earns none of the three.
- **Professional photography is not optional.** It is the single highest-return money you can spend on a listing, and it is spent once.
- **Decide who the villa is for.** Surf trip, honeymoon, remote work, family. A villa that targets one guest beats a villa that says "good for everyone".
- **Lead with the one thing nobody else has.** Ocean view, walk to the beach, infinity pool, room for eight. Put it in the title, not in paragraph four.



ARRECIFE VILLAS • MELASTI



VILLA NOVA • BINGIN

COMMON MISTAKE

A listing built to please everyone competes on price. A sharply positioned villa competes on desire, and takes the higher rate.

05 • STRATEGY TWO

Dynamic *Pricing*

Bali demand swings hard between July and February. One fixed rate is wrong in both directions: too cheap in peak, too expensive in low season.

HOW IT ACTUALLY WORKS

A revenue tool reads competitor rates, local demand, events, seasonality and how far ahead people are booking, and then recommends or applies a price for every single night. The tools we use in the portfolio are **PriceLabs**, and the same job can be done with Beyond Pricing or Wheelhouse. The full seasonal calendar, with rates and actions per season, is on **page 12**.

FOUR RULES WORTH APPLYING THIS WEEK

- **Close-in discounting.** A night still empty 14 days out is worth 10–15% off. An empty night earns nothing.
- **Minimum stays in peak.** Seven nights in July and August. Single-night gaps are dead inventory.
- **Set event dates early.** Nyepi, Christmas, New Year. Months ahead, not the week before.
- **Discount length, not price.** 10% off for 7+ nights fills the calendar and cuts turnover costs.

PRO TIP

If you are more than 60% booked six weeks out, your price is **too low**. If more than 20% of the next 30 days is still empty, it is **too high**. That is your calibration signal, and it is free.



Seasonal ranges are general Bali market estimates and vary by property and location.

06 • STRATEGY THREE

Multi-Channel *Distribution*

One platform means one algorithm decides your year. A policy change, a ranking drop or a suspended account, and the calendar empties overnight.

PLATFORM COMPARISON

PLATFORM	COMMISSION	AUDIENCE STRENGTH	BEST FOR
Airbnb	~15% host fee	Global, experiential	Short stays, couples, solo travellers
Booking.com	15–18%	European & Asian	Last-minute, price-sensitive guests
VRBO / HomeAway	5–8%	US & Australian families	Weekly bookings, larger villas
Agoda	15–20%	Strong in Asia-Pacific	Asian travellers, Bali-specific demand
Direct website	0–3%	Repeat guests, referrals	Loyalty, high-value bookings

MAKE IT WORK

- **Use a channel manager.** Lodgify, Guesty, Hostaway. Calendars sync, and you never double-book.
- **List on at least three platforms.** Airbnb, Booking.com and one specialist channel.
- **Turn on Instant Book.** On Airbnb this alone typically lifts revenue by around 10%.

COMMON MISTAKE

Listing everywhere without a channel manager. A double-booking costs you a refund, a bad review and the ranking that took months to build.



07 • STRATEGY FOUR

Direct Booking *Engine*

A direct booking is the same guest, the same night and the same villa, without 15–18% going to a platform. It is the highest-margin revenue an owner can get.

WHAT A DIRECT ENGINE ACTUALLY NEEDS

- **A page for the villa** with the professional photos, a video and a real-time calendar. Not a PDF.
- **Guest emails captured at check-in**, and a "book direct next time" offer of 5–10% off.
- **WhatsApp Business**. It is the dominant channel in Bali. Speed of reply converts far better than email.
- **A Google Business Profile**. Free, and it catches travellers already searching your area by name.
- **Your reviews on the page**. Social proof is the single biggest driver of a direct booking.

PRO TIP

Give returning guests a loyalty rate 8–10% below your platform price. They save money, and you keep the commission. Both sides win, and the guest belongs to you from then on.



SDB VILLAS • MELASTI



KEMBALI VILLAS • NYANG-NYANG

COMMON MISTAKE

Letting platform guests leave without capturing their details. That contact list is the most valuable asset a villa builds, and most owners never start one.

08 • STRATEGY FIVE

Professional *Management*

The most expensive mistake an owner makes is picking a manager on commission alone. A cheap, low-effort manager costs far more in lost revenue than it saves in fee.

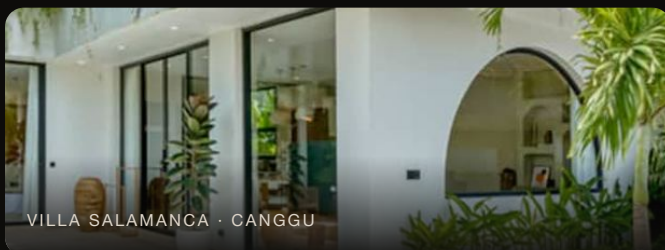
WHAT PROFESSIONAL MANAGEMENT ACTUALLY CHANGES

AREA	RUNNING IT YOURSELF	RUN PROFESSIONALLY
Pricing	One rate, set once, left for the year	Repriced daily against demand and real competitors
Marketing	One platform, one set of phone photos	Three or more channels, professional photo and video
Guest service	Answered when you happen to be awake	24/7, by people on the ground
Maintenance	Fixed once it breaks, at emergency prices	Preventive schedule and a vetted network
Reviews	Whatever guests happen to leave	Systematically generated, 4.8+ average
Reporting	A spreadsheet, maybe	Monthly income and expense report

Full-service management in Bali typically costs around 15–20% of gross rental revenue. If it lifts gross revenue by 30–50%, the net result is **more money in your account, not less**. The portfolio we run in Uluwatu reports **over 80%** occupancy.

PRO TIP

Never compare managers on fee alone. Ask any of them for the **occupancy, average rate and review score of the villas they already run**. Those three numbers are what actually lands in your account.



09 • STRATEGY SIX

Guest Experience & *Reviews*

Ranking depends on reviews. Bookings depend on ranking. Rate depends on bookings. A villa that slips from 4.9 to 4.6 is shown to fewer people and has to charge less to fill the same nights.

BEFORE ARRIVAL

- Personal confirmation within the hour
- Arrival guide five days out: pin, WiFi, house rules
- Ask about dietary needs or the occasion

ARRIVAL

- Someone there, or a self check-in that genuinely works
- A \$10 welcome basket buys five-star reviews
- Walk them through the villa and the area

DURING THE STAY

- A message on day two: "is everything right?"
- Any issue resolved within two hours, no exceptions
- Surprise upgrades: dinner booking, transport, massage

AFTER CHECKOUT

- Review request within 24 hours, while it is fresh
- A thank-you with a direct-booking offer for next time
- Reply publicly to every review, good and bad

PRO TIP

Aim for 4.9, not 5.0. A villa rated 4.9 with 80 reviews outranks a 4.5 with 20, and charges more per night. What moves a villa from 4.7 to 4.9 is almost never the property. It is **speed of reply**.



RIBAMAR VILLAS • BINGIN



ELMON RICEFIELD HOTEL • CANGGU



JEPUN SARI HOTEL • BINGIN

10 • STRATEGY SEVEN

Peak Season *Capture*

In Bali, a large share of a well-run villa's yearly revenue is earned in about ten to twelve weeks: July, August and Christmas to New Year. Getting that window wrong is the most expensive mistake an owner can make.

BALI SEASONAL REVENUE CALENDAR

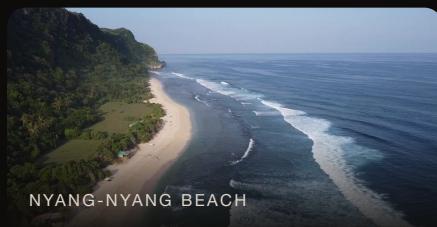
SEASON	MONTHS	OCCUPANCY	TYPICAL ADR	ACTION
Peak high	Jul – Aug	88–96%	\$250–\$400+	Max rates, 7-night minimums
High	Jun, Sep	75–85%	\$180–\$260	Yield manage, short-lead discounts
Shoulder	Apr–May, Oct	60–75%	\$130–\$180	Promotions, extended-stay deals
Low	Nov–Mar	40–60%	\$90–\$130	Direct deals, maintenance windows

PEAK SEASON ACTION CHECKLIST

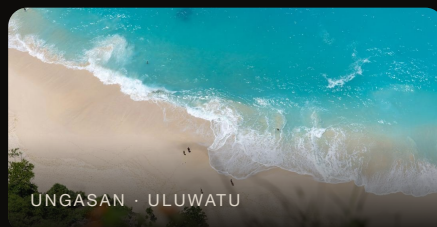
- **Open the calendar twelve months out.** Australian, European and US guests book peak four to six months ahead.
- **Seven-night minimums for July and August.** One clean week beats two broken three-night stays.
- **Price up from mid-June.** If you are fully booked by 1 May, you left money on the table.
- **Do the maintenance in April and May.** Never lose a peak-season five-star review to a broken air conditioner.

COMMON MISTAKE

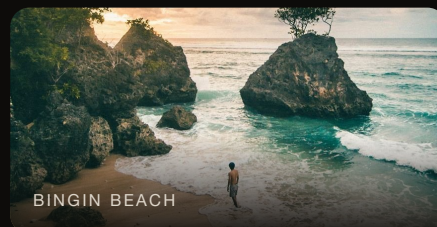
Opening the calendar too late. By the time peak demand "feels" real, the guests who book four to six months ahead have already booked somewhere else.



NYANG-NYANG BEACH



UNGASAN • ULUWATU



BINGIN BEACH

Christmas to New Year (22 Dec – 5 Jan) prices at peak-high levels despite falling inside the low season months.

11 • THE COST OF DOING NOTHING

The Cost of *Doing Nothing*

Every month an under-managed villa stays on the market, it quietly leaves money behind.

Same villa, same street, two very different years.

LEFT ALONE • SELF-MANAGED

Occupancy 62%

Average daily rate \$180

Earned per available night \$112

Over a year ~\$40,700

RUN PROPERLY • AGMAKINA RANGE

Occupancy 75%

Average daily rate \$250

Earned per available night \$188

Over a year ~\$68,400

LEFT ON THE TABLE

~\$27,700 EVERY YEAR

Over five years that is more than **\$138,000** a villa never sees, **without spending a rupiah on renovation.**

The gap is not the building. It is pricing, distribution and reviews.



This is arithmetic, not a forecast: occupancy × rate × 365, using the Uluwatu ranges on page 03. Your real figure depends on the villa, its location and its condition. The free audit gives you that number for your own property.

12 • IN THEIR WORDS

In Guests' Words

Verbatim Airbnb reviews from stays in properties under our management. Reviews are the engine: five-star villas rank higher and charge more.



MALVARROSA VILLAS • BINGIN



MASUKA LOFT HOTEL • MELASTI



KEMBALI VILLAS • BALANGAN

"Loved this stay. The staff were super friendly and welcoming, the space itself was gorgeous and a pleasure to stay. Would stay here again."

LUKE • AIRBNB GUEST • MASUKA LOFT HOTEL • MAY 2026

"The property is beautiful, well-maintained, and made for a really relaxing getaway. The staff were incredibly accommodating and always happy to help."

TAHLIA • AIRBNB GUEST • MORAIRA VILLAS • JULY 2026

REVIEWS ARE OPERATIONAL DATA

If three guests mention the same thing, that is not an opinion, it is a maintenance ticket. The villas that hold 5.0 are the ones where feedback becomes action **within the week**, not at the end of the season.

13 • THE CHECKLIST

Your 7-Point *Action Checklist*

Everything in this playbook, reduced to seven moves you can start this week. Tick them off yourself, or hand the lot to us.

01 Position for one guest

Name the villa, invest in professional photography, and decide which single guest it is for.

02 Price every day, not every year

Use a pricing tool, discount inside 14 days, and set 7-night minimums in peak season.

03 Distribute across channels

List on three or more platforms with a channel manager, and turn on Instant Book.

04 Build a direct-booking route

Your own page, guest emails captured at check-in, WhatsApp Business and a Google Business Profile.

05 Choose management on outcomes

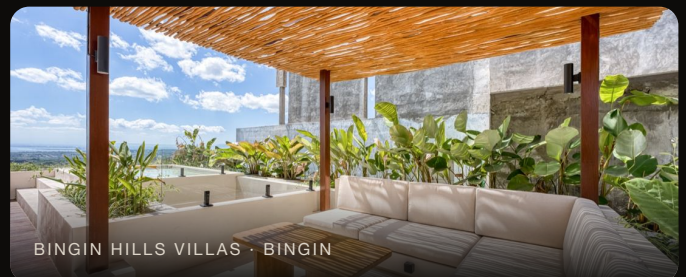
Judge a manager on the occupancy, rate and review score of the villas they already run. Never on fee alone.

06 Engineer five-star reviews

Fast replies, a welcome basket, issues fixed within two hours, and a review request inside 24 hours.

07 Win the peak window

Open the calendar twelve months out, price up from mid-June, and do the maintenance in April and May.



14 • WHO YOU WOULD BE WORKING WITH

Why *Agmakina*

Almost every management company in Bali takes over a villa somebody else designed, and finds out what is wrong with it while a guest is already inside. We build them first.

WHAT THAT MEANS IN PRACTICE

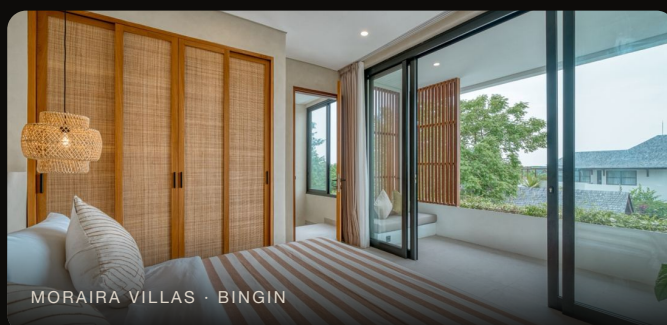
	A MANAGEMENT COMPANY	AGMAKINA
Where your villa came from	Someone else built it	We build villas in Uluwatu. 15+ developments delivered since 2016
When something breaks	Calls a contractor and forwards you the quote	Our own 50+ team fixes it, at cost, itemised in your report
Knowing what a repair should cost	Learns it from the invoice, same as you	We have built and fitted out 200+ of these villas, so we know the real price of a pool pump
Where the market data comes from	A market report	The 200+ properties we run in the same postcodes as yours
Skin in the game	A fee, whatever happens	15% of what we generate. If your villa does not earn, we do not earn

WHAT CHANGES FOR YOU

When we audit your villa, we are not guessing what the fix costs. We have built the same pool, the same roof and the same air conditioning a hundred times, in the same climate. So the audit tells you what is worth spending money on, and **what is not.**



SDB VILLAS • MELASTI



MORAIRA VILLAS • BINGIN

15 • GETTING STARTED

From Keys to *Payouts*

Handing a villa over is genuinely hands-off. From the audit to your first monthly report, here is exactly what happens and what you have to do.

1 The free property audit, before anything is signed

Your villa, your area, your numbers. We tell you what it should realistically be earning. If you are already doing well, we say so, and you keep the findings either way.

2 Handover

Contract, payout details and access. This is the only part that needs you, and it is short.

3 Set up and live

Professional photo and video, listings built across Airbnb, Booking.com and direct, dynamic pricing applied, calendars synced, staff briefed.

4 Earning and reporting

Bookings monitored daily by our team in Uluwatu, and your first monthly income and expense report before your first payout.

WHAT YOU ACTUALLY DO

Almost nothing. You hand over the keys and access, and from the first booking cycle you receive a transparent owner report. No 2am guest messages, no chasing cleaners, no tax paperwork.



16 • THE FEE

What It *Costs*

One number, deducted monthly from gross revenue. No setup fee, no onboarding fee, no management retainer.

15%

of the revenue we generate. Nothing else.

The balance, after service costs and tax, is paid to you every month, with the income and expense report first. **If your villa does not earn, we do not earn.**

INCLUDED

- Listings on Airbnb, Booking.com and direct
- Pricing strategy and revenue management
- Guest communication, 24/7
- Daily cleaning, pool and garden
- Preventive maintenance
- Bookkeeping and local tax compliance
- Monthly income and expense report
- Photography, video and channel setup
- Villa staff management and legal services

NOT INCLUDED

- Service charge and staff salaries
- Cleaning products and consumables
- Utilities: electricity, internet, waste, banjar
- Applicable taxes

Paid from the property's own revenue and shown line by line in your report, so there is never an invoice to chase.



RIBAMAR VILLAS • BINGIN



JEPUN SARI HOTEL • BINGIN

16B • GETTING PAID

How the money *reaches you.*

A yield is a number on a page until it lands in your account. This is what leaves the gross, what you receive, and when.

WHAT COMES OUT OF EVERY EURO THE VILLA BILLS

LINE	SHARE OF GROSS	WHO PAYS IT
Booking platforms: Airbnb, Booking.com, Agoda	≈15%	Deducted at source by the platform
Agmakina management: everything on page 18	15%	Only on revenue we generate. No revenue, no fee
PHR , the Indonesian rental tax	10%	Paid to the government whether you are a company or an individual
Operating costs: cleaning, consumables, upkeep, utilities	≈10%	Paid from the property's own revenue, itemised
↳ What is distributed to you	the rest	Net of every line above. The yields in this document are already after all of it.

WHEN AND WHERE

01 A report, every month

Income and expenses, line by line. Not a figure, the lines behind the figure.

02 A distribution, every month

Sent to the account and the country you tell us. We pay owners into Spain, the US and the Gulf.

03 Local tax handled

PHR and local compliance are filed by our bookkeeper in Bali. You get the receipts.

THE PART WE WILL NOT ADVISE ON

STRAIGHT ABOUT THIS

What you owe in your own country is between you and your adviser. Spain and Indonesia have a **double taxation treaty**, so what is paid here is credited there, and holding the villa personally or through a company changes the rate, but **we are not tax advisers and will not pretend to be**. What we will do is hand you every document you need to file correctly.

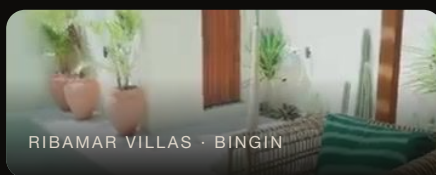
WHY THIS PAGE EXISTS

Most owners we speak to have been quoted a gross yield by someone else and have never been shown what comes out of it. **Ask whoever is managing your villa today for this same table.** If they cannot produce it, that is your answer.

Percentages are the standard structure of our management agreement and may vary slightly by property and channel mix. Tax treatment depends on your circumstances and country of residence. Agmakina Group does not provide tax advice.



MORAIRA VILLAS • BINGIN



RIBAMAR VILLAS • BINGIN



MASUKA LOFT HOTEL • MELASTI

17 • COMMON QUESTIONS

Questions, *Answered*

The things every villa owner wants to know before handing over the keys. Straight answers, no fine print.

WHAT DOES AGMAKINA ACTUALLY HANDLE?

Marketing and reservations, pricing, 24/7 guest communication, daily cleaning, pool and garden, preventive maintenance, bookkeeping, tax compliance and your monthly report. Our own team, not subcontractors.

WHAT DOES IT COST?

15% of the revenue we generate, deducted monthly. No setup fee and no onboarding fee. Service costs, utilities and taxes are paid from the property's revenue and itemised.

WHEN DO I GET PAID?

Every month. You receive the income and expense report first, then the payout, so you always know exactly what the villa did before the money moves.

CAN I STILL USE MY VILLA MYSELF?

Yes. You block your own dates whenever you like and the calendar works around them. It is your villa, and personal stays stay yours.

DO I HAVE TO BE IN BALI?

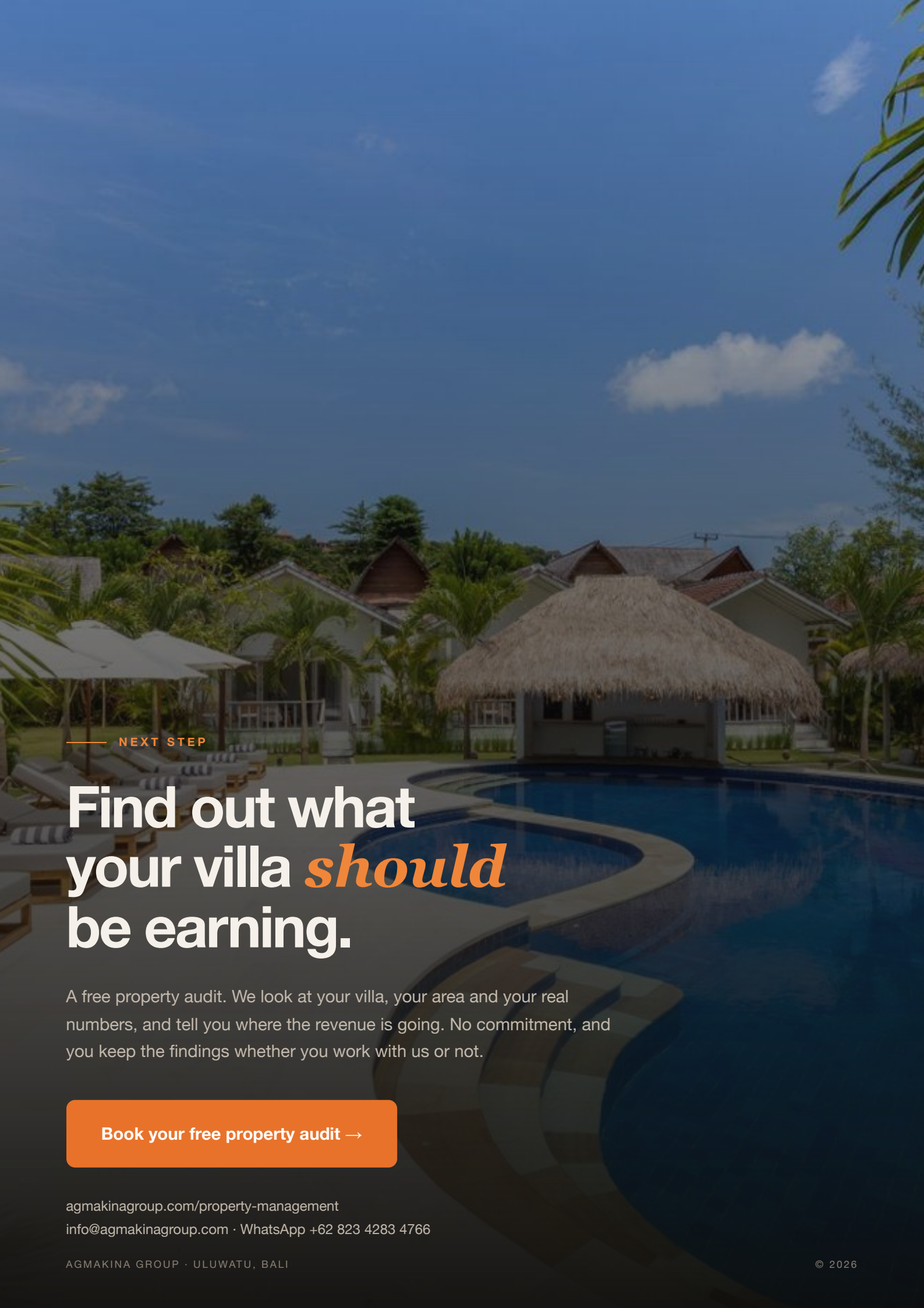
No. Most of our owners are not. Everything physical happens on the island, done by our own team. You read one report a month.

WHAT IF MY VILLA IS ALREADY DOING WELL?

Then the audit will say so, and you keep the findings. We only take on villas where we can genuinely move the number, because we are paid on what we generate.



Still have a question? WhatsApp +62 823 4283 4766 or email info@agmakinagroup.com.



NEXT STEP

Find out what your villa *should* be earning.

A free property audit. We look at your villa, your area and your real numbers, and tell you where the revenue is going. No commitment, and you keep the findings whether you work with us or not.

[Book your free property audit →](#)

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