

TEAM INTRODUCTION

BALIZEN PROPERTY GROUP

Boilizen Property Group is on established real estate and property development company with a combined experience of over 58 years in sales and marketing. Specializing in luxury villas, Boilizen focuses on maximizing returns for investors through wellexecuted property management and smart investment statostepies. The company operates with a strong focus on customer satisfaction and leveraging its expertise to create high-return apportunities in the competitive Boil property market.





Widya Director of Balizen Property Group

With over 10 years of experience in hotel and villa sales, Widys has extensive expertise in managing sales teams specifically within the Ubud area. She has successfully overseen numerous projects, ensuring high occupancy rates, profitable margins, and seamless operations in the kazury villa rental market.

Jason
Director of Balizen Property Group

Jason brings 20 years of experience in sales and business, specialising in real estate investments and high-level marketing strategies. He has played a crucial role in building BaliZen's reputation as a trusted partner for property investors by leading the sales efforts and ensuring consistent performance and growth.



WELCOME TO ZEN VILLAGE:

Luxury Living with a Heartbeat of Community in Ubud





At Zen Village, we're not just building beautiful luxury villas; we're cultivating a haven where community and connection thrive. Our passion lies in creating a lifestyle that blends wellness, sport, and shared experiences.

ZEN VILLAGE

Nested in one of Ubud's premium estates, Zen Village is a gated community designed to bring neighbors together. Imagine starting your day with a rejuvenating wellness session, followed by an exciting match an our Padel court. As the day winds down, join friends and neighbors at our shared clubhouse for a BBD, where loughter and stories flow as freely as the troplocal breeze.

Zen Village is more than a place to live—it's a place to belong. Come home to where luxury meets connection, and every day offers new opportunities to engage, relax, and celebrate life together.





Elegantly designed spaces that offer the perfect blend of comfort and sophistication. Stay active and enjoy the thrill of this popular sport right in your backyard.

stories, and create lasting memories in a space designed for togetherness.

JOIN US AND EXPERIENCE THE TRUE ESSENCE OF UBUD LIVING



ZEN



ZEN

VILLA LAYOUT PLAN







MARKETING STRATEGY & PROPOSAL FOR HIGH ROI INVESTMENT VILLAS



INVESTMENT STRATEGY OVERVIEW

OBJECTIVE

Achieve a high return on investment (Ro0) with a gross yield of 15%, by offering flexible villa rental options and a build-to-flig startegy that allows buyers to profit with a 30% margin on completion. The approach leverages BoliZen Property Group's expertise, global sales channels, and premium property management services.

1. INVESTMENT OPTIONS

1.1. Flexible Rental Strategy

Daily, Weekly, Monthly, and Yearly Rentals:

Offer luxury villas as flexible rental units targeting various customer segments, including tourists, digital nomads, and long-term residents. By providing a range of rental options, we maximize villa occupancy and create multiple revenue streams.

Channels:

- Airbnb and other rental platforms: Optimize listings for short-term and mid-term rentals, supported by a dedicated sales manager and staff working out of Bolizen headquarters.
- Direct Bookings: Sales team at BaliZen HQ will handle direct inquiries, focusing on long-term rentals, package deals, and customized solutions for clients.

1.2. Build-to-Flip Strategy

Target Investors:

Market villas to investors who can purchase off-plan during construction, locking in a 30% profit margin by selling upon completion.

Channels:

- Balizen Sales Team: Handle direct inquiries and manage the sales pipeline.
- Affiliated International Property Agents: Collaborate with agents based in the USA, Australia, Dubai, and Ball on a commission basis to extend the sales reach alphalib.
- Pre-sales Campaign: Create urgency among buyers to invest early in the build-to-flip program, emphasizing limited availability and high-profit potential.

9. MARKETING CHANNELS & STRATEGY

2.1 Online Presence

- BaliZen Website: Showcase available villas, feature 3D tours, and provide a dedicated investor section that highlights ROI potential, testimonials, and ongoing success
- stories.

 Social Media: Utilize platforms such as instagram, Facebook, and Linkedin for targeted advertising, facusing on high-net-worth individuals, investors, and digital nomads looking for flexible rental
- Google Ads & SEO: Invest in search engine optimization and pay-perclick campaigns to capture global interest in Rdi property investments.

ontions

2.2. Property Listings on Airbnb & Similar Platforms

- Professional Listings: Use highquality photography and video tours to differentiate properties. Highlight premium amenities and conclerae
- services to attract luxury clients.

 Optimized Pricing Strategy:
 Dynamic pricing models that adjust
 based on seasonality, demand, and
 competition to ensure maximum
 vield.

2.3. Affiliated International Property Agents

- Global Reach: Agents in key markets like the USA, Australia, Dubal, and Bali will promote villas as premium investment opportunities, utilizing BaliZen's marketina materials and training.
- Commission-Based Model: incentivize agents with competitive commissions, empowering them to aggressively pursue buyers for both rental investments and build-to-flip

3. VALUE PROPOSITION

3.1. High ROI for

- Gross Yield of 15%: By leveraging flexible rental options and professional management, BaliZen offers investors consistently high returns on their investments.
- 30% Profit Margin on Build-to-Flip: Investors who purchase off-plan can expect a minimum of 30% profit upon the vilia's completion, driven by Balizen's ability to source premium locations and deliver high-quality builds.

3.2. Comprehensive Property Management

- BaliZen's Dedicated Team: Professional property management services ensure that villas are maintained to the highest standards, occupancy rates remain high, and investors see consistent returns. Services include concierge, housekeeping, maintenance, and guest relations.
- Guest Experience: Luxury concierge services and tailored guest experiences create higher satisfaction and repeat bookings, directly contributing to occupancy and rental income.

4 EXECUTION PLAN

Phase 1: Property Acquisition & Development

- Prime Locations: Focus on highdemand areas such as Ubud, Canggu, and Nusa Dua, where demand for luxury villas is strong.
- Pre-Sales Campaign: Launch targeted campaigns for early investors, with pricing incentives for those who invest during the construction phase.

Phase 2: Sales & Marketing Push

- Digital Marketing & Global Agent Networks: Aggressively market villas through BaliZen's online channels and international property agents, focusing on both rentals and investment opportunities.
- Airbnb Optimization: Focus on enhancing villa listings on Airbnb and similar platforms, ensuring top-tier guest experiences and high occupancy rates.

Phase 3: Property Management & Long-Term Growth

- Ongoing Rental Management:
 Continue optimizing villa management to sustain occupancy rates and rental yields. Provide villa owners with regular updates on performance metrics and Provide villa owners.
- Portfolio Expansion: As villas are completed and sold, reinvest profits into new developments, expanding BaliZen's portfolio and attracting new investors.

5. FINANCIAL PROJECTIONS

Rental Income:

- Daily, weekly, and monthly rentals are projected to yield a gross ROI of 15% based on targeted occupancy rates and premium pricing.
- · Yearly rental agreements for longer-term clients offer consistent cash flow and profitability.

Build-to-Flip Margin:

 Investors who participate in the build-to-flip strategy are projected to achieve a minimum of 30% profit upon villa completion, driven by pre-sales and ongoing demand in prime Ball locations.

DAILY RATE 2 BEDROOMS VILLA

SUBJECT	DDICE	INI	1101

1 USD convert to IDR = IDR 15.000

Daily rate in USD = \$254

Daily Rent Rate \$254/night

\$160.	IPL- 12.000 (Inc PPN) m2
65%	

85% 30 days

95% 30 days \$254.00

\$7.339.54









OPERATIONAL MOTHLY EXPENSES

YEARS TO BREAKEVEN

IPL- 12.000 (Inc PPN) m2	\$160.00	\$160.00	\$160.00
Daily Private House Keeping (\$6.66/day)	\$200.00	\$200.00	\$200.00
Gardener & Pool Maintenance	\$66.67	\$66.67	\$66.67
Chemical Cleaning Equipment	\$33.33	\$33.33	\$33.33
Electricity Estimated	\$200.00	\$222.00	\$242.00
Laundry	\$46.67	\$70.00	\$90.00
Wi-Fi	\$40.00	\$40.00	\$40.00
TOTAL	\$746.67	\$792.00	\$832.00
MONTLY REVENUE GROSS	\$4,275.13	\$5,774.96	\$6,507.54
GOVERNMENT TAX 10%	\$427.51	\$577.50	\$650.75
10% MANAGEMENT FEE	\$427.51	\$577.50	\$650.75
NET REVENUE	\$3,420.10	\$4,619.97	\$5,206.03
NET YEARLY REVENUE	\$41,041.20	\$55,439.6	\$62,472.40

4.5 YEARS

DAILY RATE 3 REDROOMS VILLA

SUBJE	CTP	RICE	IN	USI

Daily rate in USD = \$326

Daily Rent Rate \$326/night

65%	 ,	
0070		65%

1 USD convert to IDR = IDR 15.000

30 days

\$326.00 \$6,445.29

\$248.80

85% 30 days \$326.00

\$8,428,46





95%

30 days

OPERATIONAL MOTHLY EXPENSES

IDI - 10 000 (In- DDN) ---

NET YEARLY REVENUE

YEARS TO BREAKEVEN

IPL- 12.000 (Inc PPN) m2	\$248.80	\$248,80	\$248,80
Daily Private House Keeping (\$6.66/day)	200.00	200.00	200.00
Gardener & Pool Maintenance	66.67	66.67	66.67
Chemical Cleaning Equipment	33.33	33.33	33.33
Electricity Estimated	300.00	330.00	366.67
Laundry	60.00	83.33	103.33
Wi-Fi	46.67	46.67	46.67
TOTAL	\$955.47	\$1,008.80	\$1,065.47
MONTLY REVENUE GROSS	\$5,48983	\$7,419.66	\$8,354.58
GOVERNMENT TAX 10%	\$548.98	\$741.97	\$835.46
10% MANAGEMENT FEE	\$54898	\$741.97	\$835.46
NET REVENUE	\$439186	\$5,935,73	\$6,683,66

404000

\$52,702.32

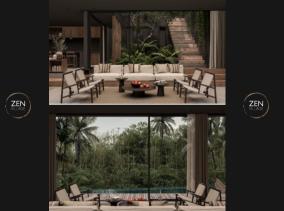
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\$71,228,72

5 YEARS

004000

\$80,203.92





CONCLUSION

By leweraging Bolizen Property Group's experienced team, global network, and strategic investment opportunities, we can deliver consistently high returns for investors. The combination of flexible rental options and build-to-flip opportunities ensures that investors enjoy both immediate cash flow and long-term copital growth in Bolis triving lausny villa market.



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