



WELL
BALI

PRIVATE RESIDENCES

3 BEDROOMS,
3 BATHROOMS

 Bingin

WELL
BALI





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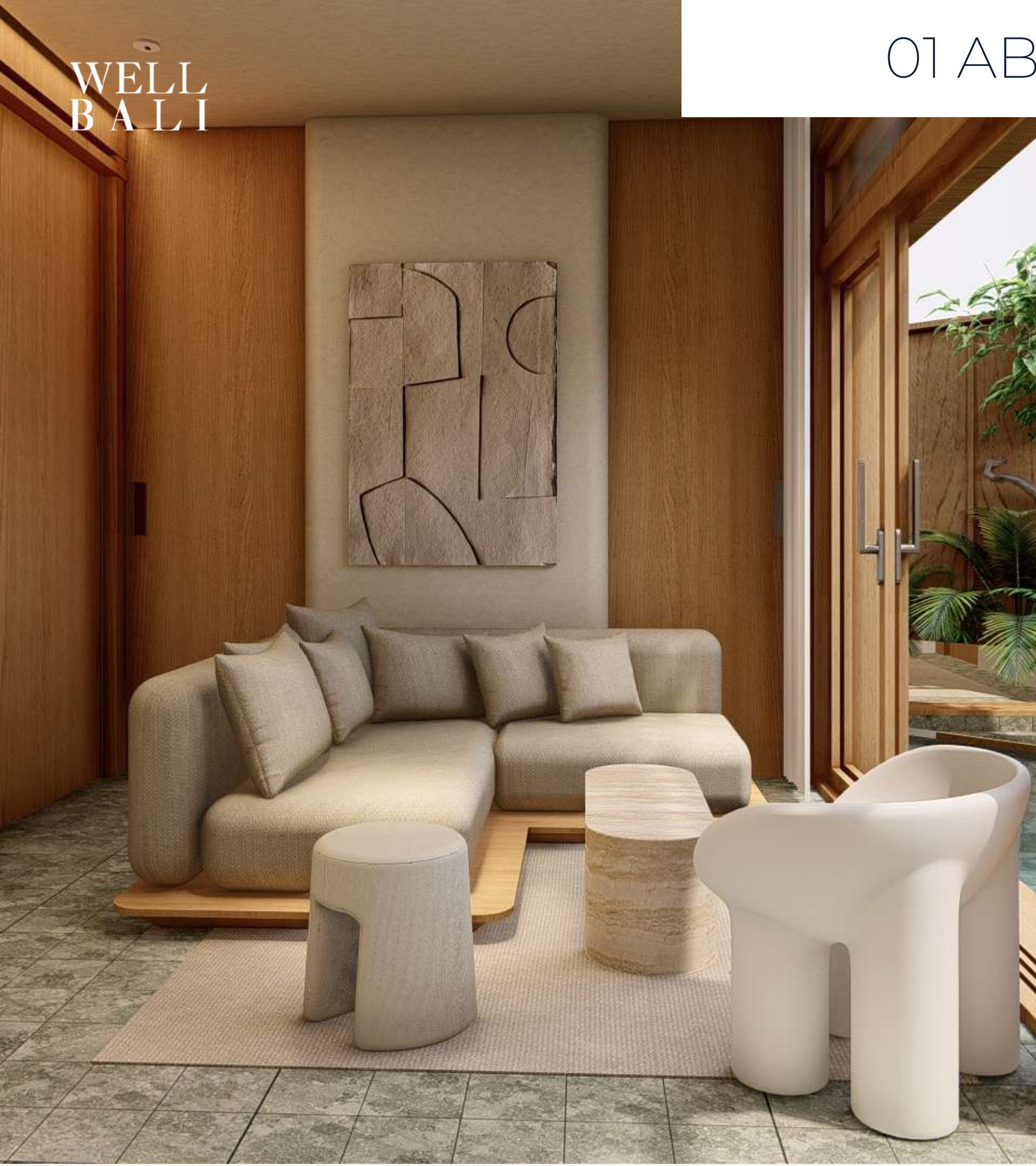
INTRODUCING WELL BALI

WELL BALI was founded in 2019 by Nada Fadhila Utami and led by a team of Managing Partners From Five star hospitality brands around the World such as Four Seasons and Ritz Carlton. We have grown from a boutique real-estate operator in Canggu, formerly managing over 100 properties to becoming a leading investment and development firm operating across Bali with over 40 employees.

Having designed over 50 projects around the world, with the three previous projects in Bingin completed and sold out, this is our fourth project in the area.

We create a seamless journey with our expert construction and project management, turnkey development solutions, and attentive property management services including a personalised app.

We prioritize delivering exceptional experiences, making residential and investment property ownership effortless and rewarding.



02 PREVIOUS PROJECTS

THE SOHO LOFT
SOLD OUT



WELL BALI BINGIN
SOLD OUT



WELL BALI BINGIN SUITES
SOLD OUT



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ARCHITECTS & CONSTRUCTION TEAM

HAM Design Group's Lead Architects Keith Marks and Corie Saxman are working with the WELL BALI team to oversee our villa construction process.

Prior to launching their own practice, Co-Founder Keith worked as an Associate Director at 64North, Project Designer at HOK, and Senior/Lead Designer at EC3.

Keith's experience in designing sports training facilities, including the Los Angeles Lakers' training facility, is highly relevant to our project's core focus on health and wellness.

HAM Design Group Co-Founder Corie was previously a Project Manager and Lead Project Designer at BA Collective (formerly Belzberg Architects), and has also held positions including Architectural Designer at P-A-T-T-E-R-N-S Architects, Designer and Production Artist at Ball-Nouges Studios, and Environment Designer at the startup company Ownphones.

Keith and Corie's roles in the WELL BALI construction process ensure that every aspect of the villa design is meticulously executed resulting in stunning, functional, and harmonious spaces.

ARCHITECTS PORTFOLIO



LA LAKERS TRAINING FACILITY

California - 2017
Lead Designer,
Rossetti



PULP PAVILION

Coachella Valley
Music and Arts
Festival- Indio,
California - 2015
Lead Designer,
Ball-Nogues Studio



FOOTBALL STADIUM

Saudi Arabia - 2020
Project Designer,
HOK



LA CLIPPERS VIP CLUB

Staples Center
Los Angeles -
2016 Lead Designer, MEIS
Architects

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CONSTRUCTION TEAM BEHIND IMPRESSIVE PROJECTS

Our team champions structural integrity and cost-effective practices, ensuring each project receives meticulous attention to detail and a focus on long-term maintenance efficiency. Spanning extensive experience across Bali, and Bingin, we have a wealth of insights garnered from successful ventures like:

- Legends Bali
- The Surf Bingin Beach
- Endless Bingin
- Blue Dream Bingin
- Aqua Bingin
- Infinity Bingin
- The Young Villas (Dreamland)
- Rogue House Bali
- Alexis Lane
- Eternity Villa
- The Palace
- Sunset Oasis Villa
- Alternative Beach

This extensive portfolio speaks volumes about our commitment to seamlessly blend local architecture with a focus on sustainability.

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CO-FOUNDER & BRAND AMBASSADOR

Kailani Johnson is a professional surfer born and raised in Bali and works directly with the Well Bali development team and architects to create a wellness focused villas.

Kailani was introduced to surfing at a young age by her father who was also a surfer and quickly developed a love for the sport, spending most of her free time in the water and learning from some of the best surfers in the world.

Being from Bali, she perfectly embodies the essence and spirit of the island, which is integral to the design philosophy of our villas, ensuring that guests enjoy a truly immersive stay on the island.

As a professional athlete with a focus on wellness, she provides valuable insights into designing spaces that promote relaxation, rejuvenation, and a balanced lifestyle.

Her influence extends both locally and internationally and she significantly increases the visibility and appeal of our project to surf enthusiasts and adventure seekers visiting Bali.

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BRAND AMBASSADOR

We are excited to be working with one of Indonesia's most successful surfers, Betet I Wayan Merta. He currently rides for RVCA, Sharpeye, Ours, Nixon Indonesia, Creatures, Island Brewing, and BGS. An air specialist with an unpredictable style and a second-to-none personality, he's widely known as "DA GUY" and he has been competing internationally for over two decades.

Born in Kuta, Bali to a family of fishermen and living only steps away from the sand and sea, he has an authentic connection to the local culture and the ocean. This connection resonates with our project's sustainability and environmentally conscious development direction. As a surfer, he understands the importance of preserving the natural environment, and his involvement reinforces our commitment to responsible tourism and eco-friendly practices. His international recognition, substantial following and affiliation with well-known brands can increase our visibility on a global scale meaning more villa bookings and higher revenue.



PROPERTY MANAGER

Megumi Marsha orchestrates our property portfolio's seamless operations, ensuring profitability and top-tier tenant experiences. Her knack for fostering connections among diverse teams and her high standards, cultivated through extensive experience in managing wellness facilities, villas, and luxury properties, ensures meticulous attention to detail. With a profound belief in continual learning and infusing love into every endeavor, Meg embodies our team's commitment to excellence and personal growth.

ACCOUNTANT

Dewa Ayu Nyoman, our esteemed in-house Accountant, boasts a Master's in Accounting from Udayana University Bali, fostering an insightful grasp of financial intricacies. Proficient in managing property-related expenses, tax matters, and conducting financial analyses, her expertise extends beyond accounting. With a seasoned background as a Financial Advisor, Dewa Ayu Nyoman enriches our team, offering comprehensive financial management and advisory services.



OPERATIONS MANAGER

Quincy Merry, our committed Office Manager, ensures seamless business operations while upholding impeccable villa standards. From daily management of property functions to strategic foresight for upcoming projects, Quincy oversees every aspect. Her proficiency in organizing maintenance schedules and supervising upkeep plays a crucial role, consistently raising our standards to deliver exceptional customer experiences.



03 LOCATION

BEACHES

3 minutes to Bingin

3 minutes to Dreamland

5 minutes to Padang

7 minutes to Uluwatu

10 minutes to Thomas

15 minutes to Sulaban

8 minutes to Balangan

THINGS TO DO

3 minutes to El kabron Beach Club

4 minutes to New Kuta golf

15 minutes to Savaya

15 minutes to Single fin

12 minutes to Ulu cliff House

13 minutes to Uluwatu Temple

15 minutes to Sundays Beach Club

18 minutes to Ritual Bali

PRIVATE RESIDENCES

Welcome to the architectural masterpiece of WELL BALI Private Residences, curated by professionals from five star companies such as Four Seasons Hotels and Ritz Carlton and designed by the renowned architectural and interior design practice HAM Design Group, located in the stunning Bingin Hills of Bali. There will be 8 luxurious 3-bed, 3-bath residences spanning over 270 SQM.

All residences seamlessly blend contemporary design with tropical elegance, showcased throughout the suite, presenting visually stunning and functional spaces that cater to your needs.

Not only does the residence offer a luxurious and peaceful escape, but its prime location also provides easy access to nearby cafes, shops, and pristine beaches. Immerse yourself in the vibrant local scene and experience the best that Bingin Beach has to offer.

8 PRIVATE RESIDENCES

3 BEDROOM, 3 BATHROOM SUITES

Site Area: 111 SM + Common area: 500SM
= TOTAL 611 SM

Building Area: 270 SM

Private Pool: 22 SM

Wellness Centre with Gym, Lobby & Pool :
267 SM



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GALLERY



Master Bedroom



Bedroom 2



Kitchen



Master Bathroom



Bathroom 2



Living Area



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05 THE FINER DETAILS

WARRANTIES

One year structural warranty

COMPLETION DATE

Start - mid 2025

TURNKEY DEVELOPMENT

Every villa is delivered fully furnished with all fixtures, appliances & furnishings.

PROPERTY MANAGEMENT

High-touch property management services for effortless investments



AMENITIES

Private Swimming Pool

Covered Private Parking

Rooftop Spa with Cold/Hot Plunge, Sauna

Rooftop Sundeck

Access To Fitness Center For Residents Only

24/7 Staff and Security

Daily housekeeping

Wellness Center and Gym for Residents

Golf Buggy is Available To Access Local Cafes & Beaches

Community Car For Trips and Airport Pickups

Bike Rentals On Site

Child-Friendly Amenities (Cribs, High Chairs, etc.)

Ocean Views

Guest Reception and Storage Office

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AMENITIES



Private Cold Plunge
Pool



Sauna & Spa



Gym

AMENITIES



Sundowners Bar

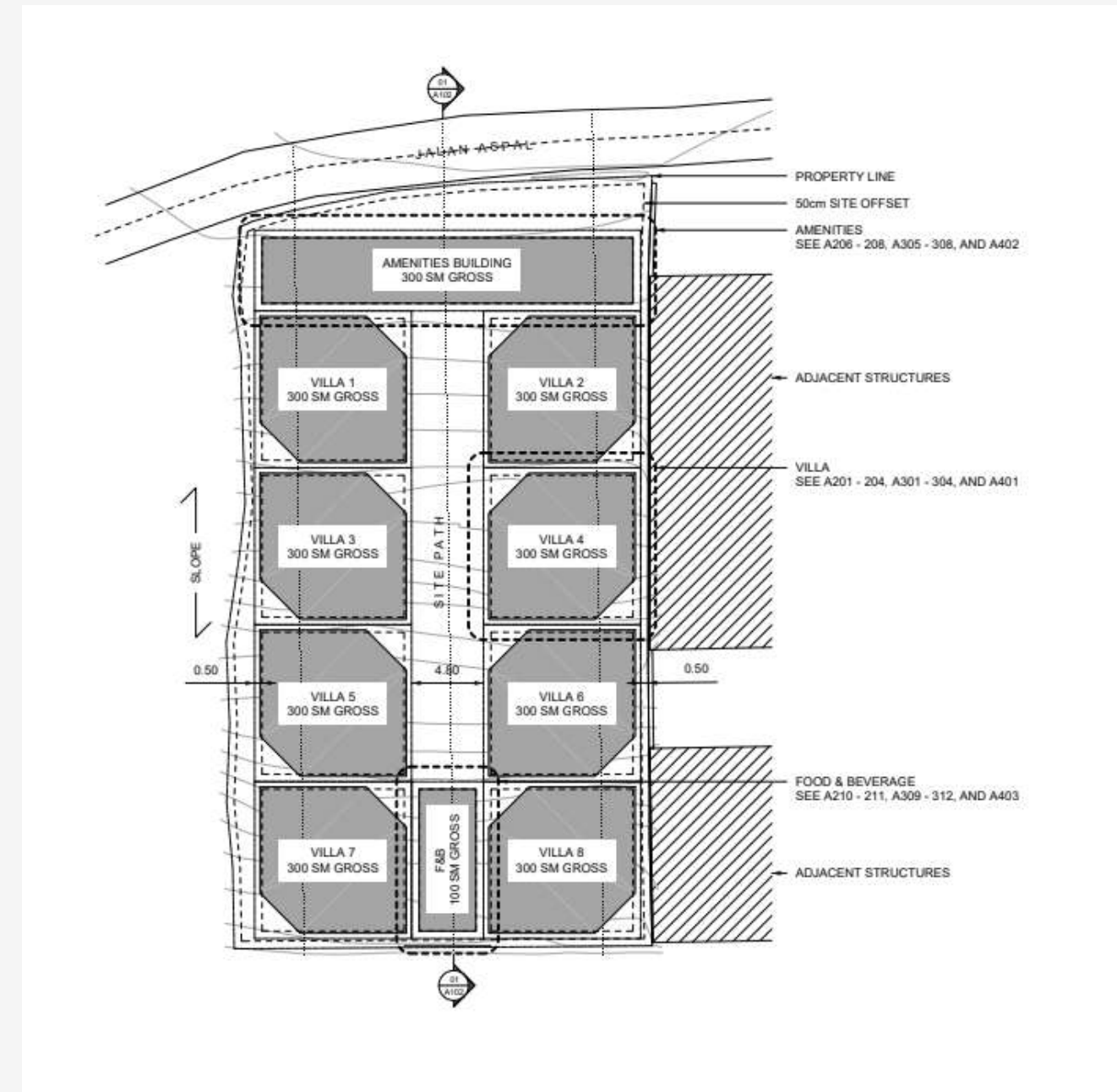


Golf buggy for
transport to local sites



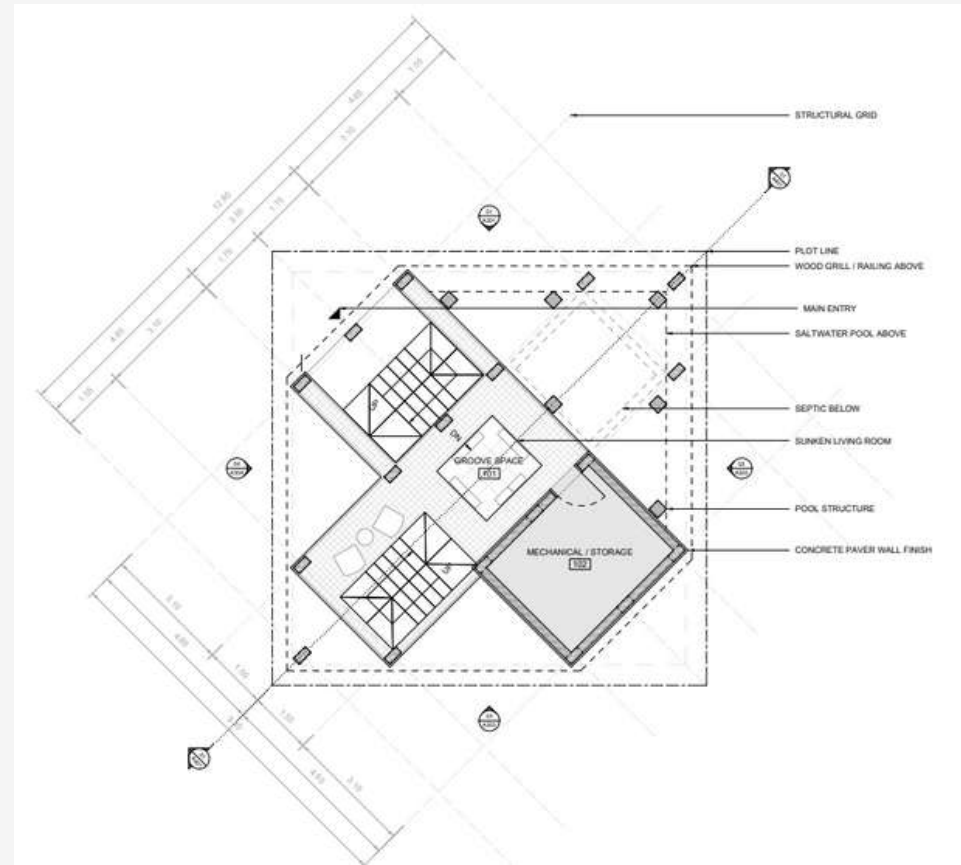
Michelin inspired food
restaurant

FLOOR PLANS - PLOT PLAN

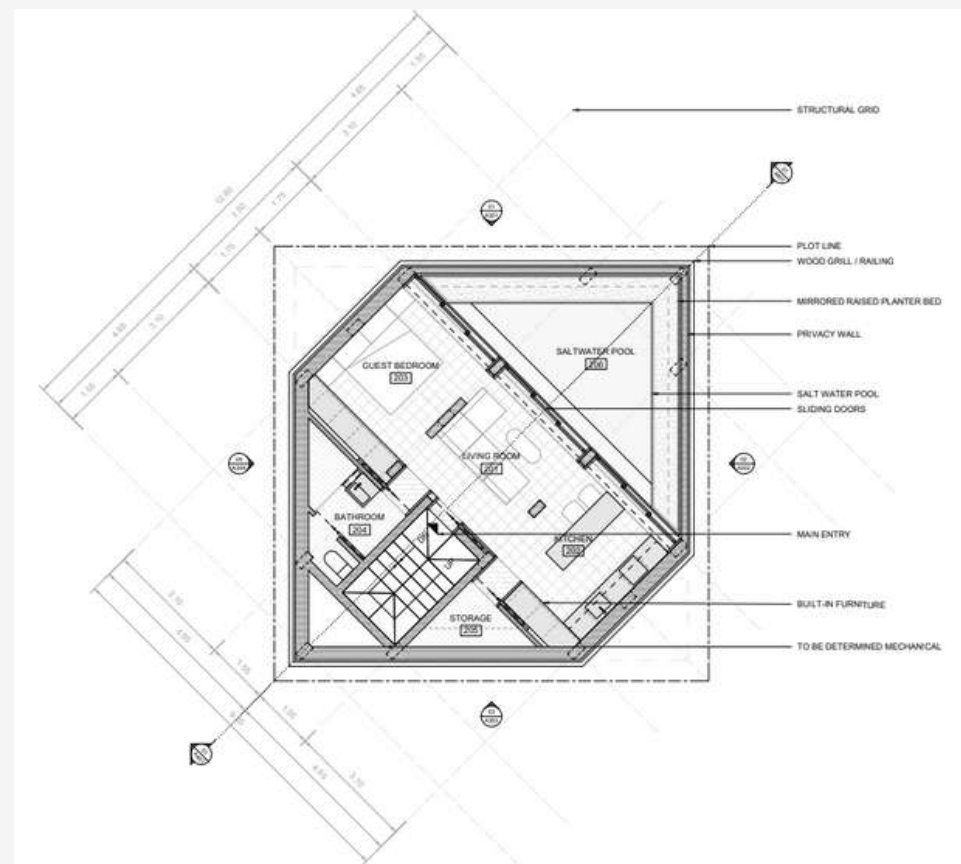


FLOOR PLANS - VILLA LAYOUT

VILLA LEVEL 1



VILLA LEVEL 2



VISUALIZATION



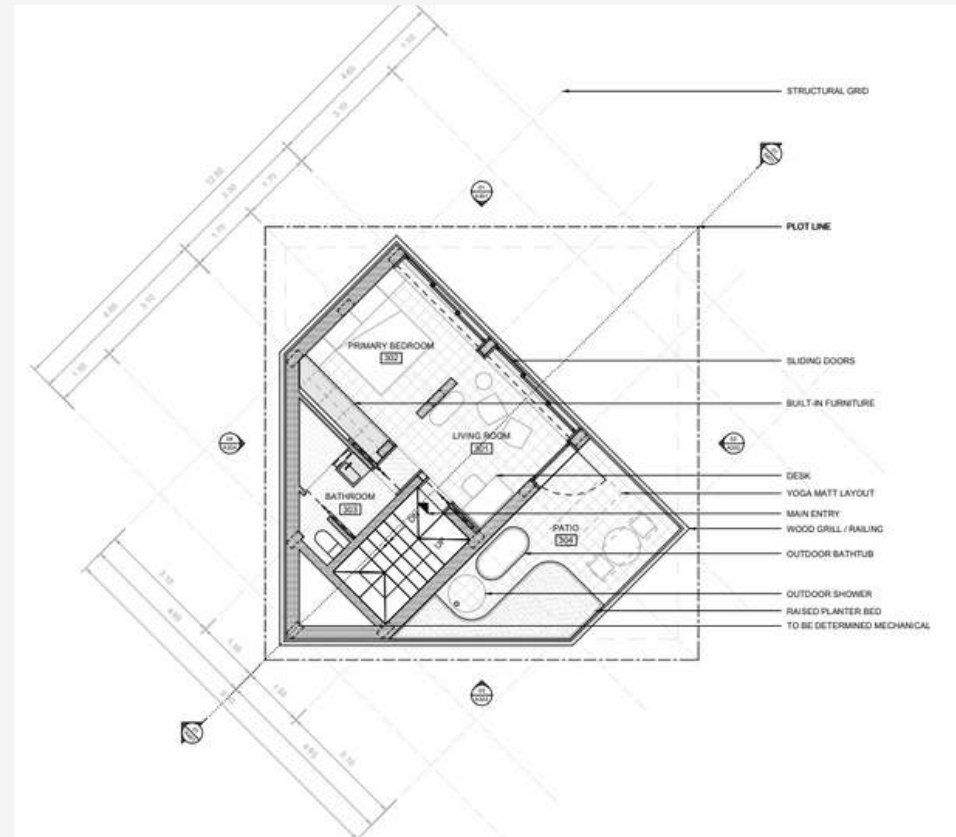
VISUALIZATION



EXTERIOR VISUALIZATION

FLOOR PLANS - VILLA LAYOUT

VILLA LEVEL 3



VISUALIZATION

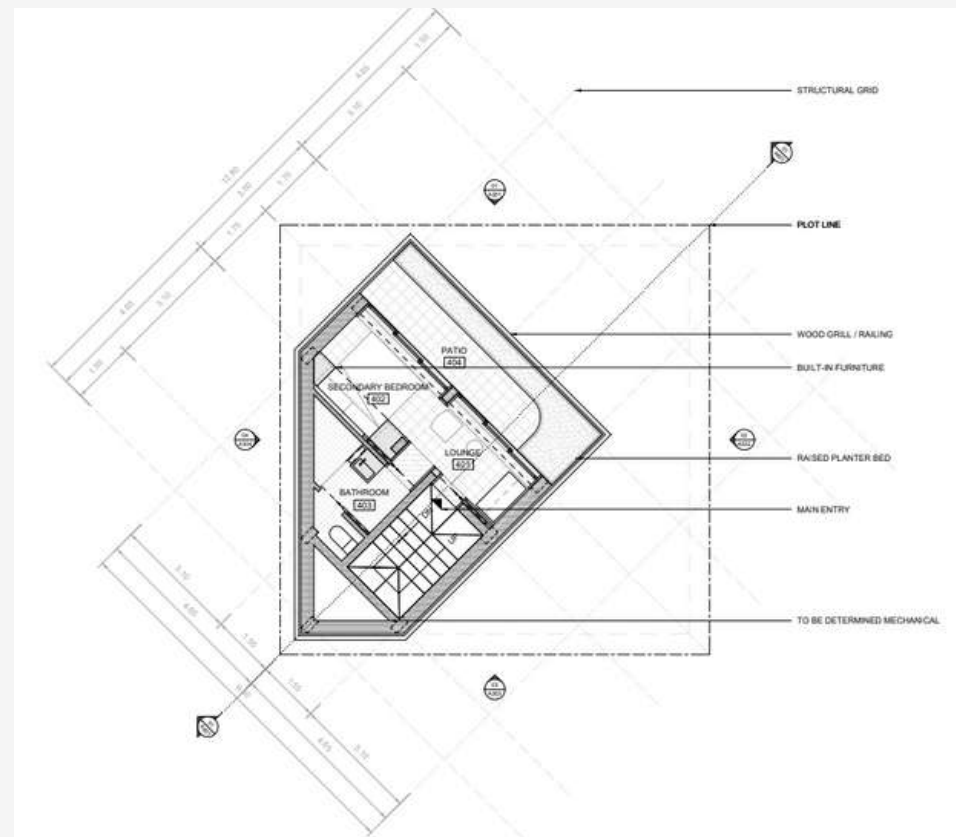


VISUALIZATION



EXTERIOR VISUALIZATION

VILLA LEVEL 4



EXTERIOR VISUALIZATION



VISUALIZATION

WHY INVEST IN REAL ESTATE IN BALI

1

Thriving Tourism Industry

2

Affordable Property Prices

3

Potential for Capital
Appreciation

4

Strong Rental Market

5

Great food & a healthy
lifestyle, variety of fantastic
restaurants and wellness
facilities

6

Favorable Economic
Conditions

07 PRICING & ROI

25 YEAR LEASEHOLD PRICING & PAYMENT PLAN*

\$399,000++

Villa 1 & 2, Garden
View, 3-bed, 3-bath

\$449,000++

Villa 3 & 4 Partial
Ocean View, 3-bed,
3-bath

\$475,000++

Villa 5 & 6
180 Degree Ocean View,
3-bed, 3-bath

\$499,000++

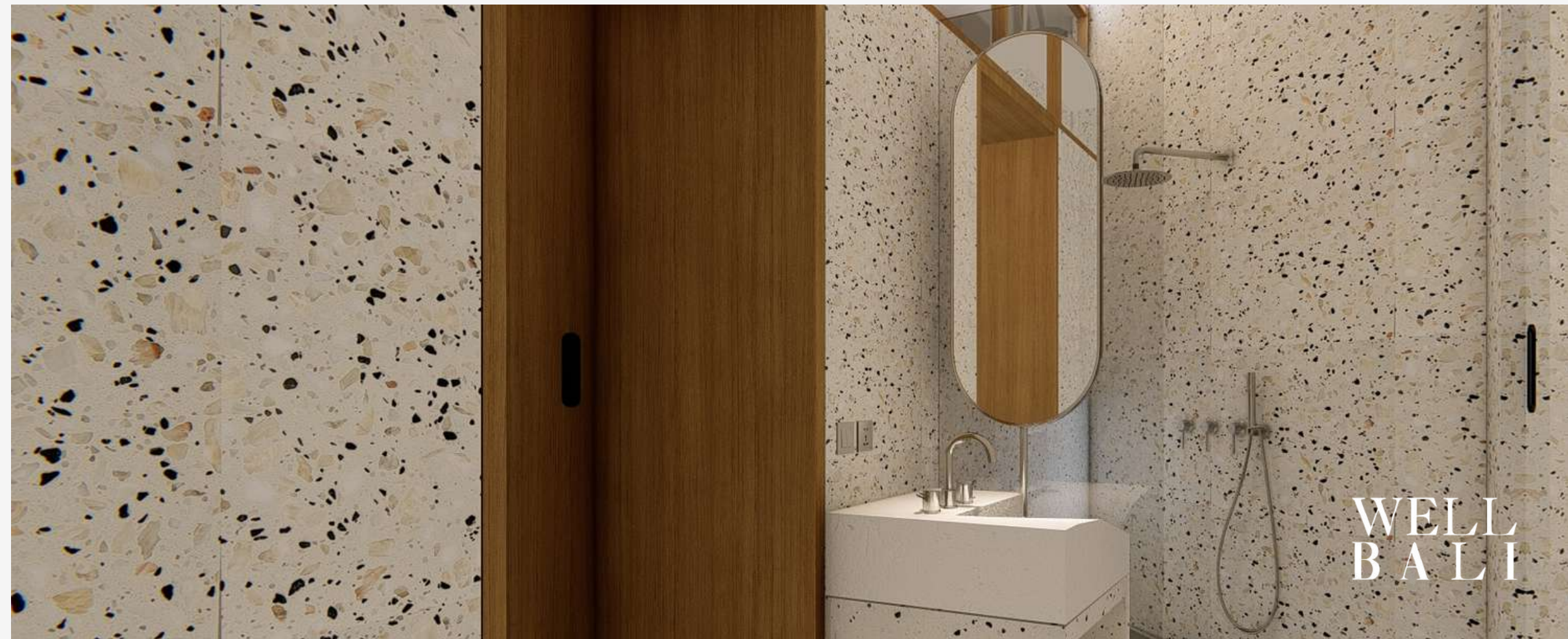
Villa 7 & 8
Dramatic 270 Degree Ocean
View, 3-bed, 3-bath

PAYMENT PLAN

1. 10% deposit
2. 40% when constructions starts - (Q1 2024)
3. 20% when foundation laid
4. 20% when walls and roofs are completed.
5. 10% upon handover

*This is off-plan pricing and prices will increase by 10-15% by 1st March when construction starts.

++ Prices do not include tax & notary fee.



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07 PRICING & ROI

FREEHOLD PRICING & PAYMENT PLAN*

\$599,000++

Villa 1 & 2, Garden
View, 3-bed, 3-bath

\$679,000++

Villa 3 & 4 Partial
Ocean View, 3-bed,
3-bath

\$715,000++

Villa 5 & 6
180 Degree Ocean View,
3-bed, 3-bath

\$749,000++

Villa 7 & 8
Dramatic 270 Degree Ocean
View, 3-bed, 3-bath

PAYMENT PLAN

1. 10% deposit
2. 40% when constructions starts - (Q1 2024)
3. 20% when foundation laid
4. 20% when walls and roofs are completed.
5. 10% upon handover

*This is off-plan pricing and prices will increase by 10-15% by 1st March when construction starts.

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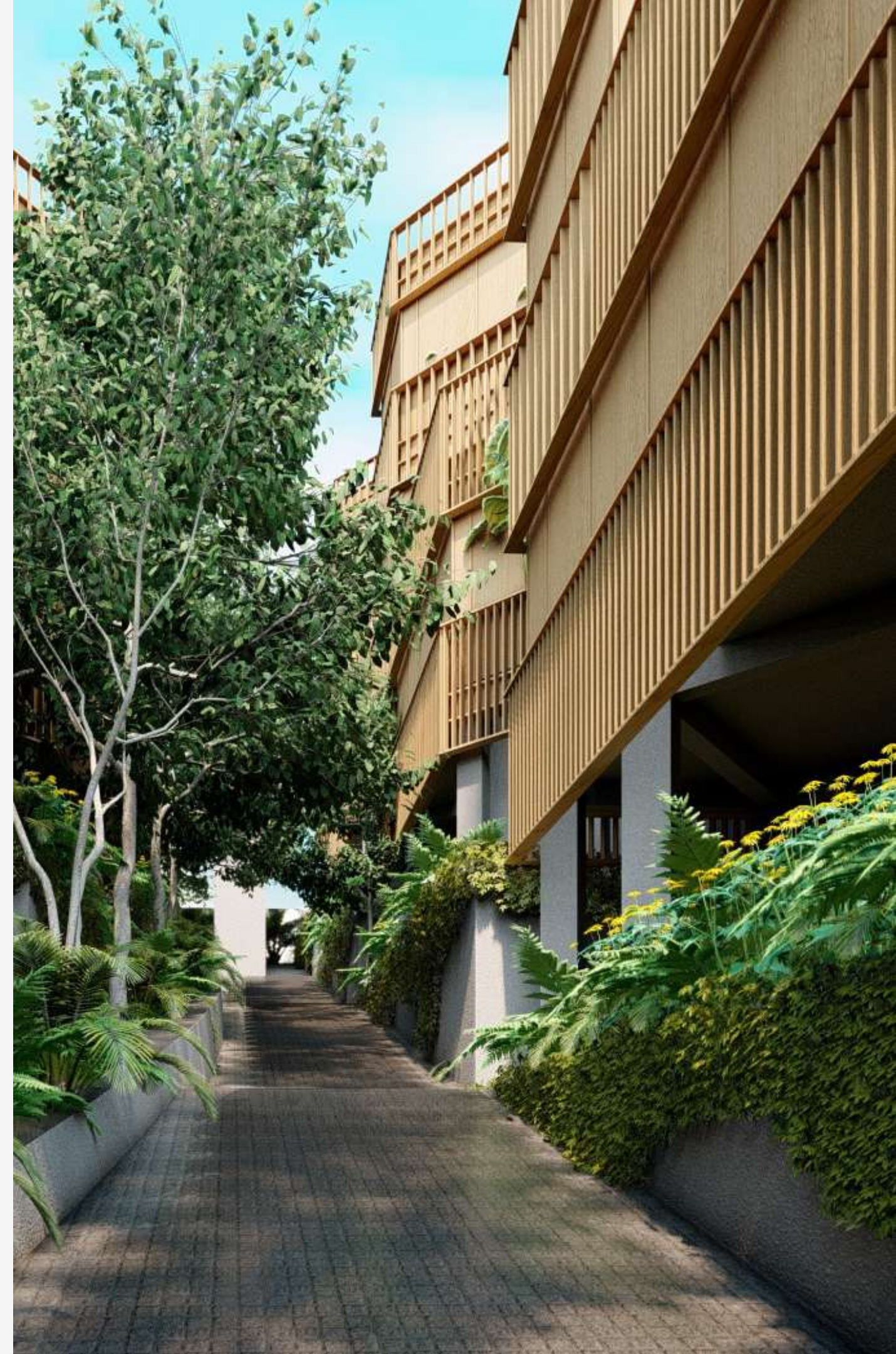
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EXPECTED RETURNS

	LOW	MEDIUM	HIGH
Average Day rate (USD)	\$450	\$550	\$650
Average Occupancy Rate	75%	80%	85%
Gross rental Income (Yearly)	\$123,187	\$160,600	\$208,812
Operating Expenses (Yearly)	\$8,400	\$8,400	\$8,400
Marketing (15% revenue Yearly)	\$18,478	\$24,090	\$31,321
Total Expenses (USD) (Yearly)	\$26,878	\$32,490	\$39,721
Net Income (Yearly)	\$96,309	\$128,110	\$169,090
Annual ROI	21.45%	28.54%	37.65%

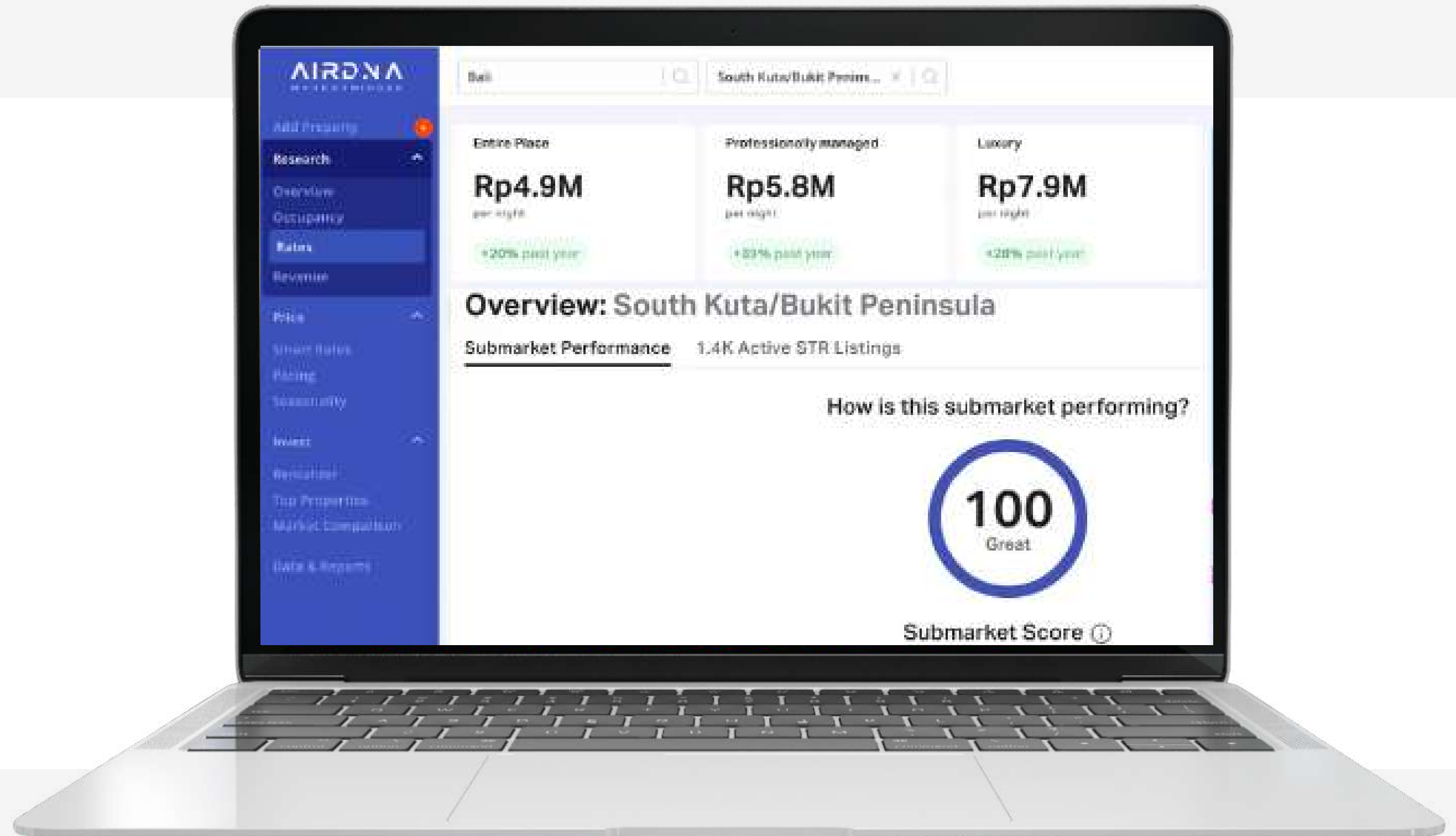
*Estimated ROI is sourced directly for AIRDNA, which collects data directly from Airbnb, yet past performance is not representative of future results.

**Annual ROI created using purchase of 25 year Leasehold at \$449,000++ for 3-bed, 3-bath Partial Ocean View.



ROI 3 BED, 3
BATH BINGIN
RESIDENCES

UP TO 37.65%
ANNUALLY



08 FINANCING OPTION

Well Bali have created a strategic partnership with Briix, Indonesia's first integrated and regulated mortgage provider and Fintech platform to provide you with funding options, making investing with WellBali even easier.

Meeting their strict criteria on capital appreciation, rental income potential, in-depth market analysis and extensive due diligence, Briix are willing to offer WellBali clients project financing and mortgage options.

Why invest with Briix?

- **Expertise & Track Record**
- **Integrated & Regulated Platform**
- **Turn-Key Management Solution**
- **State-of-the-Art Technology**

Loan Purpose

Interest Rate

Loan Tenure

Eligibility

Down payment requirements

MORTGAGE

For investors seeking property funding.

9%

12 Years

Indonesian & Non-Resident

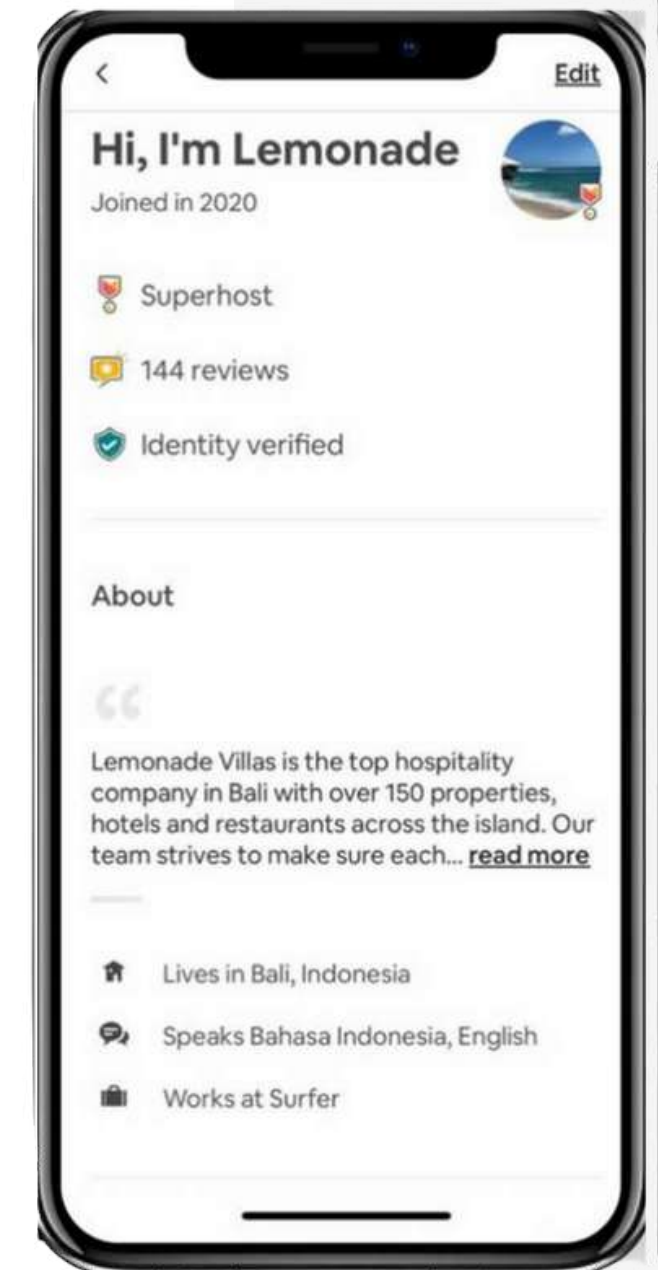
20%

Briix



09 PROPERTY MANAGEMENT

- Property listing creation and optimization on vacation rental platforms
- Professional photography and staging for enhanced listing appeal
- Price optimization and dynamic pricing strategies for maximum occupancy and revenue
- Guest communication and inquiry management for timely responses and satisfaction
- Reservation management, including bookings, modifications, and cancellations
- Smooth guest check-in and check-out procedures
- Cleaning and maintenance coordination for pristine property condition
- 24/7 guest support and emergency assistance
- Repairs and maintenance coordination
- Proactive monitoring of guest reviews and addressing negative feedback
- Inventory management and restocking of essential supplies
- Marketing campaigns for increased property visibility
- Regular property inspections for safety compliance and maintenance standards
- Financial management, including income collection and expense tracking
- Performance analysis and reporting for occupancy, revenue, and satisfaction



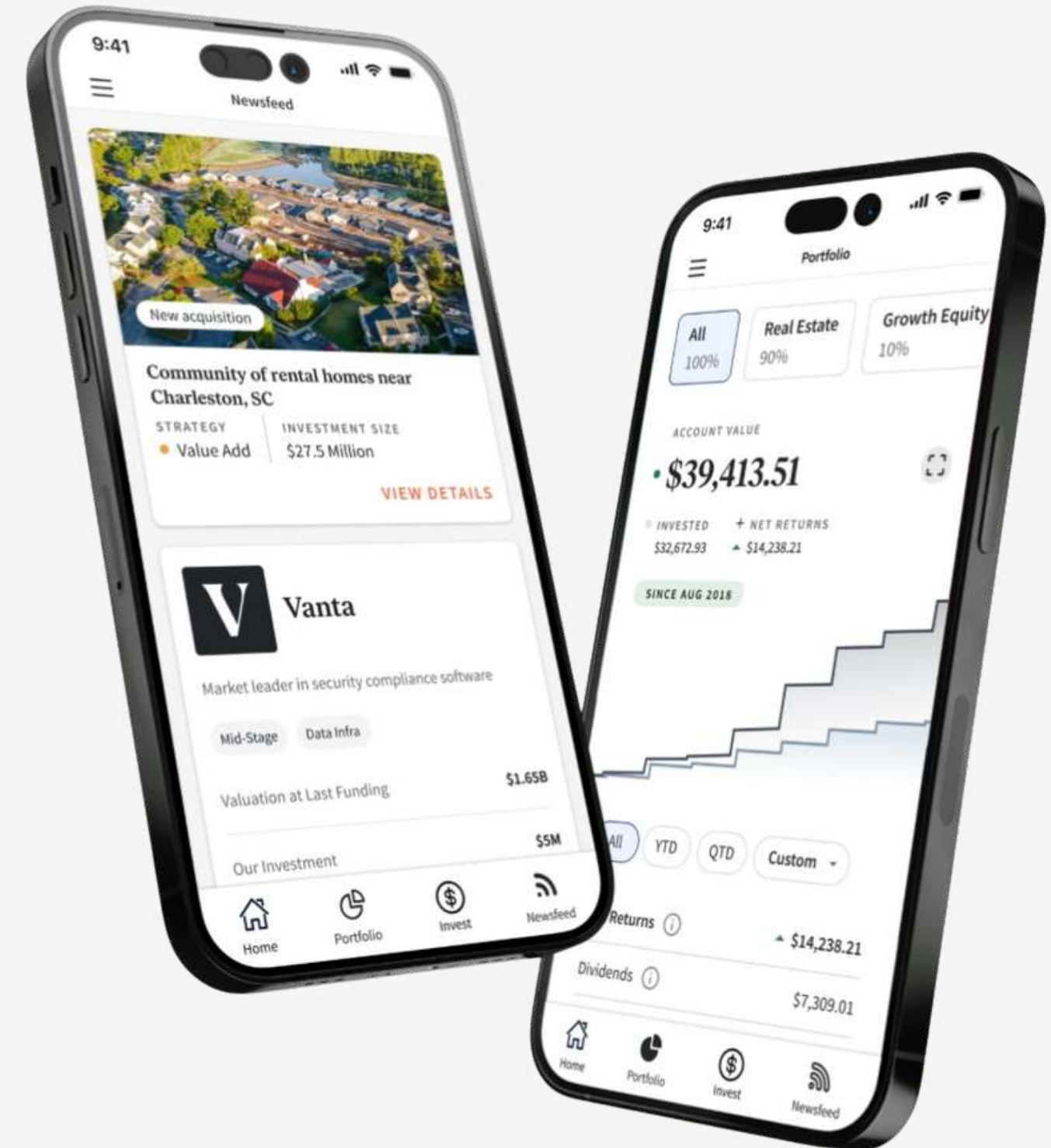
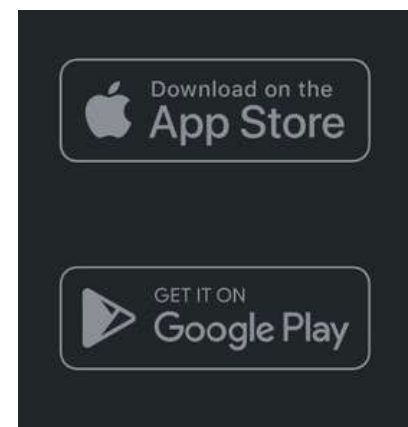
*WELL BALI was Formerly Lemonade Villas

APP WITH YOUR INVESTMENT AT YOUR FINGERTIPS

We realize you are not just buying a villa but an investment. You will have access to your investment details live and in real time.

- Gross Income
- Daily Income
- Expenses
- Net Income
- Return YTD
- Annualized Return
- Expected Payback Time

And many other features using artificial intelligence to ensure you get the most out of your investment.





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PRIVATE RESIDENCES

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