SHANNY ADVISORY

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CHECKLIST: RENTAL OPERATIONS

Bali Rental Operations Checklist

What every operator must put in place to run a successful short-term, mixed, or long-term rental in Bali · July 2026 edition · Real systems. Real teams. Not just listings on Airbnb.

> OPERATIONS DON'T FAIL ON LISTING DAY, THEY FAIL IN THE SYSTEMS BEHIND THEM
>
> And the regulator now looks first at the paperwork: unlicensed stays face automated OTA delisting from **1 June 2027** under the tourism licensing regime PERMENPAR NO. 6/2025

01 Legal structure & licensing: you don't operate without these

- [ ] Operating entity confirmed: PT PMA, CV, or owner-direct, each carries different tax and liability implications
  Short-stay accommodation codes are closed to PT PMA nationwide. Since May 2026 OSS also refuses new Bali PMA registrations for residential rental; the lane still open to a foreign-owned company is a management or intermediation fee, or a PMA licensed before the block PERPRES NO. 10/2021
- [ ] Pondok Wisata licence in place if running short-term in a residential zone (where eligible)
  Indonesian citizens only, routing PMA income through a local's licence is a banned nominee front PERDA BALI NO. 4/2026
- [ ] Sertifikat Standar (OSS-RBA) tourism certification completed, TDUP was replaced PP NO. 28/2025
- [ ] NIB and OSS-RBA classification correct for your KBLI codes (KBLI 2025: villa 55203, formerly 55193; residential rental 68112; pondok wisata was 55130 in the 2020 edition)
  Wrong KBLI = wrong tax treatment and a future audit problem, KBLI 2025 live in OSS since June 2026 (68111 = sale, 68112 = rental)
- [ ] SLF (occupancy certificate) issued, you cannot legally rent without it
- [ ] Building zoning matches the intended use: pariwisata (tourism), perumahan (residential), or mixed
- [ ] Written house rules and guest agreement reviewed by counsel, separate STR and LTR versions
- [ ] Long-term lease template ready: stamp duty, security deposit, exit clauses, dispute jurisdiction
- [ ] Insurance live before launch: public liability, property, contents, and loss-of-revenue cover
- [ ] Banjar relationship and local desa (village) registration handled, informal but essential in Bali
  Banjar friction will close your operation faster than any government letter

02 Property readiness & setup: day-one-ready, not work-in-progress

- [ ] Snag list completed and signed off before the first guest, no half-finished bathrooms or “fixing later”
- [ ] FF&E procured to spec: beds, mattresses (firmness tested), 300+ thread count linen for STR
  Cheap mattresses generate review complaints faster than any other single item
- [ ] Inventory list photographed and recorded per villa, every item, every room, signed off by the manager
- [ ] Wi-Fi: business-grade, dual-router or mesh, tested in every room
  Guests rate Wi-Fi in the top 3 amenities, slow Wi-Fi shows up in reviews within the first 48 hours
- [ ] Backup power: generator or inverter system sized for the full villa load, auto-switchover preferred
  Bali grid drops are routine, guests will not forgive a hot, dark villa
- [ ] Filtered drinking water at every tap or a visible dispenser; pool tested and dosed weekly
- [ ] Air conditioning serviced before launch, filters cleaned, remotes labelled, all rooms tested

- [ ] Pool: heated if marketed as such, safety signage in place, daily skim and chemical schedule logged
- [ ] Smart locks or a keybox system tested, no physical key handovers in the rain at midnight
- [ ] Family safety: pool gates, stair gates, baby cot, high chair, plug-socket covers
  Premium STR families now expect this as standard, missing items cost stars
- [ ] Welcome book and digital guest guide finalised: house rules, Wi-Fi, emergencies, local recommendations
- [ ] Branded touches per your brand standard: toiletries, signage, welcome amenity all on-brand

03 Staffing & team structure: your real product is the team

- [ ] Org chart drawn for each property: villa manager, housekeeping, gardener, pool, security, maintenance, driver
- [ ] All staff on written employment contracts (PKWT or PKWTT), confirm the right contract type for each role with a labour adviser
- [ ] BPJS Kesehatan and BPJS Ketenagakerjaan registered for every employee
  Confirm the registration duties with your payroll adviser before the first hire
- [ ] UMK (regional minimum wage) confirmed for Badung / Gianyar / Tabanan, applied as a floor, not a ceiling
- [ ] THR (religious holiday bonus) budgeted at the statutory amount; confirm the calculation with your payroll adviser
- [ ] Severance, gratuity and compensation calculations modelled per UU Cipta Kerja
- [ ] Service charge or tip-pool policy defined and communicated transparently to guests and staff
- [ ] Roster: 24/7 coverage for STR, business hours for LTR, staffing cost modelled accordingly
- [ ] Day-off schedule respects Balinese ceremony obligations (Galungan, Kuningan, Nyepi, odalan)
  Staff will leave for ceremony, plan for it, don't fight it
- [ ] English language standard set per role: front-of-house conversational, housekeeping minimum
- [ ] Uniforms, name badges, and grooming standards documented and provided
- [ ] Training programme: hospitality basics, brand standards, emergency procedures, complaint handling
- [ ] Performance review cadence: quarterly check-ins, an annual review, a clear bonus structure
- [ ] Probation period used properly where the contract type allows one, confirm its limit with a labour adviser, and part with underperformers before confirmation
  Ending employment after confirmation carries severance; get the rules from a labour adviser before you hire

04 Rental mix & pricing strategy: know which game you're playing

- [ ] Rental model decided per property: pure STR, pure LTR (monthly and yearly tenancies; a year or longer is the firmest ground), or mixed
  A mixed model needs explicit cut-over rules: which months STR, which months LTR, and who decides
- [ ] STR pricing tiered by season: peak (Jul to Aug, Dec to Jan), high (May to Jun, Sep), shoulder, low
- [ ] LTR pricing benchmarked monthly and yearly against comparable villas in the same micro-location
- [ ] Minimum night stay set by season, 2 nights low season, 3 to 5 nights peak
- [ ] Dynamic pricing tool deployed (PriceLabs, Wheelhouse) or a manual rate calendar updated weekly
- [ ] Direct booking discount strategy: 5 to 10% off the OTA rate to drive repeat guests to your own channel
- [ ] Long-stay discount tiers pre-defined: weekly, monthly, 3-month, 6-month rates
- [ ] Security deposit policy: amount, hold method, return SLA, written into every booking
- [ ] Cancellation policy aligned with risk: flexible kills revenue, super-strict kills bookings, pick the middle
- [ ] Add-on revenue priced and listed: airport transfer, in-villa chef, spa, babysitting, scooter, surf lessons

05 Marketing & distribution: where bookings actually come from

- [ ] Brand identity locked: name, logo, colour palette, fonts, photography style, the same across every channel
- [ ] Professional photography shot before listing: drone, twilight, lifestyle, detail, refreshed every 18 months
  Phone photos cost you rate, this is the single biggest lever in the early months
- [ ] Videography and a walkthrough reel produced for Instagram, Reels, and the direct site
- [ ] Direct booking website live: SEO-optimised, fast, mobile-first, with a secure payment gateway
- [ ] Channel manager set up (Hostaway, Guesty, Lodgify), never manual calendar sync across OTAs
  Manual sync = double bookings = guaranteed 1-star reviews and chargebacks
- [ ] OTA listings live and optimised: Airbnb, Booking.com, Vrbo, Agoda, Expedia
  Title, first-line description, and cover photo drive most of the click-through, A/B test these
- [ ] Niche channels evaluated: Plum Guide, Boutique Homes, Marriott Homes & Villas, The Luxe Nomad
- [ ] Long-term rental listings live: Rumah123, OLX, Lamudi, expat Facebook groups, broker network
- [ ] Google Business Profile, TripAdvisor, and local map listings claimed and verified
- [ ] Instagram strategy: weekly posting, geotag every post, Reels weekly, Stories daily during peaks
- [ ] Email list and newsletter: capture every guest email; send pre-stay, post-stay, and off-season offers
- [ ] Review strategy: automated post-stay message, and a response template for every review (5★ and below)
- [ ] Influencer and press hosting calendar: 4 to 6 stays per year for content and reach
- [ ] Paid acquisition tested: Meta and Google Ads, measured by CAC vs. LTV, not vanity metrics
- [ ] Repeat guest programme: 10% returning-guest discount, anniversary message, referral incentive

06 Guest experience & operations: a 5-star stay is a system

- [ ] Pre-arrival sequence: confirmation, payment link, ID collection, arrival form, welcome WhatsApp 48h before
- [ ] Airport meet-and-greet partner contracted, pricing fixed, drivers vetted
- [ ] Check-in flow timed: under 15 minutes from arrival to feet up, drink in hand
- [ ] Welcome amenity: fruit, water, a local snack, a hand-written note
  Tiny cost, disproportionate review impact, the cheapest 5-star lever you have
- [ ] Concierge offering defined: what's included, what's an add-on, and who delivers it
- [ ] In-stay communication: a dedicated WhatsApp number with a response SLA under 30 minutes
- [ ] Mid-stay touchpoint: a day-2 check-in message, catches issues before they become reviews
- [ ] Housekeeping cadence: daily turn for STR, bi-weekly for LTR, deep clean between guests
- [ ] Linen and towel par stock: 3× sets minimum (in use, in laundry, in reserve)
- [ ] Pool, garden, and pest control on weekly schedules, logged and audited monthly
- [ ] Issue-resolution playbook: A/C broken, no Wi-Fi, leaking tap, who calls, who fixes, in how long
- [ ] Check-out flow: fixed time, damage walkthrough, deposit-return SLA communicated upfront
- [ ] Post-stay sequence: thank-you, review request, off-season offer, repeat-guest tag in the CRM

07 Admin, finance & systems: the invisible backbone

- [ ] PMS / channel manager chosen and integrated with the OTAs, payment gateway, and accounting
- [ ] The booking calendar is the single source of truth, no parallel spreadsheets, no double bookings

- [ ] Payment gateway live (Xendit, Midtrans, Stripe) with multi-currency support where possible
  IDR, USD and AUD acceptance materially improves conversion for foreign guests
- [ ] Trust-account or operating-account separation: deposits never co-mingled with operating cash
- [ ] Accounting software set up (Xero, Jurnal, Accurate) with monthly close discipline
- [ ] Chart of accounts built per property, revenue, costs and owner draws all traceable per villa
- [ ] Owner reporting pack: monthly P&L, occupancy, ADR, RevPAR, capex log, sent by the 10th of the next month
  If you manage for owners, this report is your contract renewal, don't delegate it
- [ ] KPI dashboard live: occupancy, ADR, RevPAR, NOI, review score, response time
- [ ] CRM in place (HubSpot, Hospitable inbox, or PMS-native), every guest, every interaction logged
- [ ] Document storage organised: per-property folders, signed leases, IDs, contracts, permits
- [ ] Standard Operating Procedures (SOPs) written for cleaning, check-in, maintenance, emergencies
- [ ] Incident log maintained: every issue, every complaint, root cause and fix tracked monthly
- [ ] Insurance claims process documented, who notifies whom, within what timeframe

08 Maintenance, security & risk: protect the asset

- [ ] Preventive maintenance calendar: A/C quarterly, generator monthly, water tank annually
- [ ] Reserve fund for major capex: FF&E refresh year 3, repaint year 2, pool resurfacing year 5
  Operations that don't reserve get forced into discount sales when the capex hits
- [ ] 24/7 emergency contact list, electrician, plumber, A/C tech, pool tech, security, in every villa
- [ ] CCTV at the property entry and common areas, privacy-respecting, signage compliant, PDP-aligned
- [ ] Alarm or a monitored security service for premium villas
- [ ] Fire safety: extinguishers serviced annually, smoke detectors tested monthly, evacuation plan posted
- [ ] First-aid kit and emergency contact card in every villa; a defibrillator for premium properties
- [ ] Pest control contract: monthly treatment, especially before peak season
- [ ] Guest damage policy chosen and applied consistently: deposit, damage waiver, or insurance, pick one
- [ ] Asset register kept current: every TV, fridge, sofa, photo, serial, purchase date, depreciation
- [ ] Banjar contributions paid, ceremonies respected, the manager attends meetings
  Banjar relationships are an operational cost, not optional, budget time and money for them

09 Compliance & tax: the part nobody wants to read

- [ ] PBJT hotel tax (ex-PB1): 10% in Badung, set by each regency's regulation, collected from short-stay guests and remitted to Bapenda. A private home let for more than one month falls outside it UU NO. 1/2022
  Unregistered operators have been billed the 10% retroactively
- [ ] PPN (VAT): short-stay room nights are outside PPN (PBJT applies instead). Long-term leases carry 11% effective once the lessor is a PKP, turnover above IDR 4.8 billion a year, register, charge, remit
  PMK 70/2022; PMK 131/2024
- [ ] Corporate income tax (PPh Badan): 22% on net profit, filed annually with monthly PPh 25 instalments
- [ ] PPh 21 payroll withholding remitted monthly on all staff salaries
- [ ] PPh 4(2) final tax: 10% on rental income from long-term tenants paid to a PT PMA PP NO. 34/2017
- [ ] Withholding on services: PPh 23 at 2% of gross for resident corporate vendors (4% if the vendor has no NPWP); individuals fall under PPh 21

- [ ] LKPM investment activity report submitted to BKPM on the schedule that applies to your company, confirm the frequency with your corporate secretary
- [ ] Annual financial statements audited if turnover crosses the statutory threshold
- [ ] Foreign worker authorisation for any expat staff: KITAS + RPTKA approval, and check which roles are open to foreign staff before you hire PP NO. 34/2021
- [ ] Guest registration: passport copy, arrival card, immigration reporting where required
- [ ] Data privacy: PDP Law compliance, guest data stored, processed, and deleted per regulation
- [ ] AML checks on long-stay corporate or unusual cash bookings, source of funds documented

10 Performance tracking & growth: know the numbers, grow with intent

- [ ] Monthly KPI review: occupancy, ADR, RevPAR, NOI, review score, repeat-guest %
- [ ] Benchmarking against AirDNA, Transparent, or local market data, not just last month's figures
- [ ] Pricing recalibrated monthly on pace, lead time, and competitor moves
- [ ] Review score target set: 4.8+ on Airbnb, 9.4+ on Booking.com, anything lower is leaking revenue
- [ ] Net Promoter Score (NPS) collected post-stay; root-cause analysis on detractors
- [ ] Cost-per-booking calculated by channel, kill channels that don't pay back
- [ ] Owner satisfaction tracked if managing for third parties, they renew when reporting and returns are clean
- [ ] Annual operations review: rebid contracts, recheck spec, refresh photography, retrain staff
- [ ] Expansion criteria pre-defined: don't add a second property until the first hits target NOI for two consecutive quarters
  Most operators kill the first property by spreading attention to a second one too early
- [ ] Exit / wind-down plan documented per property, when, how, and at what occupancy threshold

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This checklist is an operational reference tool. All cost, tax and regulatory references are indicative for Bali market conditions as of July 2026 and should be verified with local advisors and current regulations. This is not legal, tax, or investment advice.
Shanny Advisory · +46 70 744 10 22 · Shanny@coreconceptliving.com · coreconceptliving.com/advisory