BALIZEN
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WEALTH · WELLNESS · BALI

The Bali Wealth Playbook

How smart money builds income and growth in Bali's wellness capital — without getting burned.

BY JASON SERINI

The morning view from one of our Ubud villas — and the life your capital can actually buy.

A NOTE BEFORE WE START

The conversation I wish someone had had with me

Let me save you some money before you've finished page one.

Almost everything written about buying property in Bali is written to sell you something fast — sunsets, infinity pools, "passive income while you sleep." Almost none of it is written by someone who actually lives here, has actually built the thing, and has actually lost their own money learning how it really works.

I have. That's why I can write this.

I've lived in Ubud for nine years, and before Bali I spent twenty-five years building businesses — in wellness, marketing and sales, and the structures and systems that make them work. So I didn't arrive naive. I arrived confident. And I still went all in and got it wrong.

In 2019 I bought beach land in Pererenan and built Stories Beach Bar. Every dollar I had, no backup, no plan B. For a while it was exactly the dream you're picturing — sunset sessions, surf lessons, a full house, the whole Canggu-and-Pererenan fantasy. And then it went horribly wrong. I got burnt. The money was stolen. I lost the lot — not because the opportunity wasn't real, but because I'd built it on trust instead of structure. No protection, no proper legals, no one watching my back. Just a handshake and hope.

So I know exactly how it feels to be at the bottom of this, because I was there. No money. No purpose. A flight home to Australia already booked. I had decided I was done with Bali.

Before I got on that plane, I tried one last time. I went for the general manager role at Ubud's largest wellness club — and that single decision changed the trajectory of my whole life. I got my health back. I met Widya, who is now my wife and my partner in BaliZen. And in the years since, I've built the company I wish had existed when I wrote my first cheque here — one that does the whole thing properly, end to end, so the people who invest with us never get burned the way I did.

As I write this, BaliZen has delivered around ten million dollars of development and seventeen boutique villas in Ubud, and we operate them ourselves, every day, with a team of about a hundred and forty people.

So this isn't a sales pitch dressed up as a book. It's the conversation I wish someone had sat me down for before I lost everything — and the playbook I had to learn the hard way and then rebuild from.

I'm going to tell you why your money is probably working part-time right now. I'm going to tell you why Bali is one of the best wealth opportunities on earth and, in the same breath, why it's one of the easiest places in the world to lose everything — because I've stood on both sides of that line. I'm going to explain the legal structures plainly, name the traps I fell into myself, and give you a checklist you can use to judge any operator — including me.

If by the end you decide Bali isn't for you, good. I'd rather you walk away clear-eyed than wire money into something you don't understand. And if you decide it is for you, you'll be one of the rare investors who came in knowing exactly what they were doing.

Either way — let's build something that lasts.

— *Jason*

Architecturally-led, built to a standard — the kind of asset that out-earns the one you left at home.

CHAPTER ONE

The 3% Trap

Let me start with the uncomfortable part, because it's the reason you picked up this book.

Your capital is working part-time.

If you own investment property in Sydney, Melbourne, London, Paris or Austin, you already know the numbers. After costs, after tax, after the mortgage, the net yield on a typical residential investment in those cities sits somewhere around three to five percent. In a lot of markets it's closer to three. You tell yourself that's fine, because the property is "safe," and because it might appreciate.

But here's what nobody says out loud: "safe" is quietly expensive.

A three percent yield doesn't beat inflation by much. It doesn't compound into anything meaningful for years. And the appreciation you're counting on is happening in markets that are already mature, already expensive, already taxed to the hilt. You're not building wealth so much as parking it and hoping.

I'll give you the comparison that made it real for me. A four-hundred-and-fifty-thousand-dollar home in a city like Austin might rent for around fifteen hundred dollars a month. That same amount of capital, deployed properly into the right kind of asset in Ubud, operates in a completely different universe — not because Bali is magic, but because you're combining a low cost base, a booming visitor economy, a fraction of the tax, and a product people will pay a premium to stay in.

I'll be careful here, because this is exactly where the cowboys overpromise, and I'm not going to do that. I'm not going to put a guaranteed return in a book that strangers can download. Anyone who does is lying to you, and you should close their brochure immediately. What I will say is this: the gap between what lazy capital earns at home and what well-built, well-run capital can earn in the right emerging market is not small. It's the difference that makes people get on a plane.

The 3% trap isn't really about three percent. It's about a mindset — the belief that keeping your money close to home is the responsible thing to do. For a lot of people it's the opposite. The genuine risk isn't that your money goes somewhere new. The risk is that it sits still while the years go by.

The catch — and there's always a catch — is that the same conditions that make Bali so rewarding also make it dangerous. Cheap to build means cheap to build badly. A booming market means a flood of operators who don't know what they're doing. A different legal system means a different set of ways to get burned.

Which is exactly what the rest of this book is about. First, why the opportunity is real. Then, why most people blow it. Then, how to do it properly.

An entire terrace of branded wellness residences — the demand wave, already built and delivered.

CHAPTER TWO

The Trillion-Dollar Shift

Step back from Bali for a moment, because the bigger picture is the part most property investors miss entirely.

The world is moving toward wellness. Not as a fad — as a structural, generational shift in how people spend money. The Global Wellness Institute put the global wellness economy at around $6.8 trillion in 2024, and projected it to reach roughly $9.8 trillion by 2029. Wellness tourism alone is over a trillion dollars. And the fastest-growing slice of the whole thing is wellness real estate — homes, retreats and developments built specifically around how people want to live and feel — growing at something close to twenty percent a year.

Read that again. The fastest-growing sector of the world's fastest-growing economy is the real estate that wellness lives in.

Now overlay Bali. And specifically, overlay Ubud.

Bali receives more than eight million visitors a year, and that number keeps climbing. It is, by most measures, the fastest-growing real-estate market in Southeast Asia. And within Bali, Ubud is not the party town, not the surf strip — it's the spiritual and wellness heart of the island. When someone in Los Angeles or Singapore or Berlin imagines a yoga retreat, a sound bath, a cold plunge at dawn, a month of working remotely surrounded by rice fields — they're imagining Ubud, whether they know the name or not.

So you have a once-in-a-generation demand wave (global wellness), pouring into the single most concentrated expression of it (Bali), landing in its acknowledged capital (Ubud). That's not a trend you're chasing. That's a tide you're positioning in front of.

This is why I don't build "villas." I build branded boutique wellness real estate. The distinction matters enormously, and I'll keep coming back to it. A generic villa competes on price with ten thousand other generic villas. A branded wellness property — designed around the experience, operated to a standard, marketed to people who specifically want it — competes on something far more durable: desire. It commands higher nightly rates, higher occupancy, and a stronger resale, because it's selling a feeling that the market is paying more for every year.

A lot of people get the location right and the product wrong. They build a nice house in a great spot and wonder why it earns like a nice house. The opportunity isn't Bali. The opportunity is the right kind of asset, in the right part of Bali, built and run by people who understand what the wellness traveller actually wants.

Which brings us to the hard truth that the brochures skip.

Finished, furnished and earning — the real thing, not a render or a promise.

CHAPTER THREE

Why Most People Lose Money in Bali

This is the most important chapter in the book, and it's the one no one selling you a villa will ever write. So pay attention, because I'm about to talk myself out of a few easy sales by being honest.

Bali is one of the easiest places in the world to lose your money. Not because the opportunity isn't real — it is — but because the same gold rush that creates the opportunity attracts an extraordinary number of people who have no business taking your capital.

Let me name the ways it happens. I've watched every one of these play out, sometimes to people I know.

The off-plan disappearance. Someone markets a beautiful development that doesn't exist yet. Gorgeous renders, confident projections, "limited units." You pay a deposit, then a progress payment, then another. Construction is slow, then slower, then stops. The "developer" turns out to be a marketing company with no builder, no real balance sheet, and no intention of finishing. By the time you fly over to check, the WhatsApp messages have stopped. Your money is gone and you have no asset and no real recourse.

The nominee trap. A foreigner is told the easy way to “own” land is to put it in the name of a local — a friend, a partner, a “trusted” Indonesian. It feels personal, it feels simple, and it is legally catastrophic. You don’t own anything. You own a promise from a person, in a country whose legal system you don’t understand, with no enforceable title. People have lost seven-figure sums this way, and the heartbreaking part is they thought they were being clever.

The fake or murky title. Land in Bali can carry complicated histories — overlapping claims, family disputes, zoning that doesn’t permit what you were told you could build. An operator in a hurry, or a dishonest one, papers over it. You find out when you try to get permits, or sell, or when someone shows up claiming the land is theirs.

The build that quietly cuts corners. This one’s subtle. The villa gets built, it photographs beautifully, you’re handed the keys. Two years later the pool is leaking, the drainage fails in the wet season, the “marble” is delaminating, and the maintenance is eating your returns alive. Cheap to build became expensive to own.

The handover-and-vanish. They build it, they sell it, they hand it over — and then you discover that nobody is actually going to run it. “Passive income” turns out to mean you now have to find guests, manage staff, handle maintenance and chase payments, from another country, in a language you don’t speak. The income was never passive. The work just moved to you.

Here’s the thread running through all of them: the operator is everything. In a mature market with strong institutions, you can buy an average asset from an average company and be mostly fine — the system protects you. In an emerging market like Bali, the system does not protect you. The people do, or they don’t. Who you partner with matters more than the property itself.

So when I tell investors “we welcome your independent legal review,” I’m not being humble. I’m telling you the single most important thing in this entire book: verify the operator. Make them prove the land is clean, the structure is legal, the build is theirs, the management is real, and the track record exists. If they get defensive when you ask, you have your answer.

I’d rather lose your business to your own caution than win it on blind trust. Caution is how you survive Bali. Let me show you what verifying actually looks like — starting with the legal side, which scares people far more than it should.

Stone, water and light — built on solid legal ground, and finished to match.

CHAPTER FOUR

The Legal Truth

Most of the fear around buying in Bali comes down to one question, whispered nervously: "But can a foreigner even own property in Indonesia?"

The honest answer is: not in the way you own your home back in Australia or France — but yes, you can hold and benefit from property here safely and legally, if it's structured the right way. The structures are well-established. They're just unfamiliar, and unfamiliar feels frightening. Let me demystify the pieces.

The PT PMA. This is the foreign-owned company structure — a *Penanaman Modal Asing* — and it's the recognised, legitimate vehicle for foreign investment in Indonesia. When you invest through a properly set-up PT PMA, you're operating inside the actual legal framework the country built for foreign capital, not around it. This is the opposite of the nominee trap. It's the grown-up way to do it.

Leasehold, properly understood. A lot of Bali property is held on long-term leasehold rather than freehold, and the word "leasehold" makes Western buyers flinch because they imagine a short, flimsy arrangement. That's not what a well-structured Bali leasehold is. A typical structure is a long initial term with a documented extension — for example, a thirty-three-year lease with a thirty-year extension built in. That's a long, capital-efficient horizon, and when it's documented correctly it's secure and transferable. The key words are *documented correctly*.

The notary. In Indonesia, a licensed notary (*notaris*) is central to property transactions in a way that has no exact equivalent in some Western countries. Every title, lease and transfer should be executed through a licensed notary, which makes it legally binding and properly recorded. If someone is doing deals on handshakes and side agreements instead of through a notary, run.

The permits. Real developments carry real permits, and you should learn three acronyms. The PBG is the building approval. The SLF is the certificate that the building is fit and safe for use. The NIB is the business identification number. A legitimate operator has these, or a clear, documented path to them, and will show them to you and your lawyer. "We'll sort the permits later" is one of the most expensive sentences in Bali.

Now, here's the thing I want you to take from this chapter. You do not need to become an expert in Indonesian property law. You need to know enough to ask the right questions and verify the answers. PT PMA. Notary-executed. Documented leasehold with a clear extension. PBG, SLF, NIB. Those five things, checked by your own independent lawyer, separate a real investment from a disaster.

A good operator hands all of this to your legal team in a data room and says "please, check everything." We do exactly that. The legal pack — titles, the PT PMA, the lease, the permits — exists precisely so that you don't have to take my word for any of it. The structure is your seatbelt. Wear it, and Bali is far safer than its reputation suggests.

Every detail specified and built in-house — the blueprint, made real.

CHAPTER FIVE

The Blueprint

Everything I've learned in nine years here is compressed into one repeatable system. We call it the BaliZen Blueprint, and the reason it exists is simple: the way people lose money in Bali is by doing these steps separately, with different parties, none of whom are accountable for the whole. The way you protect money is by doing all of them under one roof.

There are five steps.

One — Source and Structure. It starts with land. Not just any land in a nice area, but the right parcel, with clean title, correct zoning for what we intend to build, and the legal structure set up properly through a licensed notary from day one. This is the step most people rush and most people regret. We treat it as the foundation it is.

Two — Design. Then we design — architecturally led, wellness-first. This is where the "branded boutique wellness" idea becomes real walls and light and space. Natural stone, timber, the way the morning sun moves through a room, where the cold plunge sits relative to the yoga shala. Design isn't decoration. Design is what lets the finished property command a premium rate instead of competing on price.

Three — Build. We build it ourselves, with our own construction and project-management team. This is the antidote to the corner-cutting I described earlier. When the company that sold you the vision is the same company laying the foundations and answering for the drainage in five years, the incentives line up. In-house build is slower to scale and far better to own.

Four — Furnish. We hand it over turnkey — styled, furnished, photographed, ready to earn. Not a shell you then have to spend another year and another budget finishing from overseas. Ready means ready.

Five — Manage and Earn. And then our management arm, ZenStay, takes over: filling the property with guests, hosting them, maintaining the asset, and sending you the income and the reporting. This is the step that turns "passive income" from a slogan into a fact. Because the same group that built it is now running it, there's no gap, no handover-and-vanish, no surprise that the work was secretly yours all along.

The line I use to describe it is this: the investor owns it, BaliZen builds it, and ZenStay fills and manages it. One integrated system, seven departments, around a hundred and forty people, all accountable for the same outcome — an asset you own that earns without you lifting a hammer.

The magic isn't in any single step. Plenty of companies can do one of these. The magic is that they're joined up, in-house, and owned by people who have to live with the result. That's the whole point of a blueprint: it's not a one-off — it's a system you can trust to repeat.

But a beautiful, well-built villa is still just a building until something fills it. So let's talk about the part that actually makes the money.

The suite a guest books, returns to, and tells their friends about — that is the income.

CHAPTER SIX

What Actually Drives the Income

Here's a mistake I see investors make constantly: they fall in love with the building and forget the business.

A villa doesn't pay you. Guests pay you. And guests only show up, pay a premium, and come back if the property is run properly. So the most important question you can ask about any income-producing property in Bali isn't "how beautiful is it?" It's "who is going to fill it, and how good are they at it?"

Income comes down to three levers, and a real operator obsesses over all three.

Occupancy. An empty villa is a liability with a view. The whole game is keeping it full, at the right rate, all year. In Ubud, a well-located, well-run, well-marketed wellness property can achieve strong occupancy that a generic listing simply can't — because it's selling an experience people seek out, not a bed they stumble onto. Hitting high occupancy isn't luck. It's distribution, reputation, reviews, repeat guests, and relationships with the channels that bring the right people. It's a marketing operation, not a listing.

Rate. What you can charge per night is set the day you choose your concept and your design, long before the first guest arrives. This is why “branded boutique wellness” isn’t marketing fluff — it’s the difference between competing on price and competing on desire. A property someone specifically wants earns more per night than one they merely settle for.

Cost and care. Income is what’s left after the property is maintained, the staff are paid, the guests are looked after and the problems are solved — at two in the morning, in the wet season, when you’re asleep on the other side of the world. This is the unglamorous heart of it. A management team that genuinely cares for the asset protects both your income and your capital, because a well-maintained property keeps earning and keeps its resale value. A neglected one bleeds on both.

This is why we built ZenStay as a real operating company, not an afterthought — property management, guest relations, an investor portal so you can see what’s happening, and the wellness experience itself: the spa, the dining, the private chef, the things that turn a stay into a story someone tells their friends. That storytelling is your marketing engine, running for free.

When someone promises you “hands-free passive income,” ask them precisely who makes it passive, and demand to see that they actually do it, at scale, today. If the answer is vague, the income will be too. The building is the easy part. The operation is where the money is genuinely made or quietly lost.

So — assuming you’ve got a real asset, well built and well run — how do you actually profit from it?

Wake up to this — an asset that can work two ways: nightly income, or resale.

CHAPTER SEVEN

Two Ways to Profit

There are two fundamentally different ways to make money from a development like this, and which one suits you depends entirely on what you want your capital to do. Good operators will talk you through both honestly instead of forcing you down the path that suits them.

The first way is to hold and earn. You own the completed, branded, operating asset, and you keep it. It produces rental income — managed end-to-end, so it arrives without you working for it — and over time, in a market appreciating the way Bali's has been, the underlying asset can grow in value too. This is the path for the investor who wants a long-term, income-producing piece of the wellness wave: steady cash flow now, capital growth over the years, and a real asset they can pass on or sell when it suits them.

The second way is to build and sell. Here, the profit is in the development itself. You fund the build, the value is created as land becomes a finished, branded, income-ready property, and you sell at or after completion to capture the gain — then redeploy the capital into the next one. This is the path for the investor who thinks like a developer: create value, realise it, recycle it.

Some partners do a blend — hold some, sell some, decide as the market tells them.

Now, I deliberately haven't put specific return figures in this book, and I want to explain why, because it's a feature, not an omission. Specific projected returns, the assumptions behind them, the break-even timeline, the full underwriting model — these belong in a real conversation with a qualified investor, shared privately and backed by the actuals from properties we've already built and operate. They do not belong in a document strangers can download, presented as if they were promises. Every projection is exactly that — a projection, not a guarantee — and anyone who hands you guaranteed returns in a brochure has just told you everything you need to know about them.

So here's how I'd put it. Whether you profit by holding for income or building to sell, the engine is the same: a branded boutique wellness asset commands premium rates, strong occupancy and a stronger resale than a generic one. The real numbers, modelled properly for your situation, are a conversation I'm happy to have — under a non-disclosure agreement, with the full model open in front of you, where you can interrogate every assumption. That's the only responsible way to talk about returns. The rest of this chapter, in other words, happens in person.

What I can talk about openly is how your money is protected while all this is being built.

A private plunge pool and courtyard — real value you can still touch in five years.

CHAPTER EIGHT

De-Risking Your Capital

The scariest moment in any development isn't the end. It's the middle — the window between when your money goes in and when the finished asset exists. That's where the off-plan disasters from Chapter 3 happen. So a serious investor's real question isn't "what will I make?" It's "how do I not lose it while this is being built?"

There are a few things that, together, take most of the risk out of that middle.

Staged capital against milestones. Your money should not go in as one big lump on day one. It should be released in stages, tied to real, verifiable construction milestones — foundations, structure, roof, fit-out, completion. This does two things. It keeps your capital working in step with actual progress on the ground, and it means that if something ever went wrong, you haven't handed over everything upfront for a building that doesn't exist. Staged deployment is the single biggest structural protection against the disappearance scenario.

A real, accountable counterparty. Money is safer with a company that has a track record, staff, a physical office, an operating business, and a name to protect, than with a marketing entity that could fold and vanish. When the people taking your capital have already delivered seventeen villas and run them every day, and they live in the same town as your investment, the incentive to finish and finish well is structural. Their reputation is collateral.

Transparency and reporting. You should be able to see what's happening with your money and your asset — clear funds flow, regular reporting, an investor portal rather than a black box. The operators who hide the build are the ones to fear. The ones who show you everything, who want you watching, are telling you something important about how they operate.

Your own independent advisers. I'll say it a third time because it's that important: use your own lawyer, your own accountant, your own eyes. A good operator doesn't just allow this — they hand your team the full legal pack and ask them to dig. Diligence isn't an insult to a real company. It's a relief, because we know what they'll find.

And finally — go and stand on it. Before you commit serious capital, get on a plane. See the land. Walk through the villas we've already built. Meet the hundred-and-forty-person team. Sit with our notary. Diligence on paper is necessary, but nothing de-risks a decision like standing inside a finished, occupied villa and realising it's exactly what was promised. I'll be honest — the site visit is where most of our partners stop worrying, because the gap between a render and a real building you can touch is the whole story.

De-risked properly, this stops being a leap of faith and becomes what it should be: a calculated, well-protected deployment of capital into a real asset. Which raises a bigger question — why do this just once?

One villa is a start. A street of them is a portfolio.

CHAPTER NINE

The Portfolio Play

Most people approach Bali as a one-off. A single villa. A single project. Get in, hopefully do well, move on.

I want to offer you a different frame, because the investors who do best here don't think in single deals. They think in portfolios — and in partnerships.

Here's the logic. Once you've done the hard part — found an operator you trust, verified the legal structure, watched them build and run something to your standard, learned how the market actually works — the expensive, risky part is behind you. The trust is built. The system is proven. Doing the second development with the same partner is dramatically easier and lower-risk than doing the first one with a stranger. And the third easier still.

This is why I don't really want to do one transaction with you. I want to find a small number of long-term partners and build a portfolio together. Zen Village — our current twenty-villa wellness retreat in Ubud — is development one. With the right partner, it's the first of up to five branded developments, built together over time.

And the concepts can evolve as the portfolio grows. Wellness villages, like Zen Village — villas plus a full wellness centre. Boutique wellness hotels — intimate, branded, with spa, dining and retreat programming built in. Padel and wellness clubs — pairing one of the fastest-growing sports in the world with recovery, spa and social. Each one is the same Blueprint applied to a new format, with a partner who already knows exactly how we work.

The reason this matters for you isn't just diversification, though it's that too. It's compounding trust. The first deal is where you spend your caution. Every deal after that, you spend less, because the partner is known, the system is proven, and the relationship is real. That's how genuine wealth gets built in a market like this — not by hopping between strangers, but by going deep with people who've earned it.

I'm not suggesting you commit to five developments today. I'm suggesting you evaluate the first one knowing that, if it goes the way I intend it to, it's the beginning of something, not the end. The best partnerships in my business weren't built on a single great deal. They were built on the second one being even better than the first.

So. How do you decide whether I — or anyone — deserve to be that partner?

Real, finished, standing and occupied — the only track record that counts.

CHAPTER TEN

How to Evaluate Any Operator

This is the chapter to dog-ear. It's a checklist you can use on me, on my competitors, on anyone who ever tries to sell you a development in Bali. If an operator passes all of this, you're in rare and safe company. If they fail any of it, you have your answer.

Ask, and make them prove it — don't accept the assertion:

Have you actually built and delivered before?

Show me. Not renders. Real, finished, occupied properties that I can visit. Renders are a plan; buildings are a track record.

We've delivered around $10M and seventeen villas. Come and walk through them.

Do you build it yourselves, or sub it all out?

In-house construction means accountability. A chain of subcontractors means a chain of people pointing at each other when something fails.

Who manages it after handover — and do you do it now, at scale?

If "passive income" depends on a management plan that doesn't exist yet, it isn't passive and it might not exist.

We run roughly 140 staff doing exactly this today.

Is the legal structure real?

PT PMA, notary-executed, documented leasehold with a clear extension, and the permits — PBG, SLF, NIB. Will you put the full legal pack in front of my independent lawyer?

If they hesitate here, stop.

Is my capital staged against milestones, or do you want it all upfront?

Staged is safe. All upfront is how people disappear.

Can I see funds flow and reporting?

Transparency, an investor portal, regular updates. A black box is a red flag.

Do you have skin in the game?

Have you invested your own money here? Will you co-invest alongside me? An operator with their own capital at risk behaves very differently from one risking only yours.

I'm a personal investor in my own projects, and we offer a fifty-fifty co-development structure for exactly this reason.

Will you tell me the risks — unprompted?

An honest operator volunteers the downsides before you ask. A salesperson only ever shows you sunshine. You've just read an entire chapter of me explaining how people lose money in my own market — judge me by that standard, and everyone else by it too.

Are you findable and accountable?

A real company, a real office, real people with real names you can look up, who live where the investment is. Faceless is fragile.

Print this. Use it. The single most valuable skill in Bali property isn't spotting a good deal — it's disqualifying a bad operator before they ever touch your money. If this book does nothing else for you, let it do that.

Wellness-first living by your own pool — if this is the picture, let's talk.

CHAPTER ELEVEN

Is This For You?

I'll end the way I began — honestly. Because as much as I'd love every reader to become a partner, that's not how good business works, and pretending otherwise would undercut everything I've just spent ten chapters earning.

This is probably **not** for you if you want a guaranteed return, if you want to deploy a small amount and own a fraction of something, if you can't get comfortable with an emerging market, or if you're not willing to do real diligence and ideally get on a plane to see it for yourself. None of that is a criticism — it's just a mismatch, and a mismatch is better discovered now than after a wire transfer.

This **is** for you if some of the following is true. You have meaningful capital that's currently working part-time, and it frustrates you. You believe, as I do, that the wellness wave is structural and that Bali is positioned in front of it. You'd rather own a real, branded, income-producing asset than a paper one. You value a long-term partnership over a quick transaction. And — this is the big one — you're the kind of investor who wants the operator to tell you the risks, who reads a checklist like Chapter 10 and thinks "good, finally someone serious."

If that's you, then the next step is simple, and it's not a purchase. It's a conversation.

The honest path looks like this. First, we talk — about your goals, our model, and whether there's a real fit, with no pressure either way. If there is, we sign a non-disclosure agreement and open the data room: the full financial model with its projected returns and assumptions, the complete legal structure, the permits, everything your advisers will want to interrogate. Then — and this is the part that matters most — you come to Ubud. You see the land. You walk through the villas we've already built and the guests already staying in them. You meet the team. You sit with our notary. You stop relying on this book, or any brochure, and you see it with your own eyes. Only then, if it's right, do we talk terms — whether you build a development outright, or we build it fifty-fifty as co-development partners. And then we build, and operate, and — if it goes the way I intend — we do it again.

That's it. No countdown timers, no "limited spots this week," no pressure. Just the most thorough, honest path I know how to offer into one of the genuine wealth opportunities of our era.

I came to Bali nine years ago with my own money and a lot to learn — and I learned it the hard way, by losing almost all of it before I understood how this place really works. I've built the company I wish I'd been able to invest with back then — one that builds the kind of asset it would want to own, and tells investors the truth on the way in.

If you'd like to see whether it's a fit, I'd be glad to hear from you.

More wealth. More health. Built properly, in Bali's wellness capital — to last.

ABOUT

BaliZen Property Group

BaliZen Property Group develops branded boutique wellness real estate in Ubud, Bali, and operates it through its management company, ZenStay Bali. From a single integrated team of around 140 people across seven departments, BaliZen takes investors from raw land to a managed, income-producing asset — sourcing and legal structuring, architecture, in-house construction, furnishing, and full operations.

To date the group has delivered approximately $10M and seventeen boutique villas in Ubud, and partners with a small number of investors each year to develop full wellness concepts from €5M.

This book is provided for general information only. It is not an offer of securities or investment, nor financial, legal or tax advice, and nothing in it is a guarantee of any return. Any investment involves risk, including the loss of capital. Detailed terms and projections are shared only with qualified investors under a non-disclosure agreement and are subject to independent legal and financial review.

THE PLAYBOOK

Most capital is working part-time. Here's the alternative.

Jason Serini spent 25 years building businesses in wellness, marketing and sales before moving to Bali — where he went all in, got burned, and lost almost everything before learning to build wealth the right way. He has since delivered $10M and 17 boutique wellness villas in Ubud. This is the honest insider's guide he wishes he'd had before his first cheque.

Jason Serini

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— Why your property at home is quietly costing you

— The trillion-dollar wellness shift — and why Ubud sits at its centre

— The exact ways people lose money in Bali — and how to avoid every one

— The legal truth: PT PMA, leasehold, notary & permits, made simple

— A checklist to judge any operator before you wire a cent

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