



MVM MORIA VILLA MANAGEMENT

COMPANY PROFILE

Villa management built around owner returns

Full-service management for Bali villa owners and investors.

Simplify ownership. Strengthen performance. Protect the asset.



Owner returns depend on three systems working together

Moria aligns commercial performance, operational consistency and owner visibility under one accountable management structure.

01 Commercial discipline

Pricing, distribution and promotion shaped around each property.

02 Operational consistency

Defined routines for guest care, housekeeping, inspections and upkeep.

03 Owner visibility

Reporting that connects revenue, expenses, occupancy and action.





WHY MORIA



Local operations, group-backed expertise

Moria is built for Bali's rental market and supported by broader development and advisory experience across Indonesia.

MORIA VILLA MANAGEMENT

64

UNITS UNDER MANAGEMENT

1.5

YEARS IN OPERATION

MORIALAND GROUP TRACK RECORD

13 ha

DEVELOPED ASSETS

710+

UNITS SOLD

Rp798bn+

DEAL VALUE · USD 48M



One team manages the full owner journey



Revenue & distribution

Positioning, pricing, promotion review and OTA/channel management.



Reservations & Guest Experience

Guest communication, reservation support, concierge coordination and review care.



Operations & Asset Care

Hospitality standards, housekeeping oversight, inspections and maintenance coordination.



Reporting & Owner Relations

Monthly performance reporting, expense visibility and clear action tracking.

A single management structure keeps commercial decisions and property standards connected.





Choose the right level of management support

01

Setup & launch

Professional setup, channel launch, owner training and handover.

02

Commercial management

For owners with an onsite team who need pricing, distribution, reservations and guest support.

03

End-to-end management

For owners seeking coordinated commercial management, staffing, operations and asset care.

Start with launch support, then scale to the management scope your property needs.



Service Model

LISTING SETUP & LAUNCH

Custom One Time Fee - IDR 6.5 Million

- OTA account and listing setup
- Property description and content standardisation
- Initial rates, policies and availability
- Calendar and channel mapping
- Booking-link integration
- Basic SEO setup
- Owner training and handover
- Professional photography and copywriting

MARKETING & RESERVATION MANAGEMENT

15% Commission

- Digital marketing services
- Listing and reservations on OTAs and other platforms
- Listing and search engine optimisation
- Reservation management and reporting
- Dynamic competitive pricing and occupancy optimisation
- Property positioning analysis
- Market research and trend analysis
- Guest relations and concierge
- Professional photography, videography, and copywriting

END-TO-END MANAGEMENT

20% Commission

- Digital marketing services
- Listing and reservations on OTAs and other platforms
- Listing and search engine optimisation
- Reservation management and reporting
- Dynamic competitive pricing and occupancy optimisation
- Property positioning analysis
- Market research and trend analysis
- Guest relations and concierge
- Professional photography, videography, and copywriting
- Comprehensive staff training and recruitment

- Housekeeping and daily operational staff management
- Villa Manager for quality control
- 24/7 on-call engineering team
- Proactive property maintenance measures and inspection
- Expense management
- Property inventory management
- Property billing and utilities management
- Transparent financial reporting
- Administrative support
- Interior design and renovations



Commercial decisions start with the property

The objective is the right demand mix at the right price - while protecting long-term positioning.

-
- | | | |
|----|-------------------|--|
| 01 | Position | Define the property story, competitive set and target guest. |
| 02 | Price | Build seasonal rates, stay rules and promotion logic. |
| 03 | Distribute | Align listings, availability and offers across channels. |
| 04 | Optimize | Monitor pickup, occupancy, ADR, RevPAR and channel results. |





Hospitality routines protect the asset

PREPARE

Onboarding, standards, content readiness and channel QA.

PROTECT

Inspections, maintenance tracking and owner-approved controls for non-routine spending.

PERFORM

Hospitality-trained service, consistent housekeeping and coordinated guest response.



Owners see the full monthly picture

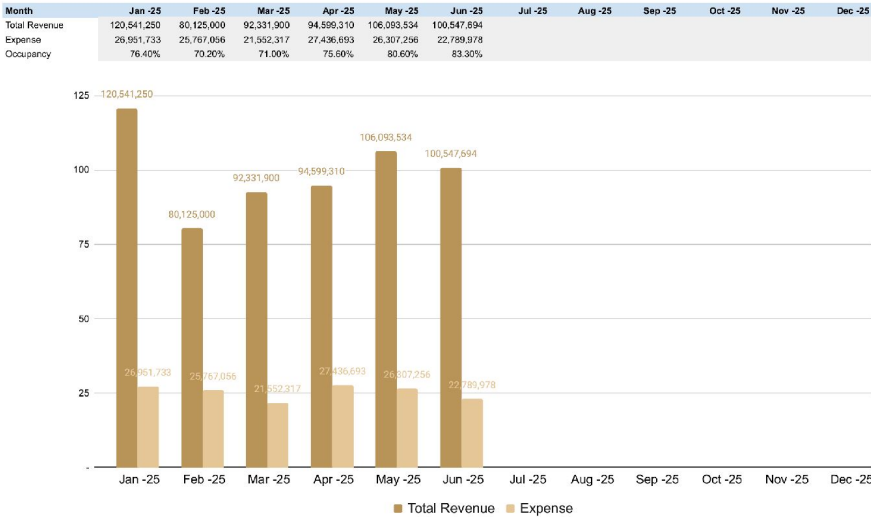
Revenue, channel deductions, occupancy, expenses and operating income are reviewed together - not in isolation.

Monthly visibility includes

- 01 Revenue and OTA deductions
- 02 Occupancy and average rate
- 03 Management fee and operating expenses
- 04 Operating income and follow-up actions

Income statement		
Villa Example, 01-Jun-25 - 30-Jun-25		
Revenue		
Total revenue	IDR	100,547,694
OTA commission	IDR	16,492,256
Gross revenue	IDR	84,055,438
Average Published Rate	IDR	1,436,814
Occupancy	%	83.30%
Management fee		
End-to-end fee	%	20%
Management fee	IDR	16,811,068
Net revenue		67,244,350
Operating Expense		
Fixed Costs		
Salary Expenses	IDR	9,350,000
Pool Maintenance	IDR	752,500
Landscape	IDR	-
Internet and TV	IDR	-
Monthly Offering	IDR	350,000
Variable Costs		
Electricity	IDR	3,130,000
Laundry	IDR	1,371,000
Cleaning Supplies	IDR	129,420
Guest Supplies	IDR	696,827
Maintenance	IDR	1,434,000
Loss & Breakage	IDR	-
Capex	IDR	-
Marketing	IDR	-
Service Charge	IDR	5,001,299
Sinking Fund	IDR	-
Transaction Fees	IDR	494,932
Other	IDR	80,000
Operating expense	IDR	22,788,978
Operating income	IDR	44,454,372

Owner's Report
Performance Summary - Villa Example - June 2025



Illustrative reporting format. Property-level reporting is tailored to the agreed management scope.



Forecasts begin with transparent assumptions

Every proposal starts with a property-specific view of demand, costs and owner objectives - not a blanket return promise.

MODEL INPUTS

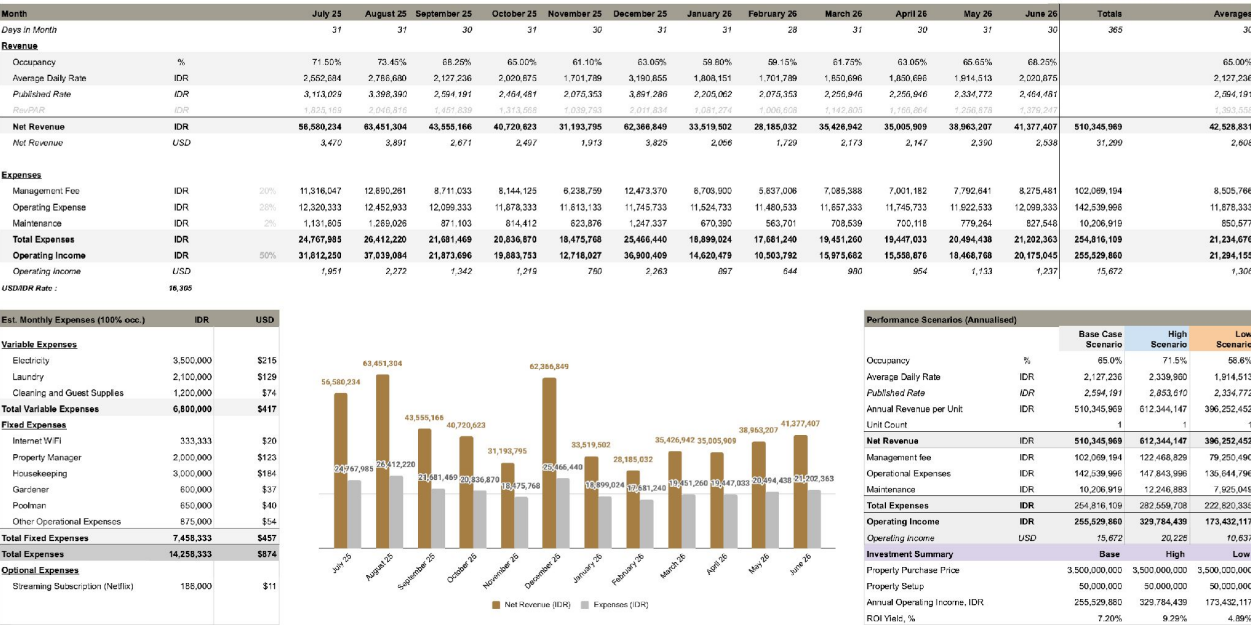
- Occupancy and rate assumptions
- Published-rate strategy
- Operating and maintenance costs
- Management fee and investment basis

MODEL OUTPUTS

Monthly revenue · operating income · scenario comparison · indicative yield

Illustrative projection only. Actual performance varies by property, market conditions, operating scope and owner decisions.

Villa Example, End-to-End Financial Projection



Disclaimer: expenses are subject to adjustment after the property's launch. Figures are based on properties with similar specifications.
Other: Operational Expenses include but are not limited to: airport fees, garbage and neighborhood fees, security offerings, welcome compliments, pest control and other risks costs.

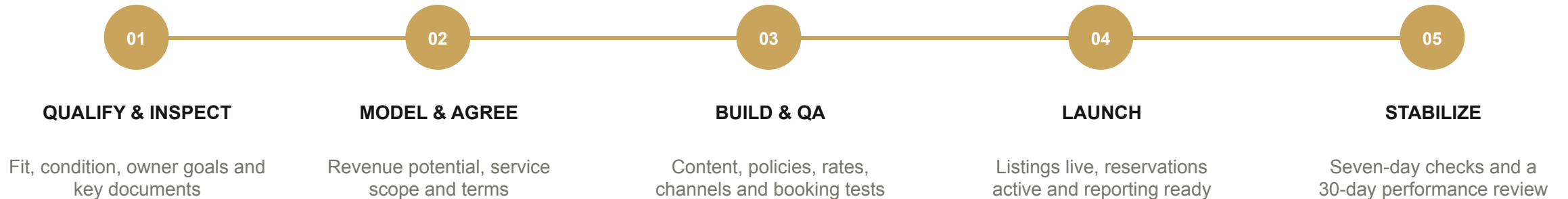
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A structured path from inspection to performance

Moria moves from property qualification to commercial launch, then stabilizes operations with defined quality checks.



Owner reporting, maintenance coordination and revenue optimization continue throughout the management relationship.



Selected properties show strong guest appeal

Stunning 4BR Villa with Private Pool near Canggu

[Share](#) [Save](#)



Entire villa in Kediri, Indonesia

8 guests · 4 bedrooms · 4 beds · 4 baths

★ 4.94 · [16 reviews](#)



Hosted by **Moria Villa Management**
2 years hosting



Exceptional check-in experience
Recent guests gave the check-in process a 5-star rating.

Add dates for prices

CHECK-IN Add date	CHECKOUT Add date
GUESTS 1 guest	

Check availability

Spacious 5BR Villa canggu | Walk to Finns & Beach

[Share](#) [Save](#)



Entire villa in Kuta Utara, Indonesia

10 guests · 5 bedrooms · 7 beds · 4 baths

★ 4.88 · [16 reviews](#)



Hosted by **Moria Villa Management**
2 years hosting



Dive right in
This is one of the few places in the area with a pool.

Add dates for prices

CHECK-IN Add date	CHECKOUT Add date
GUESTS 1 guest	

Check availability

Airbnb ratings and review counts shown as reported in the 2026



Experience across hospitality and property

Emerson Widijanto

DIRECTOR

Seven years in financial-sector M&A, including Rothschild & Co, Citibank and Ernst & Young, followed by six years advising Indonesian conglomerates on property development.

Lucia Soetrisno

GENERAL MANAGER

Twenty-eight years in hospitality, including management roles at five-star hotels such as Ritz-Carlton and Waldorf Astoria in Indonesia and the UAE.

Anak Agung Bagus Kiana

OPERATIONS MANAGER

Twenty-eight years in hospitality, including international operational leadership with MSC Cruises in Italy and Carnival Cruise Line in the USA.

Evan Jong

REVENUE MANAGER

Over 10 years' commercial experience, including six years in hospitality and luxury real estate. Specialises in revenue strategy, OTA distribution, pricing, sales and marketing, digital channels, and hotel and villa performance analysis.



Owner value is built through discipline, not promises

01

Commercial performance

Property-specific positioning, pricing and distribution decisions focused on sustainable revenue quality.

02

Asset protection

Hospitality standards, inspection routines and preventive coordination that protect guest experience and property condition.

03

Owner visibility

Reporting that makes revenue, expenses, performance gaps and next actions visible to the owner.

The result: a management relationship designed around performance, control and long-term asset quality.



START THE CONVERSATION

Start with a complimentary property assessment

We review positioning, operational readiness, rate potential and management scope - then recommend a practical path to launch or improve performance.



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