



NOUR

E S T A T E S



LOMBOK  
INVESTMENT  
GUIDE

Your simple guide to buying land and villas in South Lombok

# QUICK INTRO

Lombok is still early, but not too early. That's what makes it special.

investing in Lombok is not like in Bali.

Here, the hills are still open, the beaches are still quiet, and the opportunity is still affordable. Investors who come now are entering the market at the perfect moment. Early enough to benefit from growth, but late enough to enjoy strong roads, tourism demand, and clearer regulations.

At Nour Estates, we spend our days walking the hills, speaking with landowners, checking plots, and searching for places we would invest in ourselves. This guide brings together everything we've learned: the areas with the strongest potential, what to look for when buying land, how ownership works for foreigners, and how to approach Lombok as a long-term investment.



My goal is simple:

To help you invest confidently, and with clarity. So you can enjoy both the lifestyle and the return that this island can offer.

*Welcome to Lombok.*

*It's an exciting time to be here.*

Co-founder

*Yasmina*

# WHY LOMBOK?

South Lombok is growing fast, but in a controlled and natural way. The island now attracts investors, remote workers, surfers, and families looking for something quieter than Bali. Yet still connected, safe, and easy to access.



Gunung Rinjani - second highest mountain in Indonesia.

Why people invest here:

- Tourism numbers rise every year
- Land is still affordable compared to Bali
- International airport 25–35 minutes from key areas
- MotoGP and Mandalika development strengthening demand

Lombok is no longer a “hidden gem.” It is an early-stage market entering a mature growth phase, and that’s where the strongest returns usually happen.



Beachfront boutique hotel in Twin Peaks Development in Serangan.

# HOW TO INVEST IN LOMBOK



## 1. HGB Title via PT PMA

*\*Foreigner friendly\**

The safest and most recommended structure for foreigners. A foreign-owned company (PT PMA) receives HGB rights, allowing you to:

- ✓ Acquire land
- ✓ Build villas or commercial buildings
- ✓ Operate rentals legally
- ✓ Sell or transfer the asset
- ✓ Extend the title long-term (30+20+30 years)

## 2. Leasehold

*\*Foreigner friendly\**

A time-based land lease, usually 20–30 years with extension options.

Good for:

- ✓ Lower entry cost
- ✓ Villa rentals
- ✓ Medium-term projects.

Leasehold is simpler but does not provide the same long-term flexibility as HGB.

## 3. Freehold (SHM)

*\*Only available to Indonesian citizens\**

The strongest form of land ownership in Indonesia. Indonesian citizens can buy and hold SHM land in their own name with full rights to build, sell, transfer, or inherit.

# DUE DILIGENCE IS EVERYTHING.



Buying land in Lombok can be simple when the right checks are done. Here's what your legal team verifies before recommending a positive due diligence for any property.

- Title Verification: confirm authenticity, ownership history, and boundaries.
- Zoning (ITR): ensures you can legally build your villa or business.
- Road Access: both legal access and physical access matter.
- Topography & Drainage: essential in hillside areas.
- Seller Identification: check every family member involved in the sale.
- Notary Escrow: lock fee payments go through a trusted notary for your protection.

# BEST AREAS TO INVEST



South Lombok is made of small bays, each with its own character. Some areas offer strong rental income. Others offer long-term land appreciation. The best opportunities depend on your goals.

## Selong Belanak

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01

One of Indonesia's most beautiful beaches. Strong rental demand. Limited supply. Stable appreciation year after year.  
**Best for:** Lifestyle + ROI, ocean-view villa development, boutique projects.



## Kuta Lombok

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02

The highlight of South Lombok: cafés, gyms, restaurants. Consistent rental demand and the safest resale market.  
**Best for:** Small villas, commercial land, walk-to-everything living.



## Are Guling

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03

Surfer bay. Calm yet very close to Kuta Lombok. Popular with digital nomads. Ocean-view hills still affordable.

**Best for:** ROI-focused villas and early-stage appreciation.



## Serangan

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04

Fast-emerging area between Selong Belanak and Torok. Known for rolling hills, strong views, and growing investor activity.

**Best for:** Ocean-view villas, Villas walking distance to the beach, boutique projects.



## Tampah

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05

One of the most premium and curated residential developments in Lombok. Known for architecture, community, and elevated coastal views.

**Best for:** Luxury villas, design-led investments, lifestyle buyers wanting privacy + comfort.



# Torok

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06

A dramatic luxury bay with growing high-end interest.  
**Best for:** Large villas, exclusive developments, land banking with big upside.



# Mawi

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07

A raw, powerful surf beach surrounded by green hills and quiet landscapes.  
**Best for:** Long-term appreciation, nature-focused developments, surf tourism projects.



# Gerupuk

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08

Iconic surf village with long-term potential and ongoing tourism improvements.  
**Best for:** Surf villas, early-investor opportunities, longer appreciation horizon.

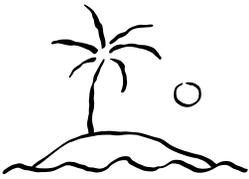




# DISCOVERING

## *Local*

# CHARMS



South Lombok's beauty comes from more than its beaches. It comes from its people, rhythms, and relaxed daily life.

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South Lombok is a place where time moves differently. Morning light hits the rice fields, fishermen bring in the day's catch, and the small warungs open just as the sun rises. Every village has its own personality, its own charm, and its own stories.

Walk through the hills and you'll hear the sound of roosters, kids playing, and the soft hum of motorbikes weaving between palm trees. Stop by a local stall and you'll find fresh coconuts, spicy sambal, and warm smiles. Hospitality is woven into daily life here.

The charm of South Lombok lies in its simplicity. Sunset on the beach becomes a daily ritual. Surfboards line the sand. Neighbors know each other. And even new visitors quickly feel at home. What makes this region special is the feeling of calm, the slow mornings, the friendly nods, and the sense that life can be both peaceful and full of possibility.

This is the Lombok people fall in love with. Not because it's perfect, but because it's real.





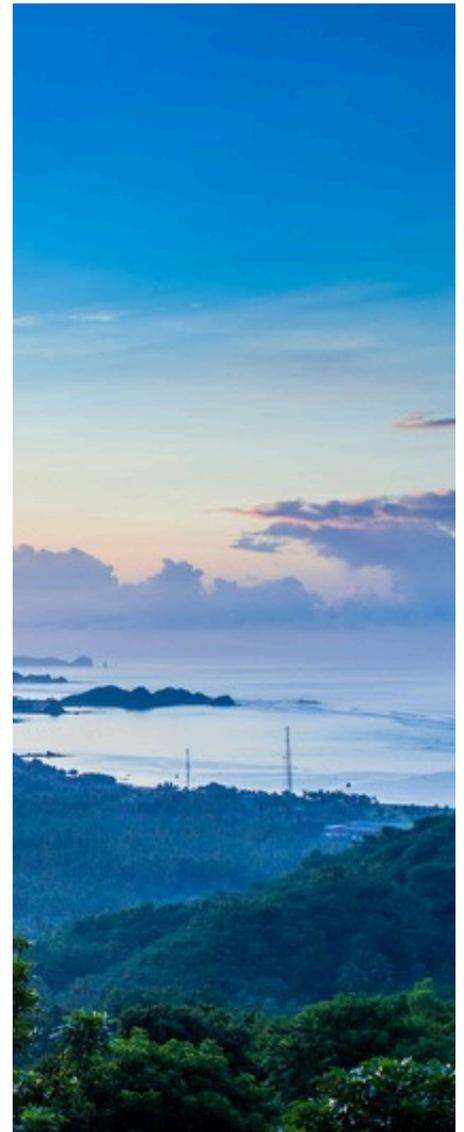
# MARKET PRICES & ROI

Land prices in South Lombok vary by bay, with Kuta, Tampah and Selong Belanak sitting at the higher end (200–500M IDR per are) and areas like Are Guling, Torok, and Serangan offering strong value in the 150–250M range. Early-stage pockets such as Gerupuk and Mawi remain more affordable, giving investors room for long-term upside. Prices reflect each area’s development, views, and access. Factors that continue to support steady appreciation.

Returns generally come from villa rentals and rising land values. Well-designed villas in good locations typically achieve 10–15% annual ROI, supported by consistent tourism and high-season occupancy. Land appreciation remains strong, averaging 10–20% per year, with emerging areas often performing even better. Together, these trends make South Lombok one of Indonesia’s most promising, and still accessible, real estate markets.

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