



Samina Chowdhury



BOB LUCIDO TEAM
OF KELLER WILLIAMS LUCIDO AGENCY

MEDIA PACKET





About

- Luxury market expert, specializing in million dollar listings.
- Certified Luxury Home Marketing Specialist with Keller Williams.
- Thirty years of experience in the Howard, Montgomery, and Baltimore County area and has formed close friendships with international diplomats, members of Congress, and directors of the world's leading cultural institutions.
- Fluent in Bengali, Arabic, Hindi, and Urdu, allowing for easy communication with a diverse clientele.
- Received a degree in Interior Design from Maryland Institute College of Art, ranked #1 nationally for design.
- Close working relationship with Amit Barman, who implements cutting edge VR technology to design homes that are both elegant and on the forefront of green technology.
- Works closely with a team of developers who specialize in home renovation and repair.
- As a long-time resident of the greater Howard County area, having raised two children with her husband, Samina knows how to match every neighborhood's offerings to the needs of every buyer.
- Established the Women 4 Empowerment Charity and serves as the vice president. The charity aids women who have been victims of sex trafficking, and teaches the women basic business skills as well as provides them with micro credit loans to help them establish their own business.

Awards



- **2022:** On the list for top 500 agents out of 12,000 in the state of Maryland, therefore placing in the top 4% of all agents in Maryland.
- **Dubai, UAE 2022:** Marketing 2.0 - Influencer Award. In recognition of contributions to the field of marketing and advertising.

Bob Lucido Agency Awards (2021):

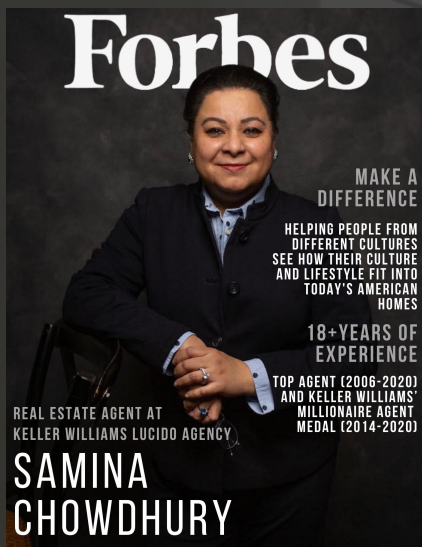
- Top Sales Partner (volume & # of homes sold)
- Agent with Most Personal Sphere Conversion
- Top Earner's Club
- Top Producer's Club
- Baltimore Magazine Top Agent \$15-\$30 Million (2021)
- Keller Williams Top Agent Award (2006 - 2021)
- Keller Williams Bronze Award (2006)
- Triple Platinum Award (2006)
- Quadruple Platinum Award (2007)
- Millionaire Agent Medal (2014 - 2020)
- Top 5 Women in Business, Howard County Magazine (2009)

Publications



The Silicon Review®

**‘The Secret to our Success is the Unparalleled Service We Offer’:
Samina Chowdhury, Member of Bob Lucido Team of Keller Williams Lucido Agency**



10 Amazing Women Leaders to Watch 2022

New York Weekly

How Personal Branding Can Take Your Business to the Next Level, with Samina Chowdhury



SCAN ME

Publications



THE TOP 100 PEOPLE IN REAL ESTATE
FEATURING SAMINA CHOWDHURY

Celebrating
our 15th
Year of
Publishing

Meet

SAMINA CHOWDHURY

Partner and Luxury Agent
Keller Williams Lucido Agency

-Story on Page 36



Samina CHOWDHURY



Partner & Luxury Agent

boggling sales stats, but this group, with Samina at the forefront, is changing lives while redefining the service, purpose, and future of real estate.

Samina has been in the field of real estate for almost two decades and with the Lucido Agency since 2013. An expert on luxury properties, specializing in million-dollar-plus listings, she's completed over 1,000 transactions valued in the hundreds of millions and assembled a client roster worthy of their own recognition. In the process, she's made some very prominent contacts and friends, among them, members of Congress, international diplomats, and affluent families. Yet, despite her reach and influence, or the \$30 million in sales she recorded amidst a global pandemic in 2021, Samina is the antithesis of self-absorbed. Her focus on each and every sale is, and always will be, her client. In words that truly reflect her very essence, Samina shares, "I help people achieve their dream home goals and guide them with great care, integrity, and expediency."

Putting clients in their dream homes doesn't begin to scratch the surface when it comes to Samina's acuity. She personifies everything that one could hope for or want in a leader, as an agent, and as a person. This has been especially meaningful to the largest segment of her business—the international community. Over the past 19 years, Samina has helped numerous families from other countries purchase real estate in America, and, as an immigrant herself, she is acutely aware of what is involved with assimilation into a new environment. She knows the importance of preserving one's culture and lifestyle, and this is not only essential to communications and connecting with her clients, but in understanding the style and features of a property that they can call "home." In addition to speaking Bengali, Urdu, Hindi, and English, she is a Certified Negotiation Expert, Certified Distressed Property Expert, and a Certified Luxury Home Marketing Agent. Hers is a story that was seeded from passion and cultivated by skill, ultimately blossoming into a career that is both profound and magnificent.

We spoke with Samina about her background, her unique selling system, and what drives her to serve clients with such empathy and dedication.

Q: Samina, tell us a little about your personal story and how it relates to your international clientele.

A: I was born in Kolkata, India—the second of five children. My father was an entrepreneur who owned several businesses and founded the first private-sector bank in Bangladesh. He later became the Secretary of State for Bangladesh. I attended a British school. This provided me not only a first-rate education, but a keen awareness of diversity. My mother was a homemaker who often hosted lavish parties for family, friends, diplomats, and many high-profile individuals. She was a natural when it came to entertaining and designing, which I naturally absorbed. I am always reminded of those times when I host my own social events and when I infuse some of that culture—that "homeness." It is really welcoming to my international

clientele. Both of my parents emphasized the importance of appreciating other cultures, and that is something that I share with clients, as well as my own family. My husband, Imran, and I have been in Maryland for 30 years, but we haven't lost a morsel of our traditions or values, and we instill them in our own children.

Q: Tell us a little about the slogan "Sell it Like Samina."

A: I was looking to invest in real estate. My fledgling business gained incredible momentum after I received coaching from Brian Buffini and then Ryan Serhant, who actually came up with that tagline. It's now a fundamental aspect of my brand.

Q: What is your "unique selling system" and how does it benefit your clients?

A: In short, I listen to their needs. In this profession, you must be able to interpret the subtext of what clients verbalize. For instance, one of my clients was moving from Los Angeles and told me she needed a short commute time to her stressful job in the city, and a living environment that was peaceful, where she could unwind in peace. But her needs were contradictory because urban life and quiet don't exist on the same plane, so it was my job to show her both environments so that she could envision living in each of them, and allow her to make the right choice.

“I help people achieve their dream home goals and guide them with great care, integrity, and expediency.”

Q: One of your specialties is helping international clients maintain their cultures and lifestyles in their U.S. homes. Tell us about this.

A: Most of my clients are from different countries and many are from the Middle East or Southeast Asia. I understand this culture and know what they need in a new home. Entertaining is a major part of our culture, so parking is a primary consideration in a prospective property. I won't even show a house that can't accommodate this need. Often, women and men occupy different areas of the home, so a good fit must include more than just one living room. *Vastu*, the Indian term for *feng shui*, is very important to some Indians because families who practice it cannot have property that faces south. It is also a very service-oriented culture—in India, guests are welcomed with every conceivable form of hospitality, and that is something I bring to my own standard of service. It's what sets me apart from other agents.

Q: What do you enjoy most about your work?

A: Making that "connection"—where the service and support shows through. When you care about your clients and their needs, it is very easy to know what to focus on. It's so fulfilling to help them attain their goals, to respect their cultural needs, and to use creative thinking when the pieces don't go together easily. There's a reason God has given us two ears and one mouth. You listen to people's needs, and then see what you can do to cater to them.

Samina is the co-founder of Women 4 Empowerment, a nonprofit in Maryland that supports underserved women and girls who face social or economic challenges. She was featured in Forbes.com, Baltimore Magazine, Baltimore Real Producers Magazine, and recognized as one of top 4% of agents out of 12,000 agents in state of Maryland for 2021.

Imagine the volume of sales and number of agents you would need to be known as one of the largest real estate franchises in the world. Now imagine what it would take to be the #1 team for that franchise. Then, try to perceive what goes into being the *Top Producing Agent* for that team. Samina Chowdhury is that *Top Producing Agent* of that #1 team in the world, for that largest real estate franchise in the world. Let that sink in for a minute.

Samina's team is the Lucido Agency, and they are part of the Keller Williams brokerage. Located in Maryland and comprised of more than 285 team members who serve the markets of 16 states across the U.S. and Canada, this group sells a home every 3.5 hours! And they're still expanding.

Samina, a luxury real estate specialist and trusted Dave Ramsey agent, helps to drive the team with their combined experience and ever-present enthusiasm. Not only do they have mind-

Accreditations

- Certified Negotiation Expert
- Certified Distressed Property Expert
- Certified Luxury Home Marketing Agent
- After being ranked as a Peak Producer Agent in 2008, Samina has since taught Peak Producer masterclasses to other real estate agents.

Testimonials

We had the chance to work with Samina for our first home purchase. She is extremely helpful, friendly and really cares about her clients. She possesses an outstanding knowledge and guided us throughout the process. She was upfront about the process, helped us contact a lender, and walked us through all the paperwork. She was great at explaining the process when we didn't understand something, and was quick to respond to our questions and concerns via email and/or text. Overall, our experience with Samina was outstanding! Would highly recommend her for any of your real estate needs and a valuable experience she's provided us with.

MOUNIKA KOGANTI

Samina was extremely familiar with our target neighborhoods including amenities, school systems. She lined up other trades and services that we needed not only to buy the house but also in considering improvements and estimating cost impacts. We found her flexibility and responsiveness amazing. The ultimate testimonial actually came from our seller. Given that there were 5 buyers for the same house within 2 days of the house being in the market, Samina offered various flexibilities to motivate the seller to sell the house to us. The seller and his agent were extremely impressed by Samina's professionalism, thoroughness of paperwork and responsiveness. They stated that she had earned her full commission and agreed to sell the house to us.

ASH J.

We had heard lot of good things about Samina but wasn't sure what to expect when we enlisted her help to purchase a home. We are very pleased to say that Samina exceeded all of our expectations as a realtor! She is very professional and thorough in all aspects of the home buying process. Buying a home can be stressful, complicated and arduous, but Samina was able to assist us through all of the details in this process. We were very comfortable having Samina on our side throughout this process. She is very responsive, always getting back to our enquiries very promptly. I highly recommend Samina as a realtor to anyone buying or selling a home in the area!

MURLI KYASA

Contact



CELL: (301) 502-2944

BROKERAGE: (410)-465-6900



SAMINA@BOBLUCIDOTEAM.COM



9251 BALTIMORE NATIONAL PIKE, SUITE D
ELLCOTT CITY, MD 21042

