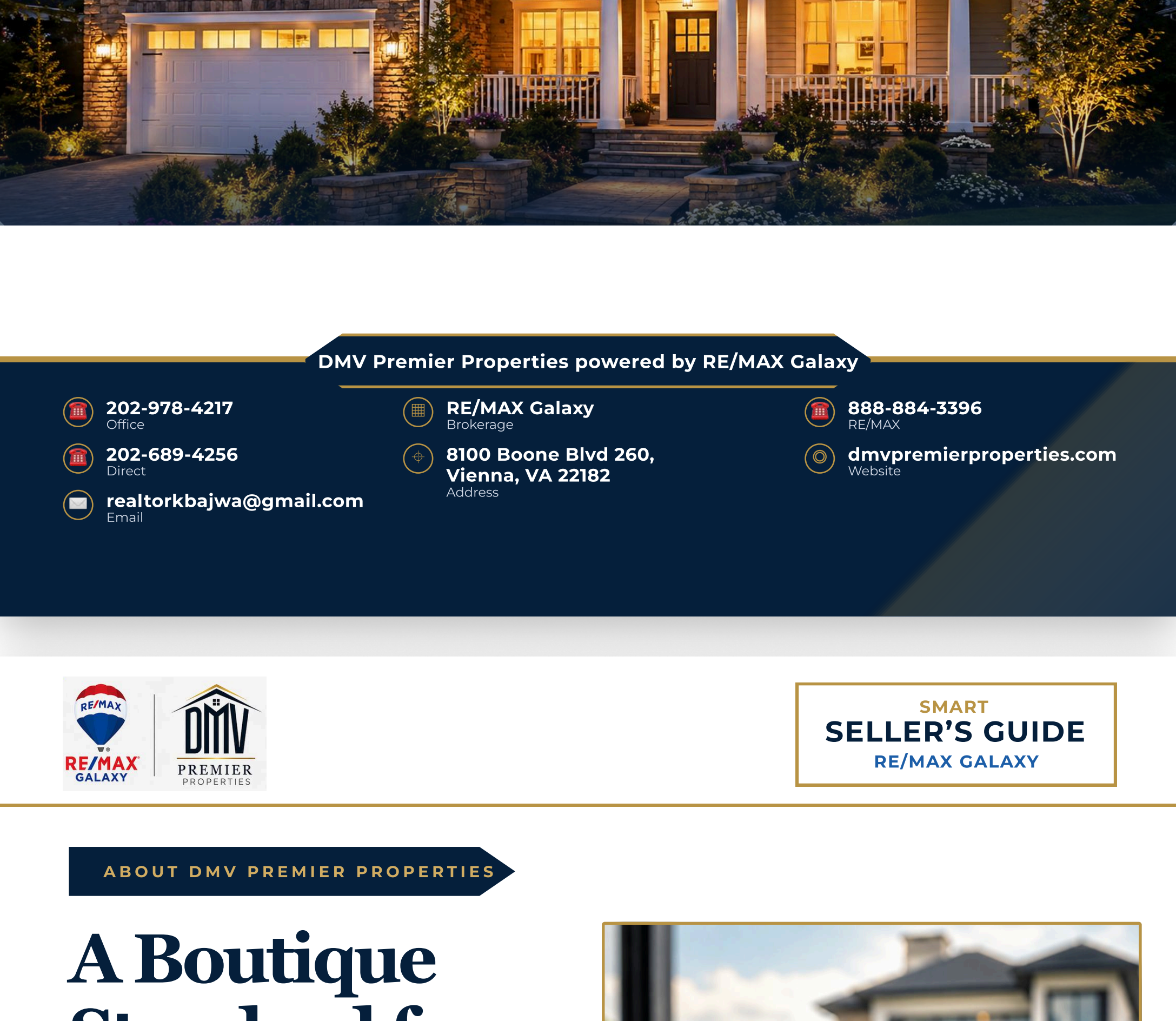


SMART
SELLER'S GUIDE
RE/MAX GALAXY

By DMV Premier Properties
Led by Khalida "Kay" Bajwa



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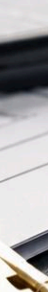
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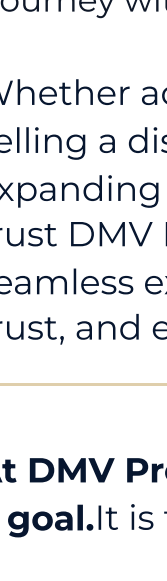
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01



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ABOUT DMV PREMIER PROPERTIES

A Boutique Standard for Exceptional Clients

Welcome to **DMV PREMIER PROPERTIES** powered by **RE/MAX GALAXY**.

DMV Premier Properties is a boutique real estate brokerage serving Washington, D.C., Maryland, and Virginia, specializing in luxury homes, investment properties, and strategic real estate advisory. With nearly two decades of experience, we provide buyers, sellers, and investors with expert guidance, market insight, and tailored solutions designed to achieve exceptional results.

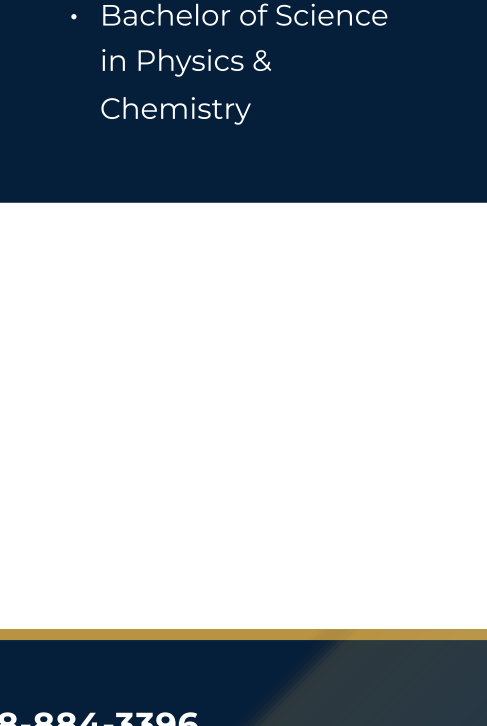
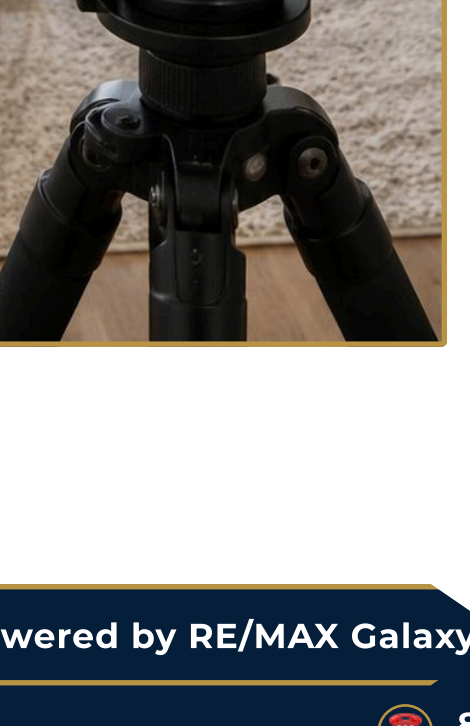
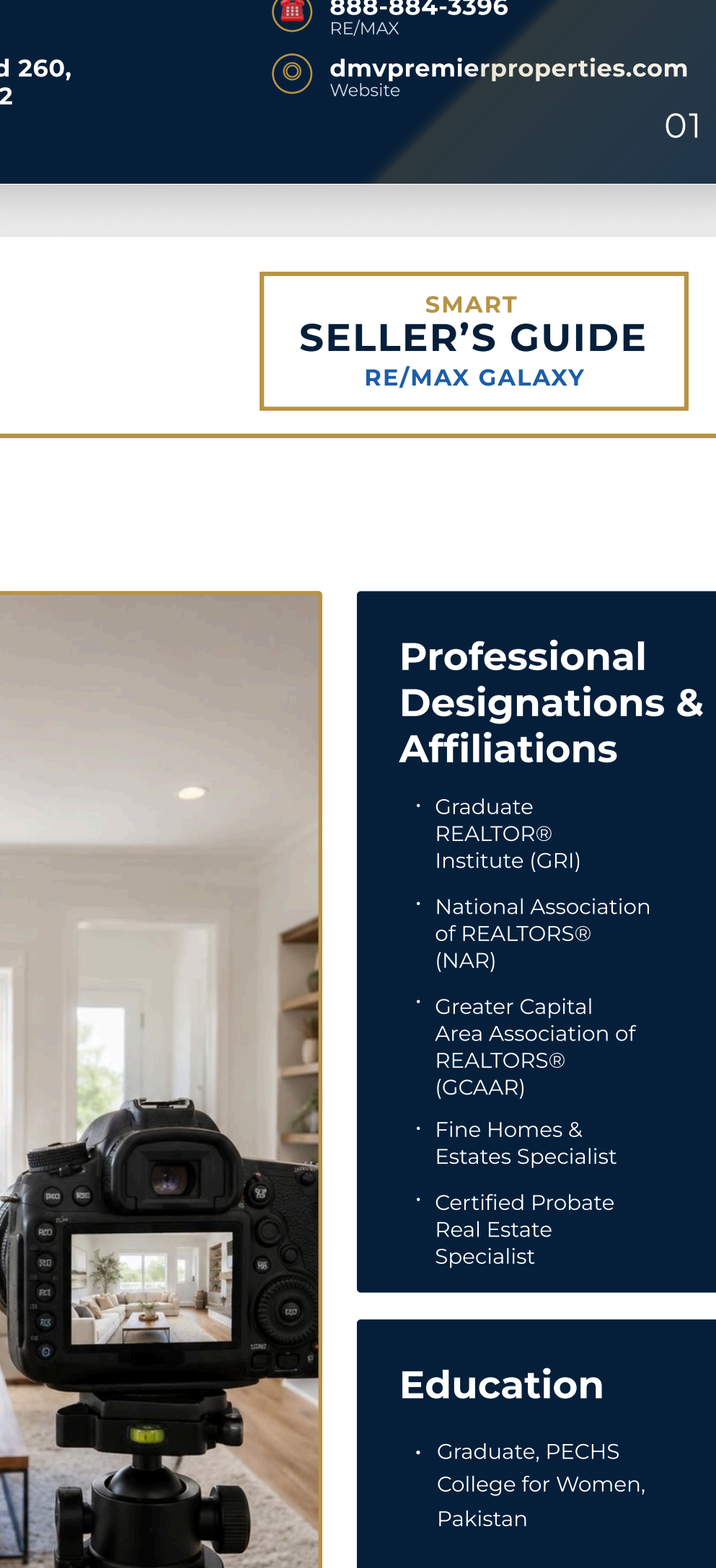
Our approach is built on integrity, discretion, and personalized service. By combining local expertise with skilled negotiation and a client-first philosophy, we help individuals and families navigate every stage of their real estate journey with confidence.



Whether acquiring a luxury residence, selling a distinguished property, or expanding an investment portfolio, clients trust DMV Premier Properties to deliver a seamless experienced professionalism, trust, and excellence.



At DMV Premier Properties, excellence is not a goal. It is the foundation of everything we do.





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ABOUT KHALIDA 'KAY' BAJWA

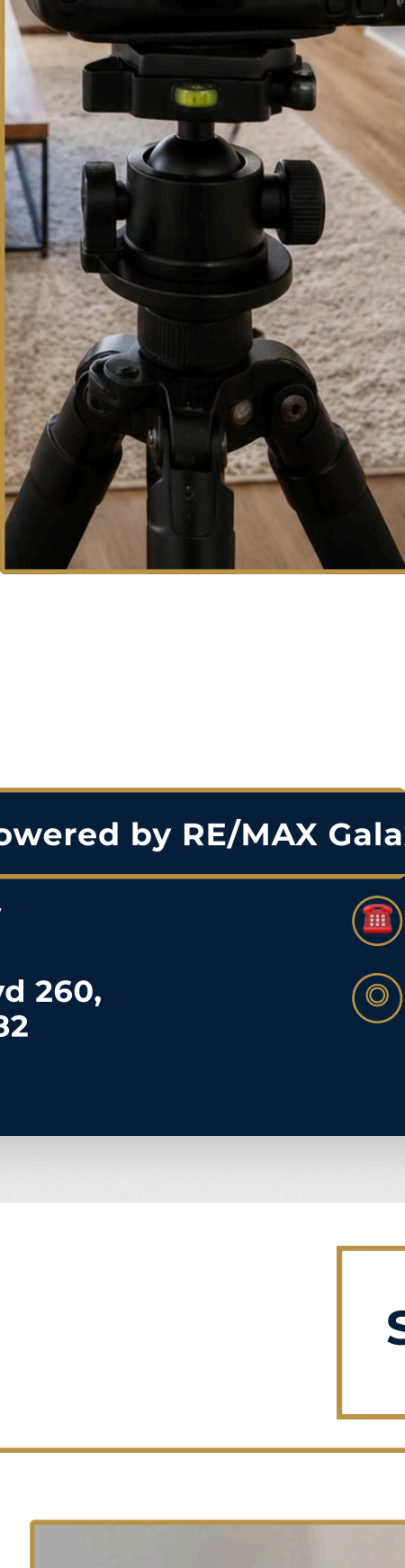
Meet Khalida 'Kay' Bajwa

Khalida Bajwa is a highly accomplished real estate professional with over 20 years of experience representing buyers, sellers, and investors throughout the Washington, D.C., Maryland, and Virginia region.

Known for her professionalism, integrity, and results-driven approach, she has built a reputation for delivering exceptional service and constantly achieving outstanding outcomes for her clients.

Raised in a military family, Khalida developed a strong foundation of discipline, dedication, and service. Her diverse professional background has equipped her with exceptional attention to detail, discretion, and commitment to client advocacy.

As the founder of **DMV Premier Properties**, Khalida leads a team that shares her commitment to professionalism, transparency, and personalized service.

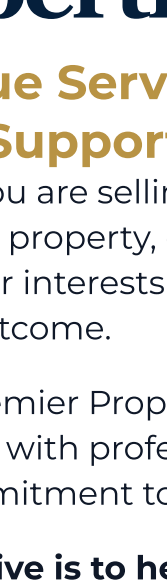
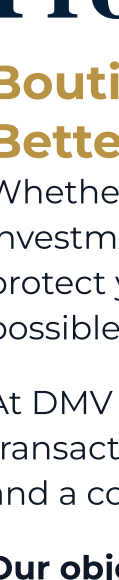


Professional Designations & Affiliations

- Graduate REALTOR® Institute (GRI)
- National Association of REALTORS® (NAR)
- Greater Capital Area Association of REALTORS® (CCAR)
- Fine Homes & Estates Specialist
- Certified Probate Real Estate Specialist

Education

- Graduate, PECHS College for Women, Pakistan
- Bachelor of Science in Physics & Chemistry



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INTRODUCTION

Why Sellers Choose DMV Premier Properties

Boutique Service. Real Guidance. Better Support.

Whether you are selling a luxury residence or an investment property, our responsibility is simple: to protect your interests and help you achieve the best possible outcome.

At DMV Premier Properties, we approach every transaction with professionalism, market expertise, and a commitment to your goals.

Our objective is to help you:

- Maximize the value of your property
- Attract qualified buyers and investors
- Secure the most favorable terms possible
- Navigate the process with confidence and clarity

Serving Washington, DC, Maryland, and Virginia, we combine strategic marketing, skilled negotiation, and local market insight to deliver results that align with your long-term objectives.



What Many Sellers Worry About

Selling a home is a significant decision, and uncertainty is part of the process.

From pricing and preparation to negotiations and closing, there are many moving parts, but you don't have to navigate them alone.

Our job is to provide clarity, strategy, and confidence at every step, so you can focus on what's next while we focus on achieving the best possible outcome.

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Email

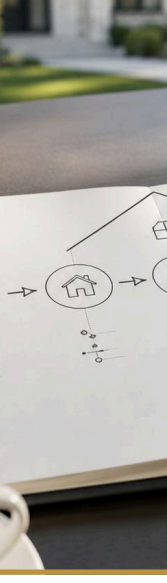
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THE SELLING PROCESS

What to Expect From Start to Finish

Selling your home becomes much easier when you know the steps ahead of time. At DMV Premier Properties, we guide you through a simple and organized process:

01 Initial Consultation

02 Home Value & Pricing Strategy

03 Home Preparation

04 Marketing Launch

05 Showings & Buyer Interest

06 Offers & Negotiation

07 Contract to Closing

08 Final Settlement

You do not need to know every detail before we begin. That is what we are here for.

Our role is to explain each step in plain language, help you prepare at the right time, and keep the process moving smoothly.

A good selling process should not feel chaotic. It should feel planned.



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03



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THE SELLING PROCESS

Steps 1-4

01 Step 1: Understanding Your Goals

Every successful sale begins with a conversation.

Before discussing pricing or marketing, we take the time to understand your timeline, objectives, and priorities. Whether you're selling quickly, exploring for a move, or preparing your options, our strategy is built around your goals, not a one-size-fits-all approach.

02 Step 2: Strategic Pricing

Pricing is one of the most important decisions you'll make.

Using local market data, recent sales, buyer demand, and your property's unique features, we develop a pricing strategy designed to maximize interest and value.

03 Step 3: Preparing Your Home

First impressions influence buyer decisions.

We help identify the updates, repairs, and presentation improvements that will have the greatest impact while avoiding unnecessary expenses.

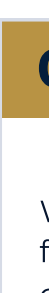
04 Step 4: Creating a Strong First Impression

Most buyers see your home online first.

Professional presentation, compelling photography, and thoughtful listing details help your property stand out and encourage showings.

Guidance. Strategy. Results.
We're with you at every step of the way.

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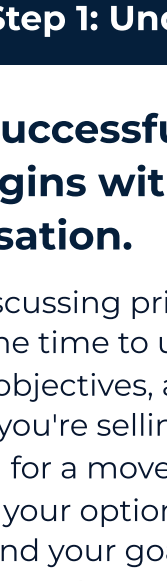
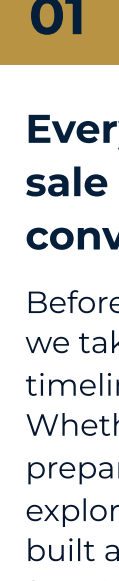
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THE SELLING PROCESS

Steps 5-10

05 Marketing Your Property

Our marketing strategy combines MLS visibility, digital advertising, social media, agent and

06 Showings & Buyer Interest

We coordinate showings, manage buyer feedback, monitor market response, and keep you

07 Reviewing Offers

We evaluate price, financing, contingencies, timelines, and overall strength so you can choose the best offer.

08 Skilled Negotiation

Strong negotiation protects your interests and maximizes your results, from price to closing terms and inspections.

09 Managing the Contract Process

We oversee appraisals, financing updates, title coordination, and contract deadlines.

10 Closing Day

We coordinate final details and guide you through closing so the sale feels seamless and organized.

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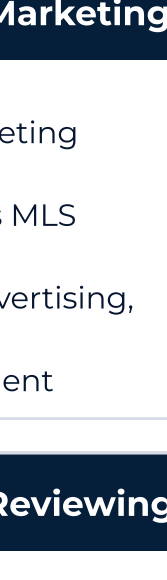
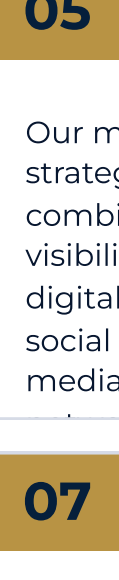
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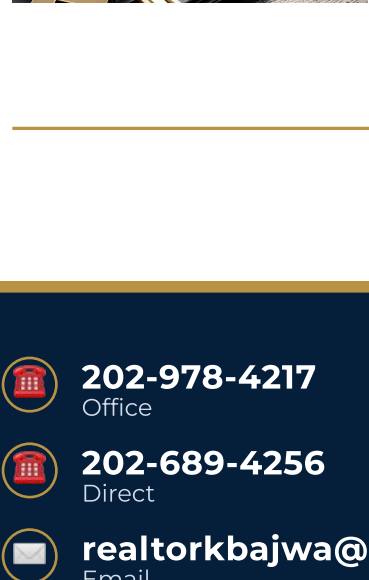
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THE SELLING PROCESS

Strategic Marketing That Delivers Results

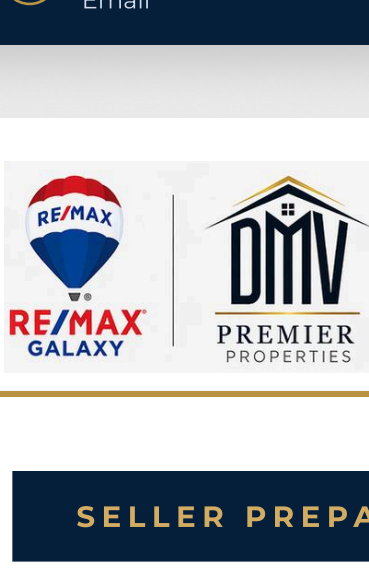
MARKETING YOUR PROPERTY

Today's buyers begin their search online. That's why every DMV Premier Properties listing is presented with a comprehensive marketing strategy designed to maximize visibility and attract qualified buyers.



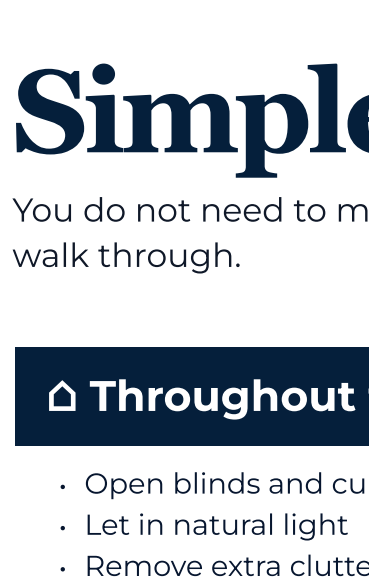
Professional Photography

We use high-quality professional photography to showcase your property's best features and create visual impact.



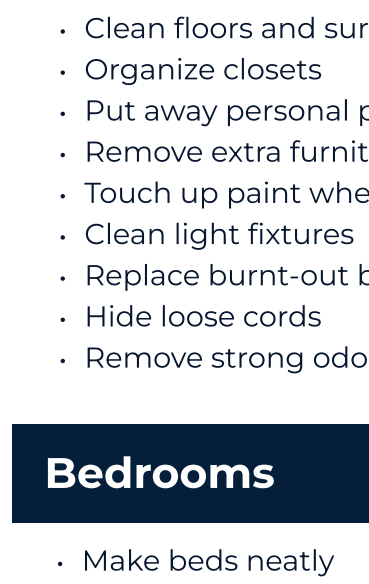
Video & Property Tours

Through cinematic video tours, property walkthroughs, and digital storytelling, we increase buyer interest and online engagement.



Property Presentation

Every property has a unique story. We highlight the features, lifestyle, location, and value that make your property stand out.



Maximum Online Exposure

- MLS
- Zillow
- Realtor.com
- Homes.com
- Social Media Platforms
- Agent Networks



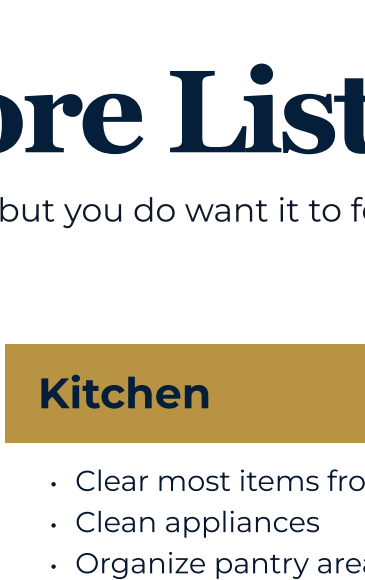
Social Media Marketing

We leverage professional social media campaigns to expand your property's reach and generate buyer interest.



Agent Network Exposure

Your listing is shared within our professional network to increase visibility among agents with qualified buyers.



Open Houses & Private Showings

We coordinate promotion, signage, showings, buyer follow-up, and feedback collection.

The DMV Premier Properties Advantage

Our marketing approach combines professional presentation, digital exposure, strategic outreach, and local market expertise to position your property for maximum impact. Successful marketing is about creating demand for it.

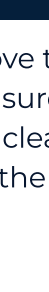
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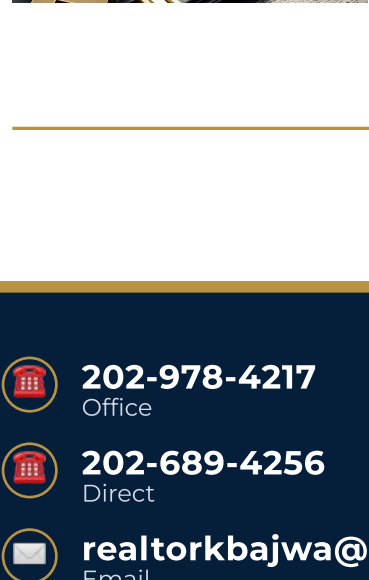
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ADVERTISING

Strategic Marketing That Delivers Results

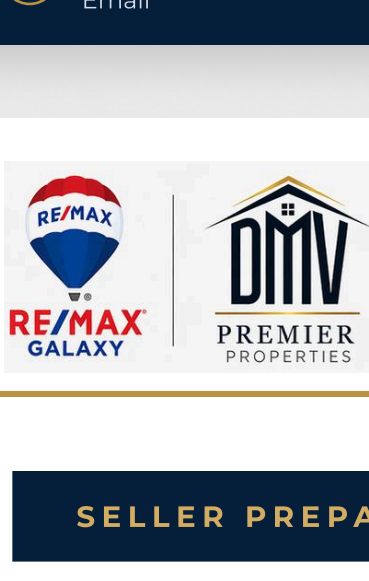
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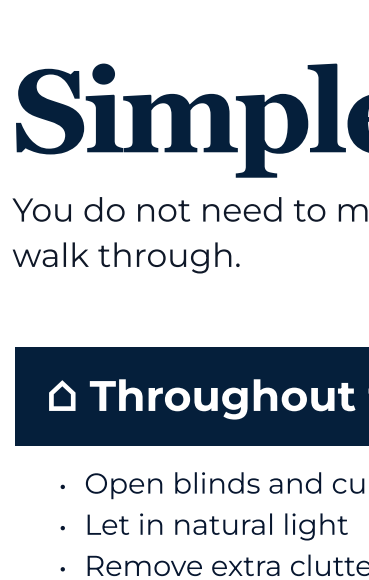
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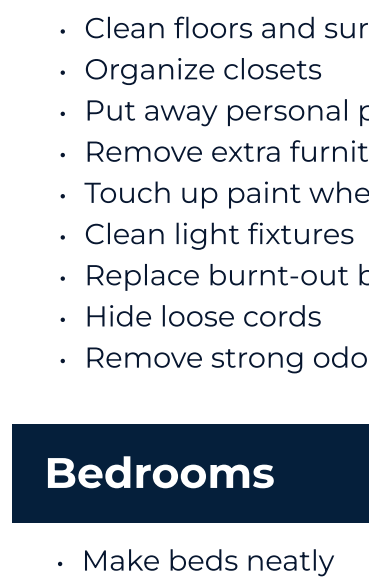
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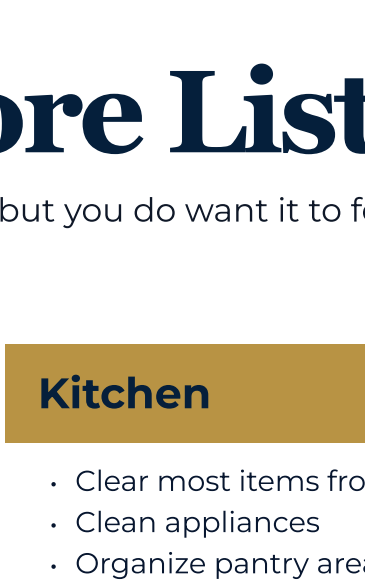
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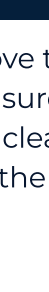
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Direct

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Email

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SELLER PREPARATION CHECKLIST

Simple Steps Before Listing

You do not need to make your home perfect before selling, but you do want it to feel clean, cared for, and easy to walk through.

Throughout the Home

- Open blinds and curtains
- Let in natural light
- Remove extra clutter
- Clean floors and surfaces
- Organize closets
- Put away personal photos if needed
- Remove extra furniture from tight spaces
- Touch up paint where needed
- Clean light fixtures
- Replace burnt-out bulbs
- Hide loose cords
- Remove strong odors

Kitchen

- Clear most items from counters
- Clean appliances
- Organize pantry areas
- Make the sink shine
- Remove trash before showings
- Keep the kitchen bright and simple
- Put away small appliances if counters feel crowded

Bedrooms

- Make beds neatly
- Keep floors clear
- Use simple bedding if possible
- Organize closets
- Remove extra personal items
- Create a calm and clean feeling

Bathrooms

- Clean mirrors and counters
- Put out fresh towels
- Remove personal products
- Check caulking if needed
- Make sure everything feels fresh
- Keep the space simple and bright

Outside and Curb Appeal

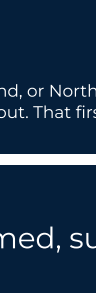
- Mow the lawn
- Trim bushes or trees
- Sweep the walkway
- Clean the front door
- Add fresh plants if needed
- Remove toys, tools, or extra items
- Make sure the doormat works
- Use a clean doormat
- Keep the entryway welcoming

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COMMON SELLER QUESTIONS

How early should I start preparing my home?

The sooner, the better. A walkthrough can help you understand needs attention before listing.

How do I know what my home is worth?

Your value depends on sales, competition, condition, location, upgrades, and buyer demand.

What happens if I get more than one offer?

Ms Kay helps compare price, financing, contingencies, timeline, and overall risk.

How long does it take to sell a home?

It depends on the market, price, condition, location, and buyer demand.

Do I need to renovate before selling?

Not always. Ms Kay can help you decide which improvements are worth considering and which are not necessary.

Should I stage my home?

Sometimes staging helps, but often simple decluttering and better placement are enough.

What if inspection brings up repairs?

This is common. Ms Kay helps you review the request and respond strategically.

Will I know what is happening?

Yes. Communication is a major part of the DMV Premier Properties experience.

WHAT SELLERS APPRECIATE ABOUT MS KAY

Calm Guidance When It Matters Most

Selling a home can bring up a lot of questions. Ms Kay helps sellers feel less overwhelmed by explaining each step clearly. Sellers often appreciate her calm communication, honest advice, and steady support during stressful moments.

Ready to Sell?

Let's Start With a Conversation

If you're looking about selling your home in Washington DC, Maryland, or Northern Virginia, DMV Premier Properties is ready to help. You don't need to have everything figured out before reaching out. That first conversation can give you clarity.

Mission: To help every seller feel informed, supported, and confident from the first conversation to the closing table.

" Kay was exceptional. She made the buying process easy to understand and go through. She was honest with us and very proactive. Communication was timely. Very professional. Thanks for all your help. **- Jeannemidp**

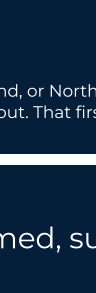
" Kay was great in helping us sell our home. She is very experienced and made sure we get the right price for our house. I would definitely recommend her to anyone trying to sell their house. **- BarreraCerva**

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