

**For Immediate Release****Media Contact:**

Ross McWilliams  
McWilliamsBallard  
703.535.5550

[rmcwilliams@mcwilliamsballard.com](mailto:rmcwilliams@mcwilliamsballard.com)

**McWilliamsBallard kicks off 2010 by selling out The Beauregard****Washington, DC January 5, 2010**

McWilliamsBallard announced today that the firm has successfully completed the sales and settlements of all condominiums at The Beauregard. The Beauregard, a 45-unit boutique condominium building developed by Robertson Development, is centrally located in the U Street neighborhood of Washington, DC and is two blocks from the U Street-Cardozo Metro station. Homes at The Beauregard feature 9' and 10' ceilings, hardwood floors throughout, and European-style cabinetry with either granite or concrete countertops in the kitchens and luxury baths.

Having been chosen to work with Robertson Development on other projects such as The Murano and Moderno, which are also located in the U Street Corridor, McWilliamsBallard was selected as the sales and marketing firm for The Beauregard and quickly went to work achieving a 50% pre-sale before building construction was completed. The building quickly gained acclaim for its high-end, loft-like features, expansive views of Washington, DC and convenient location. The final penthouse home sold in the 4<sup>th</sup> quarter of 2009 and settled shortly thereafter.

"Having been selected to sell numerous communities within the U Street Corridor, we were honored to be awarded the sales and marketing for The Beauregard during a time of significant economic turmoil" says Ross McWilliams, Principal at McWilliamsBallard. "With 2010 now upon us, we are looking forward to a continued partnership with Robertson Development and continued success at all our communities in the Washington, DC market."

**About McWilliamsBallard**

McWilliamsBallard, headquartered in Alexandria, VA, is a progressive sales and marketing firm specializing in multi family housing. The firm creates partnerships with developers and builders to provide start to finish sales and marketing solutions as well as effective consulting and market research. While based in the Washington, DC metropolitan area, the firm's experience is wide ranging with successful work in ten states nationwide. Founded in 1996, McWilliamsBallard has quickly become one of the most successful real estate and marketing firms on the East Coast.

Real Trends 500 – the annual research report which names the country's largest and most successful residential real estate firms, has identified McWilliamsBallard as one of the two largest sales firms in the country whose sole focus is new project development. In 2008 The Washington Business Journal ranked McWilliamsBallard the 5th largest Residential Real Estate Company in the Washington Metropolitan Area.