

For Immediate Release**Media Contact:**

Ross McWilliams
McWilliamsIBallard
703.535.5550

rmcwilliams@mcwilliamsballard.com

Bogdan Builders' CityScape on Belmont Sells Out According to McWilliamsIBallard

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CityScape on Belmont, a 28-unit condominium community located between Columbia Heights and the U Street corridor, has sold and settled all of its units according to McWilliamsIBallard. CityScape on Belmont combines a classic row-home styled exterior with modern interior designs featuring sweeping city views, unique split-level floorplans, ceiling heights of 10-15 feet, GE Café™ series stainless steel appliances, European-style cherry cabinets, granite countertops and hardwood flooring throughout.

Developed and built by Bogdan Builders, CityScape on Belmont is conveniently located just three blocks from the U Street/Cardoza metro station and moments from the newly opened DC USA, featuring such national retailers as Target, Best Buy and Bed Bath & Beyond. Bogdan Builders and McWilliamsIBallard launched the sales of the project in late 2008, at a time when few new construction projects were beginning sales.

Despite beginning sales in the midst of a national economic crisis, McWilliamsIBallard and Bogdan Builders were able to develop a strong marketing strategy based on a well-developed quality product with sensible pricing. This successful strategy resulted in the rapid sell-out of CityScape on Belmont, ranking it as one of the top 20 selling condominium communities in the Washington Region, according to McWilliamsIBallard's Midyear 2009 Washington Metro Area Condominium Market Overview.

"Having worked with Bogdan Builders previously on Logan Station, a 63-unit condominium located in Logan Circle, we were confident that we'd be successful at CityScape on Belmont," says Ross McWilliams, Principal at McWilliamsIBallard. "McWilliamsIBallard's progressive approach to new home sales and marketing combined with Bogdan Builder's reputation for delivering a quality product enabled us to overcome a difficult economic environment and quickly sell out the community."

About McWilliamsIBallard

McWilliamsIBallard, 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, McWilliamsIBallard 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 McWilliamsIBallard 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 McWilliamsIBallard the 5th largest Residential Real Estate Company in the Washington Metropolitan Area.