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McWilliamsBallard announces strong sales at Clarendon 3131**Alexandria, VA May 13, 2010**

McWilliamsBallard announced today that sales at its Clarendon 3131 project have been met with strong market demand, having sold all 14 of the available flats at Clarendon 3131 in the first 60 days of sales. The first settlement for the flats occurred on Monday, May 3rd, with the remaining units scheduled to settle throughout the month of May and June. The only available remaining units at Clarendon 3131 are the two end townhomes, each priced from over \$1million. These townhomes feature sand-in-place hardwood floors throughout, recessed lighting, 4th floor lofts, and open kitchens with Wolf™, Sub-Zero™, Asko™ appliance packages and private two-car garages.

Clarendon 3131 has benefited from being the only new construction project in Arlington's Clarendon neighborhood. With a convenient location just blocks from the Clarendon Metro station and shopping at Market Common, the homes at Clarendon 3131 pair convenience with quality workmanship that is comparable to many custom-built homes. The flats, consisting of a mixture of 2-Bedroom/2-Bath and 2-Bedroom/Den/2-Bath homes sold at prices ranging from \$574,000 to \$699,000.

"Having worked with both Holladay Corporation and Linde Development on other projects, we knew that Holladay and Linde's attention to detail and our innovative marketing approach would lead to a strong response within the marketplace," says Ross McWilliams, Principal at McWilliamsBallard. "With a limited amount of supply in the Arlington market, Clarendon 3131 came to the marketplace at the perfect time and the sales pace is evidence of that."

About McWilliamsBallard

McWilliamsBallard 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 Metropolitan Area, the firm's experience is wide ranging with successful work in over ten states nationwide. Founded in 1996, McWilliamsBallard has quickly become one of the most successful real estate and marketing firms on the East Coast.

McWilliamsBallard was recently identified as the largest new home sales and marketing firm in the United States by Real Trends 500 – an annual research report that identifies the country's largest and most successful residential firms. In 2009, the Washington Business Journal ranked McWilliamsBallard the 6th largest Residential Real Estate Company in the Washington Metropolitan Area.