

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

Ross McWilliams  
McWilliams|Ballard  
703.535.5550

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

**McWilliams|Ballard completes sales at Ten Ten Mass****Washington, DC October 26, 2009**

McWilliams|Ballard announced today that the firm has successfully sold and settled all condominiums at Ten Ten Mass in Washington, DC.

Ten Ten Mass is a 163 unit condominium community featuring a rooftop pool, fitness center and ground floor retail located at 1010 Massachusetts Ave NW in Washington, DC. Developed by Faison, RCP Development and The Carlyle Group, Ten Ten Mass is comprised of variety of units ranging from 1Bedroom/1Bath's to a 3Bedroom/3Bath/Den penthouse. Pricing ranged from the low \$300's to over \$1.5 million.

With the initial sales effort launching in late 2005, McWilliams|Ballard took over the sales and marketing in early 2006. Faced with a community not yet under construction, and a changing marketplace, McWilliams|Ballard due to their innovative and customized sales and marketing strategies was able to overcome this diversity and complete the sales above proforma.

"McWilliams|Ballard prides itself on looking at each community individually and creating a tailored solution to best fit the needs and expectations of the client and public" says Ross McWilliams, President at McWilliams|Ballard. "The completion of sales at Ten Ten Mass is another testament to our overall philosophy of creating unique, customized real estate marketing solutions in the face of an ever changing marketplace".

**About McWilliams|Ballard**

McWilliams|Ballard, 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, D.C. metropolitan area, the firm's experience is wide ranging with successful work in ten states nationwide. Founded in 1996, McWilliams|Ballard 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 McWilliams|Ballard 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 McWilliams|Ballard the 5th largest Residential Real Estate Company in the Washington Metropolitan Area.

