



For Immediate Release

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McWilliams|Ballard hosts hugely successful Open House

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On Saturday April 21, 2007, McWilliams Ballard hosted a Metropolitan Open House featuring their 30 Virginia condominium communities.

The event was held from 12-3 pm at Guarapo in the Courthouse neighborhood of Arlington, VA.

“We wanted to take the guess work and leg work out of condo shopping for our prospective purchasers. What better way to showcase all 30 of our VA communities under one roof”, says Niki K Piersall, Vice President at McWilliams|Ballard. “We had over 500 guests attend the event on Saturday and couldn’t be more pleased. It is refreshing to see buyers move off the sidelines and back into the market.”

Each community displayed brochures as well as renderings and floorplans to help educate their potential buyers allowing for an informed buying decision. Lenders from George Mason Mortgage and Countrywide Home Loans were on hand to answer any financial questions.

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 DC Washington 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, recently published their 2007 list; identifying McWilliams|Ballard as the largest sales firm whose sole focus is new homes. The Washington Business Journal has ranked McWilliams|Ballard the 8th largest Residential Real Estate Company in the Washington Metropolitan Area.