

For Immediate Release

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McWilliams|Ballard hosts New Home Showcase at Hotel Monaco

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McWilliams|Ballard hosted a New Home Showcase on Saturday October 13th at the Hotel Monaco in Washington DC. Over 50 of the firm's projects were represented. Condominiums from Washington, DC, Maryland and Virginia as well as New York City, New Jersey, Georgia, Panama and Playa del Carmen Mexico were showcased at this unprecedented event.

Over 500 people were in attendance. Guests spent time at the booths viewing displays, brochures and speaking to sales agents about the various projects. Many sales appointments were scheduled and there were even a few purchase agreements written on the spot.

"The new home purchase process can be, at once, very exciting and a bit daunting. At McWilliams|Ballard, we work with our purchasers to take the guess work out of buying a new home as well as ensure they are making an informed buying decision. What better a way to do that than to have all the area's best projects under one roof to further streamline the process," says Niki K. Piersall, Vice President at McWilliams|Ballard. "It was very exciting to see the continued interest in the local condominium market as well as the high level of interest in our destination projects. We have something to offer everyone", says Piersall.

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.