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**McWilliams|Ballard sells and settles another condominium building in Washington, DC**

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McWilliams|Ballard announced today that the firm has sold and settled another condominium building in Washington, DC

The Matrix, developed by Washington, DC based Holladay Corporation, is located at 1529 14<sup>th</sup> Street in Northwest Washington, DC. The property is comprised of 40 residences – a mix of 1 bedroom, 1 bedroom den, 1 bedroom loft and 2 bedroom homes. The Matrix, in its current state, is the result of a gut rehab of a former automobile showroom and the addition of two ground up structures on either side. The innovative residences feature hardwood flooring in the living areas. Stainless steel appliances and wood cabinets complete the open kitchens and each home benefits from very oversized windows. Building amenities include a roof deck as well as ground floor retail.

“Modern design, high standards of workmanship and excellent customer service are some of the hallmarks of the Holladay Corporation’s approach to real estate development”, says Niki K. Piersall, Vice President at McWilliams|Ballard, the Washington DC based residential real estate sales and marketing firm. “This unique approach coupled with a fantastic 14<sup>th</sup> Street location and a truly stylish building creates a wonderful opportunity for living amid the energy and excitement of Logan Circle.”

**About McWilliams|Ballard**

McWilliams|Ballard 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.

McWilliams|Ballard was recently identified as the largest new home sales and marketing firm in the United States by Real Trends 500 – the annual research report which identifies the country’s largest and most successful residential firms. The Washington Business Journal has ranked McWilliams|Ballard the 6th largest Residential Real Estate Company in the Washington Metropolitan Area.