

**For Immediate Release**

**Media Contact:**

Ross McWilliams  
 McWilliams|Ballard  
 703.535.5550

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

**McWilliams|Ballard Marks Sales Milestone at Metropole**

Washington, DC October 19, 2009

McWilliams|Ballard, an Alexandria, VA-based new home sales and marketing company, announced today the results of its efforts since being selected this past May to manage sales at Metropole, a high-end Washington, DC condominium. In less than six months, Metropole has tallied 25 sales, totaling over \$14 million in revenue, more than any other condominium in the Logan Circle and U Street Corridor submarkets.

Metropole, located at the corners of 15<sup>th</sup> and P Streets, NW, was originally developed by Washington, DC-based Metropolis Development. Final construction close-out and asset management efforts are being overseen by Trade Street Partners, a North Carolina-based asset manager. Commenting on the recent uptick in sales at Metropole, Russ Whitworth, a Principal of Trade Street Partners noted, "McWilliams|Ballard has been essential to the continued success of Metropole. Their professional and straight forward approach to sales and marketing has enabled us to realize our goal of positioning Metropole as one of the best selling condominium communities in all of Washington."

Metropole is well on its way to sellout, with only 30 of its 90 residences remaining. Prices for the homes range from \$399,900 for a one bedroom loft to \$2 million for a two-level penthouse with roof terrace. Amenities include a ground floor retail level with tenants such as Vida Fitness and Bang Salon, concierge, on-site guest suites, and several environmentally friendly "green" features.

"We are proud that our unique approach to sales and marketing has been so effective at Metropole," says Ross McWilliams, President of McWilliams|Ballard. "With its prime location and phenomenal features and amenities, the original vision of Metropole as an anchor in the community is now being realized."

**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.

