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McWilliams|Ballard finishes sales at The Prescott in Alexandria**Alexandria, VA November 16, 2009**

McWilliams|Ballard announced that the firm has successfully completed the sales and settlements of all 64 condominium homes at The Prescott, in Alexandria, Virginia. The Prescott is ideally located one block off of King Street at the intersection of Cameron Street and North Henry Street in the Old Town neighborhood of Alexandria, Virginia.

The 64 condominiums at The Prescott feature such amenities as a rooftop terrace with grilling areas, views of the Masonic Temple, and controlled access underground parking. The Prescott's one and two bedroom homes are fully equipped with GE® Profile appliances, maple cabinetry, granite countertops in the kitchen and bath, and hardwood flooring. Pricing for the Prescott ranged from the mid \$300's for a 1Bedroom/1Bath to over \$1.3 million for the Penthouse 2Bedroom/2Bath/Den.

"With its central Old Town Alexandria location and fully equipped homes, The Prescott is a great value for anyone looking to live in Old Town" says Chris Ballard, President of McWilliams|Ballard. "We could not be happier to have been involved with The Prescott and were able to see the project through to completion."

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.

