

For Immediate Release

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McWilliams|Ballard sales agent wins at the Real Trends Top 200 Real Estate Professionals Competition

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McWilliams|Ballard announced today that one of the firm's sales agents is a winner in the 2008 Real Trends Top 200 Real Estate Professionals competition. James Lobocchiaro took honors in the Top Individual by Settled Sales Volume as well as Top Individual by Settled Transaction Sides.

James ranked 16th out of 200 with 270 settled transactions and 38th out of 200 with a settled sales volume of \$103,430,313.

REAL Trends and Magazine have partnered with the Wall Street Journal in identifying America's Top 200 Real Estate Professionals for 2008. REAL Trends surveyed over 7,000 real estate brokerage firms, state and local associations of Realtors, national training organizations, MLS system operators and the respondents to surveys from prior years to locate the sales professionals and sales teams who had closed more than 75 transaction sides or \$30 million in sales volume for the calendar year ending December 31, 2007. Applications were taken online and required signatures from the applicant and the applicant's brokerage principal. All applications ranked near the top 200 were also required to submit at least one other form of verification, such as a 1099, MLS print outs or other documents that certified the closed business reported on the application.

Additional verification as to whether a person was an individual sales professional or part of a sales team was made from phone contact, searching Web sites and other means. Brokerage principals were contacted as well as senior officials from state and local associations of Realtors and from national franchise networks. This was all done to assure both those who qualified to be in America's Top 200 and those who were not ranked that the process was thorough and fair, and that all the information was verified independently of the applicant.

"James comes to work each day and brings with him perseverance, a positive attitude and unbridled enthusiasm. These qualities coupled with the fact that he knows his product and buyer's mindset inside and out, make him a well rounded success", says Ross McWilliams, co – President of McWilliams|Ballard. "In an ever changing and challenging marketplace, we believe these qualities create a mainstay like James. We are so proud that his outstanding achievements have been recognized at the national level."

The awards ceremony was held at the Ritz Carlton Grande Lakes in Orlando, FL on November 6, 2008.

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 2008 list; identifying McWilliams|Ballard as the largest sales firm whose sole focus is new homes. The Washington Business Journal has ranked McWilliams|Ballard the 6th largest Residential Real Estate Company in the Washington Metropolitan Area.