

# WASHINGTON BUSINESS JOURNAL

**The title is sales director, but Miriam Fernandez's job is matchmaker**

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Teetering in black pumps, Miriam Fernandez picks her way through the scattered studs, plastic sheeting and coils of cable littering the 30th floor of Waterview, a Rosslyn luxury condominium building. She points out where rooms and features will be. Right now, it's hard to envision that this construction zone will become a \$6 million, 4,500-square-foot condo.

As Fernandez enters the unit, somehow without a speck of construction dust on her black suit with the silver buckle, the price tag starts to make more sense: Two walls of windows reveal a sweeping, panoramic vista of Georgetown, the monuments on the National Mall and the Potomac River.



The director of sales for McWilliams Ballard Inc. has a simple way of describing her job: "It's almost like Match.com"

Her goal is to set up high-end specialty properties for dates with potential buyers who are looking for specific qualities they want in a property.