

MULTI-HOUSING NEWS

McWilliams Ballard Sells Out Va. Condo Building

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Falls Church, Va. -- McWilliams Ballard, a sales and marketing firm specializing in multifamily housing, has announced that it has completed the sale of the 332 condominiums in Renaissance 2230, a condo conversion project in Falls Church, Va.

Located at 2230 George C. Marshall Dr., the community features one- and two-bedroom units, priced from the \$200,000s to the \$500,000s. Renaissance 2230 is near the Tysons Corner area.

The conversion was developed by Draper and Kramer, based in Chicago, and the Carlyle Group, based in Washington, D.C.

"Renaissance 2230 provides an array of services and amenities for its residences, perfect for the metropolitan condominium purchaser," says Niki Piersall of McWilliams Ballard. "It was the first project of its kind in the Falls Church area, and was very well received, resulting in a steady sales pace and eventual sell-out."



McWilliams Ballard creates partnerships with developers and builders to provide start-to-finish sales and marketing solutions as well as effective consulting and market research.