

COMPANY OVERVIEW

McWilliams | Ballard is a privately held sales and marketing company solely owned by the two principals. Based in the Washington Metropolitan Area, we create partnerships with developers to successfully design and sell communities in the finest locations.

- Founded in 1996 by Ross McWilliams and Christopher Ballard
- Over 40 years of experience
- Sold or marketed more than 18,900 new homes in 186 communities
- Marketing homes across all price points, from \$72,000 to \$5,600,000
- 2006 Sales Volume exceeded \$1,000,000,000
- Real Trends 500 — Top new home sales firm in the US.
- Washington Business Journal — 6th largest Residential Real Estate Company, Washington Metropolitan Area ('08)
- Ventures in over 10 states along the East Coast

SERVICES PROVIDED

The McWilliams | Ballard Team focuses on four areas related to New Home Sales and Marketing:

On-Site Sales and Marketing

- Coordinates and manages on-site sales and marketing for new home communities
- Identifies, interviews and assign sales teams

Collateral Design and Media Placement

- Design of the sales office
- Design of collateral material
- Targeted media placement

Pricing, Product Design, and Finishes

- Involvement in pricing, product design and finishes
- Client collaboration
- Cutting edge design, proper pricing and finishes

Market Research and Feasibility Studies

- Stand-alone Market Research
- Our vast research capabilities include:
 - Competitive analysis reports
 - Projected unit pricing
 - Sale implementation strategies
 - Features and specifications recommendations
- Feasibility Studies for the purpose of Acquisition, Development and Construction Financing