

February 28, 2006

To Whom It May Concern:

In my 17 years of marketing and selling product in the DC region, light and air is of paramount importance to the salability of a unit. It is my opinion that a unit without proper light and air, whether it be do to shadows, orientation, location, et cetera, is more difficult to sell, often staying on the market for a longer period of time and requiring substantial price concessions.

Looking at the shadow studies presented before me, the building designed for 2345 Champlain Street, NW would be a very difficult sell as the shadows cast by the neighboring property all but eliminate the sunlight to a majority of the units. Additionally, the 2345 Champlain Street building looks to have been designed with what could be a lovely courtyard. That type of open space is very desirable as you can envision its use by both the tenants and the local neighborhood community as a plaza for gathering, reading, playing and grilling out.

There are not many locations in the city that are afforded that kind of green space. That neighborhood amenity has now been significantly marginalized as it will almost never receive sunlight. While it is difficult to quantify a financial impact that the shadows here would cause, it is very easy to see the significant quality of life impact.

We all want to wake up in the morning and have our cup of coffee with the morning sun shining in our windows. The residents who eventually buy in this building won't get that right, and that makes extremely difficult sell.

Regards,



Christopher J. Ballard
President
McWilliams|Ballard, Inc.

BZA
Case No. 17431
Exhibit No. 40

Board of Zoning Adjustment
District of Columbia

CASE NO. 17431

EXHIBIT NO. 40

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COMPANY OVERVIEW

- McWilliams|Ballard is a privately held sales and marketing company based in the Washington Metropolitan Area. Our team creates partnerships with developers to successfully design and sell communities in the finest locations.
- The company was founded in 1996 by Ross McWilliams and Christopher Ballard.
- The Principals have over 30 years of experience in the real estate industry and have sold or managed the sales and marketing of more than 12,500 new homes in over 60 communities in the Washington Metropolitan Area.
- The firm specializes in multifamily housing, with the Principals having sold or managed sales in excess of 9,000 units since 1989.
- The company's 2004 Sales Volume exceeded \$1,300,000,000 with over 3,300 units sold, ranking it as one of the largest real estate sales companies in the Washington Metropolitan Area.
- The company's experience is across all price points, with homes sold from \$70,000 to \$2,200,000.
- The McWilliams|Ballard sales team averages over 10 years of new home sales experience in the Washington Metropolitan Market. Each sales manager is managed directly by the principals of the company.
- It is the direct involvement by the principals, throughout the entire sales process of each community, which separates McWilliams|Ballard from other sales organizations.

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SERVICES PROVIDED

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

On-Site Sales and Marketing

McWilliams|Ballard's primary function in the sales process is to coordinate and manage the on-site sales and marketing for our client's new home communities. We identify, interview and assign a dedicated sales manager to handle the on-site sales and marketing.

In conjunction with our clients, the Principals of McWilliams|Ballard manage the entire sales and marketing campaign from start to finish, following a set of mutually agreed upon parameters to create a successful and profitable sales process.

Collateral Design and Media Placement

A successful sales and marketing campaign encompasses more than on-site sales and marketing. The design of the sales office, the collateral materials given to prospective purchasers and the media placement pieces are critical to success in today's marketplace. McWilliams|Ballard works with our clients to ensure a seamless fit between these elements and the on-site sales team.

Pricing, Product Design, and Finishes

McWilliams|Ballard prides itself on our involvement in pricing, product design and finishes. Our depth of knowledge and current involvement in the marketplace allows us to collaborate with our clients to provide cutting edge design, coupled with proper pricing and finishes that meet today's consumer demands.

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Market Research and Feasibility Studies

McWilliams|Ballard provides stand alone Market Research to clients and banking firms who are considering development of or investment in a new home community. This research ranges from competitive analysis reports, projected unit pricing, sale implementation strategies and features and specifications recommendations.

We routinely provide Feasibility Studies to our clients for the purpose of Acquisition, Development and Construction Financing. This upfront involvement allows for a smooth sales process and also ensures that pricing and product will meet the current consumer demand.

SAMPLE CLIENT LIST

Abramson Properties

Charles E. Smith Companies

Carlyle Group

Carr Homes

Comstock Companies

DSF Advisors

KSI Services

JBG Companies

Linde Development Company

Madison Homes

Mid-City Urban

Waterford Development

Adams Investment Group

Draper & Kramer

Carr Enterprises

Christopher Companies

Diamond Properties

K. Hovnanian Companies

IBUS Company

JPI

Holladay Corporation

Monument Realty

Rosewood Building

Walnut Street Development

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PRINCIPAL'S BIOGRAPHIES

Ross McWilliams

Since forming McWilliams|Ballard 10 years ago, Mr. McWilliams has served as the company's Co-President. Prior to that time Mr. McWilliams was involved in new home sales and marketing for 12 years in the Washington Metropolitan Area. During that time he worked with local developers such as Stanley Martin, Hazel/Peterson, Charles E. Smith, Trammell Crow and numerous others. Prior to that, he worked in new business development for the Hertz Corporation.

Ross holds a B.S. in Marketing & Finance from American University and a MBA from Loyola College. He is a resident of Capitol Hill in Washington, D.C.

Christopher Ballard

Since forming McWilliams|Ballard 10 years ago, Mr. Ballard has served as the company's Co-President. Prior to that time Mr. Ballard was involved in new home sales and marketing for 7 years in the Washington Metropolitan Area. During that time he worked with local developers such as Hazel/Peterson, Charles E. Smith, Pettit & Griffin and numerous others.

Chris holds a B.A. in Economics from George Mason University and a M.S. in Real Estate from Johns Hopkins University. He is a resident of Alexandria, Virginia.