

Press Release

The White Elephant Renews Lease at Warrenton Towne Centre

McLean, Virginia, Wednesday, July 20, 2011 – Today, Kalis Development Corporation announced The White Elephant renewed its lease for 5,990 square feet of space at the Warrenton Towne Centre. Leslie Broockman represented the tenant to bring about this lease renewal. Nicholas Kalis, property manager of the Warrenton Towne Centre explained, "We are pleased The White Elephant will continue to contribute to the success of this shopping center."

On January 13, 1990 the Broockmans, Gloria, Cynthia and Leslie, held what they intended to be a weekend only indoor 'yard sale' of their excess stuff in a friend's unused store front on the back street of Middleburg. They hoped to rid themselves of an accumulation of 'white elephants,' meet some new people and have fun doing it.

Their simple objectives where far surpassed. Customers returned with carloads of goods, asking the Broockmans to sell them on their behalf in exchange for part of the profit. The adventure was so successful it was continued the following weekend and the next. On Saturday and Sunday mornings, lines formed outside the door as word spread of the 'neat little shop with all of the rich peoples' stuff run by two friendly sisters and their mother.' People came from all over the tri-state area to buy, sell, browse and shoot the breeze. Responding to customer demand, Cynthia and Leslie began opening the shop for two hours each weekday during staggered lunch hours from their 'real jobs.'

From the beginning their goal was to ensure every visit to The White Elephant, Inc. was worth the trip. Customers responded by coming in droves to the clean, neat, organized store with the friendly, personal service. The White Elephant, Inc. quickly grew into a full time business. Friends were hired to help operate the increasingly busy shop. A second store was opened in Warrenton within a year. A thrift store, WExchange, also at the Warrenton Towne Centre followed shortly.

Years later, the stores continue to thrive as a warm, friendly environment where everyone is welcome and where people want to shop. The kind of place where you can buy, sell or just come for the free entertainment of looking around at all the neat 'stuff.' They strive to uphold their high standards, providing a wide selection of quality goods at reasonable prices and creatively displayed in clean, organized stores with personal service.

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