



# Press Release

**Release:** Immediately

**Contact:** Nicholas Kalis, Kalis Development Corporation 703 917-6632

**Subject:** Fall Properties Opens in Williamsburg Shopping Center

Arlington, Virginia, February 18, 2004 – Today, Fall Properties opened its new location in the Williamsburg Shopping Center. “We are very pleased to have such a knowledgeable Realtor® choose our center to reach the affluent North Arlington marketplace,” says Nicholas Kalis, the property manager of the Williamsburg Shopping Center. Fall Properties is an established, successful firm with over 20 years of Real Estate sales experience in the Northern Virginia market. Fall Properties uses up to date technologies along with ‘street smart’ know how to help clients achieve their housing goals.

A longtime Northern Virginia resident, Laura Fall has sold over 300 homes in the past 15 years, making her one of the top producers in the region. As a Certified Residential Specialist (CRS), recipient of annual sales awards and a lifetime Top Producer at the Northern Virginia Board of Realtors, Laura provides leadership to her growing family of agents. Although a busy executive, Laura schedules time-off regularly to travel with her husband, Vaughn Collins, hike with their dog, Luna, or enjoy the peace and quiet of working in her pottery studio.

More than 90% of their business comes from personal referrals from their client base. They provide professional, knowledgeable and caring service to our clients. They employ the tools of the 21st Century: Fully integrated computer skills, internet & print marketing materials, digital cameras, palm pilots, scanners, fax machines and of course easy access with cellular phones. Their ‘street smart’ knowledge means they know neighborhoods, builders, lenders, attorneys, inspectors and the wide array of professionals necessary to ensure a smooth purchase transaction. They put it all together to provide clients with a seamless home sale or purchase.

Fall Properties, 6504 Williamsburg Boulevard, Arlington, Virginia 22213, is conveniently located near the East Falls Church Metro station in the Williamsburg Shopping Center (at the intersection of Sycamore and Williamsburg Blvd) in Arlington. They can be reached at 703-536-7001 or Toll Free 800-840-FALL or Fax 703-536-7018

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