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Balmoral At MacGregor Honored With MAME Award

*Raleigh-Wake County Home Builders Association Recognizes Coldwell Banker
Howard Perry And Walston Builder Services Community*

RALEIGH, N.C. – Debbie Houston, president of Coldwell Banker Howard Perry and Walston Builder Services (www.hpwnewhomes.com), has announced Balmoral at MacGregor has earned a Major Achievement in Marketing and Excellence (MAME) award for the Best Product Design for Attached Homes priced \$600,000 and over. MAME awards are presented by the Triangle Sales and Marketing Council and are in recognition of achieved excellence in sales and marketing and are judged by peers from other Home Builders Associations throughout the country. Balmoral at MacGregor is a luxury townhome community in Cary, centrally located near the Research Triangle Park in the heart of the Triangle.

Related Links:

www.balmoralofcary.com
www.hpwnewhomes.com
www.mmimarketing.com

News Facts:

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Quotes:

“We are pleased that the Raleigh-Wake County Home Builders Association recognized this community,” said Houston. “It shows they consider Balmoral at MacGregor to be among the best in the Wake County area.”

About Balmoral at MacGregor:

Conveniently located in the heart of Cary, N.C., the community of Balmoral at MacGregor offers limited edition, maintenance-free manor homes. With elegant floor plans and grand scale rooms situated in a private enclave overlooking the 13th green on the prestigious MacGregor Downs Country Club. Homes at Balmoral are elegant and distinctive offering a look of Scottish tradition as well as authentic cottage-estate architecture. Floor plans are spacious ranging between 2715 and 5100 square feet and residents can choose many luxury amenities including golf course or lake views, landscaped courtyards, wood burning fire places, vaulted ceilings, hardwood floors, molded cabinets, granite countertops and custom walk-in closets. The homes in Balmoral at MacGregor are from the \$900,000's. For more information on Balmoral at MacGregor, visit www.balmoralofcary.com.

About Coldwell Banker Howard Perry And Walston Builder Services:

Coldwell Banker Howard Perry and Walston Builder Services is a full-service sales and marketing division specializing in new home developments and construction. Established in 1979, Coldwell Banker Howard Perry and Walston Builder Services has represented both local custom builders and national corporate builders in over 500 new home communities throughout the area. Coldwell Banker Howard Perry and Walston Builder Services provides comprehensive sales and marketing that includes buyer profile development, market research, target marketing, advertising, promotion and public relations. Also provided are professionally-trained sales managers, professionally-trained and dedicated on-site sales associates, a marketing department to develop and implement targeted marketing strategies and access to top relocation representatives and more than 800 Coldwell Banker Howard Perry and Walston sales associates through out the Triangle. For more information about Coldwell Banker Howard Perry and Walston Builder Services visit their Web site at www.hpwnewhomes.com.

Keywords:

Coldwell Banker Howard Perry and Walston Builder Services, Triangle Real Estate, North Carolina Real Estate, Balmoral at MacGregor, MAME, Triangle Sales and Marketing Council. Raleigh-Wake County Home Builders Association

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