

# It Works for Calvert Huffines

*(finding new owners for 1000-acre plantations)*



Calvert Huffines  
President  
The Huffines Companies  
Walterboro, South Carolina

"Our company is in the unique business of connecting sellers and buyers of exceptional equestrian, wildlife and historic plantations,"

reports founder Calvert Huffines.

"As an exclusive affiliate of Sotheby's International Realty,

we rely on a regular advertising campaign in The Wall Street Journal because year in and year out, property after property, *it works!*

"Recently, we attracted a buyer for a one-of-a-kind shooting plantation through the Journal. First, he sent his scouts to examine the property, and then he arrived with our Journal advertisement *in hand.*

"His \$13 million purchase marked our highest record sale ever. Not surprising, it came from a Journal reader.

"Tracking responses from all

advertising sources, we find the Journal consistently delivers the lowest cost per response *and* the absolute best quality of response.

"Whenever we advertise unique properties in the



Journal's National or International editions, we're confident we'll hear from the right prospects. Journal readers know what they want, they respond quickly, and they know how to make decisions."

What The Journal does for Calvert Huffines' business, it can do for yours. Talk to your Journal representative today. Call 1-800-FONE-WSJ.



The world's most important publication

**THE WALL STREET JOURNAL**

*It works.*

**DOW JONES**