"Hey! Over Here…Look at Me!"

by Jay Mesinger

These are the cries of the sellers as they clamor to be seen and heard in these crowded market times. With pre-owned aircraft inventories at record highs, the ability to be recognized for your real value often gets clouded by distractions. Back in the old days—about twelve months ago—all one had to do to be noticed as a seller was to just be there. Today it's a whole different story, requiring an entirely different process.

As part of an ongoing effort to help all participants in the pre-owned market to recognize and also be a part of actually reshaping this evolving market, this article will deal with differentiating oneself from the pack—gaining not just a first glance but a second look and hopefully an offer to purchase. In a market that is on the rise (or as some would say a seller's market), it seems that all planes are the same, priced too high. Regardless of the actual merits of the aircraft, high prices are commanded based solely on availability. In a declining market (or as some would call it a buyer's market), the same trend occurs, only in reverse. They are all priced lower regardless of the actual merits of the aircraft. It is usually in a stable environment that the qualities of the individual planes are noticed and their differences are more carefully examined and compared.

The job of the seller's representative is to create a marketing strategy that puts the unique virtues and market advantages of the aircraft being sold in front of a prospective buyer. I always start by doing an in-depth study of the actual aircraft by using a tool my company developed about five years ago, *The Aviation Asset Manager Portfolio*. This is a comprehensive, aircraft-specific evaluation guide that not only looks at the merits of the specific aircraft, but also sets the trend lines for return on potential capital expenditures invested into the aircraft in the future. By the way, this tool is not just great for setting a marketing strategy, but also for tracking your asset's value and setting a strategy to continue to operate and invest in it. *The Aviation Asset Manager Portfolio* is free and is updated by our office every six months. In fact, subscribing to this when you are not thinking of selling, is an even better use of the information. You can see more about the Portfolio as well as sign up on line by visiting my Web site, **www. jetsales.com**. Go to the *Aviation Asset Manager Portfolio* section.

Once you have built a plan (using a tool like this to help you see your position in the market), then the competitive differences you discover should be aggressively communicated. There is no such thing as a second chance in this inventory-rich marketplace. Remember, price alone will not sell the aircraft. Buyers want it all in this market. Great price and great benefits. So work hard to establish your turf and then shout to the world; "Hey Over Here!!"

Remember back when this was an obscure, seldom-used typewriter symbol?

So do we. Our roots in corporate aviation go back more than two decades. But we've also become the world leader in utilizing the Internet to assist clients in buying and selling turbine aircraft. Our industry-leading Web site, ***jetsales.com***, is enabling flight departments and individual owners worldwide to make better-informed, more profitable decisions.

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