

THE MESINGER REPORT

It's Not Just An Airplane Business

by Jay Mesinger

It's a people business—people selling people airplanes. I have always taken that approach to my business. In my 26 years as an aircraft broker, personal relationships have always been the primary focus. I understand fully the impact of new technology with respect to collision avoidance, navigation and noise mitigation. I can understand the market drivers shaping the industry at any given time. But personal relationships are still the key to success.



“Relationships” is not just new-economy lingo. For decades, it has sustained the longest lasting business leaders in the industry. In spite of all the financial and legal paperwork surrounding a transaction, relationships and respect are what get the really solid deals done—deals that everyone feels good about years later.

What does all this mean to clients seeking out a dealer or broker? It simply means that in today's data-saturated environment, the need for knowledgeable, service-oriented relationships is greater than ever. As one of our advertisements says, *“Information does not equal truth. And data is not intelligence.”* My staff and I have a commitment that goes beyond selling aircraft. It is about helping clients find the truth in the information and the intelligence in the data.

Fortunately, the business aviation industry has numerous professionals that follow the same relationship-driven vision. I am fortunate enough to be the VP of a wonderful

organization called NARA, the National Aircraft Resale Association. It is an organization whose membership is made up of dealers and brokers as well as manufacturers and suppliers. This group of skilled professionals has come together to provide buyers, sellers and operators with a level of service and a commitment to lifelong relationships that build winning solutions for all participants. Of course, NARA is not the only place to find high quality aviation professionals.

You should thus approach the process of selecting a broker, dealer or consultant with your eyes open. Don't look for the shiniest plane or the person that tells you he or she can get you an unreasonably high price for your aircraft. Obtain referrals from other people with whom a dealer or broker has done business, both recently and a few years back.

Listen carefully to what you hear coming from the organization you are considering. Does the feeling of *you first* come from every person with whom you come in contact? Are your business needs as well as aviation requirements being listened to? Are all possible options considered for your solution? The mark of a good dealer or broker is often that he or she recommends you stay put for a while and neither buy nor sell.

Remember, when selecting an aviation professional, *you* are in charge. We dealers and brokers must earn your business by providing innovative solutions that support your organization's strategic goals and aviation needs.



2000 Citation CJ1 S/N 413
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**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.