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THE MESINGER REPORT

The Better the Ingredients, The Better the Cake

by Jay Mesinger

This past weekend my staff and I attended the Spring Meeting of the National Aircraft Resale Association (NARA) in La Jolla, California. I am, of course, more than a little prejudiced about the ingredients I saw mixed into the batter of this fine group, being the vice president of the organization. But this group unquestionably brings most of the industry's finest brokers and dealers together along with the associate members—aviation's most qualified lenders, insurers, escrow services as well as legal, tax planning and modification providers. Our organization has 26 dealer-broker members and 47 associate members. I have always talked about converting information into knowledge and this weekend was a great example of that for all of us. The ingredients of experience, cooperation and knowledge will benefit the clients of every NARA member.

When you put all of these ingredients together, you get great results based on literally centuries worth of expertise, augmented by a commitment to preparing ourselves and our clients for the future. The focus of this recent meeting was our changing market environment. It was the consensus of our group that though the market is changing, there are still great aviation opportunities available for aggressive buyers and sellers.

This seems to be the lesson for the entire industry. Be smart, keep your eyes open and go into the marketplace, whether buying or selling, with highly skilled representation. NARA is really not just about finding new ways to sell aircraft, it is about focusing more knowledge to equip our clients to be more effective participants in every transaction. At the meeting, we were fortunate to hear from Ed Bolen, President and CEO of The General Aviation Manufacturers Association (GAMA). The landscape of the market, according to Ed, is changing along with the FAA and regulatory landscape. As the new administration settles into Washington, so do new visions and priorities. Ed shared where he sees forthcoming changes and helped us assess their impact. Contact any NARA member to learn more about his valuable insights.

Our Industry Trends Committee reported to us on issues of domestic RVSM. They are just around the corner, with a proposed implementation date as early as 2004. How to prepare and what it might cost to comply are just some of the items we considered in the report given to us at the meeting. New guidelines for fractional ownership are under consideration and create a new part 91 section of the guidelines. Understanding market growth segment by segment will create a clear vision of opportunities for both buyers and sellers.

So what does choosing a NARA member as your agent in the market mean to you? It means using a proven recipe with the best ingredients. The perfect cake. It means that long after the dessert is enjoyed, the sweet taste of success lingers on. To learn more about the National Aircraft Resale Association, visit www.nara-dealers.com or connect to NARA through our site **www.jetsales.com**.

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