

## Who is Armstrong Aviation, Inc.?

Armstrong Aviation is an aircraft sales, acquisition/leasing and management firm, with experience with corporate and commuter aircraft. Armstrong Aviation is a member of:

National Business Aviation Association 

Aircraft Owner Pilot Association 

**Armstrong Aviation, Inc.** represents you in the most respectful and honest way possible. We will sell your aircraft fast, and for top dollar. We can also arrange the purchase of your next aircraft with minimal effort on your part. This document offers important information you should know before you sign any agreement with any aircraft agent.

### All aircraft sales and acquisitions firms are NOT equal:

Many aircraft owners are worried about being locked into a lengthy listing agreement with a less than competent aircraft sales and acquisition firm, costing valuable time, money and exposure to the market. This is not a worry with Armstrong Aviation. When you list your aircraft with us you can cancel your exclusive agency agreement **at any time**. No hassle.

We feel very strongly that if you are not happy with the services you receive, then you should be able to move on. Our goal is to make sure you'll want to stay with us throughout the entire transaction. If, however, you do have a concern, please let us know. We want a chance to resolve the problem as quickly as possible.

### Suggested questions for aircraft sales and acquisitions firms:

1. How many years experience do you have in the aviation industry?
2. How many transactions have you completed? How many were international?
3. Are you brand-driven or brand-neutral?
4. Who have you represented for sales and/or acquisitions? (references)
5. What value do you give the aircraft?
6. What asking price do you recommend?
7. What kind of advertising do you do?
8. How often and in what way am I kept informed?

This initial packet of information is intended to answer many of these questions for you. Thank you for taking the time to look through and understand how Armstrong Aviation, Inc. does business.

#### **In order to have a successful sale of your aircraft, you need to keep three things in mind:**

##### **Condition**

The price of the property must accurately reflect its condition. The general maintenance status and presentation of your aircraft is critical to obtaining the highest value.

##### **Market**

Recession, inflation, interest rates, available financing, competition and public perception of the general economy all comprise the market. The pricing of your aircraft must reflect the current nature of the market.

##### **Price**

Pricing is the most important factor in the sale of your aircraft.

## Armstrong Aviation, Inc. Marketing Programs:

Upon listing an aircraft with Armstrong Aviation, Inc. we immediately initiate our extensive marketing program.

1. Because we know the market so well, we can strategically price the aircraft in order to yield the best activity from buyers.
2. We can keep the aircraft off market for one month. This step is optional. Advertising at this point would be word of mouth and emails initiated and controlled by us.
3. Bring aircraft to the market with a large initial presence.
  - ✈ List aircraft on Amstat, Jet Net, Controller, Trade-A-Plane and many other web and paper publications.
  - ✈ Broadcast emails through our own private data base, Global Air, Broker Net, Plane Fax, Aircraft Dealer Network, etc.
  - ✈ Direct mailing to operators and potential operators of the specific type of aircraft worldwide.
  - ✈ At your request and expense, we will produce a brochure featuring photographs of your aircraft, along with specifications.
  - ✈ Once the direct mailing has been completed, we follow up with a telephone call to each recipient of our letter/packet.
  - ✈ Assuming a brochure has been produced on the aircraft, we would then forward the brochure to the same operators who received our initial letter, as well as to prospects and investors who would be candidates for the purchase of your aircraft.
  - ✈ We then make our next wave of follow-up calls to gauge the interest level of these various groups.
  - ✈ At this point, we should be receiving serious inquiries, as well as offers. Offers, of course, will be forwarded to you for your approval.

Our marketing effort extends well beyond other aircraft owners, it also extends to financial institutions and leasing companies. Our database carries extensive files on all major financial institutions with any involvement in aircraft sales/leasing. Monitoring transactions worldwide allows us to track the current value of your aircraft, and anticipate supply and demand curves that may markedly impact future values.

We normally list an aircraft for six months. We cannot make any guarantees; however, if there is a buyer or lessee for your aircraft, we will find them. Our reputation for client service is unparalleled. We anticipate needs as well as react to them. We provide prompt follow-up to all questions. We fully represent our client's interest with the highest standards of integrity.



# Armstrong Aviation, Inc. Aircraft Sales Guide

## Here are the steps we take to start selling your aircraft:

1. We research the market using all available resources (Amstat, Jetnet, banks, tax records, other dealers and brokers, Internet and any other sources available). We'll research similar aircraft that have recently been pulled off the market, have sold or are presently under contract.
2. We'll obtain information on your specific aircraft in order for our team to compare it to the market. We then prepare an advertising and market strategy for your aircraft sale. Items to prepare for potential aircraft buyers include:
  - ✈ Specification Sheet (aircraft times, avionics list, description).
  - ✈ List of modifications and improvements.
  - ✈ Maintenance status (maintenance done and maintenance coming due).
  - ✈ Photos of aircraft (inside and out). These should be high resolution photos. Please feel free to ask us if you're unsure about what kinds of photos qualify.
3. We will audit your aircraft and prepare a list of recommendations to make your aircraft more appealing, thus helping to ensure top dollar.
4. We'll prepare a market analysis for your aircraft comparing it to other aircraft on the market.
5. We will help you create a direct operational cost analysis for your aircraft.
6. We will create a seller's guideline of "dos and don'ts" during the selling process, and guide you on how to best show your aircraft to potential buyers.
7. Together, we'll create a timeline for wants, needs and concerns.
8. We will provide the seller with information on 1031 tax exchange (if needed).
9. We will inform the seller of what will be required of them during the sale and closing process. (aircraft showings, lien release, bill of sale, etc.)

These are the first steps Armstrong Aviation will perform for you. Many of these steps will be performed prior to signing any exclusive agency agreement. You should understand our

obligations to you as well as your obligation to us up front. We will also show you that we are more personable, committed and competent than the other aircraft brokerage firms out there.

An aircraft sale is a complex process. Armstrong Aviation can help make it a smooth one.

### Pricing Guidelines

- ✈ What you paid for your aircraft does not affect its value.
- ✈ The amount of money you need from the sale of your aircraft does not affect its value.
- ✈ What you think it should be worth has no effect on value.
- ✈ What another aircraft broker says your property is worth does not affect its value.
- ✈ An appraisal does not indicate what your aircraft is worth on the open market.

The value of your aircraft is determined by what a ready, willing, and able buyer will pay for it on the open market. This amount is based upon competition and the value of other recently closed sales of similar aircraft.

**BUYERS DETERMINE VALUE!!!**

# Armstrong Aviation, Inc. Aircraft Acquisition Guide

## Why should you use Armstrong Aviation as your sales professional? Because:

1. We know the market better. We monitor it through a variety of sources on a daily basis.
2. We know of more aircraft on and off the market.
3. We know who is buying what and for what price. This gives us the advantage in negotiations for you.
4. You, the buyer, will pay a commission. There could be many other dealers that you are not aware of involved with your transaction. It is important to have integrity in a broker to manage this situation.
5. You will know how much and to whom you are paying commission.
6. We will protect your interests and save you money in the end.
7. Without an exclusive agreement your transaction may get flooded with many different dealers, brokers, and individuals who claim to represent your aircraft, misrepresenting the aircraft and driving the price up with middlemen.
8. Most importantly, *this is what we do*. We're in business to serve you, and no one does it better.

By working with Armstrong Aviation on an exclusive basis, there is no doubt in the marketplace with whom a potential buyer or seller should deal. You will know in advance all terms, to include the length of the exclusivity and the commission amount to be paid, as well as who is involved in the transaction. Once this is defined, we move quickly into the marketplace and get to work. We work for you, because we are paid by you.

## How do you buy the best aircraft for your needs?

First, determine which aircraft best suits your needs. We'll help you do that by building a matrix of all the variables. We'll help you separate the cheapest from the best aircraft by keeping in mind the benefits, i.e. lowest time, best avionics, best pedigree, best records, no damage.

## To start the acquisition process:

1. Determine offering price and terms.
2. Place a fully refundable deposit in an escrow account.
3. Make offer for aircraft.
4. Negotiate the acquisition of the aircraft.
5. Put aircraft in pre-buy.
6. Fund the aircraft.

.....*Become an aircraft owner*

# FLIGHT WELL SUITED™

