

# What It Really Costs To Sell Airplanes

## Overview

Owning, operating, and maintaining airplanes require a lot of work. Additionally, transacting them may even require more work and becomes no easy task. In fact, it is a combination of tasks that involve multiple parties and typically more than one company. Dealing with multiple parties becomes a logistical equation and for those who try and transact a deal themselves will have to bear ALL the costs. Before even thinking about selling an airplane solo, make sure to take the following costs into consideration. Many advise that it is best to allocate these costs across a group of professionals including aircraft brokers, tax advisors, financial consultants, attorneys, and mechanics. I guarantee it will pay off and save you time, money, and most of all, your sanity.

## The Airplane

Why are you selling the airplane? Are you no longer traveling? Are you looking to upgrade? Do you understand that you are giving up the airplane by putting it on the market? Are you prepared to give up the airplane? Have you really thought about timing issues involved with either selling or buying an aircraft? Do you have the patience or will you need to get a deal done fast? The airplane is your asset and by selling it, the asset no longer exists under your power. What will this cost you? Figure out if you are making the right decision before taking it to the curb.

## Time

One thing that adds up more than any other factor when selling an airplane is time. From the beginning, you will be documenting model

specs, maintenance logs and other significant documents and contracts. Establishing a time to have the airplane photographed and advertised on multiple distribution networks also makes up the forefront of a transaction. Not only do you have to deal with initially exposing the aircraft in various places in order to gain attention by an interested party, but you must also deal with the prospective attention. This is without a doubt a full-time position. It is mental work. Prospects take time to screen. What is the severity of their situation and how technical do they want to get when it comes down to negotiating contracts, price, and logistics of the sale? When does the negotiation technicality become a joke? Is there a point where complexity overrides the decision to move the sale forward? Should you just move on to the next prospect? A deal can easily fade when a simple puzzle piece does not fit a buyer's "ideal" situation. It takes more than selling the aircraft to make a deal happen, you have to close the time frame and orchestrate around a buyer's schedule.

## **Money**

It takes thousands of dollars to list, professionally photograph, and distribute information on websites and in publications. Each advertising channel needs to make money. Without their help, how would your airplane gain any attention? It wouldn't. Exposure to a wide audience suggests a sale will be made. Exposure is necessary unless you have inside information from an off market party. In that event, there is no need to advertise enabling you to save money. Many brokers have information on those off market opportunities. Call them up before you market because they may have a deal already in place. Additionally, you may spend dollars advertising in the wrong places! This enhances your costs two-fold because you have already exhausted time and money in the wrong place. You will need to re-position yourself on a different channel, adding to the expense sheet. The longer the airplane sits on the market, the more you will be paying. When you believe you have a deal, take it and don't start pinching pennies when in fact those pennies are costing you dimes!

## **Opportunity**

You simply cannot be in two places at the same time. If you are running a business, taking care of your family, running errands, or working multiple jobs, you will have trouble selling your beloved aircraft. It is a full-time job. In the event you are working around the clock to get your aircraft sold, you will be missing out on other opportunities that conflict with your primary work and personal life. There is a conflict of interest when you are dealing with two businesses at the same time and either way, the result will be a lost sale or opportunity. Your job requires you to show up on time, deliver on time, one hundred percent of the time. That means that the airplane, most likely, is not on your priority list. When the job involves selling an aircraft, leave it up to the professional, whose time is specifically spent doing just that, selling airplanes. It makes complete sense to get help from the very beginning and save you from a lost opportunity.

## **Management**

This cost involves your schedule and how you run your daily activities. Managing multiple prospects assumes that you will be working for them at their pace. In essence, managing these accounts takes on a structured schedule each week. The schedule is built around satisfying their questions and needs. Selling becomes following up. Once again, this is a full-time job. When dealing with your primary business, let alone your personal life, the last thing you will want on your mind is the headache of managing a buyer's time.

## **Information**

Are you prepared to give up a deal? Do you have the resources, time, and market knowledge to determine the fair market value of your aircraft at any point in time? If so, are you paying to receive that

information and analyze it? Do you keep updated information and track your airplane's competition? Do you know what your competition is doing? Have they been making deals? Maybe they have deals under contract or in progress that fall below your valuation and expectations. Will you have to re-evaluate or re-consider your price? It is completely possible that the value is not in the price at all, but tied to a specific feature of the aircraft. Do you know this? There are many factors to consider when selling value of an aircraft over price. One person may buy comfort, while the other buys speed. It becomes a game of knowing what your buyer is precisely looking for. Knowledge is only powerful when put to use, so get informed, or get represented!

## **Contact**

Whatever you do, make sure you are represented professionally by someone you can trust. Trust has always been at the forefront of business and if you cannot find that trust, it will cost you.

In the event that you are looking to market your business aircraft, need updating on the market, or just looking for information on a specific model, please reach out to a representative you can trust and rely on.

Best,

Chad Barber  
Barber Aviation ©2015  
[cb.barberaviation@gmail.com](mailto:cb.barberaviation@gmail.com)  
1.561.339.7493