

## Aircraft Brokerage Operations

### A. Through Advertising/Brand Awareness/Multiple Channel Distribution:

1. Prospect approaches with no information (Action: Acquire)
  - a. Find out travel and business needs.
  - b. Search current inventory.
  - c. Search other listing sights.
  - d. Create aircraft options.
  - e. Present options.
  - f. Repeat if needs are not met.
  - g. Choice is made.
  - h. Close- proceed to #3.
2. Seller approaches (Action: Broker)
  - a. Get detailed information on the aircraft.
  - b. Photograph aircraft.
  - c. List and advertise through multiple sources.
  - d. Wait a month.
  - e. No bites, re-evaluate aircraft value and update.
  - f. If bites proceed to showing #3.
3. Buyer approaches from a listing inquiry (Action: Sell)
  - a. Schedule a showing/demo flight.
  - b. Draft a letter of intent/ offer to purchase.
  - c. Secure an escrow deposit. 5-10% of proposed purchase price. Refundable or Non-Refundable.
  - d. Draft an aircraft purchase agreement with specific terms.
  - e. Title and lien report
  - f. Pre-Purchase Inspections/Optional Test flight/Discrepancies and Repair Payment Negotiation/Pre Buy Report
  - g. Acceptance of aircraft technical concerns and terms
  - h. Closing/Delivery/Exchange documents and funds.
    - i. Complete (8050-2) FAA Bill of Sale, (8050-1) Application for Registration, and file with the FAA Aircraft Registry.
    - ii. Receive funds from buyer. Escrow agent for protection.
    - iii. Complete reverse side of aircraft registration. Send to FAA. Buyer completes temporary registration.
    - iv. Buyer needs aircraft insurance; register aircraft to FAA, and to pay state sales tax.
    - v. Aircraft Delivery Receipt

### B. Through Prospecting/Referrals/References

1. Approach potential aircraft owners
  - a. Tell them about our business.
  - b. Find out about their business. Do they travel or would they travel more?
  - c. Ask question in regards to what they know about business aviation and the benefits that come from it.
  - d. Would they be interested in an aircraft if we could find one that fits their needs, mission, and budget? If so, could we keep them updated?
  - e. Proceed with aircraft updates and relationship building.
2. Approach current aircraft owners
  - a. Tell them about our business.
  - b. Find out why and how they use their aircraft. For business?
  - c. Would they be willing to upgrade to another aircraft if we could find one that fits their needs, mission, and budget?
  - d. Would they be willing to sell their aircraft if we could find them a deal?
  - e. Proceed with aircraft updates and relationship building.

Chad Barber  
Barber Aviation ©2014  
[cb.barberaviation@gmail.com](mailto:cb.barberaviation@gmail.com)  
1.561.339.7493