



SELLING A PLANE IN A TURBULENT MARKET

Market fluctuations are a fact of life.

Plane values go up and they go down. No one likes to buy high and sell low, so what can you do to maximize your sales price, shorten the time to sell, and lower your fixed expenses when selling in a market that's trending lower?

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1.
**don't rely on
published
asking prices.**

With supply chain shortages and long lead times for parts, buyers are shying away from anything needing substantial work. It's not that you can't sell it, but the price to do so will be very unpleasant.

3.
**emotionally
detach yourself.**

What others are asking for their airplane has little bearing on what it actually sells for. There is always the owner trying to get a price that may have worked a year ago (or more) and then there's usually that desperate someone willing to let their plane go on the cheap.

2.
**engine at or
near tbo?
- keep it.**

Yes, you've put a lot of sweat equity and hard-earned dollars into your plane. You've probably built a lot of fantastic memories around it too. Unfortunately, most buyers just don't care and may even -- unintentionally -- make disparaging remarks about the plane. Selling an airplane means it's time to put your thick skin on.



Ask your A&P to tell you what things would be caught on a pre-purchase inspection...and then have them fixed. The more knowledge you have going into post-inspection negotiations the better chance you'll be able to head off further price reductions.

**keep flying
the plane.** **5.**

You don't need to be the low plane on the market but if you're above both the mean and median for similar year/make/model airplanes, you'll get passed over for those thought to be more realistic.

4. **don't skimp
on your last
annual.**

Do whatever you can to keep the plane in the air. Buyer's are quick to smell blood in the water when a plane stops flying. Pay someone to go out and put some hours on it if you have to.

6. **price it
right.**

7.

respond quickly & have solid info at the ready.

The more the market favors buyers the quicker they will move on to the next listing if you're slow to respond. The same thing goes for limited data. Compile accurate specs, copy the logs, and make everything available digitally. Give buyers a reason to linger on your plane just a little bit longer.

YOU WANT TO FEEL GOOD ABOUT THE OUTCOME OF THE SALE AND GET WHAT YOU AND YOUR AIRPLANE DESERVE

Using the right strategy will do that. Using the wrong one will, well.....



Aircraft owners like you want to feel good about the outcome of a sale and get what they deserve. You may even want to make sure your plane goes to a buyer who will take care of it like you have.

(you want to find the best buyer possible)

The problem is increasing inventories, rising interest rates, fewer buyers, and the softening market has you feeling concerned...maybe even a little apprehensive. We know how it feels to sell, well, *your friend*. And, we know what it takes to sell an airplane in a volatile economy.

BEEN THERE. DONE THAT.

For nearly two decades, WildBlue has helped hundreds upon hundreds of aircraft owners just like you overcome that uncertainty by using a process that has proven to produce successful sale after successful sale.

...but how?



HERE'S HOW:



Let's talk about your plane and expectations. No pressure. No hassle. No obligation.

Get a customized plan to sell your airplane. If you like what we show you we can move forward.



Put WildBlue to work for you. And then breath a sigh of relief. We've got your back.

call us today.

NO OBLIGATION, NO PRESSURE & NO HASSLE.



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