



BRIAN PAUL, FOUNDER, JETBLACK AVIATION

# JetBlack Aviation Profile

**W**ith offices located in Los Angeles, Washington D.C. and Sarasota, JetBlack Aviation has quickly distinguished itself as a leader within the aviation sales industry. Key to its success has been the company's unique outlook on the relationships it builds with its clients.

According to Russell Summers, senior sales associate, "We are marketing agents - we aim to represent the aircraft owner and buyer much in the same light as an agent that represents a celebrity or a professional athlete."

In today's ever growing market there are well over 300 aircraft models, each with their own unique advantages and challenges. JetBlack has always assigned dedicated agents to specific makes and models, allowing each member of the sales team to

fully engage with their assigned markets and become legitimate experts on the specific aircraft within their respective territories.

"Approaching territories this way has allowed the agents at JetBlack to be completely in tune with their markets," explained Summers, "and enables them to easily foresee the pitfalls that could significantly affect the client's bottom line."

Maintaining its reputation for cutting-edge marketing techniques has always been a priority for JetBlack Aviation, and in that spirit the company launched its *Black Service* in late 2010 which JetBlack says is proven to increase the return on investment by approximately 15%, while simultaneously decreasing the time on the market by thirty to ninety days.

The strides towards innovative aircraft marketing are essentially driven from the

top. Leading JetBlack is Founder and President Brian Paul who has spent nearly twenty years mastering aviation sales.

With a rich aviation heritage, Brian Paul's father was an Air Force Colonel and jet pilot, and from a young age he was enthralled by stories of his grandfather surviving being shot down over India while serving in the Army Air Corp. Both his father and grandfather were decorated war heroes and aviation record-holders, so it's unsurprising that flying is in his blood.

Earning his pilot's license at the age of 20, Brian was headed for a career as a corporate pilot before discovering a passion for aircraft sales. Nearly 300 completed transactions later, Brian remains truly passionate about what he does.

## STAYING IN THE BLACK

JetBlack relates aircraft as a vital corporate asset and its driving focus has been in helping clients to stay in the black with their aviation investments (the inspiration for the company name).

Approximately 90% of aircraft buyers already own one or more aircraft that they need to sell before making a new purchase - consequently over 50% of JetBlack's transactions involve accepting a trade-in to facilitate the sale.

"With strict lending restrictions in today's economy, our ability to inventory trade-ins provides our client's with an advantage over the competition in the marketplace," Brian Paul claims. "If you were a buyer looking at two sister ships on the market, and if you had to liquidate your current aircraft before procuring a new one (a scenario that's becoming more and more common) wouldn't you simply choose the plane that offers a trade option? It's really all about opening up opportunities for our clients."

Even in the current down market, JetBlack has closed nearly 40 transactions so far this year, with no plans of slowing down. The company's greatest forte is in closing complicated transactions with creativity and integrity. Never afraid of taking on a challenge, Brian and his team welcome even the most complex deals with enthusiasm. This never-fail attitude is why JetBlack is the go-to firm for several financial institutions.

Indeed, JetBlack has maintained a consistent growth rate since its inception having recently doubled its sales team.

"We have multiple expansion projects in the works, and we're very excited about the opportunities we're about to open up for our clients," Brian revealed. "We're financially very well positioned, and we won't stop pressing forward until we reach our goal."

➤ More information from [www.jetblackaviation.com](http://www.jetblackaviation.com)