



Steel Aviation

AIRCRAFT SALES

Aircraft Sales Made Easy.





Steel Aviation expanded into a new Diamond Aircraft dealer.

In today's world, where stocks are falling, banks are going bust, and home values are declining, aircraft owners need to know that integrity still exists within their world. Let's face it: Airplanes are a commodity, and like any other commodity, their values go up and down based on supply and demand, along with other intangible factors. So, where should you go when you want to purchase an airplane? Where should you go when you want to sell your existing plane? Where should you go when you want to upgrade to a faster or larger aircraft? Where should you go in a world gone mad? There's only one place: Steel Aviation Aircraft Sales.

What used to be a simple transaction between two parties has now evolved into navigating through a sea of not only potential products and stacks of paperwork, but also thousands of aircraft dealers and brokers, all of whom want your business. This process can leave a pilot frustrated and insecure, especially where major money is concerned. For these reasons, Steel Aviation Aircraft Sales has risen to the top in an industry where reputation, track record and customer service are critical. Located in Dayton, Ohio, at the Dayton International Airport (DAY), Steel Aviation has established itself as a major leader and vendor for pre-owned Cirrus aircraft.

But it doesn't stop there. Steel Aviation is recognized and trusted, not only in the United States as a major Cirrus reseller, but in Europe, Australia and South America. Not only is Steel Aviation one of the largest Cirrus resellers, it has expanded into a new Diamond Aircraft Dealer, which also includes future plans to sell positions on Very Light Jets (VLJ), along with other larger planes. Staying on the leading edge of new technology while listening to customers' needs is what keeps Steel Aviation one step ahead of the competition.



President Jaime Steel-Potter.



Not only is Steel Aviation Aircraft Sales one of the largest Cirrus resellers, its pre-owned inventory includes Cessna, Piper, Mooney, Diamond and Beechcraft.

Starting in 2001, as a woman in love with the Cirrus line of planes, Jaime Steel-Potter, president of Steel Aviation, had a simple dream: to make buying and selling planes fun, easy and ethical. Jaime was born into a family of pilots. Both her father and grandfather had a love for flight, and Jaime practically grew up in a hangar refurbishing planes as a teenager in her father's business. At 18, Jaime began a successful career in real estate, where she honed her negotiating skills, but her love of airplanes drew her back into the hangar. Only this time, she decided to open her own company and shake up the industry. As a former athlete, Jaime wasn't afraid of competition. In fact, she thrived on it!

Vice President Daniel R. Potter was fortunate enough to marry Jaime in 2005 and has successfully helped Jaime to take her business to a higher level. Together they created a business plan focused on "thinking outside of the box." "Working with a company that can't support a proper marketing campaign can actually cost you money and valuable time," says Potter. "We don't consider our company as an 'aircraft sales' company. We're an aviation marketing company that sells aircraft. Steel Aviation employs professional marketing firms to ensure positive results."

Jaime adds: "Steel Aviation is all about

one-stop shopping for our clients, and we aim to make the experience fun and easy. At the end of every day, it's about not just meeting customers' expectations, but surpassing them. In order to accomplish this, it's most important to understand exactly what the buyers or sellers needs are and what they expect from us. I decided from day one to provide better service than anyone else in the industry and to always treat my customers the way I like to be treated. I believe in being totally honest, even if it means losing the transaction. I won't tell you what you want to hear unless it's the truth."

Jaime first teamed up with Cirrus Design to sell hundreds of their aircraft and within a few short years was recognized as one of the leading resellers. Jaime's reputation grew fast and so did her inventory. Today, along with Cirrus, Steel Aviation's pre-owned inventory includes Cessna, Piper, Mooney, Diamond and Beechcraft. To Jaime's credit, Steel Aviation has achieved well over 1,000 transactions in only seven years.

"The first thing I did when I knew I was going to sell my airplane was to ask for recommendations for a broker," says President Emeritus Cirrus Owners and Pilots Association COPA Mike Radomsky. "I was surprised to find that many of the owners I asked wouldn't

recommend their broker. However, all who had used Steel Aviation Aircraft Sales' services were extremely satisfied."

As a team, Steel Aviation does all the research to match needs with resources. From the moment a client inquires about selling their aircraft, the screening process for potential buyers begins. As a member of the National Aircraft Appraisers Association, Steel Aviation has a network of licensed aircraft appraisers at its fingertips. Should you choose, or if your aircraft requires an appraisal, Steel Aviation will do all the legwork on the listing. This means collecting all the data, logbooks, spec sheets and photos on your aircraft, and compiling them into a thorough analysis of the aircraft that includes a report available to the potential buyers. A third-party opinion and the nationally recognized NAAA stamp is often all it takes to push the buyers over the edge in their purchasing decisions.

When it comes to marketing, Steel Aviation uses every line of communication imaginable to get an aircraft as much exposure as possible. The company's primary source for selling aircraft is its state-of-the-art Web site—SteelAviation.com—which provides complete specs and photos of its clientele's aircraft 24/7. Other marketing methods include auctions, trade shows,

mass fax and e-mail systems to alert buyers, FBOs and flight schools across the country, and high-end advertising in yacht and luxury real estate publications.

Steel Aviation also uses a custom-designed database that allows it to offer sellers a whole-new level of service. “We can keep track of our buyers in a way that no one else in the industry is able,” states Jaime. “It helps us keep buyers informed with new listings and information changes to any aircraft that they’ve inquired about. We also update our sellers weekly with a list of activity on their aircraft, and they just love it. As funny as it may sound, many aircraft are sold at auction. They sell very quickly and at an excellent price. We have experience with auction sites, such as Ebay and the Aircraft Auction Networks. This is an excellent opportunity for someone who needs their aircraft to sell quickly. We also protect our clients’ investments with conservative minimum bid prices.”

Jaime’s one-stop shopping approach includes assisting buyers in all areas including: financing, insurance, title and escrow, flight training and even delivery. Steel Aviation has access to hundreds of top instructors, training facilities and ferry pilots. This ensures sellers won’t lose a potential sale due to lack of training or logistics. “The goal is educating each buyer and really devising a plan to meet their needs,” explains Potter. “This requires itemizing what they intend to specifically use the plane for, and then we work from there.”

According to Jaime, time is of the essence in these transactions. “We never waste any of our clients’ time with ‘tire kickers,’” stresses Jaime. “Eight out of 10 times, we’re able to put purchase agreements, along with a deposit, into place before a buyer even views an aircraft.”

As of January 1, 2009, Steel Aviation will be offering a unique, annual, extended service plan to cover all repairs from spinners to tail, on any age aircraft. For owners who prefer to know their fixed costs, this service will ensure no surprise costs on unexpected repairs. When you list your plane for sale, Steel Aviation can include this service plan into the sales price, which will separate your aircraft from most others and



Husband-and-wife team Daniel R. Potter and Jaime Steel-Potter.



Potter shaking hands with the company’s first Diamond customer, David Heller.

provide comfort for the new owner. This service can be offered on jets, turboprops, piston aircraft, turbines, and practically anything else that flies.

Thus far, Steel Aviation’s tactics have been immensely effective. “I’m a person who’s very busy, and I don’t have time to negotiate and get deeply involved in a purchase,” customer Don Richie explains. “It’s been totally ‘hands-off’ for me during my transactions. As soon as I listed it, Steel Aviation made one phone call and a man purchased my SR22 within days.” Granted, not all transactions have been this simple; however, the team works around the clock to make the sale happen, and they will also move and deliver planes for clients.

“I’m in charge of the ferry pilot work, and whenever someone needs help getting a plane to a particular location, I’m the go-to guy,” says Sales Specialist

and a 10,000 hour pilot Tim Pond. He not only picks up and delivers airplanes to new owners; he’s also responsible for test flights and flight instruction. This is the extent to which Steel Aviation is willing to go in order to provide its customers with a full-service experience.

“Steel Aviation has always been on the cutting-edge of aircraft sales,” says Jaime. “We understand that an aircraft is a major investment for its owner, and because we base our business on customer satisfaction, we’ll continue to build relationships first. With that focus in mind—the business will always follow.” ➔

For more information, visit www.steelaviation.com or call 937-332-7587.

