



FAIRWAY
AVIATION
GROUP



Bringing new technologies to the science of aircraft marketing

Buying or selling a business aircraft isn't simple. It's more like a science. Each transaction demands specialized knowledge of the global marketplace, experience and extraordinary attention to detail. Increasingly, it also demands the use of new technologies to bring buyer and seller together, wherever in the world they may be – in the shortest possible time.

FOUNDER AND CEO



Chris Doerr

Fairway Aviation Group, Founder and CEO

- 10+ years experience buying and selling business aircraft
- Strong client advocate
- Third-generation pilot
- Holds commercial, multi-engine and instrument ratings
- Marquette University graduate, Business Marketing

Throughout his entire life, Chris Doerr has been exposed to or involved with corporate aviation. Like his father and grandfather, he is a pilot. He earned his private pilot's license while attending Marquette University. Upon graduation, he attended Flight Safety International, where he earned his commercial, multi-engine and instrument ratings.

In 2003, Chris joined General Aviation Services as an aircraft researcher and soon transitioned into the marketing and sales side of the business. Prior to founding Fairway Aviation Group, he served General Aviation as Sales and Acquisition Director.

Over the years, Chris has developed a strong knowledge of all facets of business aviation. In both "sell side" and "buy side" assignments, he has established a solid reputation as a client advocate. His work ethic, integrity and "client first" approach have earned him the respect of aviation professionals, as well as the many satisfied and repeat clients he has served throughout the years.



"Changing aircraft is like working on a giant jigsaw puzzle where all the pieces need to fall into place at the right moment. There are hundreds of little items that need to, likewise, come together for everything to work. You made a complex transaction look easy."

Henry W. Knueppel, Chairman/CEO, Regal Beloit
J. Michael Strader, Senior Pilot, Regal Beloit



OUR APPROACH

Our approach to aircraft marketing is cutting-edge and involves use of a combination of data sources and communication tools: Search Engine Optimization (SEO), Google analytics, proprietary databases and traditional print advertising.

Fairway Aviation Group business focus

| | YES | NO |
|---------------------------|-----|----|
| Buying business aircraft | ■ | |
| Selling business aircraft | ■ | |
| Air charter | | ■ |
| Aircraft maintenance | | ■ |
| Aircraft management | | ■ |

At Fairway Aviation Group, we monitor business aircraft markets on a daily basis. We thoroughly understand the markets from turboprops to wide-body business jets. We are dedicated to putting our knowledge and experience to work on your behalf and helping you successfully navigate all aspects of business aviation.

We know that successful aircraft transactions demand precise contract negotiations and require patience, risk management analysis and constant attention to detail. Much as a pilot uses a checklist prior to take-off, we use a “checklist” approach to avoid surprises and maximize transaction efficiency.

Most important, we focus on what we do best: Buying and selling business aircraft. Fairway Aviation Group does not provide charter, maintenance, management or any other aviation services. All of our efforts are focused on successfully completing a transaction for your aircraft, whether you’re selling and seeking the most favorable market pricing – or buying an aircraft and desiring to negotiate the best terms possible.

“Over the past several years, Sterling Aviation has been extremely pleased with the multiple transactions which you have conducted on behalf of our managed aircraft clients. Whether they were ‘sell’ side or ‘buy’ side assignments, I can sincerely tell you that not one of our clients was the least bit disappointed in your ‘no nonsense’ approach.”

Rob Gort, President & CEO, Sterling Aviation



SELLING YOUR AIRCRAFT

Our approach to aircraft sales involves comprehensive research into current market conditions for your specific aircraft; the use of new technologies to create unmatched exposure to potential buyers worldwide; and the insight of our professional business aircraft analysts.



Comprehensive market research In an ever-changing market, it is imperative that the aircraft being sold is priced to reflect real-time market conditions. We go beyond outdated price book data to conduct original research into the market for your aircraft, accounting for a number of aircraft-specific factors.

Unmatched exposure to potential buyers The latest estimates show that 93% of aircraft buyers/sellers in the U.S. and 80% internationally do research on the Internet prior to completing a transaction. Recognizing this fact, Fairway Aviation Group has made new technologies a cornerstone of our business. Search engine optimization, as well as paid advertising on Google, Yahoo and other high-traffic sites helps ensure exposure of your aircraft to potential buyers around the world.

Obtaining maximum value With our real-time access to the latest aircraft market information, we pride ourselves on accurately valuing the asset you're selling. We avoid unrealistic pricing – whether too high or too low – and are dedicated to obtaining maximum value for your aircraft.



Fairway Aviation Group aircraft-specific research

- Airframe age
- Engine times and overhaul records
- Upcoming maintenance items
- Total cycles
- Total time of operation
- Heavy maintenance compliance
- Avionics and other equipment

Aircraft Brokerage

Aircraft Acquisition

BUYING AN AIRCRAFT

At Fairway Aviation Group, we buy aircraft for clients from around the world. We also acquire aircraft for our own inventory and know first-hand what it takes to be a successful aircraft buyer.

Three advantages of the Fairway Aviation Group acquisition program:

- 1 Access to the most detailed, current information** Many of the finest acquisition opportunities never hit the open market, or if they do – are subject to a bidding war. Through our original research and worldwide industry contacts, we regularly find outstanding off-market aircraft that offer exceptional value to our clients.
- 2 Technical expertise of aviation professionals** As aviation professionals, we play an important oversight role in the pre-purchase inspection, perhaps the most critical and expensive step in achieving maximum value for your aviation investment.
- 3 Unsurpassed business acumen** Working with the client's advisors, we participate in the contract and evaluation process, and handle all details of the closing. We also assist as required to ensure that all tax implications are considered. We recognize that your aircraft represents one of the largest assets that you or your company own.

Seamlessly delivered, these attributes of the Fairway Aviation Group acquisition program help ensure that your new business aircraft will meet your performance needs, is purchased at a favorable price, with the most advantageous terms and conditions.



TECHNOLOGY ADVANTAGES

Cutting-edge aircraft marketing at Fairway Aviation Group involves the use of many different data sources and communication tools.



Percent of aircraft buyers and sellers who consult Internet before a transaction
93% in US
80% Internationally

Many of what we call **Fairway Technologies** involve use of the Internet, which reaches buyers and sellers throughout the global marketplace. The Internet brings buyers and sellers together in a way unimaginable only a few years ago. And it does so instantly, to all corners of the globe.

That's where Fairway Technologies works to your advantage. We go beyond traditional methods of print advertising, which increasingly fail to reach key buyers and sellers. Instead, we concentrate our resources on new technology tools such as Google Analytics and SEO optimization.

Aircraft listings on the Fairway Aviation Group web site reflect real-time information and avoid the 30-45 day market delays inherent with print advertising. Our listings are fresh, accurate and reflect the very latest information.

In addition to our own web site, we maintain online memberships with more than a dozen of the industry's most popular aviation marketing links. This allows your listing to be shared with hundreds of thousands of additional aircraft buyers and sellers globally. It also makes it easy to access these global online resources from a single point: the Fairway Aviation Group web site.



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Fairway Technologies

- Search engine optimization (SEO)
- Google analytics
- Proprietary databases
- Traditional print advertising

Fairway Technologies



“The modern airplane creates a new geographical dimension. A navigable ocean of air blankets the whole surface of the globe. There are no distant places any longer: the world is small and the world is one.”

Wendell Willkie

*Learn more about Fairway Aviation Group
through our comprehensive web site at
fairwayaviationgroup.com*



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