



Fairway Aviation Group Advantages

- **Through a unique combination of tools**, buyers and sellers get cutting-edge market research and an unmatched Internet presence.
- **At Fairway Aviation Group, we would rather spend our money on advertising that works**, rather than costly traditional advertising. Make no mistake about it, the Internet is playing a huge role in how people buy and sell aircraft.
- **We utilize many proprietary and public databases.** In combination, you get results!
- **We know that this is an Internet world.** An estimated 93% of U.S. aircraft buyers/sellers and 80% of international buyers/sellers do research on the Internet.
- **We go beyond traditional communication vehicles such as magazines**, which have declining readership and information that is as much as 45 days old when read. At Fairway Aviation Group, we use only real-time information, the type that makes for accurate pricing and market assessment.
- **We use Google/Yahoo Analytics extensively**, rather than spending money on trade magazines that don't reach our narrow target market.
- **We enjoy solid working relationships with our vendors.** They want to do business with Fairway Aviation Group because we get results. Our combined marketing approach of web and SEO optimization is unbeatable!
- **We have a Global Presence on the Internet**, both through "back-office" website techniques and through paid services.
- **We have a custom CRM** (Customer Relation Management) CardScan System that has been tailored to the business of buying and selling aircraft. This package helps us track leads, immediately respond to email inquiries and follow-up where appropriate – all the time maximizing our efforts with a "process approach." It also helps us eliminate the "tire kickers" and focus our energies on real buyers and sellers, those that are currently active in the marketplace.
- **We are agile and adaptive.** A laptop computer and satellite phone are far more effective selling tools than big offices and a staff of 70 employees. We'd rather dedicate our resources to innovative new technologies that provide us with real-time information others don't have.
- **We are very client-focused.** We restrict ourselves to 8-10 aircraft listings at a time and dedicate ourselves to target marketing each aircraft. Remember – we don't get paid until an aircraft is bought or sold.
- **The Fairway Aviation Group website is constantly being updated** ... more important it's *technology is continually upgraded* to take maximum advantage of the latest data collection and CRM advances. For example, while our graphics are intended to be inviting, the "back office" features like SEO, combined with other information collection techniques, are routinely being deployed to allow us to *immediately recognize and proactively contact prospective buyers and sellers.*
- **Information is money!** Owners demand precise, accurate, clearly presented information in a timely fashion. Through use of proprietary technologies, we get information others don't – and we get it quicker.
- **Our business model is setting a new standard** in the industry. We use technologies that others don't. Stated simply, most of our competitors are stuck in the early days of the Internet.



Bringing new technologies to the science of aircraft marketing.