

TPJC

THE PRIVATE JET COMPANY



Sales ▪ Acquisitions ▪ Consulting



Company Overview



The Private Jet Company provides sales, acquisition and consulting services for private aircraft in major markets throughout the world. Founded in 2005, we have completed over \$2 billion of aviation transactions for individual and corporate owners. We have a highly dedicated, client-focused team of professionals with expertise in sales, marketing, finance and aircraft operations. We are exceedingly knowledgeable and passionate about the aviation industry and strive build trusted, long-term relationships with our clients. Our headquarters are located in Palm Beach, Florida, with regional offices in Paris, France and Mexico City, Mexico.

For acquisition clients, the aviation professionals at TPJC conduct a search through exclusive databases and extensive contacts worldwide for both on and off-market aircraft to locate the best options for your next acquisition. TPJC can assess needs for cabin capacity, range, budget and mission requirements based on interviews with our clients and utilize this information to present the most appropriate aircraft. Whether purchasing or selling an aircraft, TPJC prepares insightful, accurate, and detailed market data to assist clients in making the right decision.

For our clients that are considering the sale of aircraft, TPJC provides thorough market research and pricing history enabling accurate pricing guidance. Our sales team process begins with a full analysis of market conditions, competitors, and prepares a professional photographs and maintenance status to present the aircraft to potential buyers. TPJC utilizes both industry marketing media including digital marketing, but also extensive global relationships and trade scenarios with partners to increase market demand and pricing strength.

Our aviation specialists also work with aviation attorneys and aviation tax experts to maximize depreciation and reduce tax burdens as well as assist in import and export Certificate of Airworthiness. We also work with best-in-class aircraft management companies to reduce the burden of maintenance and supplement revenue through a variety of charter options.



- ***Daniel C. Jennings, President.*** Daniel C. Jennings is the founder and President of TPJC. He leads the firm's strategic direction and oversees its sales division. Under his leadership, Mr. Jennings has created an entrepreneurial culture which has led to successful growth of the firm throughout the world. Mr. Jennings has over 15 years of experience in aircraft sales and acquisitions, having managed over \$1.5 billion worth of transactions for individuals, governments and corporate clients. Prior to the formation of TPJC, Mr. Jennings successfully built, managed and sold several start-up ventures to private-equity backed investors. Mr. Jennings began his career in the finance industry, having worked in institutional sales for REFCO in New York City. Mr. Jennings is frequent speaker on the aviation industry and has appeared on national media outlets, including Bloomberg, Fox News, CNN, New York Post, New York Times and Forbes magazine. He is a licensed pilot and an active member of NBAA.
- ***Sebastien Pluchard, Executive Vice President.*** Sebastien Pluchard has over 10 years of vast experience in the aviation industry, having worked for an airport, an airline, an aircraft MRO, an aircraft brokerage company, and for an aviation charity association he founded. In 2011, he joined TPJC to help develop and expand the Company on a global basis. Sebastien specializes in international transactions, including sales, acquisitions, and leasing. He is also responsible for supervising TPJC's marketing and development strategies. Sebastien is a member of the NBAA and serves as the committee chair of SFBAA. He is an alumnus of SKEMA Business School and Florida Institute of Technology, where he obtained a dual Bachelor's degree in Business Management and Aviation, followed by a Master of Science in Aviation Management. He is also a licensed FAA and JAA commercial and aerobatic pilot, and speaks fluent English, French, and Spanish. His background, competencies, knowledge and skills provide clients an exceptional level of expertise and support.

- ***Paul Alexander, Vice President, Sales.*** Paul Alexander is a native of Newtown, Connecticut. He graduated from the U.S. Naval Academy, Class of 1983, with a BS Degree in Mechanical Engineering. Following graduation Paul was designated a Naval Aviator in 1985. Paul is also a 1989 graduate of the U.S. Naval Test Pilot School. On active duty Paul served in a variety of aviation operations and aviation maintenance positions. He also served as an engineering test pilot at the Naval Air Test Center Patuxent River, MD. He has accumulated 3000+ flight hours in a variety of military and general aviation aircraft. His deployments with the Navy have taken him to six of the seven continents. Following his time on active duty Paul started a financial planning practice that served high net worth individuals and business owners. After 15 years in financial planning Paul joined The Private Jet Company in 2015. His aviation, sales, marketing, and entrepreneurial background make Paul a natural fit for The Private Jet Company

- ***Sergio Hernandez, Vice President, Sales.*** Sergio Hernandez is the Private Jet Company's Vice President of Latin America Sales. Sergio has earned degrees in Electrical, Mechanical and Civil Engineering from the Universidad Veracruzana. During his graduate studies, Sergio was involved with the University in several activities as President of the National Association of Civil Engineering Students. In 1996 Sergio joined Bombardier Aerospace as the Sales Representative Agent for Mexico where he honed his skills in sales development requirements as well as preparing new strategies and procedures for growing Bombardiers business in Mexico. In 2000 he moved to Aerospace Concepts, Inc. where he was in charge of the Completion Management Sales for Mexico and Latin America. Sergio also started and ran his own company, EGH, S.A. de C.V.; providing aircraft ground handling services, charter flights, and aircraft management services. Sergio then joined the Sales and Marketing Team of Synerjet Mexico as the Director of Marketing and Sales. This was his third time working indirectly for Bombardier Aerospace, where he was in charge of sales and providing technical presentations to customers during purchasing negotiations for Bombardier Products. Sergio is also a commercial pilot with over 5,000 hours flight time flown in a variety of private jet aircraft.

- ***Jamie Levesque, Associate, Sales.*** Jamie Levesque grew up and studied in Nova Scotia, Canada. Having a father in NATO allowed him to travel to many countries and experience other cultures at a young age, shaping his friendly persona and adventuresome spirit, leading him to be a motivated entrepreneur from a young age. Jamie entered the Canadian Army Reserves, and eventually moved to Florida to pursue the American dream where he studied real estate investing, giving him deep experience in contracts and negotiations. Jamie also established his own successful auto body business, later expanding to aircraft repairs. His interest in private jet aircraft and the private jet industry led him to his position today, being the market and aircraft research analyst helping the company identify and present the aircraft our clients are looking for. Jamie's sincere work ethic, determination, enthusiasm for business success and warm personality makes him a desirable liaison with our clients.
- ***Robert Baron, SEO and Webmaster Expert.*** Robert has been Webmaster and SEO consultant for TPJC since the year 2010 and managed 3 Website rebuild projects during these years. He is focused to ensure the TPJC Website has high Search Engine Rankings on Google's 1st. page, as part of the TPJC's Internet Marketing efforts and also ensures the website has high Usability for ease of operation by clients & prospects.

Case Study #1

Acquisition & Management Company Placement

2005 Gulfstream G200
Super Mid-Size Aircraft
3,900 Nautical Range
9 Person Interior
Purchase Price: \$4,000,000



Opportunity:

TPJC was retained by a US based family office looking to acquire its first private aircraft to accommodate 8 persons for coast-to-coast travel. The client was concerned about maintenance responsibility and looked for solutions to offset day-to-day operating expenses. The client desired a fixed amount of hours of use per year.

Execution:

TPJC consulted with the client and determined a super mid-size aircraft was the optimal fit for the buyer. After a comprehensive 30 day search, TPJC presented four aircraft for consideration to the buyer. After multiple negotiations, the prospect placed a Gulfstream G200 under contract to purchase. At the same time, TPJC consulted with best-in-class charter management companies for placement upon acquisition. At closing, TPJC was able to procure the aircraft for purchase at a below market price and provide the owner with 450 guaranteed charter hours per year with net hourly revenue to the owner paid monthly. The owner also received 100 guaranteed live hours for use per year. The transaction met the client's requirements for private travel with relief from the headaches of maintenance while providing an offset of expenses.

Case Study #2

Needs Assessment & Aircraft Acquisition

2009 Gulfstream G500
Heavy Jet
5,000 Nautical Range
14 Person Interior
Purchase Price: \$18,000,000



Opportunity:

TPJC was referred by a charter operator to represent a US based family office looking to acquire a private aircraft for long-range travel for business and personal use. The prospect was unsure of its desired aircraft and required guidance and support.

Execution:

TPJC consulted with the client and determined a fourteen person heavy jet was the optimal fit for the buyer. TPJC presented four different type of aircraft for consideration: Gulfstream models G450, G500 and G550 and the Bombardier Global Express. After a comprehensive 30 day search, including multiple viewings and test flights, the prospect placed a low-time Gulfstream G500 under contract to purchase at a below market price. At closing, TPJC was able to provide the owner with a best-in-class aircraft at a tremendous value. The transaction met the client's requirements for overseas travel, fit within its price expectations and was successfully executed within sixty days from the initial referral.

Case Study #3

Sale of Corporate Aircraft & Acquisition of Replacement Aircraft

Sale Aircraft:

2002 Cessna Citation X
Super Mid-Size Aircraft
Sale Price: \$4,800,000

Replacement Aircraft:

2015 Cessna Citation X+
Super Mid-Size Aircraft
Purchase Price: \$19,000,000



Opportunity:

TPJC was retained by a US based corporation looking to sell its older aircraft and upgrade to new aircraft for business travel. The prospect preferred Cessna aircraft but desired to assess all available options for eight passengers.

Execution:

TPJC consulted with the client and presented a marketing strategy and pricing recommendation for its current aircraft. TPJC also determined that a super-mid size was the optimal replacement aircraft for the client. While preparing marketing materials for the sale aircraft, TPJC discovered a Citation X+ held in inventory at Cessna from a recently failed transaction. TPJC was able to quickly negotiate a purchase of the Citation X+ at a terrific value while convincing Cessna to take the sale aircraft in a trade at full retail value. TPJC also secured pilot training at no cost to the owner. The transaction allowed the client to upgrade to a nicer Citation model and avoid having to own two planes at the same time. This dual sale / acquisition transaction was successfully executed within thirty days from the initial client inquiry.

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