

SOLJETS

SOLJETS debuted in January 2016, leaving a big impression on the aviation industry. The company started with just three partners: Matt Stringfellow, Greg Oswald, and David Lee, each averaging at least 10 years of experience in the industry in a variety of areas of aircraft sales. To build a solid foundation and reputation for its brand, SOLJETS has invested in Executive Controller as its primary advertising outlet. Coupled with its formula for success, SOLJETS has achieved noteworthy success—doubling its staff and completing 35 jet transactions in its first year.

STANDING OUT

The company's small size and various locations are assets, enabling flexibility and a more personal experience for each customer. "We've all worked in turbine sales for such a long time that we developed a lot of unique relationships," says Co-Founder Matt Springfellow. "Being type rated in what we sell allows us to have a much more intimate relationship with our clients compared to your typical jet salesperson. We can assist with operational costs comparisons and real

world performance questions," adds Matt.

A smaller staff also allows SOLJETS to act quickly when it comes to decisions. "The fact that we are all in different locations really sets us apart from others," says Director of Sales Experience Hannah Williams. While most companies have one home base, SOLJETS operates more freely, which enables the company to provide a level of personalized customer service not common in the industry. "Our clients are working directly with Matt or me all the way through the transaction. They know they can call us at any point and we'll be there."

LEVERAGING EXECUTIVE CONTROLLER

To build its brand and get the word out about SOLJETS, the company has advertised heavily in the Executive Controller print publication over the last year. "We spend at least 30% of our

total marketing budget on Controller," notes Matt.

"We love the exposure that having a strong presence in Executive Controller and online gives us. It's very helpful to our business," he adds, noting that the exposure has generated individual leads and enables the company to build credibility in an especially competitive marketplace. "The growth we've experienced in only 12 months, and the name we've developed in that period of time—it's a testimony to how well marketing through Executive Controller works!"

Consistent print advertisers in Executive Controller reach an exclusive audience of buyers all over the world through established distribution points—making the long-standing, reputable print publication and website a valuable resource for both well-established and growing companies. Controller combines the powerful combination of print and online exposure by enabling print advertisers to list all inventory online at Controller.com at no additional charge.

Using high-profile priority pages, such as the front cover of the magazine, SOLJETS was able to successfully get its brand in



Freedom. Adventure. Delivered.



front of potential clients and buyers in the marketplace to bring in new customers as the business took off. Aircraft advertised in print also received priority exposure

online as featured listings, something that Matt says has brought measurable returns. “Our volume of activity, calls, and emails definitely increases when we’re in

the featured listings section of Controller.com and in Executive Controller.” Coupled with periodic investments in front cover ads, the SOLJETS strategy has paid off, and the company expects the success to continue. “We have another cover coming up this year, and we’re very excited about that. We definitely plan to do at least one a year.”

Q&A

MATT STRINGFELLOW

CO-FOUNDER & PARTNER AT SOLJETS

Q *How does advertising on the front cover of Executive Controller benefit your company?*

A It is a token of respect to be on the cover, and a lot of people were impressed that in our first year we were on the cover of Executive Controller. It helped put us on the map as a legitimate broker house.

Q *How do you know your Executive Controller ads are working?*

A We know they’re working because, even though we’ve been around for only a short period of time, most people now know our name.

Q *How does Executive Controller fit into your marketing strategy?*

A It’s very helpful to our business. Just looking at the growth we’ve undergone in 12 months, and the name we’ve developed in that period of time—it’s a testimony to how well marketing through Executive Controller works.

GROWTH AHEAD

With a successful first year behind it, SOLJETS expects to continue to expand its service offerings and its presence in the global jet marketplace. “We’ve had a lot of success with the smaller end of the jet spectrum,” says Matt. “We’re definitely looking to grow into the mid-size and larger categories.” With an increasing prevalence in the market, a commitment to provide the best possible service to clients, and exposure through the market’s leading print resource and website, SOLJETS is on an upward trajectory.