



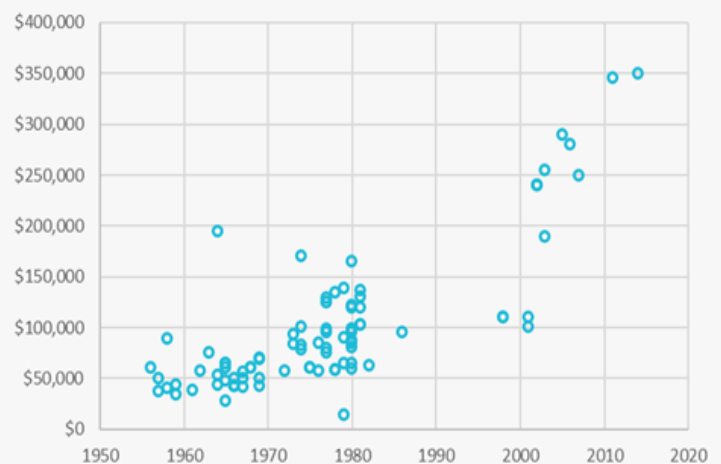
# PLANEPHD

Welcome to the future of aircraft acquisitions.

Planephd was founded on the simple notion that access to robust data is critical to achieving optimal results. We have assembled a team of aviation experts that are ready to leverage our unique historical database to make your next aircraft transaction your best transaction. This report will walk you through the value centers that our experts can address when you enroll in the Pro Buyer Program.

## Onboarding

Regardless of where you are in your aircraft acquisition journey, it's never too early to engage in our program: whether you're fresh out of flight school, a professional who's flown all their life, looking to expand your charter operation, or a dreamer with a hobby budget, we have the tools to you to the finish line with low-risk and low-friction. Engagement begins with a straight-forward survey that will help us understand you and your needs. With that information in hand, our experts will help you match your mission to the ideal aircraft make and model (M&M), or narrow down a list of planes on the market if you already have your M&M in mind. The chart above shows the power of visual analytics, where our historical data can unveil trends in the market to identify the true value of an acquisition target.





## List Ranking

The next stage in the process involves our experts sending you a curated selection of available aircraft that meet your criteria. Our database is updated daily from the top transactional spaces across the world, so you'll always be on top of the competition. The table below is an example list a customer might receive, including links back to our site where we have detailed sales histories and damage reports from the FAA and NTSB. We'll have you rank the provided list to filter down to the prime candidates.

#	My Ranking	Tail #	Year	Make & Model	Price	TTAF	SMOH	Damage	History
1	★★★★☆	N216JA	1980	Cessna 172RG Cutlass	\$121,500	8,327	1273	<a href="#">MINOR (+1)</a>	<a href="#">View (1)</a>
2	★★★★☆	N51733	1981	Cessna 172P Skyhawk II	\$103,000	3,688	1445		
3	★★☆☆☆	N72JN	1974	172/180 CONVERSION	\$169,900	9,811	1510	<a href="#">SUBST</a>	
4	★★★★☆	N6511V	1980	Cessna 172RG Cutlass RG II	\$59,000	8,176	2000	<a href="#">SUBS (+1)</a>	<a href="#">View (1)</a>
5	★★★★★	N5393V	1980	Cessna 172RG	\$65,000	8,678	2029	<a href="#">MINOR</a>	<a href="#">View (1)</a>
6	★★★★☆	N3238L	1967	Cessna 172H	\$49,900	4,600	375		<a href="#">View (1)</a>
7	★★☆☆☆	N46109	1968	Cessna 172 Skyhawk	\$60,000	7,162	635		<a href="#">View (1)</a>
8	★★★★★	N9632V	1977	Cessna R172K Skyhawk XP11	\$97,900	1,827	657		<a href="#">View (1)</a>
9	★★☆☆☆	N4308L	1966	Cessna 172G Skyhawk	\$42,900	4,464	690		<a href="#">View (1)</a>
10	★★☆☆☆	N3953F	1958	Cessna 172	\$89,000	5,960	835		<a href="#">View (1)</a>

A proprietary valuation algorithm called the Precision Aircraft Pricing Index (PAPI), based on tens of thousands of historical aircraft listings, will give you a metric for which planes are overvalued and which are undervalued by their sellers. Some questions the PAPI helps to answer are the following:

Are market conditions pushing that M&M up or down?

How does age and airframe time affect demand?

What is the specific value penalty for dated avionics?



## Making an Offer

Once the front runners have been jointly identified, our experts will use an internal tool set to generate a Letter of Intent (LOI) to be sent to the seller. This LOI will act as an operating agreement between the transacting parties in the case that both sign on. An offer on the aircraft will be included in the document, a figure informed by Planephd's PAPI, as well as a number of buyer protections that reduce risk of seller abuse—like failure to disclose prior damage or maintaining active listings far into the transaction process. The LOI acts as a bridge between the initial buyer / seller contact and an official Purchase Agreement, a document that our experts will create for your final review. Since there are a number of moving parts, our experts can recommend the following third-party services to support completion of the acquisition:

- Escrow Services*
- Legal Reviews*
- Financing Options*
- Insurance Agencies*
- Inspection Locations*
- Ferry Pilots / CFIs*

Remember, if the seller gets cold feet, there is still a long list of other strong candidates; once you're in our ecosystem, our experts are committed to bringing you into the pilot's seat in an efficient and cost-effective manner.



## Logistics

By this point there's a signed document and you're well on your way to acquiring a new aircraft—but that doesn't mean you're flying solo again quite yet. Closing with the chosen escrow agency sets off a series of events that involve a number of external parties and paperwork: title search, registration, bill of sale filing, activating insurance,



etc. The inspection is another critical moment in the process where a lot will be learned (and hard decisions may need to be made). Our experts can guide you through the options presented and even recommend upgrades while your new plane is already in the shop. Once you're happy with what's happening under the hood, you'll have just acquired your next plane! We'll provide you with operational cost metrics, like those shown below, so you are prepared for everything yet to come too.

<b>Total Fixed Cost</b>	<b>\$7,204.32</b>	<b>Total Variable Cost*</b>	<b>\$11,450.95</b>
Annual inspection cost:	\$1,020.00	Fuel cost per hour:	\$51.30
Storage:	\$840.00	Oil cost per hour:	\$3.19
Weather service:	\$604.89	Overhaul reserves:	\$10.18
Insurance:	\$1,662.62	Hourly maintenance:	\$15.30
Refurbishing and modernization:	\$360.75	Landing, parking, and supplies:	\$8.80
Depreciation:	\$2,716.06	*Average hours flown annually	129.0
<b>Annual Ownership Cost:</b>		<b>\$18,655.27</b>	

## Post-Purchase

Once the final payments have cleared and the paperwork changed hands, our experts will still be there to support the final post-acquisition elements, such as coordinating delivery of the aircraft to your home base, recommendations on hangaring, and locating necessary schooling (if you still have some training left to do). From dreaming about a new plane to getting behind the yoke for the first time, we're here for you.

*Think you're ready to find your next plane with our expert team?*

*Take our [onboarding survey](#) and experience the future of aircraft acquisitions.*

*Check out our [membership page](#) to see what else Planephd has to offer!*