

The most common question I get when I tell people what I do is “Isn’t there an app for that? ... and if there isn’t an app yet – how come you haven’t built it?”

While that certainly sounds like a wonderful idea – like most things in the private jet business ... it’s complicated. This whitepaper will try to unwind and explain a) the “bigger” apps that are already out there, b) how you as the customer can benefit from those existing apps and c) apps that you as the customer should avoid at all costs.

So let’s explain the private jet apps that are out there. If you watch any of the big news opinion networks, I am 99.9% sure that you have seen a few advertisements related to private jets (timeframe late 2025/early 2026). The two currently most advertised are Jettly and Bajit.

Before I dive into those specific apps, I do want to give some background into the pattern of the surge advertising and how that pattern directly translates into negative value for you – the customer. If you sit back and try to remember advertising patterns regarding private flying, you may remember that there are

always periods of time where you will be watching a news network (e.g. leaving it on in the background) – and you will see one of these companies advertisements come on constantly – just like you would see ads for beer companies – you would constantly see private jet commercials???. Why all of a sudden? There are relatively so few private jet fliers - why would these companies spend so much money targeting so few customers? This advertising surge is down so the PE companies will do anything they can to force an increase in short term sales / immediately increase name recognition – so they can force an IPO monetization event which enables the PE firm to exit out of their investment. If you really think about it – they are actually advertising not to you the customer, but to the key players making investment round / IPO decisions (actually just a few people). So you may ask yourself – does any of that have anything to do with increasing value to me the customer ... and of course ... the answer is a big fat NO. In fact, it is quite the reverse – that massive advertising burst will often come with significant markups on services so that any sales will be internally displayed to investors as “high profit” – e.g. “look at this great company’s profit margins” – and at the same time the company hopes those higher margins will recoup some of the advertising

A Private Jet Charter Industry Whitepaper by Rick Klev – President of RaynAirJets, Private Aviation Expert

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cost. This burst explains why for a few weeks – you will see tons and tons of advertising ... and then they abruptly stop once the investment round/event is over – they budget a few million dollars for a strategic spend before a big registration event or the IPO itself so that a few of the key players/decision makers visibly see the company – they’ve heard of it ... and then silence, mission accomplished. The bad news for you the customer – is that means that any “coolness”/”functional value” of the technology will be entirely offset by significant markup on the trips – the jet provider absolutely has to make back that money ... or dissolve ... and given the high corporate dissolution rates of jet brokers ... most of them do just that – go out of business never to be heard from again.

Now back to the apps. While I could write a 50 page whitepaper about a variety of the apps out there, let’s focus on the two most recently hyped/promoted apps – Bajit and Jettly. These two are good examples because they represent most of the functionality of what the other big money apps are doing ... and AI isn’t really adding any value to it – in fact, AI makes the problem worse – I’ll get to that.

If you have read my other whitepapers, by now you should be well aware of the blatant scam known as JetCards. **If you see any company offering a JetCard ... RUN.** There is absolutely no justification for any customer anywhere under any circumstance to every purchase a jet card ... you are buying NOTHING. Every single thing that you are buying as a listed line item of a Jet Card is AVAILABLE TO YOU FOR FREE! This means that if you buy any Jet Card from any company – you are donating your money.

Let's start with Jettly. In the case of Jettly, I'll let their own website discredit them. Here is their JetCard page:

Membership	Price	Enrollment Fee	Access
50-Hour Access Card (Most Popular)	\$50,000	\$12,997	Access up to 50 flight hours at preferred member rates
100-Hour Access Card	\$95,000	\$12,997	Access up to 100 flight hours at preferred member rates
200-Hour Access Card	\$160,000	\$12,997	Access up to 200 flight hours at preferred member rates
Unlimited Access Card (Best Value)	\$499,000	None	Unlimited access to aircraft at preferred member rates

So they will happily try to sell you a \$50,000 “Membership” with a \$12,997 enrollment fee – making your initial up front cost (without flying yet) - \$62,997 ... and that’s the entry level. If you really want the full “taken to the cleaners” experience ... you can go all in for \$499,000 and they happily waive the \$13k enrollment fee (gee - how nice of them 😊)

Humans, Apps, AI? All 3 maximizes your value!

On the same site, in the Private Jets section – they then show you this:

Jettly +1-866-448-2358 DEPARTURES@JETTLY.COM SIGN UP LOGIN MY ACCOUNT

PRIVATE JETS HOW IT WORKS MEMBERSHIPS JET CARDS FRACTIONAL JET OWNERSHIP EMPTY LEG FLIGHTS LIST YOUR PLANE

DISCOVER HOW JETTLY SIMPLIFIES PRIVATE TRAVEL

Booking your next private flight is effortless with Jettly. Experience a seamless process from selecting your flight to confirming your reservation.

LEARN MORE SIGN UP

DISCOVER HOW EASY IT IS TO BOOK PRIVATE FLIGHTS WITH JETTLY

- SEARCH & SELECT**
Browse available private jets by route, date, and cabin size. Instantly view aircraft options, pricing, and availability tailored to your travel needs.
SEARCH
- BOOK & CONFIRM**
Choose your preferred jet, confirm passenger details, and finalize the booking—all online or with help from our flight concierge team.
SEARCH
- FLY WITH CONFIDENCE**
Arrive at your private terminal, skip the lines, and take off on your own schedule. Enjoy seamless travel backed by 24/7 Jettly support.
SEARCH

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Which basically means that they will find you a jet, book it and let you fly ... **WITHOUT THE NEED TO DONATE A MINIMUM OF \$62,997.** In other words, they are saying – if you have absolutely no idea what any of this means and you feel like joining a jet club – great, we’ll sell you a bridge. But if you just want to fly without any of those pesky commitments – use this page.

This is despicable behavior and immediately discrediting. They know jet cards are a total scam – and by offering the other service on the same website – they are literally throwing it in your face. While you the customer are free to do as you wish, this company just wants to sell anything to recoup their investor’s money – not add any value for their customers.

They tout benefits of their jet card programs – they tout “unmatched access to a vast fleet of aircraft”, “year round consistent and discounted rates” and “elevating your private flying experience today”????? So which section on your website gives me year round consistent and discounted rates ... the jet card, the regular booking, the membership????? I’m confused.

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Oh yea – I haven’t talked about memberships yet ... Let’s go there. Jettly then offer this suspicious monthly membership plan which allegedly gives access to wholesale pricing. Let’s walk this through a bit – and let’s go with the high side “Unlimited Membership for “\$9,997 per year”. So if this is real, why would anyone ever pay for the Unlimited Access Card for \$499,000? Aren’t they giving you the same thing?

ENJOY FLEXIBLE BOOKING AND ACCESS TO WHOLESALE PRICING WITH
JETTLY'S MEMBERSHIP PLANS

Experience luxury and convenience with Jettly's customized plans, suitable for personal and business needs. Our global aircraft network includes various types, from piston and turboprops to light, midsize, and heavy jets. Enjoy affordable charter flights with no contracts or initiation fees, easy online cancellation, and a committed 24/7 member services team. Choose Jettly for simple, premium aircraft access.

Have a question? Call now 1-866-448-2358

SELECT PLAN	FREE MEMBERSHIP	PERSONAL MEMBERSHIP	BUSINESS MEMBERSHIP	UNLIMITED MEMBERSHIP
ANNUAL <input type="radio"/> MONTHLY <input checked="" type="radio"/> Annual plans save up to 20%!	10% Booking Fee	\$370/mo	\$670/mo	\$997/mo
Membership Fee	\$0	\$370/mo or \$3,552/yr	\$670/mo or \$7,152/yr	\$997/mo or \$9,997/yr
Bookings	Unlimited	1/mo or 12/yr	3/mo or 36/yr	Unlimited
Flight Costs	Dynamic + 10% Booking Fee	Dynamic	Dynamic	Dynamic
AIRCRAFT SELECTION				
Piston	Available	Available	Available	Available
Turboprops	Available	Available	Available	Available
Light Jets	Available	Available	Available	Available
Midsize Jets	Available	Available	Available	Available
Super-Midsize Jets	Available	Available	Available	Available
Heavy Jet/Large Cabin	Available	Available	Available	Available
PROGRAM FEATURES				
24/7 Member Services Team	✓	✓	✓	✓
Global Aircraft Network	✓	✓	✓	✓
De-icing Insurance	Available For Purchase	Available For Purchase	Available For Purchase	Available For Purchase
Helicopter Transfers	✗	Available For Purchase	Available For Purchase	Available For Purchase
Simultaneous Departures	✓	✓	✓	✓
No Contract	✓	✓	✓	✓
No Initiation Fees	✓	✓	✓	✓
Cancel Online Anytime	✓	✓	✓	✓
		SIGN UP	SIGN UP	SIGN UP

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This company will clearly do anything and say anything to sign you up for anything and everything ... and I'd bet anything that they don't even know what they are selling you – e.g. if you called one of their sales reps – they themselves won't be able to properly articulate the differences between their programs. Simple question – what do I get with a JetCard that I don't get with an Unlimited Membership that I don't get by just booking a plane when I want it? If I can get access to unlimited bookings on your unlimited network of jets which gets me wholesale pricing with no contract and no initiation fees – why do I need a JetCard again? **Do not pass Go, Do not stay around to collect \$200. Run for the hills. Next. Next and Next.**

Let's move over to Bajit. Bajit doesn't offer JetCards, Wacky Memberships or other sketchiness DuJour offerings ... so they are certainly better than Jettly – let's give them a small happy face. Bajit seems to have a focused mission – just use the app to book private jets – hooray! Their own legal disclaimers list them as a

Private Jet Charter Broker – same as RaynAir. Rick – why on earth would you have the audacity to list competition in your whitepaper? **The answer is easy – I am not just your “guy for private jets” – I’m your guide for private jets ... to help you the customer navigate through the mess.** So how should you use Bajit for your own benefit? Very simple – do the search for your trip – and take screen shots of the prices. Make sure to not just shop on price, but on combination of jet type, jet model year and price – so you know what plane and plane model year you will get for what price (just so you know, you will always be able to get a lower price on an older jet).

That price is important – because that becomes the price to beat.

Now the Bajit downsides: Bajit doesn’t let you search for jets more than 3 months out – so that is certainly a negative when trying to plan a future trip. What I can also say with authority is that Bajit’s markup is significantly higher than it should be. It’s an app – take the price or don’t take the price – the same way you can’t

haggle or ask questions about the price on Amazon ... it's the same with Bajit – the price is what it is.

To be fully transparent, I have priced out many trips that I have quoted customers and compared the exact same trips on Bajit (and quoting the same exact airplanes – same tail number) – my numbers are significantly less than Bajit ... which means the Bajit system behind the scenes is tacking on a significantly higher markup than I do ... why? Because they have a lot of advertising and shark tank guy overhead. **(To quantify it – minimum savings → if you fly once a month, you will save at least \$25k a year by using RaynAir instead of Bajit.)**

In short – Bajit is a fairly good app which provides a high markup expensive service – which you can still use for your own advantage to establish a baseline price. Remember that they are just the starting price to beat - they will always be more expensive because they have to pay the Shark Tank guy and pay for all of that high end advertising time – RaynAir doesn't have to pay a Shark Tank guy and we don't do any of that surge advertising.

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Key Takeaway: Use the Apps to help maximize your value with the Humans by establishing a baseline price.

I said I would get to AI ... so let's do go there. Based on everything we know up to this minute, the latest agentic AI tech is giving you an SMS front end to the same thing Bajit is giving you – e.g. instead of browsing through an app to get to your jet type and price, the AI lets you chat with an SMS which will get you to the same result (remember, they are all using the same provider pricing – so you enter in dates and airports – and their pricing engine goes out to the same pricing web service and returns a number – after that, it's just tacked on markup). So if you really want, you can find the agentic AI SMS agent DuJour and text with it ... it will “act like a human” and provide you with plane types and prices (same thing Bajit is doing). Now the fun part ... once you have that price, text me 845-548-7423 with that screenshot of what the AI thing DuJour provides (and/or Bajit) ... and then I'll save you significant money.

Again - Use the Apps and AI to help maximize your value with the Humans.

(As always, do your basic background checks and homework – if you see a Shark Tank guy promoting a brand, an owner making lifestyle of the rich and famous videos, ownership or the broker himself convicted of some type of financial crime or any type of expensive advertising blitz ... **RUN AWAY** – none of those translate into customer value for you – the elite private flying customer!)

Stop being an Exploited Private Flier!