

## Keep it Simple!

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As a private flier, it must be confusing out in the marketplace – so many companies spending significant advertising spend all trying to get your business ... how on earth can you choose which company to fly with?

### **2 Simple Rules Will Help You Decide:**

Remember these 2 critical concepts that I discuss in literally every whitepaper:

**A) Avoid Documented Felons, Criminals, Thieves, Conmen, Swindlers or Blatant Arrogance throwing the fruits of their swindles in your face! You are the customer ... You are important. You shouldn't know how successful the guy that owns the jet brokerage is ... and if you do know ... raise the red flag - something is wrong.**

**B) Nobody should ever hold your money but you!**

Getting an answer to the first critical concept has never been easier. It's called Google. Search for the company name – this will lead you to a list of people that

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own or work for that company ... then do a Google search on each of those people. If you find that they have been previously convicted of some type of fraud, con, violent crime ... or find that they are making lifestyle of the rich and famous videos because of how much money they are overcharging their customers? You have your answer ... **NEXT**.

To get an answer on the second concept, it is actually even easier – everything you need to know is listed as an offering on the brokerage website .... JETCARDS. There is NO bigger red flag which screams in flashing neon lights for you to run away and swipe left ... **NEXT, NEXT AND NEXT**. I have certainly explained it in previous whitepapers, but I'll go into a bit more detail now – diving specifically into why.

Let's talk about two different types of private jet brokerages – brokerages that offer jet cards/memberships/fractional schemes ... and those that do not have any of those schemes.

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We will start with brokerages that do not have any schemes – I will call them Non-Scheme Brokerages (RaynAir is a Non-Scheme Brokerage). How do Non-Scheme Brokerages make money? Non-Scheme Brokerages make money by placing customers on jets on a purely trip-by-trip transactional basis. As customers need to travel, they perform individual searches against the available global pool of jets – find the jets that best fit the traveler’s needs, obtain the trip cost from the provider – place a reasonable markup on that transaction and provide the quote to the customer. Very basic model which incentivizes the broker to provide the best possible price to the customer – which means the markup will generally be reasonable. If two or more non-scheme brokerages are competing on a trip, the difference in price is strictly based on the differences between the markup. I always recommend finding Non-Scheme Brokerages and having them compete against each other (e.g. always price every trip with multiple brokerages) ... may the best brokerage win. Typically, the smaller / low overhead shops will consistently provide you with the best price.

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Now let's discuss Scheme Incentivized Brokerages. In a Scheme Incentivized Brokerage – the brokerage steers customers into schemes designed to reward the brokerage under the guise of some type of customer value. Jet Cards are by far the primary scheme which brokerages turn to. They turn to this scheme because it fits all the criteria – a) the scheme has already deeply penetrated the market – so customers are already brainwashed to blindly “want” jet cards because it is perceived as some type of “status” item (very similar to the fractional ownership scheme – I have already written about this scheme/scam in other whitepapers). b) The jet card scheme holds the customer's money hostage locking them into future flights – if the brokerage is already holding the customer's money – the next flight has a 90%+ chance of being booked through them. c) The jet card provides the illusion that the customer is getting “the best price” when it does the reverse. d) The brokerage gets to falsely claim that holding the Jet Card makes the customer a priority over other non-holding customers – creating the illusion that if you don't have a card, you will get shut out of planes.

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Let's do a minimum logical analysis when we look at brokerages that offer Jet Cards vs. those that don't – by asking a simple question. Is a customer more likely to get the best possible transactional price from a Scheme Incentivized Brokerage or a Non-Scheme Brokerage? Based on what I have written so far – the answer is what you would expect. Non-Scheme Brokerage will get you a better price 100% of the time.

To prove this critical point, let walk a transaction from beginning to end:

Hi Scheme Incentivized Brokerage Account Rep Person – I'm customer Sam Johnson and I need to travel on May 15 from Cleveland, OH to Van Nuys, CA – with a party of 9. The very first thing a Scheme Incentivized Brokerage will try to do is rope the customer into one of the schemes. The broker will say something like – “I could guarantee you a better jet if ... “. “I can get you the best hourly price if ...”. “You can avoid certain fees if ...”. If the customer doesn't bite on the scheme – the broker now has an automatic license to dramatically increase the markup on the trip – so what should have been a \$35k trip suddenly looks like a

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\$55k trip ... and consistently stating that they could do better if you the customer would commit to (Scheme A, Scheme B, Scheme C etc.). Using the exact same scenario in a Non-Scheme Brokerage, the customer will be quoted around \$35k with no upsells, gotchas or future commitments. The Non-Scheme Brokerage acts like Uber – purely transactional – no marketing scheme/scam to connive you into having the brokerage take control of your assets.

It is CRITICAL for you to understand that the foundational lie of the Jet Card is the “guaranteed priority” that you will get a plane when you want a plane. It isn’t a lie because they won’t be able to come through on the guarantee .... It’s a lie that you need to purchase the Jet Card to get that guarantee. RaynAir is a non-scheme brokerage **AND RAYNAIR WILL ALWAYS BE ABLE TO GET YOU A JET – ANYTIME, ANYWHERE.** Will the price vary based on the popularity of the destination location at that moment ... of course, but we will always get you a jet. Counter Argument ... But with a Jet Card – we are guaranteed a fixed priority price??? Yes – you are guaranteed a HIGH price which protects the brokerage so that they are always rewarded for every flight – high demand or not. So the price

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you are guaranteed ... guarantees that you are grossly overpaying for flights which are NOT in high demand. Remember – once you have a card – the brokerage has full control over your money. They have given you terms which will guarantee that they are highly profitable with that hostage money.

Another simple way to realize that the Jet Card is a pure scam is to look at every other transaction you perform in your life and reflect that for 99% of the consumption-based things in your life ... you don't pre-buy them. You don't pre-commit \$10,000 to the supermarket for a "Grocery Card" so that you might allegedly save 5% on future grocery purchases and guarantee you a reserved walking space in the freezer aisle. For commercial trips, you don't pre-buy \$20,000 for a Delta Airlines card where you are prepaying for future trips. You don't pre-buy \$10,000 for your annual Exxon/Mobil fuel spend to guarantee a spot at the pump. You don't pre-buy \$2000 for a Dairy Queen card to guarantee that you get a vanilla cone. I really hope you get the point on how silly a Jet Card sounds when I put this in context of all of the other transactions in your life.

On top of the significantly flawed value proposition – I will briefly repeat items I have listed in other whitepapers regarding Jet Cards – specifically the 100% loss of funds which occurs when the Jet Brokerage goes out of business/declares bankruptcy (remember, many of these organizations are run by ex-felons and con-men) – and the whitepaper before this one, I list 300+ jet brokerages/charter companies which have recently gone out of business.

There is also a huge topic of “rounding fraud” which happens on these flights – even if you get a card with built in taxi and waiting time. Many of these jet cards run at \$6500 to \$9500 per hour depending on the card. On the low side, that is \$108 per minute, \$158 per minute on the high side. At that rate – rounding becomes a major issue. The jet card brokerage will happily round up to the nearest 15 minutes ... “for billing and bookkeeping convenience” – and it doesn’t seem like much, but let’s just say that the actual flight end to end time was 3 hours and 8 minutes. On your usage statement – that will become 3:15 ... which means they

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just stole \$756 on the low end, and \$1266 on the high end ... POOF ... money gone. Go argue about it.

### **Conclusion (and this is the exact same conclusion from the last whitepaper):**

**There is absolutely no reason for you to become a victim of any previous or future scam – you hold onto your money until you fly.**

**Flying is transactional – you get on the plane – you pay for that trip and only that trip – every other wacky invention concocted by nefarious actors is ... well ... just that – wacky invention schemes concocted by nefarious actors not acting in your best interest.**

*Simple takeaway rule (maybe print it and put it on your desk):*

**If Expedia doesn't ask you for it, don't give it to anyone else!**

**(As always, do your basic background checks and homework – simple Google searches on the company and owner names. 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!)**

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# **Stop being an Exploited Private Flier!**

Don't Be an EPF

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