

# What's all the buzz about “Private Jet Hedging?”



*Justin Sullivan, Managing Director of Regent Jet, answers your questions.*

**Q: What is “private jet hedging?” And where is the best value in private aviation?**

**JS:** At the end of the day, there is no singular program that will give you the best value on each and every trip. By nature of their fixed-rate pricing models, fractional and flight card programs are designed to produce outsized profits on some trips, offsetting losses on others.

This “loss leader” approach is an open invitation for program members to game the system.

What if savvy private jet travelers could use their program for unprofitable trips, and opt out on others, saving thousands of dollars in the process?

Fundamentally, our *Private Jet Hedging* program is an arbitrage solution which empowers our clients to use their program on trips where they make sense, and to hedge against their programs when they do not, saving thousands of dollars in the process.

**Q: How does your program work?**

**JS:** Simple. We build a travel profile for each client, working to understand their specific aircraft needs and requirements (aircraft age, preferred makes and models, required safety ratings, etc.), favorite city pairs, etc., and also their current jet program (e.g. NetJets, Sentient, Marquis, etc.). We then provide clients with a 24-hour number to access our team. Clients either call or e-mail with inquiries, and we analyze the trip, presenting a portfolio of options. Clients then choose the option that is right for them, arrange for payment, and fly. There are no long-term commitments, no contracts, and no strings attached.

**Q: Do you require an up-front deposit to participate?**

**JS:** No. We earn our clients' business every time we fly.

**Q: What safety standards do you employ?**

**JS:** There are some companies out there that will fly over 4,000 planes and get you any jet at any time. That's just not us – we will not put a client on a rat with wings just because it sits on a Part 135 certificate. We focus on premium-quality, late-model jets managed by top-rated operators, and we take great pains to ensure the quality of every aircraft in our program. We have a rigorous safety program which is detailed on our website: [www.RegentJet.com](http://www.RegentJet.com)

**Q: Tell our readers about your white paper – The Guide to Private Jet Hedging.**

**JS:** Earlier in my career I was in management consulting with a team from McKinsey and Accenture, and we were always keen on identifying contributors to the value continuum and highlighting them for management. Similarly, prior to launching this company, I developed a private jet card and was an executive with one of the industry's largest players. So we come at this a little differently – from a consulting and value-centric perspective, with a strong private aviation pedigree.

The bottom line is that our team of private aviation thought leaders understands the economics of this industry better than anyone. We have summarized this expertise in a C-level report called *The Guide to Private Jet Hedging*, which is available for download from our website: [www.RegentJet.com](http://www.RegentJet.com)

**Q: How do you define “value?”**

**JS:** Value means different things to different people. For us, we help our clients ‘win’ by driving down their cost or providing an upgraded aircraft relative to their program. The interesting thing is that we are often able to accomplish both.

For example, we recently helped a Sentient cardholder who flies “Preferred Mid” (usually a Hawker) save over \$14,000 while upgrading him to a beautiful 2003 Citation X for a 6-day round trip from Miami to Las Vegas.

**Q: Why did you decide to build a company around “Private Jet Hedging?”**

**JS:** Lifestyle private jet travelers are, in my experience, becoming increasingly value-conscious. That is, while they enjoy the freedom and flexibility of private aviation, they want to do so in a fiscally responsible manner.

I get a great deal of personal satisfaction from building a company that delivers real value to my customers. Every day we work with some of the most fascinating people in the world, adding value, serving as a trusted advisor, and delivering outstanding experiences on pristine, late-model aircraft.

To take Regent's Jet Hedging Challenge and save thousands vs. Flight Cards and Fractionals, and for your copy of our C-level report,

**“The Guide to Private Jet Hedging”** go to [www.RegentJet.com](http://www.RegentJet.com) or call **1-866-737-JETS (5387)**.

Regent Jet acts as an agent for customers negotiating and facilitating private air travel. Regent Jet does not own or operate aircraft. All flights are operated by FAR Part 135 air carriers (“Operators”), who shall maintain full Operational Control at all times. Operators providing service for Regent Jet must meet both FAA safety requirements and additional safety standards established by Regent Jet.