

# A Lifetime in Business Aviation

Julia Pritchett, with Timon  
Huber & Ryan Scott

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## **Executive Summary:**

This interview with jetAVIVA President Ryan Scott and Managing Director Timon Huber explores how business aviation has evolved over the past several decades, from a luxury-focused industry to a more accessible business and lifestyle tool. The discussion highlights the growing role of technology, relationship-driven sales, authenticity, and work-life balance while offering valuable perspective for clients researching private jets for sale, business jets for sale, and light jets for sale, including a Gulfstream G550 for sale, Challenger 350 for sale, Citation Mustang for sale, and Phenom 300 for sale. For buyers and sellers evaluating how to buy a private jet or how to sell a private jet, the article reinforces the importance of working with experienced private jet brokers and private jet experts who prioritize communication, trust, and long-term relationships.

## **Key Takeaways:**

- Business aviation has become more accessible and widely adopted over the past two decades.
- Technology has improved efficiency in aircraft sales, though personal relationships remain essential.
- Authenticity, communication, and listening skills are critical to long-term success in aviation sales.

## **FAQ:**

### ***How has the business aviation industry changed over the years?***

Business aviation has evolved from being viewed primarily as a luxury service to becoming a more practical business and lifestyle transportation tool.

### ***How has technology changed the aircraft sales process?***

Technology has made communication and transactions more efficient, allowing buyers and sellers to complete many parts of the process remotely.

### ***Why are relationships still important in aircraft sales?***

Strong relationships help build trust, improve communication, and create better long-term outcomes for buyers and sellers.

***What advice do experienced aviation professionals give future private jet brokers?***

Successful brokers should focus on authenticity, communication, relationship-building, and honesty while continuing to learn throughout their careers.

***Why should buyers work with a private jet expert when researching private jets for sale?***

An experienced private jet expert and private jet broker can provide market insight, operational knowledge, and personalized guidance throughout the ownership process.

***Notable Comments***

“The more you listen, the more you learn and understand what your customer wants.”

“Be authentic and don’t be afraid to say that you don’t know the answer.”

“There is nothing that can replace a face-to-face conversation with another human being.”

“Your job is raising your children and your vocation is selling airplanes.”

About  jetAVIVA

Founded in 2006, jetAVIVA is a globally recognized private jet broker and private jet expert, celebrating 20 years as a leader in turbine aircraft sales and acquisitions. Having supported thousands of clients in over 40 countries, jetAVIVA consistently ranks among the top firms for private jets for sale and business jets for sale by total transactions. The company specializes in representing buyers and sellers across the full spectrum of aircraft, including light jets for sale, super-midsize platforms like the Challenger 350 for sale, and large-cabin aircraft such as the Gulfstream G550 for sale. jetAVIVA provides comprehensive, expert guidance on how to buy a private jet, how to sell a private jet, and how to maximize value throughout the entire ownership lifecycle.