

# Market Leader Spotlight: David Hayes

## - *Citation M2 Specialist*

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### Executive Summary:

David Hayes is jetAVIVA's leading expert on the Citation M2, bringing more than eight years of jet sales experience and approximately 70 aircraft transactions totaling \$662 million. His extensive background with Citations—combined with firsthand involvement launching and selling some of the earliest M2 aircraft—gives clients unmatched insight into the aircraft, its market, and the owner-operator experience. David's expertise, deep product knowledge, and passion for owner-flown light jets make him a trusted advisor for clients transitioning into or upgrading within the Citation family. His understanding of market trends, operational benefits, and pilot-focused features helps clients confidently navigate aircraft ownership decisions.

### Key Takeaways:

- David Hayes is jetAVIVA's go-to expert on the Citation M2. He specializes in advising clients on Citation aircraft transactions and leverages his prior experience as a Citation Sales Director for Cessna to support owner-operators and buyers in the light jet market.
- David primarily specializes in the Citation M2 and the broader Citation product line. He also has transaction experience involving Falcons, Gulfstreams, and Challengers.
- David brings more than eight years of jet sales experience, a strong transaction history, and firsthand involvement in the launch and early sales of the Citation M2. His expertise with owner-operators, deep understanding of the Garmin G3000 avionics platform, market knowledge, and passion for owner-flown light jets help clients make informed aircraft decisions with confidence.

### Related Information:

[jetAVIVA Team](#)

About 

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.