# The Market is Softening. The Best Airplanes Aren't

Ben Dow, Sr. Managing Director & Vice President, Sales

October 2026

Link to Article

---

**Executive Summary:**

The pre-owned business aircraft market is showing signs of softening, but demand and pricing vary significantly by make, model, and individual aircraft. While overall inventory has recovered and asking prices have declined across several segments, newer, well-maintained aircraft with desirable specifications continue to command strong values. As Q4 2026 approaches, understanding these differences is increasingly important for buyers and sellers navigating the market for private jets for sale.

**Key Takeaways:**

- Overall aircraft inventory has recovered from pandemic-era lows, but availability of newer, high-quality aircraft remains limited.
- Average asking prices have declined across several market segments, particularly large jets, while desirable aircraft continue to support strong transaction values.
- Maintenance status, engine programs, configuration, and ownership history can create significant value differences between otherwise comparable aircraft.
- Buyers are becoming more selective, with aircraft five years old or newer selling considerably faster than older inventory.
- Make/model specialization is increasingly important as year-end demand may intensify competition for the most desirable aircraft.

**FAQ:**

***Why is the pre-owned business aircraft market softening while some aircraft values remain strong?***

Broader market data shows declining asking prices and moderating transaction activity, but demand remains concentrated on newer, well-maintained aircraft with desirable specifications. As a result, individual aircraft can maintain or increase their value even as their broader market segment softens.

***How does aircraft inventory affect the value of private jets for sale?***

Inventory levels provide market context but do not determine an individual aircraft's value. Maintenance history, equipment, condition, pricing, and buyer demand can make certain aircraft significantly more desirable than others within the same make/model.

***Why can two business jets of the same make and model have different values?***

Differences in engine coverage, upcoming inspections, avionics, connectivity, interior configuration, and maintenance history can substantially affect ownership costs and market value.

***Why is make/model specialization important when buying or selling a private jet?***

A make/model specialist understands recent transactions, pricing trends, maintenance considerations, and which aircraft represent meaningful competition. This knowledge helps buyers and sellers evaluate individual aircraft rather than relying solely on broad market averages.

***What could influence the pre-owned aircraft market in Q4 2026?***

Year-end acquisition activity and potential tax benefits, including 100% bonus depreciation for qualifying U.S. buyers, may increase demand. Competition is likely to remain strongest for late-model aircraft with favorable maintenance status, comprehensive programs, and desirable configurations.

**Notable Comments:**

“The number of airplanes for sale isn’t the same thing as the number of airplanes buyers actually want to buy.”

“In other words, the best aircraft can appreciate while the broader market softens.”

“The market is becoming more selective, not universally more expensive.”

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.