

# Why should buyers pay their brokers?

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AIRCRAFT SALES



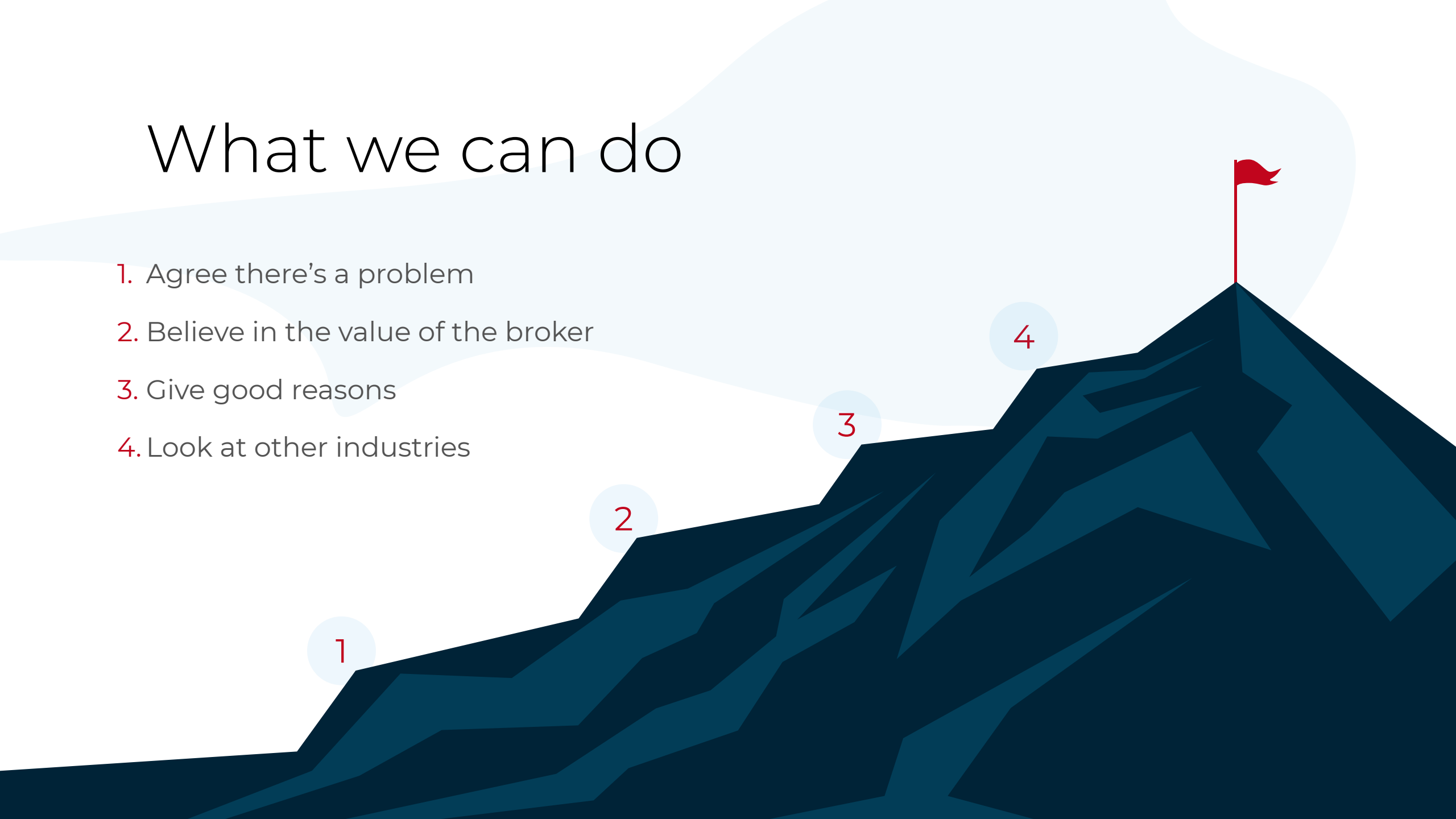
# So, what's the problem?

- ★ Buyers think seller pays all broker fees
- ★ Bad industry standard
- ★ Deals everywhere affected



# What we can do

1. Agree there's a problem
2. Believe in the value of the broker
3. Give good reasons
4. Look at other industries



Why should buyers pay their brokers?

Because it's hard work.



Why should buyers pay their brokers?

So the broker is on your side.



Why should buyers pay their brokers?

To know how much  
you are paying.



Why should buyers pay their brokers?

To really make the decision.



Why should buyers pay their brokers?

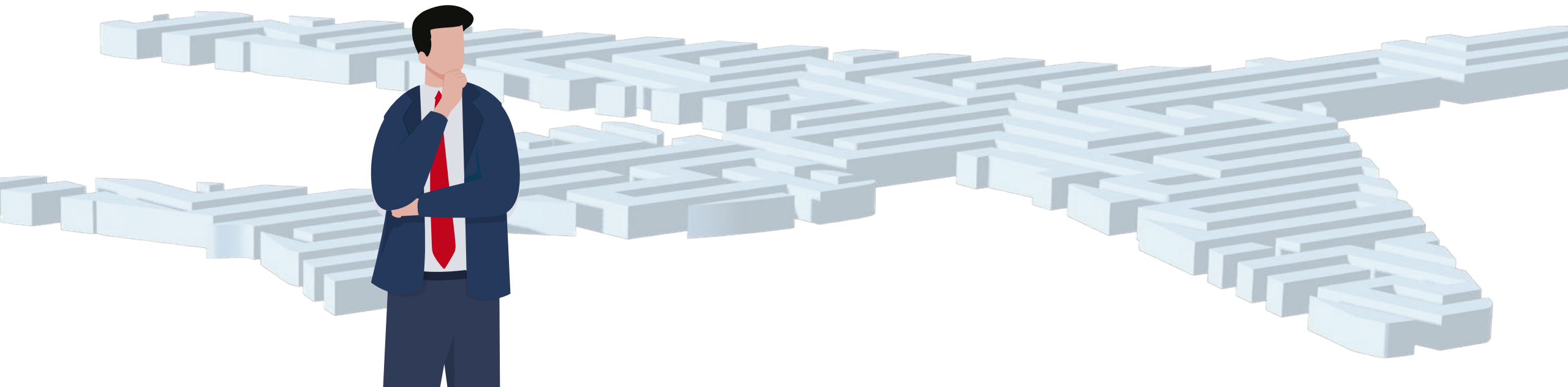
So everyone takes you seriously.



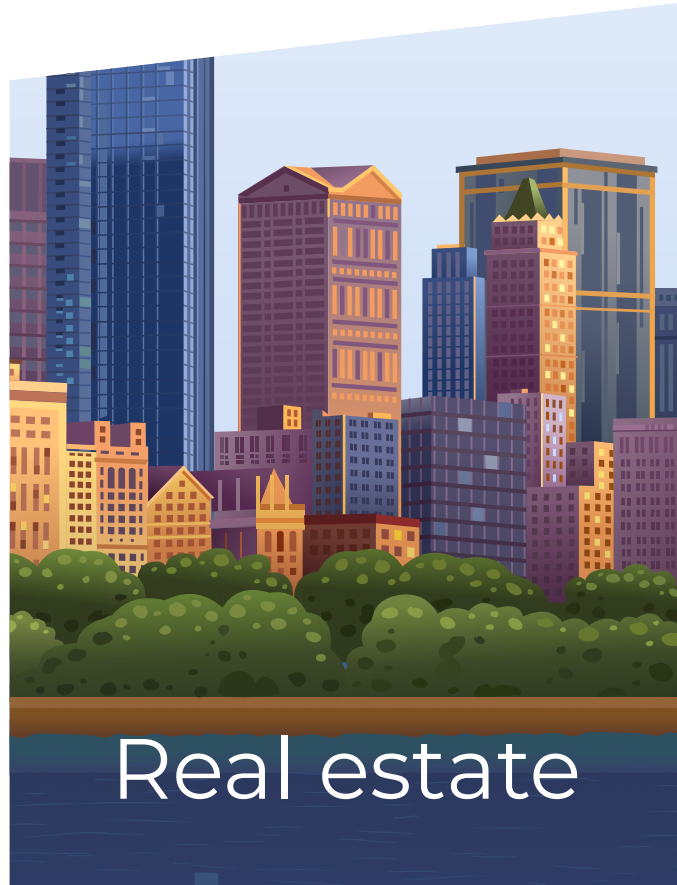


Why should buyers pay their brokers?

Have a “one stop shop”.



# Other industries



# To conclude

- ★ We're on the same side
- ★ Brokers, believe in yourselves
- ★ "PAY YOUR BROKERS!"  
WORLD TOUR



# THANK YOU

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