

SOLUTIONS FOR FLIGHT SCHOOLS

Does it
MATTER
how you get
PAID
for flight training?

- cash
- credit card
- financing

→ Look at the numbers . . .

The numbers:

70%
*National Average
Drop Out Rate*

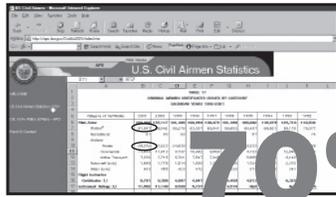
8%
*Pilot Finance Customers
Drop Out Rate*



2101 Waukegan Road • Suite 101 • Bannockburn, Illinois 60015 - 1836
phone: 800-667-0201 • fax: 847-267-1800
www.pilotfinance.com • email: info@pilotfinance.com

This information has been reformatted for downloading, screen viewing and printing purposes only.
 To receive a printed version in the original format, please call us at 800-667-0201.

Information about the number of Student Pilot and Private Pilot certificates issued is available on the FAA's website. The numbers are real . . .



70%
Drop out rate

FAA statistics over the years show 54% of those that obtain a Student Pilot Certificate DROP OUT before becoming a Private Pilot. But the REAL drop out rate is higher, because many new students begin their training before obtaining a Student Certificate. Most industry sources agree that the actual drop out rate is 70% or more!



8%
Pilot Finance drop out rate

It's true! 92% of ALL Pilot Finance customers complete their training program! This is the actual record of ALL Pilot Finance customers since our flight training finance programs were first offered.

Yes, it does matter!

Pay-as-you-go methods make it EASY for students to DRIFT AWAY.
 FINANCING can DOUBLE your revenue, with the SAME number of students.

Pay-as-you-go training DOES NOT WORK! Why?

Sometime during training, nearly all students develop doubts:

- Can I do this?
- Should I really do this?
- Do I really want to do this?
- Can I really afford this?

Meanwhile, on the financial front . . .

- Checking account balances might get a bit low.
- Credit card balances might get a bit high.

Doubts and financial concerns can lead to rescheduled lessons and postponed training . . .

- At first, customers start taking fewer lessons per week.
- Before long, they are not taking any lessons at all!
- Even so, they don't want to admit they are "quitters."
- They REALLY BELIEVE they will continue training "soon" or "when the time is right."
- The bottom line - these customers are not flying anymore!

Packaged-and-Financed training MAKES ALL THE DIFFERENCE! Why?

You can CAPTURE and RETAIN that first-day enthusiasm:

- It's easy to lock up EVERY first-day commitment in writing!
- Retain each commitment throughout ALL of the training!

You can create INCENTIVES and REMINDERS:

- Affordable, pre-scheduled monthly payments serve as REMINDERS and INCENTIVES to take ALL training as scheduled.
- To drop out, customers must formally terminate their programs in writing. They must admit to THEMSELVES they are quitting.
- Customers FINISH their training, because they don't want to see themselves as quitters. *More students finish . . . as pilots!*

It's your choice . . .

- Financed or Paid-in-Advance training creates built-in incentives for your students to complete ALL of their training.
- Pay-as-you-go training creates incentives to postpone or drop out.

"I love to see my customers finance their training. They never drop out!"

- Flight school owner using Pilot Finance programs for over four years.