

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*

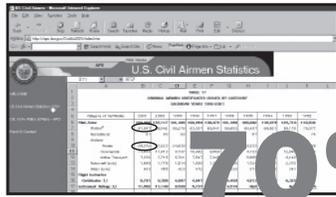
**8%**  
*Pilot Finance Customers  
Drop Out Rate*



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



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!



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.