



Jon Lash

LUXEGLOBAL AVIATION

READY FOR TAKE-OFF

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When you consider 2011 and its future business outlook, what do you see? Chances are you're looking through a lens that is focused and up-to-date with the latest marketplace predictions. The experts at LuxeGlobal would agree, having peered through a similar lens, yet theirs would have to include a pair of aviator's blue blockers, preferably the neo HD model. Why, you ask? Like no other luxury property brokerage before them, LuxeGlobal's mission is to provide all the finer things in life to their clients by land, air and sea. This multi-dimensional effort commands a larger vision; one as expansive as the sea and with the depth of perception of a pilot. Founder and C.E.O., Robert L. Mani, has built the company around this premise of providing "the best life has to offer" in all areas of life. And, although he may stay grounded in matters of real estate properties, his air division has taken flight, literally, and the possibilities seem as truly expansive as the wild blue yonder.

Over the past year, LuxeGlobal has grown in a bearish market and con-

tinues to accommodate the needs of their particular echelon of clientele. Aviation and Yachts are natural adjuncts to the luxury real estate market and both are integral ingredients to the LuxeGlobal "Land ~ Air ~ Sea" vision. Robert has invested much time and effort into aligning LuxeGlobal with the best and most credentialed experts in each of these niche fields.

LuxeGlobal's aviation man is Jon Lash, a native Southern Californian who brings over ten years of real estate expertise along with a passion for aviation that began in his early childhood. Jon began flying at the age of 13 and later went on to enjoy a 12-year career with United Airlines. Today, as part of the LuxeGlobal team, Jon specializes in the acquisition and sale of jets and helicopters. Through his love and vast knowledge of aviation, Jon has built a solid reputation and worldwide network of contacts that turn to him to find the most suitable aircraft to meet their travel needs. The writer sat down with Jon to discover what it takes to be an Aviation Specialist and what that means in today's world of Global Real Estate.

L.A.N: When you look back at your two very-different careers, did you ever anticipate them merging into one?

JON: Not really. I had been successful in real estate for eight years but missed aviation. I was looking for a way back in and saw aircraft sales as an option. Since I already had the knowledge of the aircraft; I just had to learn how to sell them. I formed an aircraft sales company and started making calls. So part of my day was doing real estate and the rest was learning aircraft sales. Just like in real estate, you have to have good people around you. I learned very quickly who I wanted to be working with. As I built my network, I was well received because I could speak the language and knew my facts. Most thought I had been in the business for quite some time. I now have very strong contacts worldwide and can find basically any aircraft in a short period of time. Having heard about LuxeGlobal, I contacted Robert to see if he had anyone who was selling both real estate and aircraft. We met, and I was immediately impressed by his enthusiasm and interest in building a global brand. We both see LuxeGlobal becoming just that.

L.A.N: What is it that makes your background and expertise an essential part of what you do for LuxeGlobal and what you can offer to potential Buyers?

JON: In the aviation industry, most brokers only work one area, like business aircraft or airliners or helicopters. I'm comfortable working all areas of the industry and have the sources to locate any aircraft from small pistons to a 777. I'm currently working with a few foreign airlines to build their fleet, and I'm also assisting a first time owner looking to buy a small personal jet.

L.A.N: What is the most essential part of your job as it pertains to the future global marketplace?

JON: That would be my reputation in the industry. The jet world is very small, and it is crucial to represent aircraft properly. It's a very trust-based world, and if you can't deliver on what you say, you will lose all respect. Most brokers know that I tell it like it is and don't misrepresent information.

L.A.N: When it comes to your own vision, what are your goals and why are you the perfect fit for LuxeGlobal?

JON: Both Robert and I put customer service at the top of the list. People want to work with someone who looks out for their best interests. In the

luxury world, we see that those clients would rather build one relationship than many. If we do a good job selling their property, then why not sell their aircraft? We can do both. I have a Gulf Stream expert on the east coast and a Citation Mustang expert that I work with constantly. They are just two examples of the worldwide resources I tap into and work together with to satisfy our client's needs.

L.A.N: What can you tell me about a Gulfstream aircraft?

JON: Gulfstream is a high-end aircraft that has always been referred to as the top of the line jet. It is fast, has good range and a large cabin which makes long distance travel very comfortable. The new G550 runs about \$45mil.

L.A.N: What's the best advice you can give someone considering the purchase of an aircraft?

JON: I tell my buyers to buy an aircraft that will meet most of their travel needs. There is no perfect aircraft just like there is no perfect home. Many buyers are sold on looks or name instead of buying an aircraft that will suit their needs. I use a concierge approach because it allows me to give expert advice that is specialized but also objective. Unlike other brokerages, I'm not interested in selling them what I want to sell based on my contact's inventory or resources. My priority and that of LuxeGlobal's is putting the client's needs first.

Jon emphasized that, despite the current economy, there's no better time to buy an aircraft. This is due to a 40% drop in the market prices of most aircraft. Realistically, today's buyer can get into an aircraft that could have been untouchable just two years ago. Like the housing market itself, there is always a winning combination for the right buyer or seller. For more information, or to speak to Jon directly, he can be reached at:

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