2025 Private Jet Playoffs

Which provider will take the trophy home this year of the Best Private Jet Service of 2025?

Read additional commentary on the remainder of the field including the "first two out" and some potential up and comers for the 26/27 season!





Private Jet Services

Purveyors of Fine

Just like in college football, every program believes their scheme is the one that deserves a playoff spot. Some run a high-tempo offense built on scale. Others pride themselves on

Welcome to the *most competitive season* private aviation has ever seen.

clock-control efficiency, niche fleet specialization, or relentless customer experience. And every CEO — like every head coach — can make a case as to why their team deserves a higher ranking. Yet in aviation, as in football, the selection committee doesn't make the final call. The customer does.

the College Football Playoff Rankings. A Top 25. A bracket. A storyline. And a whole lot of fun for the industry.

The Top 4 receive automatic byes. Seeds 5–12 battle in Wild Card matchups. And yes... we'll eventually crown a Private Jet National Champion once the bracket plays out. Let's meet the 2025 field.

#1 NetJets

dominance. NetJets pioneered the fractional model in 1964 and remains the undisputed market leader with the world's largest fleet.

• Leadership: Led by Patrick Gallagher.

• Fleet & Playbook: A staggering ~687 North American jets (flying 36% of the market). Their lineup spans everything from Embraer Phenoms to long-range Globals. They offer the full playbook: fractional, cards, leases, and management. • Current Form: Fresh off opening new facilities in Vail and planning an expansion into

team everyone else wants a shot at. You only beat NetJets by being better at something they don't do well (niche flexibility or price). #2 Flexjet

The Scouting Report: The rival powerhouse. Flexjet has firmly established itself as the second-largest operator, offering a "solid middle ground" of reliability, premium service, and

• Fleet & Playbook: A sophisticated fleet including the Embraer Praetor series,

• Leadership: Led by DJ Hanlon.

Challengers, and Gulfstreams. Their acclaimed Red Label program blends luxury with logistics, catering to sophisticated travelers who want dedicated crews and custom interiors.

- Why They Threaten: They combine the scale of a major carrier with the boutique feel of a smaller firm. Expect them to be a heavy hitter in the bracket. #3 VistaJet
- The Scouting Report: The international heavyweights. VistaJet occupies its own global tier, favoring long-range operations and worldwide consistency over short-hop domestic flights.

• Leadership: Led by Leona Qi. • Fleet & Playbook: Known for high-end, large-cabin Bombardiers (Globals/Challengers) tailored for intercontinental itineraries. They emphasize luxury and distinct perks, such

• Current Form: High-profile branding (sponsoring Charles Leclerc in F1) and continued global expansion.

Why They're Dangerous: In championship terms, they are the "long-bomb, VIP-tailored"

team. If the game is played on a global stage, VistaJet is hard to beat.

a charter-focused operator to a top-tier fractional player.

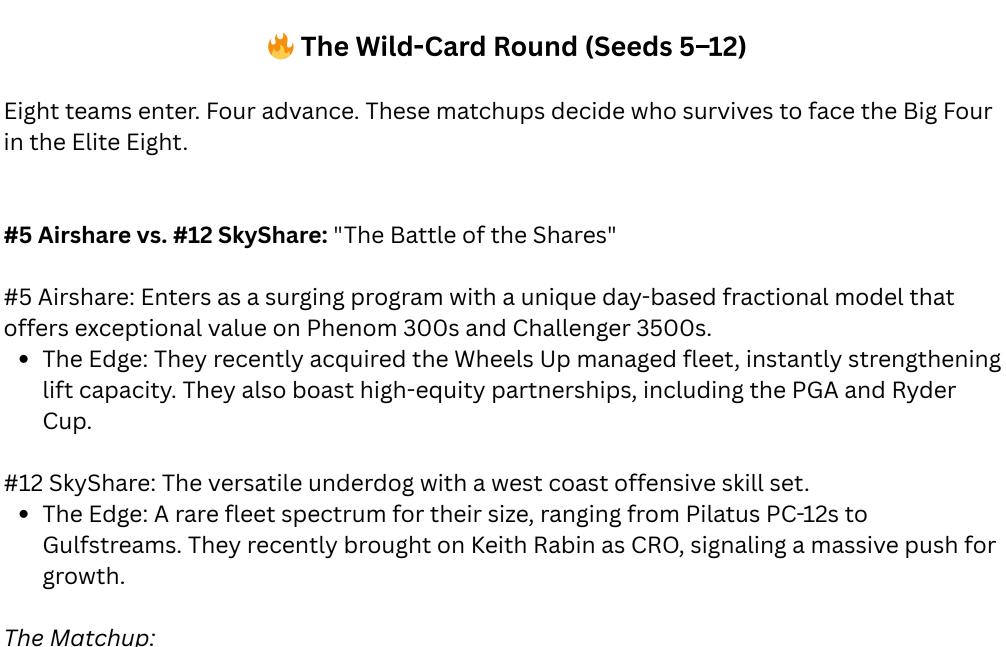
• Leadership: Led by Jim Segrave.

- #4 flyExclusive The Scouting Report: The vertically integrated contender. flyExclusive has risen rapidly from
 - maintenance, and pilot training are all in-house. They are evolving from ad-hoc charter to Jet Club Card programs, including a new Challenger 300 fractional offering.

• Fleet & Playbook: A hybrid model. They own the ecosystem-refurbishment, paint,

the public market gives them an edge that could upset a bigger, rival.

flyExclusive is nimble and hungry. Their control over their own maintenance and access to



#6 Jet Linx: A return to cultural roots under the renewed involvement of Jamie Walker. • The Edge: They differentiate with a "local base" model—private terminals and hometown service teams across the country. It's high-touch and relationship-driven.

#6 Jet Linx vs. #11 Solairus Aviation: "Local Loyalty vs. National Scale"

#11 Solairus Aviation: A heavyweight #11 seed led by Dan Drohan.

• Solairus has the raw scale and long-range aircraft strength. • Prediction: This is a stylistic clash and likely the closest fight of the round.

#10 PlaneSense: The "Specialists." The Edge: The undisputed kings of the Pilatus PC-12. They manage the world's largest commercial fleet of them and are now expanding with the PC-24 jet and European access.

#8 Magellan Jets vs. #9 Northern Jet: "Veteran Leadership vs. Regional Grunt" #8 Magellan Jets: A 20-year veteran led by the trio of Tivnan, Hebert, and Belzarian. The Edge: Consistent innovation. They recently introduced a Challenger 850 fractional

program to complement their robust jet card and charter suite.

• PlaneSense brings operational mastery and niche dominance.

#9 Northern Jet: The regional workhorse. The Edge: A strong Midwest footprint and loyal clientele. They win on consistency, value, and regional familiarity.

The Matchup: • Magellan has the more diversified playbook and playoff experience.

pull the upset. But if Magellan Jet expands the field, it could prove to be a tough air raid

- The Bubble Heartbreakers.
- 13. Wheels Up: They've shown signs of improvement, but recent earnings and strategic pivots (like shedding the managed fleet and moving to a new membership structure) leave the program in transition. Plenty of upside, but not enough consistency to break into the Top 12... at least not yet.

Travelers decide who's reliable, who's innovative, who protects their wallet, and who gets them home safely. They decide who should be #1. So this year, The Jet Merchants is introducing the 2025 Private Jet Playoffs — our version of

The Scouting Report: The Ohio State of private aviation: massive, disciplined, and built for

Augusta, they continue to reinforce their legendary owner experience. Why They're #1: Unmatched scale and operational depth. They are the gold standard—the

flexibility.

• Current Form: Aggressive innovation. 2025 data shows a ~17% increase in departures. The entire Flexjet leadership keeps them poised for a title run.

as a sleep wellness initiative and a \$500K corporate program.

• Current Form: Fast-rising. They continue to rationalize their fleet and expand their reach. Why They Matter: They are the dark horse. While the top three are established giants,

The Matchup: • Airshare brings structure and depth. SkyShare brings flexibility and new leadership energy.

• Prediction: A sneaky-close toss-up. Airshare is deeper, but SkyShare's upset potential is

• The Edge: One of the nation's largest management companies with 300+ aircraft. They

are ultra-experienced in running owner-operated fleets with a strong safety track

The Edge: Fresh off an acquisition and a revamped jet card/fractional offering (focused on

#7 Jetvia vs. #10 PlaneSense: "Innovators vs. Specialists"

#7 Jetvia: The "Momentum Team."

very real.

record.

The Matchup:

The Matchup:

the Lear 60). They are actively investing in fleet expansion and modernizing the customer product.

• Jetvia brings speed and creative new models.

• Jet Linx has the culture and local presence.

- Prediction: A battle of new-school growth vs. long-established precision. Whoever controls the pace wins.
- Northern Jet has energy and expansion momentum. • Prediction: If the game slows down to a ground and pound matchup, Northern Jet could

to defend. Time will tell!

- Sirst Two Out (Seeds 13 & 14)
- 14. Sentient Jet: A staple with 20+ years in the industry. Solid, steady, and respectable, but limited differentiation keeps them just outside the bracket this season. The other premium

offerings from Flexjet keep this sister company just on the outskirts of the top 12.

2025 PRIVATE JET PLAYOFFS



The Rest of the Field (Seeds 15-25)

Strong Programs That Deserve Recognition.

contracts of fractional ownership.

generations of owners.

Bond (Bond.co)

Craft (Craft Pod)

15. Thrive Aviation A polished, fast-growing operator running a "floating fleet" model that focuses heavily on the Las Vegas and West Coast markets. They distinguish themselves with an owned-and-operated fleet of modern Sovereigns and Longitudes featuring curated, luxury interiors. If you want a visually stunning cabin and high-touch service without a membership commitment, Thrive is a top draft pick.

16. **FXAir** As the premium charter arm of the Directional Aviation family (the same dynasty

- behind Flexjet), FXAir offers a "safe pair of hands" for on-demand flyers. Their Aviator membership program unlocks fixed-rate access to a highly vetted network of premium aircraft, including the Challenger 300 and Global Express. They are the reliable backup quarterback who never throws an interception—consistent, safe, and backed by massive institutional resources 17. Silver Air Private Jets Based in Santa Barbara, Silver Air runs the "PURE Jet
- markups on fuel and maintenance. Their "Flight Club" vibe appeals to a younger, West Coast clientele who value transparency as much as luxury. They are the boutique innovators playing a "moneyball" style of management that keeps owners happy and charter guests flying on pristine jets. 18. **Jets.com / Private Jet Center** This team runs a simple, no-nonsense offense: transparent pricing and guaranteed availability through their "All-Inclusive" jet card. By acquiring Private Jet Center, they secured their own fleet of heavy and light jets to back up

their broker capabilities, effectively controlling their own destiny. They are the perfect

solution for flyers who want the ease of a debit-card style program without the complex

Management" model, which radically simplifies owner finances by eliminating hidden

- 19. Leviate Air Group A Texas-based powerhouse that plays three positions at once: charter brokerage, aircraft sales, and fleet management. Their hybrid model allows them to source lift from their own managed fleet while tapping into a massive external network, giving clients incredible flexibility. They are the "utility player" of the industry-scrappy, knowledgeable, and able to handle any mission you throw at them. Between CEO Luis Barros' love for Ohio State and President Randall Mize's belief in Oklahoma, no doubt these two are already ramping up their trash talking.
- 20. **Tradewind Aviation** The undisputed kings of the "commuter shuttle" game, operating a distinct fleet of Pilatus PC-12s that dominate short-runway routes like St. Barths, Nantucket, and Newport. Their scheduled shared-charter model offers the private experience at a per-seat price, making them a fan favorite for weekend warriors. In the Northeast and Caribbean, they are the home-team heroes that simply own their home turf. 21. **Qatar Executive** This is what happens when a five-star global airline builds a private jet division: unlimited budget and unmatched luxury. They operate an ultra-long-range fleet

exclusively, boasting Gulfstream G650ERs and the new G700s designed for non-stop flights

from New York to the Middle East or Asia. They don't play the short game; they are the

22. FlyHouse An "ecosystem" brand that is reinvigorating the game by acquiring Sun Air

"International All-Stars" built solely for transcontinental dominance.

- Jets to vertically integrate maintenance, FBO operations, and a massive managed fleet. They recently signed a deal as the official private aviation partner of the New York Jets, bringing luxury travel to the sideline with the "FlyHouse Green Room" at MetLife Stadium along with ESPN College GameDay. Think of them as the "Special Teams" experts—agile, integrated, and capable of executing distinct missions with a fresh, vertically integrated playbook. 23. Jet Out A Milwaukee-based disruptor shaking up the light jet market with a unique co-
- vertically integrating everything—from pilots to maintenance—they offer a cost-efficient, high-reliability alternative to the big national fractional programs. 24. George J. Priester Aviation With a history dating back to 1945, this group (including Priester Aviation, Mayo Aviation, and Hill Private Aviation) brings nearly a century of coaching experience to the field. They manage a massive, diverse fleet across the Midwest, Rockies, and Southeast, earning a reputation for safety that is practically ironclad. They are

the "Defense Wins Championships" team—conservative, disciplined, and trusted by

ownership model on factory-new Citation CJ4 Gen2s. They recently expanded their "local-

national" footprint by opening a base in Dallas, proving their regional model can travel. By

25. Nicholas Air A boutique favorite with a fiercely loyal Southern fanbase, known for their "Owned and Operated" fleet ranging from Pilatus PC-12s to Gulfstream G600s. Their "Steel Jet" card allows members to lock in specific aircraft types, ensuring you always get exactly the plane you practiced with. They are the disciplined, small-market team that punches above its weight by focusing on quality control and a refined, country-club lifestyle experience.



The transfer portal is open, and these new programs are making noise. Keep an eye on

these two—they're rewriting the playbook for the next 1–2 seasons.

ultra-wealthy who want perfection, not just transportation.

the "Financials" bracket existed, they'd be the #1 seed.

small ball—they're aiming strictly for the championships. • Fleet & Playbook: A Bombardier-exclusive lineup featuring the Challenger 3500 and Global 6500. Their strategy is pure exclusivity: Fractional only. No jet cards. No charter

Papariella (the architect behind Jet Edge) and backed by KKR, Bond isn't here to play

• The Scouting Report: The "Blue Chip" 5-Star Recruit. Bond burst onto the scene by

revealing itself as Bombardier's mysterious \$1.7 billion customer. Founded by Bill

standard of 16), ensuring better access. • Why They're a Contender: They are the "Alabama" of startups—fully funded, elite coaching staff, and top-tier equipment from Day 1. With deliveries starting in 2027 and a

massive service integration deal with Bombardier, Bond is building a program for the

• The Scouting Report: The "Moneyball" Team. While everyone else is playing a physical

dilution. They are capping ownership at 10 owners per aircraft (vs. the industry

game, Craft is playing a financial one. Led by Israel Slodowitz, Craft treats a private jet not as a depreciating toy, but as a wealth-building asset class. • Fleet & Playbook: Currently focused on the Challenger 300/350 super-midsize sweet spot. Their "Craft Pod" model uses a 721 exchange fund structure, allowing members to contribute stock or cash, defer capital gains taxes, and own a share of the fund that

• Why They're a Contender: They are changing the math. By turning flight hours into a

tax-advantaged investment strategy, they appeal to the smartest guys in the room. If

Game Day Private Jets • The Scouting Report: The "Fan" Favorite. Founded by a former Wheels Up sales executive, Game Day is democratizing the skies by targeting the die-hard sports fan rather than the corporate suit. They are building the ultimate "Home Field Advantage" by turning the journey to the stadium into a community event.

- feel like deciphering a college football playbook. That's where The Jet Merchants steps in. We help private flyers navigate the field, avoid blown coverages, and find programs with: A championship-level Safety Playbook.

Final Whistle: How The Jet Merchants Helps You Win the Complex Game

of Private Aviation

With hundreds of providers and dozens of business models, choosing the right partner can

Disclaimer:

feedback, and recommendations on the providers they trust most. **About The Jet Merchants**

At The Jet Merchants, we simplify the complex world of private aviation. As an

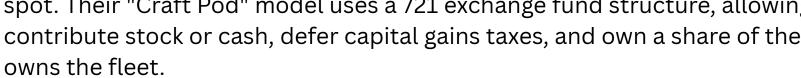
filled with hundreds of operators and varying business models.

We do not own or operate aircraft, which allows us to sit exclusively on your side of the table. Our mission is to identify the safest, most reliable, and cost-effective solutions tailored to your specific travel needs—whether that is a fractional ownership share, a jet card, or on-demand charter. We vet every operator for stability, safety standards, and service consistency, ensuring that every flight meets the highest benchmarks in the industry. We are your partners in the sky,

independent advisory firm, we provide unbiased guidance to help clients navigate a market

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student-athletes and alumni associations. • · Why They're a Contender: By combining lower entry prices with the passion of college sports, they are building a rabidly loyal fanbase. The REVUP partnership gives them institutional backing, turning every flight into a win for the team, the university, and the fan.

• · Fleet & Playbook: A membership-based "self-aggregation" model. They allow fans

"tailgate in the sky" experience. Their new REVUP Program partners directly with

traveling to the same big game to split the cost of a charter, creating an affordable

university athletic departments to create a revenue-sharing flywheel that benefits

A rock-solid Defense (risk management, transparency, reliability). Special Teams that shine (maintenance, dispatch, customer support). A unified Locker Room (ops, sales, pilots, and mechanics all aligned). We study the programs. The fleets. The reputations. We know who runs the option, who runs the air-raid, and who is currently rebuilding. As the bracket plays out—and the Wild Card winners advance—we'll release the Quarterfinals, Semifinals, and the 2025 Private Jet National Championship. Buckle up. The Private Jet Playoffs have begun. So let's have some fun! 🛪 🟆 The "2025 Private Jet Playoffs" is a conceptual overview intended for entertainment and

informational purposes only. While the operators featured in this bracket are established

leaders and well-known industry entities, this list is not exhaustive; there are hundreds of

engagement and spark dialogue within the aviation community. We invite private flyers and

reputable providers available in the market today. Our goal is to create a forum for

industry professionals alike to join the conversation by sharing their own insights,

MERCHANTS

dedicated to transparency, safety, and a seamless travel experience.

