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'Uber of Private Jets' Cannot Offer Same Level of Service, Value as Experienced Charter Brokers

LEESBURG, Va., June 1, 2016 /PRNewswire/ -- In response to international media coverage of several recent jet charter brokerage startups, each purporting to slash costs by replacing experienced aircraft charter brokers with proprietary software applications, Paramount Business Jets (PBJ) founder and CEO Richard Zaher recommended that potential clients closely examine such promises and make their own determination about the value and efficacy of such claims.

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"A lot of companies have sprung up over the past year or so, all promising to be the 'Uber of private jets,' but I don't believe they've connected all the dots over what that entails," Zaher explained. "Finding the charter option that represents the best levels of efficiency, safety, and value to the client isn't a 30-second process that can be completed through a smartphone app; there simply are too many factors involved in every trip."

Every charter flight booked through Paramount Business Jets is tracked by a Personal Flight Advisor, backed by a team of highly-qualified aviation specialists, all working on the client's behalf to respond to last-minute route changes, evolving customer requirements, and dynamic conditions such as weather, mechanical issues, and other unexpected factors that may affect their trip. These experienced professionals also conduct a detailed, mandatory safety audit before every trip to ensure the selected operator meets PBJ's high standards for aircraft maintenance, and flight crew training and experience.

"Chartering a private flight isn't the same as hailing a ride to the airport," Zaher added. "It's an important and not inexpensive process worthy of dedicated aviation specialists to closely plan, organize, and manage all aspects of the client's experience. That includes following each trip from departure to destination to make sure everything goes perfectly."

Zaher cautioned that technology simply cannot replace the level of oversight and detail provided by an actual human being following the trip. "Ask anyone who knows me; I love technology, and it certainly has its place in our industry," he said. "We've invested millions of dollars to develop one of the most sophisticated client management systems in the aircraft charter field."

"That said, I don't believe clients will realize a better value from reliance on technology to perform an aviation job quite the opposite, actually," he continued. "How is a smartphone app able to provide white glove service, or negotiate costs and terms with an operator on behalf of the client? The best model is to have an experienced aviation specialist utilizing technology as a tool to ensure their client's complete satisfaction and safety."

As a recognized leader in the private aircraft charter industry, Paramount Business Jets employs a team of dedicated jet charter professionals with more than 100 years of combined aviation experience. PBJ's corporate culture promotes Fair and Ethical Business Practices serving to minimize clients' exposures and costs, while increasing their margin of safety and the quality of their experience.

"It's not about the speed of booking the flight, or finding the absolute lowest price," Zaher concluded. "Pairing

the right technological tools for the job, with human expertise and ability to see 'outside the box' in finding creative solutions to dynamic situations, is paramount to providing a superior level of service and value."

Paramount Business Jets (PBJ) is a worldwide private aviation solutions provider offering a wide range of services including private jet charter, jet card membership programs, and private aircraft sales and leasing. The company is recognized throughout the industry for its fair and ethical business practices, with a corporate culture built upon the core principles of honesty, integrity, and transparency. Twice ranked for as one of INC 500's fastest growing companies in America, PBJ was founded in 2005 by Richard Zaher, a former pilot and Aerospace Studies graduate of Embry Riddle Aeronautical University (ERAU) and the current chairman of the Air Charter Association of North America (ACANA). For more information, visit www.paramountbusinessjets.com.

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