

COMPANY SPOTLIGHT

NEXTANT PACIFIC

A few years ago, aircraft buyers and sellers had never heard of Nextant Pacific; today, through a strategic, focused, and hands-on approach to business, this young company has become Australia's biggest reseller of aircraft. As a regular advertiser in *Controller*—a general aviation trade publication and website serving the needs of buyers and sellers of single- and twin-engine piston aircraft—Nextant Pacific has been able to leverage the title's widespread exposure and recognition to reach buyers in the Beechcraft King Air market easily and cost-effectively.

A FOCUSED APPROACH

Nextant Pacific specializes in both new and used aircraft as a representative of Nextant Aerospace. Owner John Oppenheim launched the business in 2014: "I have a lot of experience with aircraft sales," explains John. "Starting a new business is a risky venture, but we built ours around Beechcraft King Air sales." The combination of focused business, expertise, and fluidity allows Nextant Pacific to provide comprehensive and personalized customer service, at the

same time keeping costs low to remain competitive. "We're a small business, and we're very nimble and hungry," explains John. "We don't have the large overhead that some of our competitors have, so we don't pass those costs along to customers."

"One of the main differentiators between our business and others is that we've very focused. A lot of our competitors will try to sell anything they can get their hands on and do a poor job as a result. We've made a very deliberate focus on King Air aircraft," he continues, noting that on rare occasions the business dabbles in other aircraft as a courtesy to customers. "We've become the foremost experts in King Air aircraft in the region, and that allows us to get better prices both buying and selling, and avoid pitfalls in the process." Nextant Pacific's services also include brokerage and acquisitions, involving buying and selling aircraft. Less often, he also provides valuation and appraisal services.

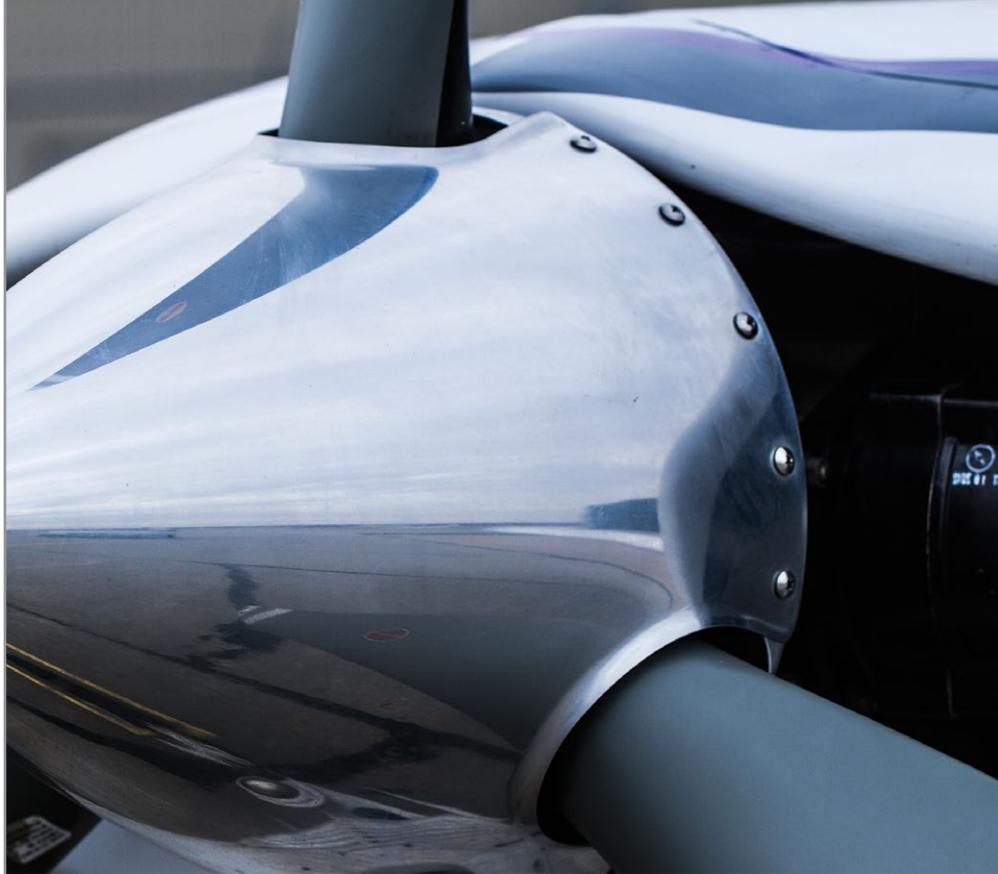
SMART MARKETING

Leveraging *Controller*, John has been able

to move aircraft quickly and cost-effectively. A careful approach to marketing ensures that John is able to control costs and keep his business as lean as possible. "We have a limited budget, so we can't afford to make a mistake with our advertising," he explains. "We can only work with something that's absolutely proven to get results. We don't risk valuable advertising dollars with speculative adverts and kneejerk responses."

At the cost of a print ad, *Controller* advertisers like Nextant Pacific are also able to advertise all of their inventory online at *Controller.com*. The combination of a presence in the print publications—which are distributed in regular monthly editions across Asia Pacific, Europe, and the United States—and online listings on *Controller.com* ensure that John is able to turn aircraft quickly and cost effectively.

"*Controller* is the number one place that buyers go to look for aircraft," adds John, who devotes more than half of his advertising budget to *Controller*. In addition to keeping asking customers how they learned about Nextant Pacific, John also takes advantage of ROI metrics



provided by Sandhills. Using Call Stats and Web Stats—Sandhills’ analytics tools that allow advertisers to measure the phone leads and website traffic generated by their print and online listings—John works closely with Australia-based Sandhill Sales Rep Wayne Kennedy to ensure that advertising efforts are generating results.

“Approximately 80% of our results come from Controller,” adds John. “Wayne regularly provides very good analytics that show us who is looking at what aircraft, which allows us to refine our ads and focus our efforts on the aircraft that we need to push.”

STRATEGIC EXPANSION

The forecast looks promising as Nextant Pacific embarks on another year in business. With high expectations for growth, John remains conscientious about continuing to provide the high-quality service for which his company has become known. “It’s very important that my business remains personal,” says John, who expects to continue to grow his business carefully, strategically, and economically.

Q&A

JOHN OPPENHEIM OWNER OF NEXTANT PACIFIC

Q *What differentiates Nextant Pacific?*

A One of the main differentiators between our business and others is that we’ve very focused as a business. A lot of our competitors will try to sell anything they can get their hands on and do a poor job as a result. We’ve made a very deliberate focus on King Air aircraft.

Q *Why advertise with Controller?*

A We have a limited budget, so we can’t afford to make a mistake with our advertising. We can only work with something that’s absolutely proven to get results. We don’t risk valuable advertising dollars with speculative adverts and kneejerk responses. Controller is the number one place that buyers go to look for aircraft.

Q *To what do you attribute the growth of Nextant Pacific over the last year?*

A Providing a personalized level of service, and being very efficient in what we do. We are strategic in everything we touch, and that plays into advertising as well. We actually have a relatively small advertising expenditure, but it’s very focused and targeted. So we’re a small business that acts like a big business, which is a big advantage for us.