

Highland Park

MARCH 2022

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Photo submitted by Carl Amari





Meet David Coleman

President of Coleman Jet Solutions

By Alisa Bay | Photos submitted by Coleman Jet Solutions

When did you launch Coleman Jet Solutions?

We launched Coleman Jet Solutions on November 1st, 2021. However, starting up my own firm was something that I had been considering for many years. It was just a matter of the right timing.

How did you get started in this business?

I grew up in the business. My father was an aircraft sales executive and aviation entrepreneur. I started flying airplanes before I could see over the instrument panel and sold my first aircraft when I was still a teenager. I worked in many segments of the industry including aircraft sales, aircraft operations, fixed base operations, aircraft maintenance and technical management. I was also a professional pilot for a number of years. It has really benefited my clients because I can support them in so many ways beyond just helping them with aircraft transactions.

What did you do prior to this?

Before I started up Coleman Jet Solutions, I worked for Duncan Aviation, the world's largest family-owned business aviation support company. They are considered the Gold Standard in our industry segment.

What do you like most about the work that you do?

Every client has a unique set of requirements. That means no two projects are the same. While the process of serving a client may be repeatable, the optimal solution cannot be predicted. It is similar to a "Choose your own Adventure" book (remember those?), but in multiple dimensions. Each time a decision needs to be made, our clients get all the information they need to make the right call.

What excites you most about your industry as a whole?

The fundamental essence of our industry is the ability to control time and space. When you own a car, you

can go where you want, when you want, with whom you want, and without much notice. Business Aviation is the same thing except that you are traveling at 500 miles per hour. Lunch in Boston, dinner in New York and back? No problem. Four business meetings in four different states, on the same day AND still be home for your kid's basketball game? Done.

We have seen many attempts to "scale" our industry, but none have resulted in any appreciable cost savings over ownership. In addition, scaling our industry requires that users surrender the flexibility that drew them to Business Aviation in the first place. That is why I am very bullish and excited about the future of my industry and my business.

What sets Coleman Jet Solutions apart from the competition?

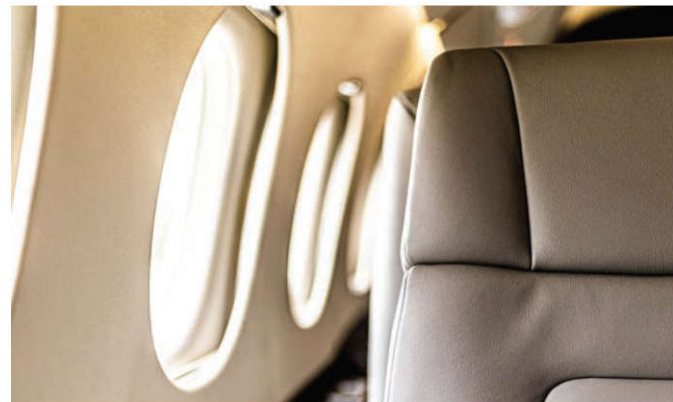
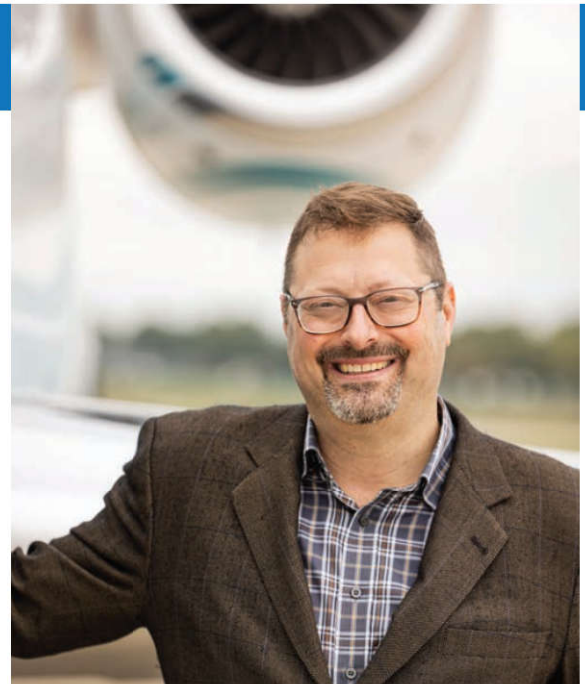
Not many folks are left in our particular niche that have a broad-based and detailed understanding of the industry as we have. As a result, when clients work with us, they avoid the common and unfortunately costly mistakes that often happen when purchasing or selling an aircraft. They also will make better decisions about how to place their aircraft into service. Our processes won't let any details, forms, legalities, or procedures fall through the cracks. We anticipate the pitfalls and red flags rather than react to them. Lastly, our clients get the opportunity to consider more options because of our unique expertise in cross-border transactions.

Who is your typical client?

My clients are THE smartest people in the room. Period. They surround themselves with folks who are hardworking and sharp, and have little patience for mediocrity. As a result, my clients have highly tuned B.S. meters that can distinguish between those with expertise in a particular area and those without.

Why did you choose Highland Park?

While I did not grow up in Highland Park, we live here now. Actually, I was born at Highland Park Hospital. I do



have family in Highland Park and bought my mom's house in Sherwood Forest back in 2005. Now, my daughter goes to Highland Park High School and my son is a fifth grader at Sherwood Elementary.

For someone who knows nothing about your business, how would you describe it in a few sentences?

We help our clients navigate the regulatory, legal, and financial questions related to aircraft ownership, operation, maintenance, acquisition, and disposal. It's technical in nature, while requiring a certain savviness with commercial negotiating techniques. Coleman Jet Solutions' clients are high-net worth individuals, family offices and privately held corporations. Managing an aircraft transaction is a unique project.

Is there anything else you'd like to share with our readers regarding you, your business and/or the services you offer?

We work on our clients' behalf on a fiduciary basis and our revenues come solely from our core business. We have no stake in the management, operation or maintenance of our client's aircraft, this means our recommendations are unbiased.

If you didn't have to sleep, what would you do with the extra time?

The things that I have set aside to make work and my business a priority. You can never spend enough time with your kids. It would be great to get them interested in some

of the hobbies that I used to enjoy when I was younger.

If you could have dinner with anyone (living or deceased), who would it be and why?

I would like to get all of my best friends throughout my life into the same room and have a big dinner party. Many may not know each other, but the common thread would make for very interesting conversation!

What's your favorite all-time movie?

Blazing Saddles.

What's your favorite TV show?

All time TV shows would be Curb Your Enthusiasm. I have empathy for Larry David's character. Currently I am in love with Ted Lasso. It's a feel-good show. We could use a lot more of that these days.

What's the best way to start the day?

Best way to start your day is to go to bed early the night before.

Are you usually early or late?

One of my high school soccer coaches used to say "If you're early, you're on time. If you're on time, you're late. If you're late, you're off the team." Time is the most perishable thing on earth. Some of my clients' time might be worth a hundred bucks a minute. It's hard to be successful in business or in life if you don't respect other peoples' time.

If you could travel anywhere in the world, where would you go?

Somewhere that no one's heard of, that has local cuisine I have never had before, has a decent place to stay and has a local bar that serves exceptional cocktails.

What are some small things that make your day better?

Dealing with folks who have a sense of humor, are genuinely happy, and are really trying to help others.

What age do you wish you could permanently be?

Early twenties, but with the knowledge and experience that I have now.

What was the best compliment you've ever received?

The majority of my clients come from referrals. I consider that to be the best compliment one could receive.

What's the best advice you've ever been given?

"Don't make any decisions until you have to." The overwhelming number of decisions we make in life are trivial and circumstances are always changing. There is no reason to fret over things that may not or have not happened.

What's the worst advice you've ever been given?

"Do it right the first time." Unless you are in a profession where even minor mistakes are unacceptable, don't worry too much about making a mistake. You learn more from mistakes than from being perfect.

What would you do with \$1 million to impact the most people?

Educating our children is the most important part of a civil society, yet it is grossly underfunded. I would use it to change the lives of as many kids as possible.

What three words best describe you?

My wife Julie wanted to answer this one... authentic, passionate, and witty!



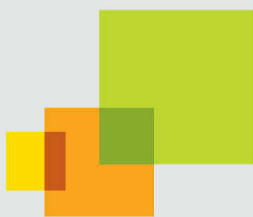
What's your favorite holiday and why?

Labor Day. It's a holiday where nothing happens, and nothing is expected from you.

What's the luckiest thing that happened to you?

Marrying right.

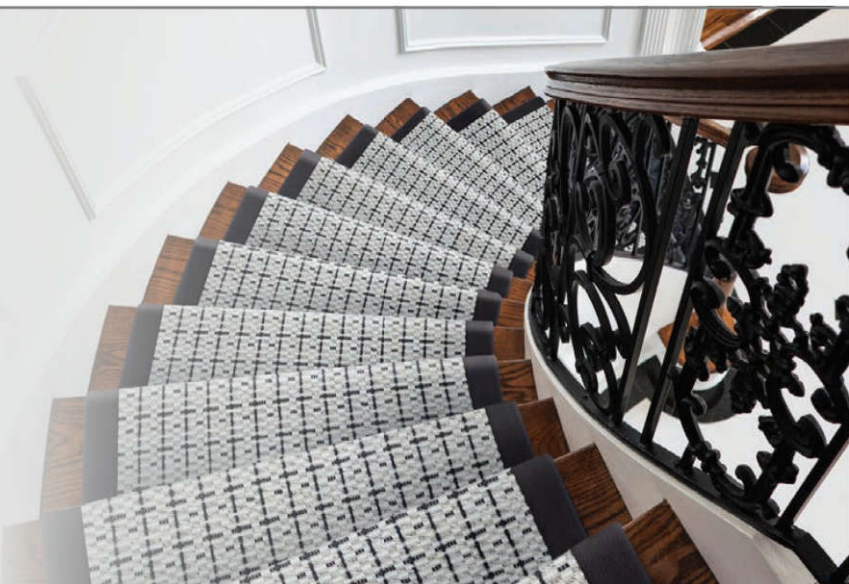
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