

Shark Star Robert Herjavec Is Long On Business Aviation

 Jack Olcott, BusinessAviation

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When asked why he owns a [Bombardier Challenger 604 business jet](#) plus two Magellan Jet charter cards, entrepreneur and successful investor Robert Herjavec, star of ABC TV's Shark Tank, related the advice given to him by a friend many years ago. Paraphrasing, Herjavec said "Any problem that you have in life that can be solved with money is really not that big. The only thing in life that we have that we cannot get back is time. I always think that the aircraft is the ultimate time machine."

Continuing the theme that time is the key

ingredient in business development, he said

"We use our aircraft as business tools. They save us time. The amount of places we can be and how quickly we can be there is a real competitive advantage. There are a lot of business centers in the USA that are within an hour's flying time. Traveling quickly to exciting situations is a great way to use a business airplane."

He described a typical trip: He finished filming in Los Angeles at 8pm, appeared on the Katie Couric Show at 8am in New York City the next morning, lunched with customers there, traveled to Chicago for a business dinner the same day and returning to his home base in Toronto for an early morning appointment the following day. "You cannot do that in a commercial environment," he concluded.

Herjavec questioned why corporate jets are vilified by some politician and media critics. “Business Aviation is such a great industry for the United States. North America is home to world leaders in airplanes; this is a business we should support, not vilify. Like many things, there are always a few people who go to the extreme. Critics seem to focus on excess,” he continued. “Less obvious is a guy like me going to 20 meetings in three days, sleeping on my business airplane as I fly between appointments. Most people I know who have a business aircraft are extremely hard working and use it for very specific things to get a lot of stuff accomplished.

“The most valuable resource you have is time. If you are trying to grow a business and you are in a highly competitive field, the value of your time in front of a customer or your staff is immeasurable. You have to get out there. You’ve got to go, baby.”

Herjavec practices what he preaches. With travel needs that allow no room for the inspection schedules required of all business jets, he uses the services of Magellan Jets to maintain constant access to Business Aviation. As a broker of charter, Magellan Jets has amassed an extensive network of providers of aircraft charter that the company vets and oversees for adherence to safety standards and consistent service. “I like Magellan,” he said, “because I can always obtain an aircraft when needed, and I am assured of a high level of service. I hold two Magellan charter cards, which gives me priority access to aircraft of difference sizes. There is no requirement for me to tie up capital, such as when I owned a fractional share of a business aircraft, and Magellan returns the money I spent on a charter card if my travel demand falls short of the card’s value.

“Business Aviation is a great way to travel, and my friends like to hitch a ride on my jet. I tell them they should get a Magellan Card.”

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