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The Setai Club



Eva Longoria with JetNetwork Card



Stunning Gulfstream Interior

BY SINCLAIR CULLNER

A PERFECT MARRIAGE

JetNetwork and the **Setai Club** form a Strategic Union

When one of the leaders in private aviation teams with one of the hippest and most upscale private clubs in the world, the result is the ultimate in exclusivity and service. JetNetwork's alliance with the famed Setai Club in Miami Beach is just such a union. The Setai Shuttle powered by JetNetwork will commence private jet service to Setai Club members and hotel guests. The shuttle will offer weekend excursions from Teterboro airport, just outside of New York City, to Miami. Upon arrival, guests will be whisked to the Setai in chauffeur-driven Bentleys. The partnership will also allow JetNetwork FlightCard members access to Setai facilities and privileges that are exclusively reserved for club members. "We are very excited to be working with JetNetwork," says Michael Maranta, co-founder of The Setai Club. "The Setai Club and JetNetwork share similar business objectives – to offer our clients unparalleled service and luxury. We also both subscribe to the same 'use it but don't own it' principles." Maranta is referring to the strategy

employed by both businesses – to offer their customers all of the benefits of ownership without long-term financial commitments.

JetNetwork's FlightCard model provides a cost-effective and risk-free alternative to fractional ownership. The idea of this card was originated by JetNetwork COO Paul Svensen while he was with Sentient Jet. Now Svensen, along with CEO Stuart Cauff, has brought this revolutionary method of simplifying private aviation to JetNetwork. The concept is simple. For as little as \$100,000, travelers purchase points that are used for either roundtrips, or one-way private jet excursions. "Our one-way option is perfect for condo owners with multiple residences," says Svensen. "If a passenger lives in New York and has a winter retreat in Miami, he or she can take advantage of our special one-way pricing." JetNetwork members choose amongst aircraft ranging from Beech Jet 400A (light jets) upward to Gulfstream heavy jets. Passengers select the jet that best meets their immediate needs.

The Setai Club's membership works in much the same manner. For an initial \$300,000 fee, Setai Club members have access to club suites (based on availability), which offer members all of the perks of living at a world-class condo-hotel without the responsibilities associated with ownership. The Setai's hotel rooms are fabulous and their residence tower features condo units that sell for nearly \$2,000 per square foot. The posh beachfront building has three swimming pools, multiple bars, fabulous dining options, and all of the opulence and character to be expected from one of the premier destinations on earth. The Setai Club, which is separate from the general area, was founded by influential people in entertainment, sports, and business. Lenny Kravitz, Sheryl Crow, and Janet Jackson are but a few of the founding members.

The Setai Club chose to unite with JetNetwork for a variety of reasons. Obviously, there are only a select few that can afford the lifestyle of the Setai, and JetNetwork clearly caters to the most elite. Having recently been featured as the private aviation provider on "The Apprentice: Martha Stewart", as well as creating an alliance with NBC Sports by becoming the private aviation provider for the NBC Sports Celebrity Golf Getaway, JetNetwork clearly has an "A list" clientele. "We're very mindful of who comes into the club," says Maranta. "We want to grow the club through personal relationships, and JetNetwork is already bringing us good people, and then those people bring their friends." But the business side of the union was only one part of the scenario. Maranta clearly took a liking to Svensen and Cauff. "Paul and Stuart aren't merely successful corporate partners; they have a unique understanding of our mission and have embraced our project as though it was their own."

These likeable personalities are strong ingredients for JetNetwork's success. Another key component, however, and certainly the most important, is JetNetwork's proven track record for safety. JetNetwork's aircraft are audited by both Wyvern and ARGUS (private audit firms) and JetNetwork's standards are double and triple that of government FAA 135 regulations. "Safety is paramount," says Svensen. "We strive for perfection and always deliver seamless travel experiences to our valued clients."

The best is what the privileged patrons of JetNetwork and The Setai Club expect. This association is sure to add convenience, opulence, and glamour to those who take advantage of the alliance. "Our mission is to continually exceed our own stellar service and our partnership with The Setai Club enables us to accomplish just that, giving us a clear advantage over the competition," says Svensen. "This alliance unites the country's most magnificent resort with the ultimate in private aviation—a truly perfect marriage."

