

AIRCRAFT ACCESSORIES INTERNATIONAL

Kevin Allen was practically born into the aviation industry. “My father was an airline machinist, so I grew up in his machine shop, and I’ve been passionate about airplanes since I could walk,” says Kevin, who co-founded Aircraft Accessories International based on the simple desire to redefine the industry’s accepted repair station model. Today, the company is growing rapidly, investing and reinvesting in quality aircraft parts, leveraging expertise, support, and transparency to set a new standard in the industry, and making smart investments that keep its parts and services in front of the right buyers.

TRANSPARENCY & SUPPORT

Aircraft Accessories International started as an overhauled parts distributor—primarily buying, overhauling, and reselling cores.

After becoming Part 145 certified under FAA and EASA regulations, the company saw substantial growth—reporting 30, 40, even 50% year-over-year growth each of the five years since its founding. What began with a couple overhauled parts transitioned into several hundred in inventory and a staff of qualified and experienced technicians.

Since its founding, Aircraft Accessories International has set itself apart with service that focuses on the big picture of every project and includes customer consultations and transparency every step of the way. “Our technicians are trained to know the product well and to identify how it works in the grand scheme of the aircraft’s operation so they can work with the customer to troubleshoot,” explains Kevin, noting a stark contrast to the industry standard. “Most competitors have

salesmen sitting behind a computer screen looking at parts numbers and quoting costs.” The combination of extensive training, experience, and support naturally lends itself to complete transparency, a competitive advantage Kevin identified early on. “Experience allows our technicians to quote the end unit from the top in a way that’s transparent, honest, and trustworthy.”

CUSTOMER ACQUISITION

Aircraft Accessories International is strategic in its approach to onboarding customers, leveraging the industry’s shortcomings to provide service and support where it’s most needed. “Simply put,” says Kevin, “there’s a lack of support in our industry from the manufacturers that we service. But when others say a part or service is not available, we see that as an *opportunity*.” To target and



onboard those customers effectively, Kevin takes advantage of Controller.

“Controller has been instrumental to the success of our business,” explains Kevin, who has leveraged parts and service ads in the internationally distributed print publication to build the brand over the years. The company also lists its entire parts inventory online at Controller.com, where buyers can search for and find specific parts quickly and easily through the site’s parts lookup function. It’s also optimized, seamlessly connecting buyers searching for parts on generic search engines like Google to specific listings on Controller.com for the industry’s most expansive exposure. “Listing our parts online through Controller.com allows us to reach more customers easily through an interface that’s user-friendly,” adds Kevin. And there’s another key advantage: Controller.com’s parts lookup is not only free for qualifying advertisers, it’s absolutely free

(no subscription fees) for users. “Smaller maintenance shops or single owners can find our listings without paying the thousands of dollars charged by competing platforms,” adds Kevin.

Taken together, advertising with Controller in print and online has amounted to a 30% increase in leads compared to the business’s earlier reliance on flyer and email marketing and word of mouth.

Aircraft Accessories International also benefits from, not just more leads, but consistently higher-quality leads. “With Controller, we get a human interaction, not just a generated RFQ, so it’s really a pleasure doing business with Controller customers.” Once onboarded, Kevin and his team are committed to offering customers well-rounded support every step of the way—a practice that keeps them coming back. “If a customer has installation issues, he can call and we’ll walk him through every single step. And if there’s ever a problem with a

part, we’ll stand by it, even if it’s something we didn’t do.”

GROWTH AHEAD

Looking ahead, Kevin remains focused on growing the company’s capabilities and inventory. “We’re staying in the lines that we know,” he explains, noting the value of building on core competencies. “We want to stick to our priorities and expertise, and expand within those as both a repair station and distribution company under one roof.”

That means teaming up with engineering companies to develop approved repairs in line with the longer-term vision of manufacturing FAA-approved parts for aircraft. “Poor manufacturer support and the rising cost of parts are forcing older-model aircraft into the scrap yard because folks can’t keep them maintained,” notes Kevin. “We’re reinvesting our profits back into the company to keep it growing as a safe and great company to work with and for.”

“CONTROLLER DOMINATES THE INDUSTRY.

THEY KNOW IT, AND THEY KNOW HOW TO TARGET IT. HOSTING

OUR WEBSITE WITH CONTROLLER MAKES IT ONE LESS THING TO WORRY ABOUT.”

