



Report for Brandon Hoertsch at KHEF

Region: Awards Consideration (includes report card)

Below is a summary of scores and feedback from all the usable evaluations which were submitted for you during the 2026 Flight Training Experience Award application period. Many flight training providers receive exceptionally high scores so we also share with you the distribution of the overall aggregate scores for comparison.

1. Eligibility

To be eligible for an award, you needed to receive at least 5 unique evaluations, each at least 80% complete

A survey response was considered 'usable' if the respondent answered at least 80% of the questions required for scoring.

A CFI was considered 'eligible' for an award if they received at least 5 unique, usable responses.

Average scores were based on all usable responses received and have been rounded where necessary.

Your percentile rank was calculated by comparing your score to scores of all other (nominated/eligible) CFIs. Percentile ranks were calculated at both national and regional levels and may have been rounded.

Your performance (percentile rank) compared to all other eligible CFIs in your region was one of many factors that informed award decisions.

You received 7 evaluations.

2. Free Responses

At the end of each evaluation, we ask the following open-ended question:

Why should or shouldn't your CFI win a Flight Training Experience Award?

3. Individual Overall Scores & Responses

Total Score	Student Review
90.00	Brandon helped me a lot when I was preparing for my PPL check ride! He gave me useful tips, resources, and study materials that helped me pass my check ride (both the oral and flight portion). He provided constructive feedback on getting my maneuvers up to standard. He is patient and very encouraging as an instructor and he goes above and beyond for his students.
87.00	I highly recommend Brandon Hoertsch as a flight instructor. Brandon brings a unique combination of professionalism, precision, and real-world aviation experience as a U.S. Army Blackhawk pilot and Certified Flight Instructor – Instrument (CFII). His calm teaching style, clear communication, and depth of knowledge make complex concepts easy to understand. Brandon emphasizes safety, situational awareness, and confidence-building in every flight. He's patient, encouraging, and dedicated to helping students grow into skilled, competent pilots. His background flying helicopters in demanding environments adds valuable perspective to his instruction, making his training both practical and inspiring.

	Brandon has been an incredible instructor who brings both professionalism and encouragement to every lesson. He takes the time to explain everything in a way that makes sense and always checks to be sure I am confident before moving on. What stands out most is how safe he makes me feel during every flight. His calm presence and clear communication create an environment where I can focus on learning without stress or hesitation. Brandon's passion for aviation and dedication to his students shine through in every interaction. He not only teaches how to fly but also builds the confidence needed to become a safe and capable pilot. I am truly grateful for his guidance and believe he deserves this award for the trust, skill, and support he provides to every student.
90.00	I think this flight instructor should win the Training Experience award as he is very well fit for this award. He has put in the work to not only get his pilot license, but also his helicopter license. He is a hard working individual and is able to easily guide you through the process of learning how to fly. Brandon is very clear and precise when instructing and is a great candidate for this award.
90.00	Brandon is an incredible Aviator with unlimited potential for the future. He is a master at everything he does and Flight training is no exception. Brandon serves his country as a US Army UH-60M Pilot and serves his community no matter where he is in training other like minded individuals to fly. He fulfills people's passion for aviation by demonstrating patience and determination. No task is too challenging for Brandon. This award is meant for people like Brandon that show all of us what it means to not only to be a Good father, Good husband, good friend, but also a great Aviator and Instructor. If it wasn't for Brandon helping me in the UH-60M and the Cessna I wouldn't be where I am today. I strongly recommend Brandon above all for this award and wish the board could see what I see in him. Thanks for your time. V/R CW3 Daughtry, William J. C-Co 2-3 GSAB , 3CAB, 3ID
90.00	Nominating Brandon due to his constant positive attitude and how he does not make you feel pressured when he is teaching. I Always feel comfortable and not pressured. He is very good on understanding my knowledge and turning my weaknesses into strengths by guiding me to study material and helpful training guides. I also like his emphasis on safety during the whole process of flying , from flight planning to closing out.
90.00	Brandon Hoertsch is an outstanding instructor. His ability to make students feel safe while having fun makes learning with him an incredible experience. His instruction is very easy to follow and the way he communicates information about the aircraft, rules and safety makes him the best instructor for anyone from just starting flight lessons to testing for the PPL.

4. Aggregate Overall Score (Range: 0 to 100)

This is the overall score you received from your customers in the 2026 Flight Training Experience Award application period:

Your Score: 90

4.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 87

Your national percentile ranking: 97%

Regional Average: 87

Your regional percentile ranking: 97%

4.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 88

Your national percentile ranking: 100%

Regional Average: 88

Your regional percentile ranking: 100%

5. SubScore Summary for at

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The remaining sections summarize your individual subscores (range: 0 to 100) as they apply to each of the four areas from our Flight Training Experience Research: Educational Quality, Customer Focus, Community, and Information Sharing. You will also find national and regional averages, for benchmarking.

Subscore Summary:

	Your Score	National Avg
Educational Quality	88	86
Customer Focus	88	86
Community	86	82
Information Sharing	88	83
NetPromoter Score	100	96
Overall Total	79	76

6. Educational Quality Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Educational Quality; offering effective training from professional instructors who are dedicated to students' success

Your Score: 88

6.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 86

Your national percentile ranking: 48%

Regional Average: 86

Your regional percentile ranking: 48%

6.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 86

Your national percentile ranking: 54%

Regional Average: 86

Your regional percentile ranking: 54%

6.3 Responses per Question

My CFI consistently used a training syllabus that I could consult.

Response Choice	Frequency	%
Strongly Agree	7	100%

My CFI tailored their lessons plans to accommodate my personal strengths and weaknesses.

Response Choice	Frequency	%
Strongly Agree	7	100%

I felt safe flying with my CFI.

Response Choice	Frequency	%
Strongly Agree	7	100%

My CFI helped me feel prepared for unexpected situations in flight.

Response Choice	Frequency	%
Strongly Agree	7	100%

7. Customer Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Customer Focus; adding value by demonstrating professionalism and engagement with students

Your Score: 88

7.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 86

Your national percentile ranking: 51%

Regional Average: 86

Your regional percentile ranking: 51%

7.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 85

Your national percentile ranking: 58%

Regional Average: 85

Your regional percentile ranking: 58%

7.3 Responses per Question

My CFI patiently helped me understand difficult concepts.

Response Choice	Frequency	%
Strongly Agree	7	100%

I feel like my CFI made efficient use of my time.

Response Choice	Frequency	%
Strongly Agree	7	100%

My CFI was not invested in my success.

Response Choice	Frequency	%
Strongly Disagree	7	100%

My CFI was reliable and on-time for scheduled lessons

Response Choice	Frequency	%
Strongly Agree	7	100%

8. Community Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Community; emphasizing social connections and accomplishments.

Your Score: 86

8.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 82

Your national percentile ranking: 59%

Regional Average: 82

Your regional percentile ranking: 59%

8.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 82

Your national percentile ranking: 67%

Regional Average: 82

Your regional percentile ranking: 67%

8.3 Responses per Question

After training with my CFI, I feel like a member of the general aviation community.

Response Choice	Frequency	%
Strongly Agree	6	85.71%
Somewhat Agree	1	14.29%

My instructor expressed that people like me should not fly.

Response Choice	Frequency	%
Neither agree nor disagree	1	14.29%
Strongly Disagree	6	85.71%

My CFI introduced me to students, new pilots, and members of the local aviation community.

Response Choice	Frequency	%
Strongly Agree	7	100%

My CFI shared relevant information to help me continue flying after training (e.g. how to find flying clubs, purchase an aircraft, or start an aviation career)

Response Choice	Frequency	%
Strongly Agree	7	100%

9. Information Sharing Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Information Sharing; educating and empowering students to make informed decisions about flight training investments.

Your Score: 88

9.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 83
Your national percentile ranking: 61%

Regional Average: 83
Your regional percentile ranking: 61%

9.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 83
Your national percentile ranking: 72%

Regional Average: 83
Your regional percentile ranking: 72%

9.3 Responses per Question

I always understood the steps required to reach my flight training goals with my CFI.

Response Choice	Frequency	%
Strongly Agree	7	100%

My flight training with my CFI has required more time and/or money than I expected.

Response Choice	Frequency	%
Strongly Disagree	7	100%

Sometimes I did not know what my flight lessons would cover.

Response Choice	Frequency	%
Strongly Disagree	7	100%

My CFI introduced me to online resources (like flight planning tools or weather sources) and showed how they can be used to aid my decision making.

Response Choice	Frequency	%
Strongly Agree	7	100%

10. Net Promoter Score

10.1 Questionnaire Responses

The Net Promoter Score is generated by asking customers how likely they would be to recommend a given product or service - in this case, your services as a flight instructor to another potential customer, on an 11 point scale.

How likely are you to recommend your CFI to someone interested in flight training?

Response Choice	Frequency	%
10	7	100%

10.2 NPS Grouping

Responses to this question are then used to sort customers into one of three groups:

Detractor: Less likely to use your services again and may not speak highly of your services to others.

Passive: Generally somewhat satisfied, passive respondents likely won't help or hurt your business in talking to other people.

Promoters: Ideally, all of your customers would be promoters. Promoters would fly with you again in the future and would tell others how great they think you are.

Response Choice	Frequency	%
Promoter	7	100%

10.3 Standardized Score Calculation

The overall Net Promoter Score is calculated by subtracting the percentage of your customers who are 'detractors' from the percentage of your customers you are 'promoters.' Thus, the overall Net Promoter Score can range from - 100 to 100.

For more information on the Net Promoter Score and how to interpret it, check out: <https://www.medallia.com/net-promoter-score>

Your Score:  100

10.3.1 Compared to All Nominees (those with at least 1 evaluation)

National Average:  96

Your national percentile ranking:  60%

Regional Average:  96

Your regional percentile ranking:  60%

10.3.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average:  98

Your national percentile ranking:  63%

Regional Average:  98

Your regional percentile ranking:  63%