



Report for D&J Aviation (SFB) at KSFB

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 10 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 Flight School was considered 'eligible' for an award if they received at least 10 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) Flight Schools

Percentile ranks were calculated at both national and regional levels and may have been rounded.

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

You received 22 evaluations.

2. Free Responses

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

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

3. Individual Overall Scores & Responses

Total Score	Student Review
67.00	Great staff, accommodating people. A pretty solid fleet of aircraft and its a prime location.
80.00	Planes are well maintained and the flight instructors are very knowledgeable and helpful.
89.00	I had a very positive experience with D&J. I was struggling a bit with landing, and my instructor suggested I take a few lessons with another instructor who was excellent at teaching landing. I did, and now I love landings. Most instructors would not suggest a change in instructor, as that takes money out of their pocket. At D&J, they put your training and safety first. They have obviously instilled that in their instructors.
75.00	Very solid customer service. Personally, I haven't flown at D & J Aviation yet. I am scheduled for January 2026. With the little interaction I've had, I can tell they care about their customers.
87.00	This school has amazing instructors and great planes.

90.00	D&J aviation provides an outstanding training experience. The instructors are knowledgeable, patient, and genuinely invested in student success, which makes a huge difference in building both skill and confidence. Scheduling is reliable, the aircraft are well maintained, and the school's professionalism shows in every interaction. Beyond instruction, the team creates a welcoming community that keeps students motivated and supported. Their commitment to safety, structure, and student progress makes them truly deserving of recognition.
80.00	I don't know what to compare the school with. If I had to do it again I would not change the school. I do see many students come here from bigger schools. If it brings more students to the great CFI's at Sanford then give the award.
79.00	D&J should win a Flight Training Experience Award because of its organization. Having trained at another flight school that was and still is experiencing myriad issues with staffing, delays, and other administrative problems, D&J is a welcome change from that chaos. The priority is on safety, as it should be, but there is also a simplicity and organization to my training that I think deserves recognition.
90.00	D&J Flight School deserves this award because they embody what flight training should be — safe, professional, and student-centered. Their instructors don't just teach to the test; they mentor students to become confident, responsible aviators who truly understand the craft of flying. The school's aircraft are meticulously maintained, and the team goes above and beyond to ensure both safety and accessibility in every stage of training. What makes D&J stand out is the sense of community they've built. Students aren't just numbers; they're supported, encouraged, and welcomed into an environment where success is celebrated and challenges are met with guidance and care. This culture of excellence has produced not only skilled pilots, but also lifelong ambassadors for aviation. D&J Flight School represents the very best of aviation education, and their commitment to quality, safety, and student growth makes them more than deserving of this recognition.
85.00	D&J runs an awesome operation with great flight instructors. Aircraft are well-managed, the line team is excellent, and whether renting or training, they focus on exceeding customer expectations. Would highly recommend them for both flight training and renting.
90.00	Provisional and willing to work with all different types of pilots specifically to what they need focusing on learning practical and applicable knowledge of flying.
79.00	Easy to work with schedule and financing wise and great instructors
87.00	This school has very knowledgeable and flexible instructors. They are very organized with their scheduling and maintenance. They have a good assortment of aircraft and are very prompt with any maintenance issues as they arise.
79.00	After being out of flying for >17 yrs. I put a contract on an airplane and needed some refresher courses. The school paired me with Karissa Niles (CFII 4429901). Her experience, knowledge, and professionalism was exemplary. It took 5 flights and ground school to gain her confidence in me and receive my bi-annual
86.00	D&J Aviation should win this award due their exceptional attention they give to each and every one of their students. As a student at this flight school myself I feel my training and wellbeing is heavily valued by the staff. They make sure you are put on the right path to success based on your wants and needs. I find this flight school to be super flexible and friendly all the time!
87.00	D&J just feels different. I toured, interviewed, and took discovery flights at more than a few flight schools in Florida and Mississippi, and D&J stood out among the rest. It's clear that they have invested in their people, equipment, and process. As a husband and father of two, I was looking to transition my career and sought specific standards for how I receive my training and from whom I receive it. D&J went out of their way to make it work for me, so I can feel confident!
83.00	The staff is very experienced and friendly. The on-boarding process was simple and very informative with no hidden fees or agendas. Instructors are friendly and very knowledgeable. Each one took the time to get to know me, my goals and experiences. They tailored their instruction well to help me understand and complete my objectives.
88.00	Easy communication, Megan provided me clear instructions about how to enroll with the school and before the course begins, the school provides many handbooks and supplementary materials to help us an easy start.
87.00	They're super reliable, honest, and always put integrity and safety first. I'd definitely recommend them to anyone looking for the best flight school in central Florida! CFI Anna is always so patient and makes sure to answer any questions I have. Plus, they give me all the options I need for my training. The whole staff is so friendly and always ready to lend a hand. I'm so lucky to be part of D&J!

90.00	My experience at D&J aviation has been nothing short of amazing. Very patient, D&J is fueled by striving to see their students succeed in the aviation field. Accommodations are met even under strenuous conditions which is always an "A+" in anyone's logbook! I would definitely not second guess my decision with the partnership with this particular flight school. Hats off to Anna and the amazing team of D&J.
81.00	D&J should receive a Flight Training Experience award, because they're staff is extremely friendly, instructors are smart and make good decisions. They have great and nice airplane, location, etc. Just an overall great experience.
84.00	The school provides great opportunity for student pilots to achieve their goals with a reasonable price and time period. Great staff !

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: 84

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

National Average: 87

Your national percentile ranking: 12%

Regional Average: 87

Your regional percentile ranking: 12%

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

National Average: 87

Your national percentile ranking: 9%

Regional Average: 87

Your regional percentile ranking: 9%

5. SubScore Summary for D&J Aviation (SFB) at KSFB

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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	68	79
Customer Focus	68	78
Community	66	78
Information Sharing	64	74
NetPromoter Score	91	95
Overall Total	61	70

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: 68

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

National Average: 79

Your national percentile ranking: 17%

Regional Average: 79

Your regional percentile ranking: 17%

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

National Average: 81

Your national percentile ranking: 11%

Regional Average: 81

Your regional percentile ranking: 11%

6.3 Responses per Question

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

Response Choice	Frequency	%
Strongly Agree	15	68.18%
Somewhat Agree	5	22.73%
Neither agree nor disagree	1	4.55%
Somewhat Disagree	1	4.55%

My school helped me find an instructor who considered my personal strengths and weaknesses when creating lesson plans.

Response Choice	Frequency	%
Strongly Agree	16	72.73%
Somewhat Agree	4	18.18%
Neither agree nor disagree	1	4.55%

My school promotes a culture of safety.

Response Choice	Frequency	%
Strongly Agree	19	86.36%
Somewhat Agree	3	13.64%

My instructor at my school regularly suggested what I should study before arriving at the airport for a lesson.

Response Choice	Frequency	%
Strongly Agree	19	86.36%

Somewhat Agree	3	13.64%
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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: 68

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

National Average: 78

Your national percentile ranking: 22%

Regional Average: 78

Your regional percentile ranking: 22%

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

National Average: 79

Your national percentile ranking: 18%

Regional Average: 79

Your regional percentile ranking: 18%

7.3 Responses per Question

Instructors at my school were never available to answer questions outside of formal lessons.

Response Choice	Frequency	%
Strongly Agree	1	4.55%
Neither agree nor disagree	1	4.55%
Somewhat Disagree	2	9.09%
Strongly Disagree	18	81.82%

I found it easy to reschedule lessons at my school when there were issues, like maintenance or weather.

Response Choice	Frequency	%
Strongly Agree	19	86.36%
Somewhat Agree	2	9.09%
Neither agree nor disagree	1	4.55%

Staff at my school always treated me with respect.

Response Choice	Frequency	%
Strongly Agree	21	95.45%

Somewhat Agree	1	4.55%
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Sometimes I wish I had chosen a different flight school.

Response Choice	Frequency	%
Neither agree nor disagree	3	13.64%
Somewhat Disagree	5	22.73%
Strongly Disagree	14	63.64%

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: 66

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

National Average: 78

Your national percentile ranking: 17%

Regional Average: 78

Your regional percentile ranking: 17%

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

National Average: 79

Your national percentile ranking: 13%

Regional Average: 79

Your regional percentile ranking: 13%

8.3 Responses per Question

After training at my school, I feel like a member of the general aviation community.

Response Choice	Frequency	%
Strongly Agree	19	86.36%
Somewhat Agree	3	13.64%

Sometimes I felt as if I didn't belong at my school.

Response Choice	Frequency	%
Neither agree nor disagree	2	9.09%
Somewhat Disagree	4	18.18%

Strongly Disagree	16	72.73%
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My school provided adequate opportunities to meet students, new pilots, and members of the local aviation community

Response Choice	Frequency	%
Strongly Agree	11	50%
Somewhat Agree	6	27.27%
Neither agree nor disagree	5	22.73%

I received regular positive encouragement that made me want to come back for my next lesson at my school.

Response Choice	Frequency	%
Strongly Agree	17	77.27%
Somewhat Agree	4	18.18%
Neither agree nor disagree	1	4.55%

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: 64

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

National Average: 74

Your national percentile ranking: 24%

Regional Average: 74

Your regional percentile ranking: 24%

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

National Average: 76

Your national percentile ranking: 19%

Regional Average: 76

Your regional percentile ranking: 19%

9.3 Responses per Question

I always understood the steps required to reach my flight training goals at my school.

Response Choice	Frequency	%
Strongly Agree	20	90.91%
Somewhat Agree	2	9.09%

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

Response Choice	Frequency	%
Strongly Agree	1	4.55%
Somewhat Agree	1	4.55%
Neither agree nor disagree	7	31.82%
Somewhat Disagree	6	27.27%
Strongly Disagree	7	31.82%

My school readily shares information about student success rates (e.g. passing FAA checkride).

Response Choice	Frequency	%
Strongly Agree	12	54.55%
Somewhat Agree	5	22.73%
Neither agree nor disagree	5	22.73%

I was shown where I could find additional resources, like study guides or practice exams, to supplement my studies in anticipation of written or practical exams.

Response Choice	Frequency	%
Strongly Agree	18	81.82%
Somewhat Agree	4	18.18%

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	16	72.73%
9	4	18.18%
8	2	9.09%

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	20	90.91%
Passive	2	9.09%

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: 91

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

National Average: 95

Your national percentile ranking: 24%

Regional Average: 95

Your regional percentile ranking: 24%

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

National Average: 96

Your national percentile ranking: 25%

Regional Average: 96

Your regional percentile ranking: 25%