



Report for First Landings Aviation at X04

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 10 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  |
|-------------|---|
| 90.00       | First Landings deserves recognition because of its supportive instructors, strong safety culture, and welcoming learning environment that makes students feel confident and motivated. The school goes above and beyond to personalize training, creating an experience that is both professional and enjoyable. Their commitment to quality instruction and student success truly sets them apart.   |
| 89.00       | First Landings Aviation truly wants its students to succeed in their goals. Before starting training, I knew very little about aviation and everyone at the school has been so kind and informative. They don't just want to make pilots, they want to make leaders. From instructors to school leaders, everyone has offered so much advice and guidance to this complex industry. They have made me comfortable and confident in an otherwise overwhelming field. I have so much to learn but I feel confident that First Landings will help me reach my personal and professional goals. |
| 86.00       | I've been to, or worked, for 4 flights schools not. First landings by far has the students best interest in mind, the most financially and ethically far to the students success.   |

|       |   |
|-------|---|
| 90.00 | My experience at First Landings Aviation has been amazing so far. I felt a tremendous amount of support from the CFI's and the general staff at this flight school. The aircraft have all been maintained extremely well and I feel very well equipped to be a Private Pilot thanks to First Landings. I'm excited to continue my education with them and attain my Instrument and Commercial over the coming months.   |
| 66.00 | Quality instruction, pricey rentals and instruction   |
| 90.00 | I am a graduate of the embry riddle dual enrollment program at my high school and throughout those years I have had time to thoroughly research each flight school in the central Florida area (as that's where I'm located) to see which school has the best and also most affordable program. In the end after lots of research and countless horror stories from students of other schools in the area I ended up choosing first landings as they have looked to have a really good program with amazing staff all around from the instructors to the front desk people and even the gas/maintenance people, they also have a very honest and realistic price which also is pretty affordable in my opinion. With this first landings has a great program and environment thanks to its staff which is really necessary flight school. First landings also has a brand new fleet of piper 100is with full glass cockpits which puts it well above other school in the area. Alongside that the school is the fbo at X04 which is great to have, has very structured and organized programs to make training as efficient as possible in less time compared to other schools so you don't waste money. In the end the school is amazing in every category you can think of which is very hard to come by throughout the region and even the country which is why I give me full support that first landings aviation should reserve this award. Thank you |
| 90.00 | Very nice people flying nice airplanes, living a dream!   |
| 74.00 | Very accommodating school with exceptional CFIs like Jack Marlatt   |
| 87.00 | Very knowledgeable CFI and staff. Easy to accommodate my busy schedule.   |
| 90.00 | First Landings Aviation delivers flight training that is safe, supportive, and inspiring. The instructors go above and beyond to adapt to each student's needs, while maintaining the highest standards of safety and professionalism. Their welcoming, community-driven environment makes every student feel like part of a family, turning aspiring aviators into confident, capable pilots.  |

#### 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: 86

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

National Average: 87

Your national percentile ranking: 29%

Regional Average: 87

Your regional percentile ranking: 29%

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

National Average: 87

Your national percentile ranking: 29%

Regional Average: 87

Your regional percentile ranking: 29%

#### 5. SubScore Summary for First Landings Aviation at X04

Region: Awards Consideration (includes report card)

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 | 58         | 79           |
| Customer Focus      | 55         | 78           |
| Community           | 57         | 78           |
| Information Sharing | 55         | 74           |
| NetPromoter Score   | 80         | 95           |
| Overall Total       | 51         | 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: 58

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

National Average: 79

Your national percentile ranking: 8%

Regional Average: 79

Your regional percentile ranking: 8%

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

National Average: 81

Your national percentile ranking: 5%

Regional Average: 81

Your regional percentile ranking: 5%

### 6.3 Responses per Question

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

| Response Choice | Frequency | %   |
|-----------------|-----------|-----|
| Strongly Agree  | 8         | 80% |
| Somewhat Agree  | 2         | 20% |

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

| Response Choice | Frequency | %    |
|-----------------|-----------|------|
| Strongly Agree  | 10        | 100% |

My school promotes a culture of safety.

| Response Choice            | Frequency | %   |
|----------------------------|-----------|-----|
| Strongly Agree             | 8         | 80% |
| Somewhat Agree             | 1         | 10% |
| Neither agree nor disagree | 1         | 10% |

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

| Response Choice | Frequency | %    |
|-----------------|-----------|------|
| Strongly Agree  | 10        | 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: 55

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

National Average: 78

Your national percentile ranking: 7%

Regional Average: 78

Your regional percentile ranking: 7%

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

National Average: 79

Your national percentile ranking: 2%

Regional Average: 79

Your regional percentile ranking: 2%

### 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         | 10% |
| Strongly Disagree | 9         | 90% |

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

| Response Choice | Frequency | %    |
|-----------------|-----------|------|
| Strongly Agree  | 10        | 100% |

Staff at my school always treated me with respect.

| Response Choice   | Frequency | %   |
|-------------------|-----------|-----|
| Strongly Agree    | 9         | 90% |
| Strongly Disagree | 1         | 10% |

Sometimes I wish I had chosen a different flight school.

| Response Choice | Frequency | %   |
|-----------------|-----------|-----|
| Strongly Agree  | 1         | 10% |
| Somewhat Agree  | 1         | 10% |

|                   |   |     |
|-------------------|---|-----|
| Somewhat Disagree | 1 | 10% |
| Strongly Disagree | 7 | 70% |

## 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: 57

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

National Average: 78

Your national percentile ranking: 6%

Regional Average: 78

Your regional percentile ranking: 6%

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

National Average: 79

Your national percentile ranking: 2%

Regional Average: 79

Your regional percentile ranking: 2%

### 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             | 9         | 90% |
| Neither agree nor disagree | 1         | 10% |

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

| Response Choice   | Frequency | %   |
|-------------------|-----------|-----|
| Strongly Agree    | 1         | 10% |
| Somewhat Disagree | 1         | 10% |
| Strongly Disagree | 8         | 80% |

My school provided adequate opportunities to meet students, new pilots, and members of the local aviation community

| Response Choice | Frequency | %   |
|-----------------|-----------|-----|
| Strongly Agree  | 8         | 80% |
| Somewhat Agree  | 2         | 20% |

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

| Response Choice | Frequency | %   |
|-----------------|-----------|-----|
| Strongly Agree  | 8         | 80% |

|                |    |      |
|----------------|----|------|
| Strongly Agree | 10 | 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: 55

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

National Average: 74

Your national percentile ranking: 9%

Regional Average: 74

Your regional percentile ranking: 9%

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

National Average: 76

Your national percentile ranking: 5%

Regional Average: 76

Your regional percentile ranking: 5%

### 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  | 10        | 100% |

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

| Response Choice            | Frequency | %   |
|----------------------------|-----------|-----|
| Strongly Agree             | 1         | 10% |
| Neither agree nor disagree | 2         | 20% |
| Somewhat Disagree          | 1         | 10% |
| Strongly Disagree          | 6         | 60% |

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

| Response Choice | Frequency | %   |
|-----------------|-----------|-----|
| Strongly Agree  | 8         | 80% |
| Somewhat Agree  | 2         | 20% |

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  | 9         | 90% |

|                            |   |     |
|----------------------------|---|-----|
| Neither agree nor disagree | 1 | 10% |
|----------------------------|---|-----|

## 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              | 9         | 90% |
| 5               | 1         | 10% |

### 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        | 9         | 90% |
| Detractor       | 1         | 10% |

### 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 who 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: 80

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

National Average: 95

Your national percentile ranking: 8%

Regional Average: 95

Your regional percentile ranking: 8%

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

National Average: 96

Your national percentile ranking: 5%

Regional Average: 96

Your regional percentile ranking: 5%