LUXURY CENTRAL

Client Excellence for the Affluent Market

CORPORATE OVERVIEW · 2026

SINGAPORE · ASIA · MIDDLE EAST


ONUS INSIDER STORY
d's Most Iconic Bag
it memorable — told by the man who asked it.

WHO WE ARE

We help professionals earn and keep the trust of affluent clients

Luxury Central is a Singapore-based training firm. We work with financial institutions and luxury businesses across Asia, and with the individual advisors inside them.

BUILT FROM THE LUXURY FLOOR

Our methods come from years of serving top-tier clients at global luxury houses.

BEHAVIOURAL SCIENCE

We teach teams to read personality and adjust how they communicate.

CLIENT OUTCOMES

Stronger relationships, more referrals and repeat business.

Every salesperson a *Grand Vendeur*

In luxury retail, the grand vendeur is the salesperson a house builds its client relationships around. Clients ask for them by name, year after year, and the house trusts them with its most important accounts.

We train for that standard, whatever you sell.

THE MARKS OF A GRAND VENDEUR

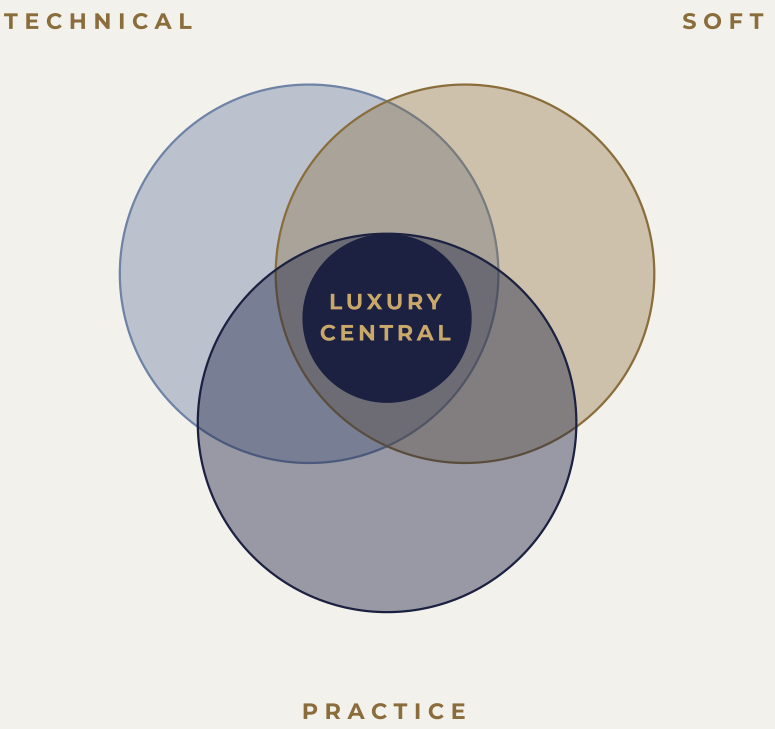
CLIENT CONNECTION	Trusted with the things clients tell very few people.
ARTFUL COMMUNICATION	Reads the room and adapts. Never a script.
PRODUCT AND INDUSTRY MASTERY	Knows the product, the market and the client's world.
LEGACY	Clients who stay for years, and pass them on.



OUR VALUE PROPOSITION

Where the three overlap

Most sales teams are trained in two of the three. We bring all three into one room.



Almost nobody has the third, or the combination.

THE THREE TRAINING UMBRELLAS

TECHNICAL KNOWLEDGE

In-house driven. Products, processes, competitive offers and compliance.

SOFT SKILLS THEORY

Out-of-house driven, and the majority of what is offered. Frameworks for rapport and influence, taught from the outside.

PRACTITIONER EXPERIENCE

A domain-leading practitioner, commercially focused and backed by behavioural science.



OUR APPROACH

See · Serve · Stay

Every programme we run follows the same three steps.

See

Read the client. Observe what they show you, and ask the questions that open a real conversation.

THE MEMORABLE QUESTION

Serve

Speak their language. Recognise each client's style and adjust how you present, advise and follow up.

ENERGETIC HARMONY

Stay

Keep the relationship. Follow up with care, and grow referrals from your most connected clients.

THE RHYTHM OF CARE


OPENING FIRESIDE
Selling Legacy

BUSINESS PILLARS · ONE OF TWO

For advisors and client-facing teams

MASTERCLASS	The Luxury Standard, taught in a structured programme.
COACHING	Mentorship with Reinald, built around your own clients.
THE PRIVATE CIRCLE	Closed-door gatherings and personal introductions.

PILLAR ONE

Masterclass

A structured programme that teaches the Luxury Standard: how to read, serve and keep affluent clients. Delivered live, with practical activities and a workbook.

CLIENT PSYCHOLOGY

Profile affluent clients and understand what drives their decisions.

COMMUNICATION STYLE

Adapt how you speak and present to each type of client.

FOLLOW-UP AND REFERRALS

Build a follow-up rhythm, and map your referral network.



PILLAR TWO

Coaching

Mentorship with Reinald, built around your own clients and the situations you face each week.

GROUP MENTORSHIP	Six live two-hour sessions in a closed cohort.
PRIVATE MENTORSHIP	Six one-to-one sessions built around your client book.
PORTFOLIO REVIEW	Reinald reviews your top client relationships and how you handle them.

MENTORSHIP TIERS

The Gallery	FOUNDATION
Oasis	BY COHORT
Solitaire	BY ALLOCATION
The Private Circle	BY INVITATION

Every tier includes the Masterclass. Access to Reinald deepens as you move up, from group cohorts to private sessions and personal introductions.

PILLAR THREE

The Private Circle

Our top tier. Members join closed-door gatherings held in the company of affluent clients, and Reinald introduces them to selected guests.

FOUR GATHERINGS A YEAR	Small, closed-door events with affluent guests.
PERSONAL INTRODUCTIONS	Reinald introduces members to selected guests at each gathering.
MENTORSHIP INCLUDED	Group and private mentorship come with membership.
BY INVITATION	Limited places each year.



For institutions and brands

BRAND AUDITS

An outside review of how your team serves affluent clients.

CURATED PRIVATE EVENTS

Closed-door events designed and hosted for your top clients.

PILLAR FOUR

Brand Audits

An outside review of how your organisation serves affluent clients, measured against the Luxury Standard.

OBSERVE	We review client touchpoints from first contact to follow-up.
ASSESS	We score each touchpoint against See, Serve and Stay.
RECOMMEND	You receive a report with clear priorities and a training plan.

WHAT YOU RECEIVE

An audit report on each client touchpoint, a priority list, a training plan built around the gaps we find, and a debrief with your leadership team.

PILLAR FIVE

Curated Private Events

Closed-door events we design and host with you, so your team can deepen relationships with your top clients.

DESIGN	We shape the theme, format and guest experience around your clients.
HOST	We run the event to luxury service standards on the day.
FOLLOW UP	We help your team turn each conversation into a lasting relationship.

FORMATS

Private dinners, client salons, brand experiences, and team briefings before each event.



CURATED PRIVATE EVENTS

Reinald Goh

CO-FOUNDER · UHNW PRACTITIONER IN LUXURY



Over 15 years working in the luxury industry and partnering affluent industries, for some of the world's most iconic luxury houses: Tiffany, Gucci, Dior, Celine and more across the LVMH, Kering and Prada groups.

An award-winning expert managing a private clientele division and ultra-high-net-worth clients from all walks of life across the world, with 5 markets and more than 21 boutiques.

OUR FOUNDERS

Ethan Lin

CO-FOUNDER · FOUNDER, PERSONALITY CENTRAL



Over 12 years training client-facing professionals and top producers in the financial services and real estate industries across China, Europe, the Middle East and South-East Asia.

Behavioural-Science certified expert. Creator of a four-type personality system and the P.O.S.A. sales framework used across our programmes.



Brands and partners

Houses Reinald has worked for, and the brands and institutions he has partnered.



NON-EXHAUSTIVE · MAINLINE BRANDS AND PARTNERS

WORKING WITH US

How a corporate partnership runs

01 DISCOVERY	We learn your clients, your team and your goals.
02 AUDIT	We review how your team serves clients today.
03 PROPOSAL	We recommend a programme, events, or both.
04 DELIVERY	We train, coach and host alongside your team.
05 REVIEW	We measure progress and agree next steps.

WHO WE WORK WITH

Private banking and wealth management, insurance and financial advisory, luxury retail and hospitality, and family offices and trust services.

LET'S TALK

Raise the standard of how your clients are served

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luxury-central.com

Reinald Goh · Ethan Lin

LUXURY CENTRAL