

The Judging Framework

Evidence-based. Client-defined. Applied consistently across every category.

The LEAs are judged through the MEPA Framework, a proprietary model derived UHNW behavioural reserach. Assessment is grounded in how clients experience, evaluate and remember the brands that serve them. Not what brands claim to deliver, but what clients actually feel at every stage of the relationship.

M

Managing Expectations

In luxury, the goal is not to delight. The goal is to avoid dissatisfaction. Clarity, consistency and credibility are the hallmarks of elite service.

E

Exceptional Experiences

Lasting impressions are built beyond the transaction. Every touchpoint is a loyalty event. Frequency of delivery is what separates the exceptional from the adequate.

P

Post-Purchase Experience

The real relationship begins after the transaction. Post-purchase is where trust is earned and emotional memory forms, or where it fractures.

A

Achieving Time Savings

Time is the only currency UHNW clients cannot acquire more of. They do not want to feel efficient; they want to feel elevated and unhurried.

What Will Be Judged

Three dimensions of the UHNW relationship. Assessed through MEPA at every stage.

UHNW clients do not evaluate a brand at a single moment. They hold a cumulative view shaped by how they were approached, how they were treated at the point of commitment, and how they were looked after once the transaction was complete. The LEAs assess each dimension independently, and in full.

01

BRAND EXPERIENCE

How the brand presents itself to the UHNW world

- ✓ Positioning and relevance within the UHNW ecosystem
- ✓ The coherence of communication across every channel
- ✓ First impressions, approachability, and perceived discretion
- ✓ Does the brand signal understanding before the client arrives?

02

SALES EXPERIENCE

How the brand engages, proposes and converts

- ✓ Expectation management from first contact
- ✓ Personalization and anticipatory precision in proposals
- ✓ The quality of the human connection and advisory relationship
- ✓ Whether complexity is absorbed invisibly — or transferred to the client

03

OWNERSHIP EXPERIENCE

How the brand performs once the relationship has begun

- ✓ Post-purchase presence without intrusion
- ✓ Resolution that requires no effort from the client
- ✓ Proactive recognition across time (not only at renewal or repeat sales)
- ✓ The degree to which the brand evolves with the client's life

A Standard That Means Something

Why the MEPA Framework changes what an awards programme can claim.

WHY MEPA CHANGES THE STANDARD

Not self-declared. Entry requires demonstration against a framework drawn from actual UHNW behavior, not just a brand narrative.

Not opinion-led. Assessment panels are informed by UHNW interviews and conversations coded and analysed across every luxury category.

Not category-limited. MEPA applies consistently across private banking, aviation, superyachting, hospitality, automotive, art and custom-made services.

Not about the transaction. The framework reflects what clients remember which is rarely the product itself, and almost always how it was delivered.

"UHNW clients do not focus on what they were sold. They remember how they were made to feel and the fit with the rhythm of their lives.

The LEAs exist to honor those who understand the difference."

— Christopher Brooks, co-founder of Lexden Luxe

WHAT WINNING SIGNALS

Independent validation - judged by those who know UHNW clients, not industry insiders

A benchmark your UHNW clients will recognize and the industry will respect

Grounded in evidence no competitor can replicate