

# upgrading to ABN AMRO

CHECKING IN WITH A RECENT RELATIONSHIP ABOUT HIS REASONS FOR COMING ABOARD

When John Marcarian – an independent tax advisor and chartered accountant to wealthy international clients and a new client – was arranging considerable client financing for prime London real estate, he consulted Feroze Sukh, Regional Head, International Clients, North Asia.

Feroze promptly referred John to PBI Jersey for what has since become a significant new relationship, with multiple booking channels across the PBI network and more transactions in the pipeline. We checked in with John at Dubai airport, while he was en route from Australia to see a client in Cyprus, and asked him what he expects from a private-banking relationship and what the deciding factor was for choosing ABN AMRO for financing:

“CST Tax Advisors is focused on a unique marketplace – Expatland™ – the space where global expats, private clients and international family offices live and work. Many of our clients have assets in their country of origin, their arrival country and in many cases, a third or fourth country. Our selected private-banking partner also needs to have a deep affinity with the international-expatriate segment and the ability to deliver coordinated service delivery across our many geographic markets worldwide via a single, focused global team. In Expatland, there is no such thing as ‘9 to 5’; we work 24/7 and we expect our private bank to do the same.

Our focus is on families; hence our business is highly personal. It is therefore imperative that the private bank we partner with also understands family dynamics, the many cultural issues that drive them and the importance of personal relationships. In our business, our word is our guarantee. The CST motto is ‘Personal Advice. Global Perspective.’ and it’s what we also expect our private-banking partner to be able to deliver.

Simply stated, we believe ABN AMRO Private Banking meets these requirements. Working with Ian Pollock, Head of Private Banking North Asia, Feroze and their Hong Kong team has been a great experience because they understand CST needs as well as those of our clients. I have known Feroze personally for more than ten years and previously worked with him in the area of international expatriates at other banks. He and the team recently coordinated a real-estate financing solution for CST through ABN AMRO Private Banking’s Hong Kong, Jersey and Singapore branches, demonstrating terrific responsiveness and commitment to client service.

Everyone at ABN AMRO has been meticulous in attention to detail, always observing the highest standards of integrity and quality control. The ability to service international expatriates through the bank’s markets – regardless of a client’s nationality or industry – is proof that ABN AMRO recognises the significance of the international-expat segment, and also understands and is aligned with CST Tax Advisors goals.”

**John Marcarian is founder director of CST Tax Advisors and a chartered accountant.**

CST Tax Advisors provides international tax advisory, accounting and trust services in Singapore, Sydney, New York, Los Angeles, Hong Kong, London and Tel Aviv. CST focuses on high-net-worth and ultra-high-net-worth individuals and families in the international expatriate segment via its skilled team of specialist personnel, which includes tax and trust specialists, financial accountants and business-advisory professionals.

For more information, please visit: [www.cst.international](http://www.cst.international)

