

Your own  
**personal matchmaker**  
the new must-have expert for the 21st century



The success of Seventy Thirty's exclusive matchmaking service is soaring. For the well-healed, matchmaking is on a par with wealth management, personal training, personal shopping or executive coaching as those with the winning edge make sure every opportunity in life is optimised.

The first decade of the 21st century has seen a new trend creep in and a once traditional concept has now found its way back into contemporary living – we welcome back matchmaking, but with a professional edge. Rachel MacLynn from Seventy Thirty, the matchmaking company exclusively for high net worth individuals, explains more ...

#### **Why is professional matchmaking becoming so popular?**

In the last few years, Internet dating has become socially acceptable, but it does not suit highly successful or exceptional people. Men and women who have a fantastic career, active lifestyle and great family and friends naturally have high expectations when it comes to finding a partner. The more selective they become, the smaller the pool of compatible partners. The better their life, the less time they want to dedicate to 'dating' because their time is precious. They want to meet a partner in a discrete and confidential manner, without friends fussing around playing cupid and definitely without plastering their details all over a website. This is where Seventy Thirty comes in – we find partners for exceptional people, without any fuss and with complete discretion.

#### **Do your members tell their friends they have a matchmaker?**

Some women choose to tell their friends, but we always assume our members want their involvement kept completely confidential. We are so strict about this that our matchmakers don't even have full access to our members' details. Men, in particular, don't like to make it known that they are searching for a partner. Typically, a male member joins our service,

we find him someone amazing and a few months later he turns up at a party with the wonderful partner that we introduced him to. Meanwhile his friends are all bemused about how such a busy guy managed to find himself the perfect partner so quickly!

#### **What is the difference between the various levels membership?**

We have a variation of packages to accommodate all of our members. Our fees start from £6,000 for standard membership and go up to over £50,000 for our fully bespoke Black Star package. We can therefore cater for anyone who is a high net worth individual – from the modest (albeit comfortable) who value hard work, to royalty, high profile business leaders and politicians. We can focus on a UK search, or international, so whatever our members require in order to find their partner, we can do it!

#### **What makes Seventy Thirty unique?**

Seventy Thirty is the only introduction agency that specialises in finding partners for high net worth individuals. We expect all our members (male and female) to be high achievers in some or all areas of their lives.

I personally meet all of our members and only invite high-calibre individuals to join. Anyone who is not ready for a relationship, or who has unrealistic expectations, may get turned away or referred to our coaching services. Like me, our matchmakers are trained psychologists so they can assess true compatibility. Selecting your life partner involves a lot more than him/her looking good or being fun, it's about having compatible values and a similar outlook. We help our members to explore and recognise their own values and that's when true matchmaking really

starts. We also specialise in partner headhunting, which involves searching beyond our membership group for high-calibre single people to introduce to our members. If a male member wants to meet someone who is professional, not necessarily wealthy, beautiful, intelligent, etc, then we can find her. If a Jewish member wants to meet someone Jewish, we can do that too. We even do same-sex introductions.

#### **Does playing cupid bring a lot of joy to yourself and the other members of the Seventy Thirty team?**

I absolutely love everything about Seventy Thirty. It is such a privilege to work so closely with highly successful people and to have such an influence on their destiny. It is the most amazing feeling when we find out that members have fallen in love. The full team here are passionate about helping our members fulfil their dreams, so we put our heart and soul into delivering a highly effective and personalised service – 85% of our members are successfully matched through our service which is a fantastic reflection of our efforts.

#### **What does the future hold for successful people searching for 'the one'?**

People are recognising that finding a life partner is one of the most significant goals in their life. Get it right and your life and the lives of your children can be fantastic; get it wrong and we have all seen the devastating effects of divorce, both financially and emotionally. In the next 5-10 years I can see having a personal matchmaker being as commonplace amongst accomplished individuals as the personal trainer or the life coach.



#### **GET IN TOUCH**

For more information or to make an appointment with Rachel MacLynn at Seventy Thirty, please telephone 020 7753 7631 or email [info@seventy-thirty.com](mailto:info@seventy-thirty.com). Log on to [www.seventy-thirty.com](http://www.seventy-thirty.com)