

Extract from Time.com

\$100,000 Matchmaker, Make Me a Match

By Ruchika Tulshyan Monday, Aug. 02, 2010

In this economy, it seems unthinkable that people would pay up to six figures just to find a mate. And yet expensive matchmakers are reporting that business is up these days. In New York City, Janis Spindel, who charges clients between \$50,000 and \$500,000 a year to find the "woman of their dreams," says membership jumped 41% in 2009 from the year before and is up 46% so far this year. Premier Match, a New York City–based agency where annual membership costs a minimum of \$5,500, logged \$1.5 million in sales last year, a 30% increase from the previous year. Founder Christie Nightingale says her business "hasn't faced the recession."

Other firms take a scientific approach. The British firm Seventy Thirty, which charges its clients a minimum of \$15,000, has a team made up exclusively of psychologists. "Psychologists know how to interview and read people," says head matchmaker Trudy Hill, whose firm is named for the 70:30 work-life ratio that successful people supposedly need to be happy (clients provide the 70, the agency provides the 30 in the form of a mate). "It helps to know which client can benefit from positive coaching and recognize different personality types to find a successful match for."

Sometimes men are intimidated by high-earning women. Women know this and often set out to avoid falling for a mate with a financial chip on his shoulder. This helps explain why female clients often request to be matched with men making the same amount of money as them, says Hill of Seventy Thirty.