

Millionaires and billionaires match-maker club, London

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Susie Ambrose is CEO of a company called 'Seventy Thirty' a match-making company that specialise in finding suitable spouses for the seriously-successful, single person.

She is a trained psychoanalyst and an NLP Practitioner and started the company because she had many single friends who were millionaires who were either too busy (or didn't want to hang around bars) to meet partners. Thus the reason for her company name: Seventy Thirty – it means her millionaire members are seventy percent busy working with only thirty percent of their time for a social/love life.

Running regular dinners in partnership with Coutts in their private dining room she gets most of her members from referrals but is looking for new partnerships with Citywealth readers should you want a new source of client introductions (flowing both ways).

The service is quite unique and socially responsible. One client from Dubai said "I want women this week." She was keen to point out that their service is not a numbers game or a dating club. It is about finding the one person who will be with you for life, which may mean that members only meet six people in a year. Each one though will have been carefully selected to 'fit' the member. Her Dubai member was suitably chastised but highly amused that he had been put in his place so charmingly.

One of the key issues Susie says for many high flying business people is that they are stuck in a 'business type persona' where they might go on dates and just talk business all night. Seventy Thirty drive home the message that business is fine but when you are out on dates you put your BlackBerry ® and phone/s away (or leave them at home) and you concentrate.

She says a lot of people have unrealistic expectations, for instance many wealthy women constantly want a 'George Clooney' look alike. She is careful to explain that men of that 'calibre' have women throwing themselves at them and to counsel her members into realistic thought processes. Her main techniques for putting members on the dating straight and narrow are hypnotherapy, life coaching, NLP and counselling. Her policy is to strictly follow members requests so the George Clooney look a likewill never meet anyone outside is chosen spec'. The exception are the Seventy Thirty events where meeting members is more 'freestyle.'

Headhunting is part of her job and she regularly networks at high society parties to find members. As she says, millionaires and billionaires are wary of a dating club but when they start rolling through the intensive date-ready coaching with her and start meeting partners they usually have a Eureka moment.

Cost is £12,500 to join and those hoping to join will be scanned for suitability and undergo her psychoanalyst scrutiny so don't call unless you are serious, she will unpick your protective layers. She readily admits the price outstrips most 'dating clubs' but re-enforces that this is not a dating club, this service gives clients dedicated, round the clock assistance in preparing millionaires and billionaires to meet their life long partner. She finishes "meeting someone unsuitable will only end you up in the divorce court with a multi-million pound settlement. £12,500 to find the right partner had got to be a sound investment.'

The details of the work she does to find committed and successful partners for her members would tire most of us out. She does home visits and checks through bank accounts and reports on each date are fed back to her. This is to ensure date behaviour is checked as suitable and is corrected if there is something going wrong. She dedicates her life to her members and as she says "puts all her energy into helping them."

On her website, she offers a wealth management coaching service for lottery winners to help them deal with sudden wealth ups and downs. For those of you with slightly less cash, she is launching a members only internet dating service shortly (along the same lines) priced at around £950.

www.seventy-thirty.com

"Some who wish to be members seek a 'revenge partner' after a traumatic break-up for instance, where someone leaves for another lover. We put them into counselling to work through their issues first. We provide a life coach and image and date counselling.

We often refuse clients if for instance they are womanisers. We don't want to make those kinds of introductions to other members. We want members who are serious about finding 'the one'- a true partner to share their life with."