



# HOW TO MARRY A MILLIONAIRE...

Words *Katharine Walsh*

*Seventy Thirty is a top end matchmaking and partner headhunting service for exceptional people and is led by 3 astounding ladies one of whom I was lucky enough to meet earlier this month.*

It was established in February 2005 by Susie Ambrose, a Psychotherapist and relationship expert. Through discussions with her therapy clients, Susie realised that there was a real need to assist exceptionally successful and wealthy individuals with finding a long term

partner. These people are too busy either with their work or just enjoying life and therefore have no desire to trawl around bars or attend parties on their own to meet potential partners. They would much rather bring in the experts at Seventy Thirty who have the social connections to find the very best single people anywhere in the world and introduce them to our members. With no other service catering to this niche market, Susie set up Seventy Thirty and developed a unique concept for matchmaking.

## SO HOW EASY IS IT TO JOIN & WHO CAN QUALIFY?

It is very important that an individual is genuinely looking for a long term partner as we don't cater for serial daters. Seventy Thirty only accepts wealthy individuals with net disposable assets of at least £1 million based anywhere in the world. We are concerned about the quality of people rather than quantity. We only consider inviting members who are of a high calibre; engaging, dynamic, well-travelled or good looking. Moreover, they are all 'real' people – aiming to meet someone with similar morals, values and interests.

Once our members come on board, we can either introduce them to other members, or, in most situations, 'headhunt' specifically targeted partners for them. So for example, Andrew, 42 who is the Founder of a software development company specifies that he would prefer to be matched with a lady aged 30-35, who is physically attractive and intelligent but not too career focused (and therefore not necessarily wealthy). We have the contacts and connections all over the UK and also spend time travelling all over the world to find the 'ideal' match for any member" says Susie Ambrose.

Talking to Susie was fascinating, I had no idea that such head-hunters even existed and I asked her whether wealthy people are more fussy than the average single man and woman when it comes to choosing a partner. "Wealthy people have exquisite taste; they buy stylish homes, they drive beautiful cars, they go on wonderful holidays so it is inevitable that they prefer attractive people. As we are very close to our clients we are able to assess their expectations very easily. They view full written profiles together with several photographs and pass their feedback to us. It is very important that the client is fully aware of who s/he is going to meet as we try to avoid any disappointments and time wasting on both sides" says Susie.

Seventy Thirty only employs fully qualified psychologists, ensuring a high level of service and successful matchmaking. In explaining how the process works, Trudy Hill, Psychologist and Life Coach says, "The process starts by profiling each member at their home. This is a fairly informal discussion which focuses on 4 key areas: background, lifestyle, sexual attraction and relationship goal. Once a member is profiled, we set about finding their 'ideal' match. Trudy explains that matchmaking often involves a holistic approach to enhancing many areas of one's life. "In addition to finding a partner, we can work with our members to enhance all areas of their life through life coaching, image consultancy and fitness/nutritional advice. Addressing other areas in one's life is often the key to ensuring long term relationship success".

Rachel MacLynn, Head of Global Membership at Seventy Thirty, meets with all potential new members and decides who is eligible to join. "I am very selective about who I chose to join the club. In effect, every member becomes an ambassador of the company when they join, so I only take on people who are ready to take a positive approach to finding a partner". I invite members who are successful and lead an interesting and active life, but who also understand that compatibility comes down to far more than just physical attraction or affluence; rather it should be based on the sharing of similar values, attitudes and beliefs".

Rachel also takes a lead of partner headhunting activities for the Seventy Thirty. "I attend all the best parties, venues and functions in the UK and around the world to meet potential matches. This includes events such a F1, Cartier Polo, Ascot and international car rallies. We are also invited to private parties hosted by our members who are keen to introduce us to their single friends. I am found mixing within various social circles and in many settings, including charity balls hosted by political figures, garden parties in the English countryside and the most glamorous fashion parties in London". Rachel, you personally are looking after four billionaires.

#### DO YOU FIND IT STRESSFUL?

Not at all, they are exceptionally kind, interesting and funny people and we have a very strong relationship. I understand how important it is to find them the right partner and I like the pressure and the challenge. I also look after their emotional wellbeing ensuring they have a relaxing, happy and satisfying life.

#### WHY DO YOUR MEMBERS SEEK SUCH A SERVICE?

Seventy Thirty members are attractive, active and intelligent



people. They tend to come from successful business backgrounds. We attract a lot of hedge fund managers, investment bankers, entrepreneurs, owners of multinational corporations and property developers.

Some people join because they are very busy with work commitments and therefore they do not have time to date lots of people in search for a long-term partner. Other members, particularly those aged over 50 may have sold their business or taken a step back from their work commitments, so they have a lot of time to enjoy themselves and explore the world and want to share the experience with someone special.

They have limited opportunity to meet new people outside their current social group and they do not find meeting new people in bars or parties a sophisticated approach to finding a long-term partner. Seventy Thirty is therefore the perfect opportunity for our members to meet compatible people who they may otherwise never have access to.

#### HOW DO YOU GO ABOUT PROTECTING YOUR MEMBERS?

Seventy Thirty is dedicated to delivering a very discreet

service, so we put measures into place to ensure that members' identities are kept as anonymous as possible. The entire team working at Seventy Thirty are fully qualified psychologists so we are considered experts in our field and therefore we deliver a totally professional service, designed around each member's individual requirements. One major issue for our members is protecting them against 'gold-diggers'. We use our psychological expertise and vetting procedures to screen out potential 'gold-diggers'.

Seventy Thirty only headhunts the most exceptional single people. The clear focus on quality of people, service and the team at Seventy Thirty means that the company is also obviously very successful. 85% of their members enter into a relationship within 12 months.

*Next month marks the start of a regular column by head of global membership Rachel MacLynn who will be giving exclusive advice not only on the best way to go about finding the right partner, but also on how to keep them! For more information in the meantime visit [www.seventy-thirty.com](http://www.seventy-thirty.com) or telephone the office on 020 7863 8880.*

