



Look out for this woman at parties

by William Masters. Friday, 5 January 2007

It was the challenge Marilyn Monroe set herself in the movie *How to Marry a Millionaire*.

There is now a very modern path to achieving this dream: Get yourself noticed by Rachel MacLynn, the most exclusive partner-hunter in London.

MacLynn works for Seventy Thirty, a matchmaking agency where all subscribers must have net disposable assets of at least £1 million. And it's her job to find them partners.

This includes attending the capital's most glamorous functions to look for potential husbands and wives for her wealthy clients. You can spot her at private members clubs, such as M1NT, Fifty and Annabel's, at art gallery private views, charity balls and celebrity parties.

The agency is aimed at ambitious individuals who do not have enough time to meet partners and highfliers who "devote 70 per cent of their time to work and 30 per cent to their life" (hence the name). About 60 per cent of members are women, which MacLynn says is roughly the same average as all matchmaking agencies.

And how do I know about her? Because she tracked me down after a friend jokingly recommended me to her at a swanky event in Mayfair.

Flattered as I was to think that a millionaire might be interested in a 37-year-old freelance journalist living in a two-bedroom flat in Kilburn, I didn't quite believe it. Yet, according to MacLynn, I am exactly her target market in that I am aged between 30-60, well-educated, relatively successful and ready to settle into a long-term relationship. A perfect catch for a millionaire.

The fact that my annual salary is less than a tenth of the wealth of Seventy Thirty's poorest member, she adds, is not necessarily relevant.

"A lot of millionairesses may consider themselves very fortunate in terms of building up a business that has become very successful, but underneath may have had a fairly normal upbringing. For them, wealth in a partner is not important."

MacLynn had met the friend of mine at a party at M1NT. When she asked him to recommend his most eligible male single friend he mentioned me. (He forgot to mention I am also his only male single friend).

In order to be considered as a millionaire's potential date I had to undergo Seventy Thirty's mandatory 45-minute interrogation which is a cross between therapy and career counselling.

I was asked about everything from my parents' marriage to my tastes in music, from detailing my girlfriend history to my take on gender roles within a relationship.

It may have seemed like a lot of information but then Seventy Thirty's clients are paying £12,500 for the service, so they want to be pretty sure of what they are getting.

MacLynn says detailed psychological and emotional profiling is required to make matchmaking more efficient. She adds: "If you are meeting someone socially, it may take months to find out what we try and find out straight away.

"We only introduce people if we think there is potential there."

For the cost of membership, Seventy Thirty will set up an unlimited number of dates over 16 months. They also offer a special package that gets you a full-time matchmaking specialist who is available to travel with you to a date anywhere in the world. MacLynn also travels to the Middle East and Europe tracking down eligible men.

Once I completed the interview, sent her a photo and signed a confidentiality agreement, I became one of a "few thousand" on Seventy Thirty's database. The next stage is to go on a date. Although – no surprises here – the call hasn't come yet.