

The PSYCHOLOGY of love

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By Sam Vitori

Seventy Thirty is in the serious business of love. Unlike the aptly titled sites such as DiamondDaddy.com and SugarDaddyDating.com and many others, the agency is all about putting like-minded, financially responsible people in touch with each other. They are the only introduction agency in the world that specializes in matchmaking for HNWI's.

The UK based 'service is global in reach, and is for the discerning achievers who are looking for successful people like themselves. The founder, psychologist and CEO, Susie Ambrose, has selected other experts - psychologists, life and fitness coaches, as well as a stylist to offer more than just 'matchmaking'.

By taking a holistic approach, clients are offered packages which include recovery from bad relationships, wealth management coaching and how to generally find a better work/life balance. (The company name is just that - referring to the optimal work/life balance of successful people).

Packages for each individual are tailor-made, including worldwide searches beyond the membership group through the social connections and networking of Seventy Thirty. The service represents many members from the UK, Republic of Ireland, USA, Monaco, UAE and many other countries worldwide.

Rachel MacLynn, Head of Global Membership says there

are a number of factors that make the agency different from all the rest:

"Confidentiality and Professionalism are paramount. The database is very secure and can only be accessed by Rachel and the CEO, Susie Ambrose. Members are always referred to by their initials. This is imperative as the agency deals with high profile business leaders, politicians and royalty.

All potential members are interviewed and only the highest calibre is invited to join. All members must have assets in excess of 1,000,000 pounds. If these 'potentials' are not really ready for a relationship or have unrealistic expectations they may be referred to the agency's coaching services or not invited to join."

We asked Rachel a few questions about Seventy Thirty and what the service offers the wealthy that are looking for love.

What is the difference between the different levels of membership?

"We have a variation of packages to accommodate all of our members. Our fees start from 6,000 pounds for a standard 12 month membership up to 51,000 pounds for the full bespoke Black Star package. This level includes coaching, image consultancy and a highly personalised service which may include intensive partner headhunting taking potential matches to coffee or lunch rather than just an interview to find out how they tick and how compatible they might be with the Black Star Member."

Does playing Cupid bring a smile to your face 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 have such an influence on their destiny. It is the most amazing feeling when we find out that members have fallen in love. The entire team is passionate about helping



Above, Seventy Thirty Psychologist Rachel MacLynn, MSc, BSc (Hons) and below left, CEO, Susie Ambrose, MSc, BSc (Hons)

SEVENTY THIRTY®



our members fulfil their dreams, so we put our heart and soul into delivering a highly effective and personalised service."

Have you success stories you can share with us? What is your success rate?

"85% of members are successfully matched through Seventy Thirty. One of my very first members was a highly successful Venture Capitalist. He travels extensively and had been stung by gold-diggers in the past. He was a very handsome 47 year-old. His life was packed with work, travel, spending time with his daughters and socialising with friends, ski-

ing and sailing. He had absolutely no problem meeting stunning women, but the challenge facing him was finding someone who was not just beautiful, but genuine, family orientated, supportive of him travelling with his work, and not after his money! His third introduction through Seventy Thirty was to a lady who has all these qualities. We head-hunted her through one of our other members (she is the niece of one of our American members). They met and have never looked back. Three years on and they are happily planning their wedding in May 2010."