

7030

The Millionaire Matchmaker

Seventy Thirty is a top end matchmaking and partner headhunting service for the **super rich**. It was established in February 2005 by Susie Ambrose, a former Psychotherapist.

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 their members. With no other service catering to this niche market, Seventy Thirty has developed a completely unique concept for matchmaking.

In December 2005, Susie set about building her team. At the time, Rachel Maclynn was living and working in the north of England as a Business Psychologist. With a degree in Psychology and a Masters in Business Psychology, she had made a very successful start to her career assessing and developing Directors and CEOs of major national and international firms.

Susie was specifically seeking a stylish and sophisticated psychologist with the confidence to deal with high-powered, successful people; but also the sensitivity to deliver a truly bespoke and discreet service. She invited Rachel to work on a freelance consultancy basis for six months while she continued with her main job. After six months Rachel left her job and moved to London to become an integral part of the team at Seventy Thirty.

Working at a senior level within Seventy Thirty, Rachel is now Head of Global Membership for the company. 'All our members need to have disposable assets of at least £1million and be committed to finding a long term partner' she says 'We only take on the 'cream' of the singles market, so men and women who have many attractive traits such as style, charisma, appearance, lifestyle, career success, and attitude to life. 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, John, 48 who

prefer to be matched with a lady aged 38-43, who is physically attractive and intelligent but not too career focussed (and therefore not necessarily wealthy). I have the contacts and connections in London, the UK and all over the world to find the 'ideal' match for any member'. Rachel continued 'The process starts by profiling each member at their home. This is a fairly informal discussion which focuses on four key areas: background, lifestyle, sexual attraction and relationship goal. Once a member is profiled, we set about finding their 'ideal' match. I attend all the best parties, venues and functions in the UK and around the world to meet potential matches. This includes events such as a Formula one, Cartier Polo, Ascot and international car rallies. I am also invited to private parties hosted by my members who are keen to introduce me to their single friends.

I only headhunt the most exceptional single people – truly beautiful inside and out. The clear focus on quality of people, service and the team at Seventy Thirty means that we are very successful. At least 85% of our members enter into a relationship within 12 months'. Rachel concluded.

I asked Rachel, how do you go about protecting your members privacy? Rachel replied 'Seventy

Thirty is dedicated to delivering a very discreet service, so we ensure that members' identities are kept as anonymous as possible. The entire team working at Seventy Thirty are fully qualified psychologists and are considered experts in our field and therefore 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'.

In addition to the Matchmaking process, Seventy Thirty offer further support to their members in an expansive range of areas. They offer Life Coaching enabling members to challenge pre-existing problems and issues and develop successful resolutions. They also offer Millionaire Mentoring (typically to those who have come into wealth fairly suddenly). Seventy Thirty have a team of people, each with specific skills, which allows them to provide a holistic, in-depth and personal service covering all aspects of their members' lives.

For more information please contact
Seventy Thirty Ltd, Trafalgar House
11 Waterloo Place, London SW1Y 4AU
T: +44207 8638880 W: www.seventy-thirty.com

