

# The Millionaires' Dating Club

"I'll just have to win the lottery, or marry a millionaire..." Most of us have uttered those words at some point in our lives, generally when reading through a credit card bill, or eyeing up a new pair of Jimmy Choos. However, the latter option may not be as far fetched as you may think. The members of Seventy Thirty Ltd – a 'matchmaking and partner headhunting' company – are all millionaires searching for long-term partners. However, as Rachel MacLynn Head of Global Membership at Seventy Thirty Ltd, explains, gold diggers need not apply; this club is as exclusive as they come...

## **You work with some of the country's most successful and eligible single men and women. Why are you so sought after?**

Successful, attractive and wealthy people no longer want to be seen trawling bars and parties in search of a long term partner. It is not a classy way to meet a partner and, quite frankly, our members tend to be too busy, either with work, or enjoying their active social lives. Instead, they seek a discreet, professional service, that will bring like-minded people together. Like all matchmakers at Seventy Thirty, I am a qualified psychologist, so understand the psychology of attraction and relationships.

## **Can anyone join?**

Well, Seventy Thirty only accepts wealthy individuals with net disposable assets of at least £1 million, though they can be based anywhere in the world. I meet with all prospective members face to face, before I invite them to join Seventy Thirty, because I need to make sure that all of our members are of a high calibre. It is very important that an individual is genuinely looking for a long term partner, as we don't cater for serial daters.

## **What else makes Seventy Thirty unique?**

We have developed our own model of matchmaking, which involves exploring each member's background, lifestyle and relationship goal. We also take a proactive approach to finding partners, by extending our search beyond the membership group – using our networking skills and social connections to 'headhunt' suitable partners in countries all over the world.

In addition to the matchmaking process, we offer further support to our members in an expansive range of areas, such as life coaching and 'millionaire mentoring'.

## **Why do you select members on the basis of their net worth?**

Seventy Thirty was established to provide the only specialist matchmaking service catering exclusively for successful and accomplished people. Setting a financial benchmark is a logical indicator of career success, but we also require our members to have success in other aspects of their lives.

Seventy Thirty members lead dynamic and varied lifestyles, and therefore have a unique set of requirements when it comes to finding a partner and sustaining a successful long term relationship. When matchmaking, we need to seek partners who will appreciate our members' level of ambition, their passion for travel and the quality of lifestyle to which they are accustomed. By dealing only with this niche group, the Seventy Thirty team are very experienced in delivering a bespoke service that really works.

One of our members, Chris, a 35 year old investment banker, says about why he joined Seventy Thirty, "It prices ordinary people out of the market and it gets rid of the category who are after someone just for their money. By definition, the clients are successful because they are special. I would never have met these people in a bar".

## **Are Seventy Thirty members fussy when it comes to choosing a partner?**

Our members 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.

## **Do your members only want to date wealthy people?**

Not necessarily! Our members are typically seeking a partner who is attractive, intelligent, energetic and fun with similar values, morals and attitude to life. A lot of millionaires have had a fairly normal upbringing. For them, wealth in a partner is not important. However, one major issue for our members is protecting them against 'gold-diggers', so we have the expertise to vet and screen people who are only attracted to money.

## **How do you go about finding prospective partners for your members?**

We carry out intensive partner headhunting. This involves attending the UK's most upmarket functions. Our list of contacts is extensive, and includes model and casting agencies and many other sources. I have the connections to gain access to single people from any desired social circle, from celebrities, to business high-fliers, to aristocracy. I probably have the best lit black book in the UK!

## **To find out more, please visit**

**[www.seventy-thirty.com](http://www.seventy-thirty.com) or telephone the office on 020 7863 8880. You can also email Rachel MacLynn at [rachel@seventy-thirty.com](mailto:rachel@seventy-thirty.com)**