

PROMOTION

The perfect match

We speak to Hayley Bystram, Founder and Director of award-winning exclusive dating agency Bowes-Lyon Partnership, to find out about life as a Matchmaker.



TELL US ABOUT YOUR DATING AGENCY

Bowes-Lyon Partnership was started in 2009 with a desire to put traditional romance back into modern dating. We are a personal introductions agency and our members come to us for a bespoke and tailored service. We take the technology out of dating, remove the 'one-size-fits-all' approach and we personally meet with each and every potential member.

WHAT MAKES YOU DIFFERENT TO OTHER DATING SERVICES?

We are an offline agency and an antidote to online dating! By meeting everyone personally, and taking the time to understand our members lives and needs, we become trusted confidantes. By not using technological shortcuts, we believe there is more heart and soul in our membership process. We match people with people, not profiles with profiles. We offer a friendly and relaxed service and we make our members feel at ease throughout the dating process. We talk through each introduction at length and take feedback after each date. Taking the time to truly get to know our members allows us

to make the dating process more enjoyable and less daunting for them, and it allows us to matchmake our members more successfully.

WHO ARE YOUR MEMBERS?

We work within a certain niche market, which ensures that all of our members have a high level of compatibility between them. Our members are all financially independent, intelligent and articulate ladies and gentlemen and they are all looking to meet a like-minded partner for a long-term committed relationship.

They range in age from their mid-30s to their mid-70s and they tend to live in the London or South-East areas of England. Many of our members have professional backgrounds and are accomplished and successful in their fields. Our members cover a range of industries including finance, retail, property, media, medicine and retail. We also work with a large number of entrepreneurs who run their own businesses.

WHAT TYPE OF PERSON JOINS A DATING AGENCY?

One of the common issues that we hear is that our members tend to have demanding and hectic lifestyles and they find that they simply do

not cross paths with people they would envision embarking on a relationship with in their everyday lives. They join our agency to help them do the search and filter process to increase their potential of meeting a like-minded equal partner.

We also work with a high number of divorcees and widowers, and they have often been in long-term marriages and they just don't know where to start to meet new people. When they were last dating, perhaps 20-30 years ago, the dating environment was very different to what it is today! These members come to us for guidance and support to help them with, what can often be, a daunting experience.

WHAT CAN A MEMBER EXPECT FROM YOUR AGENCY?

We believe that dating should be a fun and enjoyable experience. It is about meeting new people that you would never normally cross paths with, it is about going to new places, trying new things and most importantly, having fun. The goal of all of our members is to meet their perfect partner who will enhance their future but, we feel that, the journey to get there should be just as enjoyable ♦

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