

WEALTHY WOMEN LOOKING FOR LOVE

Because they find it hard to find partners, successful females are turning to agencies for help

Ruby Kraner-Tucci

Wealthy women are now outsourcing their dating lives because it is more difficult for them to find someone than a man, matchmakers say.

Relationship expert Marjorie Libourel, who runs luxury matchmaking agency ML Introductions, said there was a "large disparity between men and women" and it was not surprising that affluent women were now looking for help to date.

"Sadly, a wealthy, well-off woman is going to struggle a lot more than a wealthy man to find a partner," Ms Libourel said.

"It's always been this way – women tend to want a partner who is going to be able to provide, and usually that means they are looking for an equal or someone above them.

"Whereas men, generally speaking, want to date younger and therefore they have more options.

"There are a lot of women who have very high expectations of the calibre of men they will meet that they're just not finding without the help of a matchmaker."

While Ms Libourel takes on both male and female clients, she said there had been increasing demand from the latter.

Her latest female client paid almost \$41,000 for her services.

Perth-based matchmaker Louanne Ward, who has been in the industry for more than three decades, has also seen a disparity between the desires of women and men.

"I think the problem is that we live in a very superficial society," said Ms Ward, who

charges up to \$15,000 for her services.

"If we think about what society says is a great catch in a man, they are tall, dark, handsome, emotionally connected, they have drive and ambition – 90 per cent of women want to date a man like that but you've only got 10 per cent of men (like that).

"My way to work is to provide education (around managing their expectations) because that's the missing link for single women."

Matchmaker Lauren Hunter – who runs the Australian branch of global elite agency Cinque Matchmaking – also caters to an increasing number of female clients.

She said affluent women were typically accomplished professionals or had public profiles, making them time-poor and seeking discretion.

Finding love without apps

Ruby Kraner-Tucci

Environmental specialist Justin was tired with "the run around of online dating".

The 53-year-old decided to "try something different" and connected with Australian matchmaking agency Hytch through its founder Amanda Harrigan.

Justin had previously been engaged to the mother of his son, but the pair had been separated for almost a decade before he joined Hytch in mid-2023.

"You don't really think too much on the apps, you're just swiping away, whereas with matchmaking you're really doing it for a purpose," he said.

"I did think at the start, what was I doing, because the dates weren't quite right but I just trusted the process and kept with it.

"I could sit back and let Amanda do her work,

which was a big relief and less exhausting than online dating."

After an in-depth interview and "lengthy" questionnaire covering Justin's background, values and interests – and even his favourite childhood holiday – the matches started rolling in.

"I had nothing to lose," Justin said – before his fiancée Lisa piped in: "And everything to gain".

Lisa, a 43-year-old executive, referred to herself as "lucky number six" because Justin had previously met five other women through Hytch.

Meanwhile Lisa had only been with the matchmaking agency for about a fortnight before she was matched with Justin.

Unlike Justin, who paid Hytch for an "active profile", Lisa joined the database for free. She was advised that it

could take a long time to be matched and was

surprised when it happened so quickly.

"Justin was my first match and Amanda was very confident when she called me to say she found the right guy," Lisa said.

"It was nice to go on a date where you already knew you were aligned on your values and what you wanted and didn't want out of a relationship.

"You still had things to uncover about each other, but you knew they weren't deal breakers because otherwise you wouldn't have been matched."

After two years together, Justin proposed to a "very surprised" Lisa at their favourite spot in Bali.

They're currently renovating their house together, which they plan to use as the location for their wedding reception later this year.

Justin and Lisa feel they would never have met if not for Hytch.



Justin and Lisa met through a matchmaker in Perth. Photo: Supplied.

Mutual attraction when Lester met Clare

Ruby Kraner-Tucci

Lester never thought he would be able to live with another woman before he met Clare.

After his first wife died almost two decades ago, the retired 77-year-old remarried "in a hurry" but this new

relationship quickly soured.

He decided to engage the services of Solutions Matchmaking – a WA-based matchmaking agency – and after several failed matches, he found Clare.

"I tried Solutions twice over a period of about seven years, but nothing really worked because I wanted to live with my match forever," said Lester, who paid \$5000 for the matchmaking services.

"I decided to give it one more go and I met Clare and the matchmaking process got it right.

"We live together and our future is forever."

The couple have been in a relationship for three months.

They first met for a coffee in Perth at the start of this year. Clare was travelling across the country in her motorhome when the pair decided to see each other again – this time

five hours away in Denmark.

"We had a couple of days there together which was absolutely lovely," Lester said.

For Clare, 67, the attraction was mutual – "we connected and just never looked back".

Clare joined Solutions Matchmaking after hearing their advertisement on the radio "by chance".

Like Lester, she engaged their services twice – both times for a period of three months, which cost around \$1600 all up and guaranteed her a total of six matches.

She said Solutions Matchmaking's process, which includes a one-hour in-depth interview, thorough feedback following a date and ongoing support, made her feel comfortable and hopeful.

Clare and Lester agree that meeting through a matchmaker has been "wonderful".

Carrie just made her wife-mum deadline

Ashleigh Gleeson

Carrie Wilson was determined to be a wife and mum by 30.

So when a five-year relationship ended in her 20s, she turned to a professional matchmaker to make sure it happened. Fast-forward 12 years, and the Brisbane woman is now happily married with a 10-year-old daughter.

"I had been meeting the wrong types of guys ... the kind who would flick you after a couple of dates," Ms Wilson said of the time after her break-up.

"I had a goal, I wanted to get



Clare and Lester met through a matchmaker. Photo: Supplied.

Laurie and Bryan met via a matchmaking service. Picture: David Crosling



Never too old to find Mr Perfect

Ruby Kraner-Tucci

When Laurie first met with Beau Brummell Introductions – a matchmaking agency for gays – he was told he wasn't in the typical age range.

The 77-year-old came out as gay later in life and was hoping to start a serious relationship.

"They said very clearly 'You're not in our preferred age group', but they told me they were going to find me somebody anyway," he said.

"There was no time frame, and they couldn't tell me how long it would take.

"As soon as I received Bryan's profile, I knew he was the right person for me."

Across the ditch in New Zealand, 62-year-old Bryan was also looking for a life partner. He had been with a "wonderful" man for two decades who died of a brain tumour.

"Life had to go on even though, at the time, you don't think it can," Bryan said.

"My previous husband wouldn't have wanted me to be

sad and unhappy for the rest of my life; he'd want to meet my next person – and I met Laurie."

The pair spoke on the phone as soon as they were matched and, within weeks, Laurie had flown to New Zealand to meet Bryan in person. They toured around the South Island together and both felt "an instant connection".

The pair are now engaged to be married.

"Over our whole relationship, the most time we've ever been apart would probably be about five or six weeks," Bryan said.

Bryan said the "extensive" interview process conducted by Beau Brummell Introductions helped his relationship with Laurie deepen quickly.

"You know exactly what you're dealing with – their hobbies, their past, what they aspire for in the future," he said.

Laurie agreed that the matchmaking process helped fast-track their relationship.

"Bryan is very special. I knew as soon as I read his profile that he was the one for me," he said.

Mix and match to find your partner

Ruby Kraner-Tucci

Kirby tried hard to manage her expectations when she first joined a matchmaking agency.

The 40-year-old account manager had been single for a few years following the "breakdown" of her almost decade-long marriage.

When the apps produced a string of bad dates, it was her therapist who suggested she tried a matchmaker.

Kirby, who has young children, signed up to Cinque Matchmaking's free database in August 2025.

"Because I wasn't a paying client, they were very clear that they would only call if they had the right match," she said.

"There's no guarantee or expectation that they're going to match you, but I stayed hopeful."

Three months later, Kirby was matched with a six-foot tall, 50-year-old "bachelor" who also had children and worked in business.

Unlike other agencies, Kirby had to sign a nondisclosure agreement prior to meeting him because of Cinque's high-profile clientele.

The pair met at a fine-dining restaurant, and made sure to follow the clear dating rules set by the agency – have an open mind; don't talk about money, how much the matchmaking service cost and past relationships; and let the man pay.

"The date went for hours, we had lots to talk about and I thought he was an incredibly intelligent person, which is something that I'm really attracted to," Kirby

said. "I was interested in going on a second date but unfortunately he wasn't."

"He enjoyed himself but didn't feel an initial spark or connection and didn't want to progress."

"It was disappointing."

Her matchmaker Lauren Hunter – head of Cinque's Australian branch – delivered the bad news, a process she described as "respectful and professional".

While Kirby is still waiting for another match, she said she is not interested in trying a different agency because she loves working with Ms Hunter so much.

"Lauren is so incredibly supportive and helpful – she's the ultimate hype girl," Kirby said.

"She encouraged me to be really brave and made me feel confident."

"I haven't been set up on another match yet but I hope every day to hear from Lauren."

Kirby said the benefit of a matchmaker is knowing that it is safe and that your match is invested in finding a partner.

married and have kids by 30." She knew Linda Prescott, who runs matchmaking agency Ideal Introductions, through a relative and decided to pay for her services to find a partner who wanted the same things out of life.

Ms Wilson, now 39, said she went on six dates with matches before she met her husband-to-be, Gerritt.

"Basically how it works is the matchmaker matches two people together, the gentleman then calls the lady, and they set up a date to meet," Ms Wilson said. "There's no messaging or anything like that before you meet up ... then once you have had the date, you discuss whether to meet up again and the feedback goes back to the matchmaker. He was my sixth match, I was his first."

Ms Wilson said the pair decided to keep meeting each other and put their matchmaking profiles on pause.



Carrie Wilson and her husband Gerritt at their wedding in 2015. Picture: Papillon Studio Photography

They have not looked back. She recalled how Gerritt proposed at the same restaurant where they shared their first date. He put her ring in a glass of Champagne.

"I almost started to drink it before he told me to take a closer look," she said.

The happy couple married on the Gold Coast in 2015 when Ms

Wilson was 28. She was pregnant the following year with Skylah at 29, meaning she'd met her deadline. "I know it's not for everybody, and not everyone can afford matchmaking, but I just thought it was a small price to pay if you are looking for something long-term," she said.



Kirby Francis is looking for love through a matchmaker. Picture: Brendan Beckett