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# Matchmaker, matchmaker make me a match

**Traditional match-making is making a comeback.**

Hiring someone one-on-one to match you with a suitable partner is, despite all the other options available, increasingly attractive to fed-up singles.

It all sounds so old-fashioned and out-of-date when there are so many avenues for singles to meet and connect nowadays. From newspaper personals, speeddating, social events, sports groups and dating agencies to the most popular, online dating websites, there's a wide choice.

Yet, despite all the choices, many singles find not only are they too busy to search out a mate but also find the dating world frustrating.

Professional matchmaker Gloria Macdonald, of Perfect Partners says when her clients arrive at her door, they've "just about tried everything" to meet someone.

"Singles are nowadays more open to alternative ways to find a partner," she adds.

Her success rate is high and she says it's a combination of "instinct, art,

personality profiling and science."

Lisa Ronis is one of New York's hottest matchmakers. A former executive in the fashion business, she says she found early on she had a knack for connecting people with the right partner.

"I've literally been practising to be a matchmaker all my life!"

She not only works hard to find them the right person but also acts as her clients' coach and confidante ("not to mention their punching bag!") advises them on personal image and even gets them party invites.

"It used to have a bit of a stigma to hire a matchmaker," Ronis says, "but now it's not only acceptable but a great way for ultra-busy people to find someone. I do all the work for them."

She says while finding a partner that suits clients is not that difficult for her as she's so connected, they can be very "picky," especially the women.

They all want someone with money, power, smarts and high energy.

She laughs. "But, hey, that's New York!"

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