

Looking for LOVE

In the famous Marilyn Monroe movie “Gentlemen Prefer Blondes,” Marilyn delivered the unforgettable lines: “Don’t you know that a man being rich is like a girl being pretty? You might not marry a girl just because she’s pretty but, my goodness, doesn’t it help?”



ULI EITEL

In the realm of high-end matchmaking, Uli Eitel, president and founder of Sterling Introductions, is the expert. She knows that playing Cupid may be more of a science than an art. She understands that it may have less to do with sex and more to do with sex appeal. She is aware of the many levels of attraction and compatibility that translate to a long-term love match. Uli’s goal in introducing couples is to foster that magical moment that leads to a lifelong bond that everyone dreams of finding. She dismisses all the misconceptions of romance with direct, common sense conclusions based on her years of experience and incredible success – proudly standing behind her motto, “a quality service for quality people.”

HOW DID YOU GET INTO THE BUSINESS OF INTRODUCING AFFLUENT SINGLES LOOKING FOR MATES?

My husband, Gary, and I actually met through a matchmaker! We realized that there is a real need for an upscale service tailored to accomplished and private individuals who are not comfortable with Internet dating or the bar scene.

WHAT SHOULD A POTENTIAL CLIENT KNOW BEFORE CONTACTING YOU?

The three most important things we look for in potential members are realistic expectations, a positive mindset (no victims!) and a comfort level with who they are. For example, single people who have fulfilled their own lives will enrich the lives of their partners in a great relationship.

WHY ARE CLIENTS REQUIRED TO COMMIT TO A TWO-YEAR AGREEMENT?

Our membership agreements are for two years because meaningful relationships develop over time and we feel it’s important to have a comfortable timeframe for our members.

WHEN “ALPHA MALE” CLIENTS WANT TO MEET “MISS RIGHT,” WHAT KIND OF FACTORS COME INTO PLAY?

Looks are top priority for men! That being said, beauty comes in different ways. A man wants a woman who is feminine and sensual with a fun, easy-going personality. She needs to be smart – which doesn’t mean Ivy-league educated – and she needs to enjoy a man’s company. Many women these days don’t “get” men. In other words, they have forgotten, or never learned, what wins a man’s heart. Men are very simple: they

**Dispelling the cougar myth:
With obvious exceptions like
Hollywood couple Demi Moore,
48, and Ashton Kutcher, 32, the
older woman-younger man love
match is somewhat rare, says Uli
Eitel of Sterling Introductions.
In fact, those women who are
determined to find a “boy-toy”
have dramatically lowered their
chances of finding a mate.**



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want respect, food and sex. Most women overcomplicate things. Men do not want to compete at home. Thus, a woman's financial means are of no importance to a man – a good man, that is.

HOW CRUCIAL IS PHYSICAL ATTRACTION? IS “BEAUTY” MORE IMPORTANT TO MEN THAN WOMEN?

Physical attraction is extremely important to men. Physical attraction for men is instantaneous, while it may develop over time for a woman. If a man is not physically attracted to a woman, he won't pursue a relationship with her. Looks will get a woman “in the door,” but warmth, femininity and a fun personality will make him fall in love.

HOW ABOUT HAVING SIMILAR FINANCIAL BACKGROUNDS?

Men could not care less about a woman's financial standing, as long as she knows how to handle herself in social situations. Men want class in public and a woman of sensuality at home. For women, a man's professional accomplishments and financial achievements are of great importance. So, Marilyn was absolutely correct as Lorelei Lee in “Gentlemen Prefer Blondes.”

WHAT ABOUT AGE? DO MOST MEN WANT TO MEET WOMEN YOUNGER THAN THEM BY 10 OR MORE YEARS? HOW ABOUT WOMEN?

Men are typically looking for younger women. They might be open to a woman in their age range if she is in great physical shape and enjoys her femininity. Men need to feel that they can offer something to a woman. No man wants to be with a “ballbuster.” Despite the popularity of “cougars” on TV and in the media, I have yet to meet a man who is looking for assistance to meet a woman older than him! Women may want to be with men closer to their age, but they have better chances for relationship success if they are open to men five to ten years older.

DO YOU MATCH ONLY HETEROSEXUAL COUPLES?

At this point, our clientele is heterosexual. I would be happy to make

introductions in the gay community, but the fact is that I rarely have gay individuals who seek out our service. We would need a good database of people in any specific category in order to be effective and we just haven't been approached by the number of gay and lesbian clients that we would need to make a same-sex service successful.

TELL US ABOUT SOME GENDER DIFFERENCES IN THE MATCHMAKING GAME.

I can generally tell in the first meeting with a female client whether or not she is “likely” to find a man who will become her soul mate, which will lead to a successful happy relationship and perhaps to marriage. It is somewhat surprising for women to hear that their youth and beauty are not as important as their femininity in charming a man. Likewise, a woman's level of intelligence is much more important than any educational degree. A man likes a woman who understands his business, but not a woman who tells him how to run it. Men do not want to compete with women. On the other side of the coin, women are attracted to men who have a strong sense of themselves and their beliefs and are extremely competent and accomplished. Again, this has more to do with his lifestyle and goals, rather than his wealth.

CAN YOU SHARE A FAVORITE STORY?

I introduced a couple who were instantly attracted. They sensed that they had met before, but it was a couple of months into their relationship before they discovered that he was the judge who signed her divorce from her ex-husband!

It's not always love at first sight. I introduced one couple where he was completely attracted to her, but she said she was not interested. Her initial rejection of him did not dissuade him as he fervently pursued her through conversations with me. She was very flattered by his persistence and eventually changed her mind! They are now happily married.

FOR MORE INFORMATION, CONTACT ULI EITEL AT
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