

catchmakers, inc.

personal matchmaking. confidential service.

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Business Catches on to Matchmaking

Service targets young professional singles in central New York

Creating a matchmaking business for professionals in central New York was born out of personal experience trying to find that special someone, Catchmakers Inc. co-owner Carole Schiffman said.

"I found it to be very time consuming and tiring," Schiffman said.

Schiffman, 46, and business partner Meredith MacLeod, 38, started Ithaca-based Catchmakers in November to help single professionals find significant others.

Many professionals are busy building their careers and don't have time to attend to their personal lives, especially if they are not socially adept, MacLeod said.

"They're really limited in their ability to access other quality singles," she said. "A large part of our business is based on the efficiency factor."

Communities such as Binghamton, Ithaca and Syracuse are college towns, which makes many young professionals there transplants, Schiffman said.

With no family and limited social relationships, finding someone special is difficult.

"The social scene in college towns is dominated by students," Schiffman said. "It's very difficult to make those connections."

She said that as a young single in Washington, D.C., she met her husband, a Cornell University professor, through an online dating site. MacLeod also is married.

While Catchmakers has a Web site for those interested in using its service, the business is more hands-on than some other matchmaking sites, Schiffman said.

Clients register on the Web site, and if they meet certain criteria -- applicants cannot be married or separated and must be at least 25 years old -- they are interviewed in person by Schiffman or MacLeod.

Criminal and marital background checks also are run on each client, Schiffman said. If the person passes muster they are then matched up for a date with someone who fits their profile.

The interviews and background checks ensure that people don't lie about their appearance, personality or marital status, Schiffman said.

"This is our way to keep it all honest," she said. "It's very personalized. Our goal is to work with you as a partner in finding a match."

Many singles are exhausted with typical Web-based matchmaking services and frustrated about finding people who are dishonest in their profiles, Schiffman said. "They're tired of the methods out there," she said.

The cost for Catchmakers' service is \$149 for new members, which includes \$50 for the background checks plus \$99 per year for membership, MacLeod said.

While she wouldn't release the exact number of singles signed up for the matchmaking service, the number is "growing every day, very quickly," she said.

Unlike many Web-based dating services, Catchmakers doesn't allow people who live outside central New York, so its targeted audience is smaller than nationally-based services, Schiffman said.

The company, which targets both heterosexual and homosexual professionals, aims to find clients long-term romance, MacLeod said.

"We think that central New York is ripe for this service," she said. ❤️