

meeting people WITHOUT A PHONE!

[WORDS / SCOTT DUNCOMBE]
[PICTURES / BEAU BRUMMELL]



WITH THE WORLD GOING DIGITAL WITH A MILLION APPS BEING BUILT EACH YEAR, I HAVE DISCOVERED AN OLD WORLD SERVICE THAT IS TAKING OFF IN SYDNEY. SPEAKING WITH VINKO FROM BEAU BRUMMELL INTRODUCTIONS, I HAVE FOUND THAT THEIR SUCCESS IS THROUGH ACTUALLY MEETING PEOPLE FACE TO FACE.

Tell us about your business.

The Beau Brummell Process is unique and the only introduction agency of its kind in Australia. Our personalised way of working with our clients is our point of difference and something that sets us apart from internet dating which gives the dating game another point of view. We are bringing back the old fashioned romance. Well, let's say that I am not aware of anyone else working in the personalised, detailed way that we do.

We like to meet everyone face to face. We invest time in getting to know each one of our clients until we feel confident that we know them

well enough to introduce them to our existing clients, whom have been through the same process. It's important for us to create friendships with our clients so that they feel comfortable enough to share their lives with us - their inspirations and desires. We need to understand people's values. In our game it is just as important to understand what works sexually for people. Let's face it we are not here for friendships, we are here to create relationships.

Many gay men who desire to be in long term relationships that are professional and perhaps those who are time deprived are finding it difficult to meet people anywhere else. Our clients enjoy having someone sit through the obstacles - I love that we have created a place where people feel comfortable. They put their trust in us and believe that we are able to introduce them to people that they ordinarily wouldn't meet. Our process is not about sending clients on hundreds of dates, it's about finding the right dates. Let's face it - it only takes one person to change our lives forever.

Where did the idea come from?

The inspiration came from our own story. We had such huge changes with our lives when Andrea and I met. We understood what it means to meet someone that gives you the power to be strong, successful and confident. The power of love is incredible and it takes so much more than a physical attraction. Life is about creating and building a future in two. The concept for BBI is our idea and to be individual to who we are, it matches our morals and values, as do our clients. People that come on board understand our work and how personalised it is - they understand who our clients would be and who we are. Our business is a big reflection on who we are, we have designed the whole process around our beliefs and desires.

What does Beau Brummell Introduction offer to their clients compared to others?

We are totally different to online dating sites - there is no comparison at all. They are not our competition, in fact they are the reason why we get so much business. Why? We

can choose the right clients and whom we work with. We give people confidence and guidance, we do all the work and search for the right person. Our recipe is definitely working, we have successfully matched 54 couples who are now dating and on top of that we have 17 couples that we can confidently say are in a long-term relationship now.

Take me through the process for our readers so they understand how easy it is.

The process with BBI is very simple, the most important thing is that we meet everyone face to face. This gives us the opportunity to get to know each individual and for each person to get to know us. The initial meeting is obligation free, it is there for both parties to meet and decide if they can work together.

We don't take anyone on board if we don't feel confident that we are not able to create positive results. After this, each membership is tailored to each individual's lifestyle and involvement. It is impossible to put a time frame on our game, as we have a unique concept that removes expectations and pressure.

Once people are on board, Andrea and I date them until we feel confident we know them as well as we do our other clients - feeling confident

to introduce them to their equal. It's very simple and quite an old fashioned process.

How do they make contact?

Our clients make contact through our website - simply by sending an email through the website with their details. Their name, phone number and city they are from is normally all we need before we call them back.

What is your current success rate with your clients?

At the moment it is around 70%.

Do you only do men to men? (Is the lesbian market on the horizons?)

BBI at the moment only works with man to men dating as we thoroughly understand our client. At the moment we are looking to open a lesbian section to the business as there has been a lot of interest and we are getting enquiries daily. For this to work successfully and for us to be confident in expanding the company, we would employ women to look after our lesbian market. Currently, we have Samantha Patel on board of BBI team. Samantha understands and is close to a lesbian community. Her background as a physiologist and history in HR is very valuable to our work and we are lucky to have her on board. Fingers crossed!

What sort of cost are involved?

The price of the membership is \$5,300. With our main goal being to introduce you to the right people.

We offer you individual joining conditions and do everything possible to make it more comfortable to join if you're

the right client, that's if we feel confident you would get one hundred per cent from our service. On our books we have anyone from judges, lawyers, teachers, tradesman, business owners, creative people and people in the arts business, just to mention a few.

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Where are you based?

We are based nationally and also have clients internationally. Our head office is based in Sydney but don't exclude anyone from coming on our books as long as they understand that this is about meeting the right person and not about going on hundreds of dates just to feed their ego's. It's about the right dates and positive experiences. Most other clients are from Melbourne and Brisbane where we are once a month.

Can you offer any special offers to our readers?

For anyone that mentions finding about us through your article we will add two free months to their membership.

Simply go to www.beaubrummellintroductions.com or contact them on 02 9380 2661

