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# That's my business



Jennifer Haskins is the personal introductions director at Two's Company, an Irish matchmaking and introduction agency that helps Irish-based singles meet their ideal partner

Jennifer Haskins

## Interview by Ruth Doris

- **What is your background?** I had my own manufacturing business for 23 years, and wanted a change. I decided to turn my attention to the area of personal development and coaching. My partner Bill and I run the business from our office in south Dublin, but we travel to Cork and Limerick frequently to meet prospective new members, as the personal touch is very important.
- **What's the longest relationship to have developed so far?** A couple from Dublin met two weeks after the business started up and have been together since. We have lots of success stories, and that is what makes this such a rewarding and positive business to be in.
- **How did Two's Company come about?** Having both tried internet dating and later joined an Introduction Agency ourselves, we decided to use our experience to
- **What's the men-to-women ratio like, and what's the average age of members?** We like to keep the ratios fairly even. The average age is 45 but we have members ranging from 30 to 70 years of age.
- **How has the recession affected business?** As we started

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develop a company that could provide a personalised service. We saw a gap in the market for a professional agency like ours and started up in August 2008.

■ **What does your dating website have that others don't?** Firstly there is no loss of privacy, no time wasted on the wrong people, it is safe (all members are vetted) and you know what type of person you are meeting. We have a thorough interviewing process, which enables us to match people with compatible partners. Our website is purely for information purposes. All introductions are carried out offline.

the business during the recession, we haven't had a very noticeable negative impact. In any event the need for a meaningful relationship is greater when times are hard and we all need a lift and a distraction from the 'doom and gloom'.

■ **How do you see the business developing?** The CSO figures for the single/separated and divorced from 30 to 70 years of age tell us there are more than 500,000 men and women out there who could avail of membership. Our task is to reach them and let them know that it is never too late. [www.twoscompany.ie](http://www.twoscompany.ie)

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