

Tell us what your business does and what makes it unique.

RSVP Introductions is probably the number one agency across the Heart of England and Lincolnshire for hand-picked personal introductions and hosted social events.

We offer three levels of membership: Social, Silver – where the computer matches you according to the criteria which you specify – and Gold – where our experts match you using that personal touch we're famous for.

RSVP has a number of unique features:

- We're one of the very few introduction agencies to interview and identity-check every member, so our service is both safe and enjoyable.
- We also offer superb hosted social events. Dinners, dances, bike rides, weekends away. These are such wonderful ways to meet single people, with no pressure, in a relaxed environment.
- Better Times is RSVP's offering for the over 55s. This age group is woefully poorly provided for by our industry, yet there are millions of mature single people out there looking for love and companionship. Our offering is designed to celebrate the fact that most of our Better Times members have more time on their hands than they once did, and includes indulgent weekends away, Sunday lunches and leisurely walks.



RSVP Introductions

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- We're astonishingly well-known! Most people know someone who's been an RSVP member; so we reward members who introduce their friends.

How did the business begin and what are your plans for the future?

RSVP was established by former owner Patrick McDonald in 1993. In the 14 years since then, over 14,000 members have come and gone. The office walls are lined with engagement invitations and wedding photos. Last week, we were delighted to receive a photo of the new-born pride & joy of two ex-RSVP proud parents.

New owners Anne, Roland and Pauline Stringer acquired the business in May 2006 and soon got to work on new branding and advertising. Members seem to love the new Fab and Funky (their words) Social Events Calendars!

We're also investing in a new computer network and database application to undertake matching and social events management.

Plus, we've great plans for Better Times. We know you're out there... so don't be shy and give us a call!

How easy is it to work as a family and what are the advantages?

Anne is in the driving seat day to day. Husband Roland looks after branding, marketing and advertising. Whilst Roland's mother, Pauline, has special responsibility for the Better Times offering; and, being a member of the target audience, she should know.

What makes it easy to work as a family is that we know each other really well, so we know our individual strengths and unashamedly play to those. Fortunately, they seem to dovetail pretty well. We don't agree on everything and then

we can fall back on General Manager Gaynor to act as referee.

The family isn't just Anne, Pauline and Roland. It's the kind of business where we actively seek to cultivate that feeling within the office. In fact, the family extends to our members. We try to get to know them all personally, they become our friends and we care what happens to them.

What's the secret to balancing the business and life at home?

We don't! It's not a 9-to-5 business; our office is open 9am to 9pm. And when we're not in the office, we're probably hosting an event or researching a future one. We're happy with that, though. People put themselves under a huge amount of stress trying to separate their work life from their home life. We don't attempt to; we're happy with the fuzzy boundaries that exist and because we really love what we do, it seems no hardship. ☐



RSVP's office girls get to the heart of the matter