

Greater London, UK

MATCHMAKING SERVICE OF THE YEAR

Sara Eden Introductions

www.sara-eden.co.uk | +44 (0) 207 499 9626 | info@sara-eden.co.uk



Founded by Karen Mooney in 1988, Sara Eden Introductions prides itself on being the UK's foremost dating, introduction and matchmaking agency. Catering for individuals who value intelligence, independence and sincerity in their search for a meaningful and lasting relationship, the agency offers a personalised, secure and highly effective approach to finding love. The business appeals to discerning individuals, primarily located in London and Home Counties, who are ready to take control of their personal lives, committed to finding a serious relationship and often disenchanted with the impersonal nature of online dating. For these people, Sara Eden represents a refuge from the superficial world of swiping apps, offering a bespoke service that is both safe and discreet.

Unlike other services that rely on algorithms or computer-generated matches, Sara Eden employs a human-centric approach where members complete a detailed personal profile form, providing insights into their personality, preferences and the qualities they seek in a partner. Based on this, the experienced team carefully selects potential matches, relying on years of expertise and intuition to create connections that are far deeper than surface level compatibility. More than 75% of new clients come through word of mouth, many inspired by knowing couples who have met through the service, demonstrating the agency's dedication to developing genuine relationships. Under the *Founder* membership, success rates soar to an extraordinary 95% – a testament to Karen's personalised approach and the effectiveness of her matchmaking process.

The judging panel was particularly impressed by the comprehensive matchmaking services on offer at Sara Eden Introductions, who are passionate about becoming their clients' trusted partner in their pursuit of the one. Its approach combines professionalism, empathy and discretion, offering clients a chance to meet their ideal partner but also an opportunity for personal growth and self-discovery. The team's commitment to understanding each member ensures that matches are about compatibility on paper, while also creating lasting, fulfilling relationships built on shared values and genuine connection. For singles seeking a thoughtful, personalised and highly effective alternative to online dating, Sara Eden offers the expertise and dedication to make the dream of a lasting relationship a reality.

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Sara Eden Introductions offers personalised, secure matchmaking for serious relationships, boasting exceptional success rates and a trusted, human-centric approach.
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