



# SEARCHING FOR YOUR BESHERT MADE EASIER

by Dave Gordon

**DATING CAN BE TOUGH WORK,** but it doesn't have to be. If you've tried speed dating, slow dating, and online dating, and you've grown weary of the search for Ms./Mr. Right, there's one place that's getting matchmaking results. Frumster.com has built a solid reputation for connecting marriage-minded Jews.

Frumster, the premiere website for Orthodox singles, has a rigorous members' review policy – but that hasn't stopped people from joining. In fact, the very opposite: It has empowered members to know that Frumster's roster of eligible singles is reliable and trustworthy. Tens of thousands have found Frumster to be a comfortable place to find dates of all ages and outlooks.

In just five years online, Frumster has surpassed the 700-married milestone and is still going strong, averaging a match at least every other day. Listen to two Frumster success stories:

**Chana and Moshe**, were married in March of last year. "I got fairly discouraged quickly, as I was picky in my criteria," Chana says. "Then, for the first time in a few months, I looked to see who had seen my profile. When I saw Moshe's profile, my heart actually skipped a beat."

Moshe decided to check out Frumster, and felt that it made sense to sign up. He subscribed for three months, but it turned out he didn't need it. "I was signed on for less than 12 hours, and already had an email! Wow, that's pretty cool," he says. Not everyone's experiences are the same, but it's stories like these that attract people to use the service.

**Hadassah and Dovid**, were married in December 2005. Hadassah had just signed up with Frumster and had been listed on the site for less than a half-day when Dovid saw her profile.

Two weeks later they shared numerous intense messages on Frumster, and when they were comfortable enough, they exchanged actual email addresses and communicated that way. After checking out each other's references, they began to date.

Dovid had also been on other online Jewish dating sites but left them all and stayed with Frumster. He says he was particularly impressed with the screening, the broad range of frum sin-

gles, and "a courteous template for members to reply back that they are not interested in another member without hurting any feelings." He says his goal is "hopefully to inspire other people never to give up. Never dismiss a shidduch because the person doesn't fit the description of what you thought you wanted."

Frumster is simple to navigate, and it's made even better by what it lacks: stale profiles and people who aren't serious about marriage. David, who is looking for his beshert using Frumster, says that the website is "easy to use, and user-friendly to find things." In addition, the 38-year-old Canadian found that Frumster's online dating counselor was always available and extremely helpful in fielding questions.

Frumster is also the first Jewish service to offer "VoiceIntro," which allows members to record audio messages to go along with their profiles. David is impressed that Frumster is always updating its features, and that Frumster doesn't rest on its laurels. He thinks that Frumster should take it "to the next level," and bring online audio and text messaging into real time, the way Yahoo and MSN have Messenger software. "I think it would be cool if you could talk to someone directly," he says.

For some, references are an important part of the dating formality, and online dating often means that the person on the other end is a total stranger. David thinks that another Frumster project that could facilitate meeting would be to make it easier to trade personal references. "There should be a feature – a way people can press a button or click an icon – and you get three references sent to you. That way, the user could have access right away, without having to always write all the references down, or always ask to have them sent to you."

Online dating with Frumster has made matching Jewish singles effortless, faster, and more discrete than asking the bubbleh down the street if she knows an available single. Frumster, by making the hunt for a match essentially borderless, has also facilitated worldwide matches. From custom searches, to a highly successful track record, plus a wide selection, Frumster is the easy and simple choice to find your beshert.