# TrustedMatchmakers Launches Directory of 131 Professional Matchmaking Practices

*New site shares which matchmakers hold professional certifications with market guidance and buyer questions for ten US cities*



TrustedMatchmakers Logo

SAN FRANCISCO, CA, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- TrustedMatchmakers.com, a national directory of professional matchmaking practices, launched this week. The site catalogues 131 firms across ten US markets and publishes reported pricing, contract terms and the questions buyers are advised to ask before signing an agreement.

The directory was built by Cassindy Chao, a matchmaker and the founder of Ancient Wisdom Modern Love, a practice serving San Francisco, Los Angeles and New York. Chao previously worked as an investment banker at Goldman Sachs and JP Morgan, and is the author of Ancient Wisdom Modern Love: Chinese Wisdom for Dating Success, published by Stone Monkey Publishing in 2024. Her work has been covered by Business Insider, NBC News Daily and NewsNation.

> Matchmaking is a profession with training and standards, and most people looking for one have no idea any of that exists."
>
> *Cassindy Chao, founder, TrustedMatchmakers.com*

Each listing describes what a practice does, who it serves and how a search is conducted. City pages summarise local market conditions, including the ranges firms report charging. In the San Francisco Bay Area, reported figures span roughly $15,000 to $80,000 for boutique practices, with specialists serving founders and investors reporting packages above $100,000.

"Most people considering a matchmaker cannot establish what it costs without first booking a consultation," said Chao. "That is common in service businesses, but it makes the category difficult to research. The site publishes what firms report charging and the contract terms that accompany it."

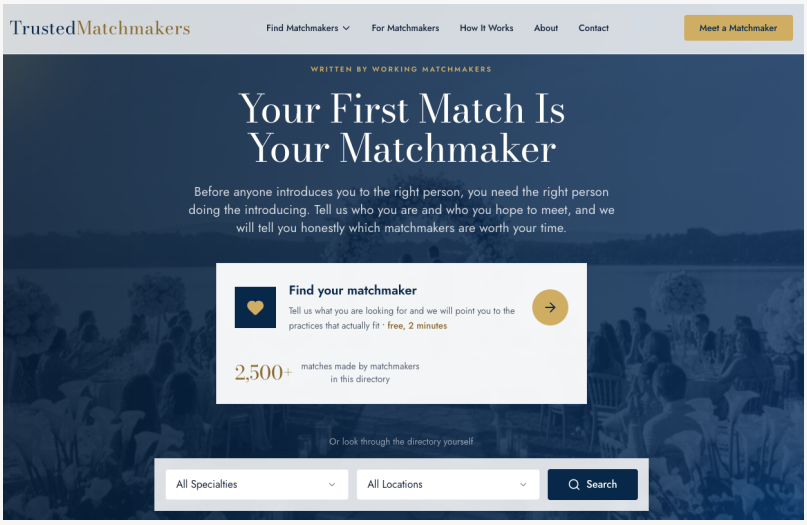
The directory also records professional credentials. Certifications issued by the Global Love Institute are taken from that organisation's published listing, and expired certifications are not displayed. Membership of the Matchmakers Alliance, which is focused on experienced matchmakers, is recorded only where a firm states it publicly on its own website.

Listings are free and cannot be purchased. Around twenty entries were removed before launch.

"Some of what was originally compiled turned out not to be matchmaking practices at all, and some could not be verified," said Chao. "A directory is only useful if the entries in it are real. This is an iterative process for a rapidly changing industry."



Cassindy Chao, founder of TrustedMatchmakers



Website of Trusted Matchmakers

Ancient Wisdom Modern Love is listed alongside other practices and is labelled owner-operated wherever it appears. The site discloses that a matchmaker may pay a referral fee where TrustedMatchmakers introduces a client, and states that this does not affect which firms are recommended or the price a client pays.

The site is not affiliated with, endorsed by or sponsored by any organisation or firm listed on it.

ABOUT TRUSTEDMATCHMAKERS

TrustedMatchmakers.com is a national directory of professional matchmakers covering ten US markets. Listings are compiled from publicly available material, are free, and cannot be purchased. The site is built and maintained by Cassindy Chao, founder of Ancient Wisdom

Modern Love.

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