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Who Wants to Marry a Gay Millionaire?

Dating Service Signs Up its First South Florida Client
Chip Alfred

Marilyn Monroe tried to do it in the movie *How to Marry a Millionaire*, and ended up finding true love instead of true wealth. Darva Conger did on the TV show *Who Wants to Marry A Multi-Millionaire*, only to find she'd wed a fake millionaire with a questionable background. Anna Nicole Smith did it, then had to fight for the money the old geezer left her when he kicked the bucket.

So for all you gay gold diggers out there, there's a website where you can meet the discerning gay millionaire. It's www.gaymillionairesclub.com, and they've just signed their first South Florida client.

Jill Hankoff, a veteran of the dating service business, is the owner and brainchild of the Gay Millionaires Club (GMC), established in 2001. The service represents about 20 clients nationwide. The "millys," defined as people with a net worth of a million dollars or more, are mostly working millionaires in their 40s and 50s—who plunk down anywhere from \$15,000 to \$50,000 a year for GMC's services.

How does Hankoff know if these "millys" are the real thing? "We know that if they can pay our entrance fee, odds are they are millionaires," she says.

Here's how GMC works: Hankoff meets with each potential client in her Los Angeles office, spending several hours with him to begin the process of finding his perfect match. Applicants sign on to GMC's website to try to meet the millionaires. There is no fee for applicants, who are asked to supply a picture, fill out a questionnaire and describe themselves in 50 words or less.



Hankoff says she doesn't want an applicant who's overexposed on the Internet. "We like to see somebody who's put some thought into it to write something that's unique to us," she says. Guys who say things like, "Oh my god, my rent is due. Please find me a milly right away," won't make it to the first cut. GMC is more interested in applicants seriously looking for "Mr. Right" than for "Mr. Write Me A Check."

GMC receives thousands of applications from men eager to meet the millionaires. If an applicant doesn't send a picture, the application goes to the bottom of the pile. GMC is not looking for naked shots or suggestive ones, just a nice friendly snapshot. In other words, they're less interested in seeing the guy's package than in experiencing "the whole package." Hankoff recently received a photo from an applicant trying to show off his "assets." "His zipper was down. You could see a lump," she says. Her reaction: "Next!"

Hankoff points out that most of her clients are looking for somewhat younger men, usually in their 30s or 40s. "We're not always looking for supermodels; our clients are all not necessarily looking for some hot, sweet young boy. They're looking for relationships," she says.

About 90 percent of GMC's applicants don't make the first cut. "We're looking for a needle in a haystack for a specific client," she says. Hankoff and her staff will usually narrow the field to 30 or 40 prospective matches. Then, she or someone on her staff will conduct personal interviews with each of them.

After the interview process is done, the GMC staff will narrow the field to a handful of candidates and arrange dates for each of them with the client. A GMC staff member will be in South Florida in mid-September interviewing guys for their newest client in Boca Raton, who Hankoff describes as a handsome, 47-year-old, self-made man.

Roger, another GMC client and busy CEO who owns homes in New York, L.A. and Salt Lake City, says the service is well worth it. "It's somebody taking the work out of going to social clubs and bars. Jill has presented me with educated, refined, upwardly mobile, non-gold-digger young men," he says.

Hankoff says most of her clients meet at least one man they're very interested in. Roger and his GMC match lived together for more than a year. Another GMC couple is still together after two years.

"Everybody's looking for a match, and who better to do that than a professional matchmaker like me?" she says. "We plan everything in our lives. When it comes to your life partner, why does that have to happen magically? Where is it written that it's against the law to plan to meet somebody fabulous?"

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