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Types of Russian Marriage Agencies

By Annas Agency®

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Background

There are many different kinds of marriage agencies offering services in the market. By understanding the workings of each agency, customers will be in a better position to understand the options available to them. In segmenting the market providers, the following criteria was used (the following criteria was considered most critical after conducting a survey of 500 men): Customer Focus Reliability of Services Scale (global vs. western vs. regional vs. local)

The segmentation achieved is as follows: Tier One (Professionally managed, registered and licenced, global reach with affiliations with major western organisations) Tier Two (Semi-professionally managed, registered and licenced, predominantly western focused, affiliations ONLY with other businesses in the industry) Tier Three (Firms purely opportunity focused and usually unregistered, with few affiliations) Tier Four (Russian firms with western links) Tier Five (Russian firms operating independently)

Tier One

Tier One agencies are extremely professional, brand conscious businesses with strong links to professional businesses and organisations. They do not simply operate within the industry, they strive to reinvent the business. Annas Agency ® is an example of one such industry. The agency operates across the entire value chain of the industry and has redefined many of the principles by which the business is conducted. The agency is the primary licence holder and sponsor of the Miss Russia World ® contest - a multi-million dollar beauty contest. The agency is trying to create a strong brand in the market by branding Russian beauty.

The agency is investing up to 7% of turnover into research and innovation to change the industry. The agency is the founder of two separate movements; the Anti-Trafficking-Movement (ATM) and the

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Association of Russian Marriage Organisations (ARMO). By having an aggressive focus on customer satisfaction and special feature programmes, they have managed to move from a cost focus to a benefit focus. Annas Agency® is still the only agency providing advice to law enforcement agencies. This is a testimony to their ethics and principles.

Figure One: Segmenting the service providers

Tier Two

Agencies in this segment can best be described as businesses with good intentions but lacking the resources, knowledge and capacity to satisfy demanding customers. There are multitudes in the market. Most gain credibility by being founded by men married to Russian women.

These businesses have enormous strength in that they provide much information (extremely subjective information) to a market, which is starved for information. They tend to place a strong emphasis by focusing on testimonials and advice to men. They do not protect the women they work with and tend to ignore claims of abuse as a result of their work.

Tier Three

These firms can be described as information exchangers. They do not screen information nor do they verify any claims and data received. This model tends to be used by free personal sites. They place ads (any advertisement submitted) and charge men and women fees to manage the communication process.

If a client is interested in any service except exchanging letters, they will usually refuse to help. These sites tend to be hot spots for women and men searching for gullible people. To their credit, some sites do provide disclaimers stating the extent of their capabilities

Tier Four

Tier Four firms can be very reliable or very unreliable - for the men. Some businesses provide valuable support services for men in terms of screening women, providing accommodation and looking for women. A case exists of a woman in Volgograd who made almost \$100 000 in one year by catering for western men during their stay in Russia. She provided all support services to make their stay that much easier.

These agencies however tend to tolerate women merely as a means to receive payment. Women are served only because they can bring in money.

A few Russian agencies do exist which are ethical. However, most are not. It is recommended western men refrain from using the services of Russian based agencies unless they can verify credentials.

Tier Five

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A segment, which is growing largely due to the naïveté of Russian women. A large number of these agencies serve as a front for trafficking activity. Women are usually made to pay a fee to join the business. Their details are then sold or passed on to larger agencies. Read more about this segment in the section on Anti-Trafficking.

Annas Agency® is the leading and most respected Russian Marriage Agency. Annas Agency® is the first Russian Marriage Agency to be managed by a team of professional business experts. The owner is married to a Russian woman and is a respected business strategist. Successful efforts to regulate the industry led to the agency being case-studied by an A-rated US business school and led to an elite law enforcement agency forging a relationship with the marriage agency to fight corruption. Anna's Agency® owns the Miss Russia World® Contest. Please go to

for more

information or write to

Dating Women From Russia. Important Tips The Marriage Agencies Never Tell You

By Marina Smiley

I want to share with you information that the Russian marriage agencies don't tell you on their web sites.

Many of the dating agencies tout, how young Russian women are so family oriented and will make wonderful wives and family partners. This causes many foreign men to dream about the perfect family! A family that they have already built up in their own imagination.

Every man who has seen the Russian dating agency ads and believes in them completely, has built up in his mind, and has created his own fantasy, of what a future family with a Russian woman, will be.

If the man's dreams are based on a foundation the marriage agency has constructed and not on a healthy dose of common sense, then, most likely the relationship is at great risk of disappointment and inevitable, failure

.The dating services help bring you together, they do not help you to stay together ! It is not their job to make your relationship last, so they don't bother to warn you of the many pitfalls that can become you and destroy your marriage. What do you expect of your new Russian bride and what do you really know about her??

I want to give you an example how you can read into the marriage agency advertising using a critical eye and common sense.

Try this: Go to any marriage dating agency and following their procedure to join. Look at Russian women from 21 to 25 years old.. Pay close attention to what these women have written in their bio s.. Do you see anything in common??? Of course you do..it is very obvious ! Ninety percent if not more of

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these women have written that they have a bachelor degree. They just finished or going to finish their educational requirements. Ask yourself, WHY?

If all the dating agencies are telling you that all Russian women are very family oriented and in most cases live to serve their husband and children, why would they spend 10 years in school and from 4–7 years at the university, getting a degree ?

Why would these young women spend the biggest part of their young life studying so hard if they are so family oriented ? Why not, instead, go take domestic courses such as cooking and sewing and child rearing?

Do these women, who have spent the better part of their young lives dedicated to getting a higher education, look as women who are preparing themselves to be housewives and mothers and not have a professional career???

Yeap...it is look little bit like the opposite ... if not more...

Here is another question: Compared to the United States, how many children are in the average Russian family?

Is it not unusual to see in the average American family at least three children. The statistical average is 2.7 children per family. How you get a 7/10th of child I don t know, but that is the statistic!

In Russia, to see a family with three children would be quite a shock, absolutely! It is even unusual to see a Russian family with two children.

When I just came to USA, I was surprised how many pregnant women I saw on the streets! In Russia it is very seldom that you will see a pregnant woman in public. For the last few generations, Russian couple produce only one child. By the way, it is a very big problem in Russia.

That each couple produces only one child, does not allow the population to grow but rather, stagnate. To be honest, it is not only a problem for Russia, but for all European countries.

Are you wondering why most Russian couples have only one child if Russian women are so extremely family oriented as the dating agencies promise you? Why don't they want to have more children?

The reason is not because of a difficult economical situation, in fact you can see many countries that have much more difficult economic situations and these poor families have 5–10 children. In Russia, even wealthy families have only one child.

I can give you many more examples of what the dating agencies tell you and what you can see on your own.

Be smart enough to learn about the culture of your future wife's country and about the circumstances that she grew up in, before you marry her. It can prevent you from making many mistakes and help

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you to build a happy family with an Russian woman.

Marina Smiley is the author of "Your Russian Bride – The Shocking Truth" This eBook is available through

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