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A CLOSER LOOK AT THE
REVOLUTIONARY CONCEPT OF
BASHER4ME, DESIGNED TO
SOLVE THE "SHIDDUCHIM CRISIS"

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A CLOSER LOOK AT THE REVOLUTIONARY CONCEPT OF BASHERT4ME, HOW IT CAN SOLVE THE “SHIDDUCHIM CRISIS”

The world in general and the worldwide Jewish community in particular, are not new to the concept of a crisis. A crisis generally conquers the news and affects the world, or a significant part of it, in a way that can only be resolved by implementing a drastic change.

You don't need further explanations of a crisis, since it is now just over a year since the world has been thrust into dealing with the coronavirus

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pandemic, affecting healthcare, travel and finances in serious ways from which we have yet to recover. Everyone has been affected and we continuously hope for Hashem's help and compassion in resolving the crisis completely.

A crisis by definition, is temporary in nature. It may last as much as a year or two, sometimes a little longer, but a solution will ultimately be found, the crisis will be resolved and your life will return to a semblance of normalcy.

Sadly, the orthodox Jewish community, has been dealing with a crisis that has been ongoing for

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OLUTIONARY DESIGNED TO CRISIS”



many years but has not yet seen any significant breakthrough. Many ideas have been suggested, many suggestions and theories have been worked on, all without making a noticeable difference.

We refer to the very real and ongoing “shidduchim crisis”. There are countless singles throughout our communities who have not had a shidduch suggestion come their way in months or even years. They are forgotten, abandoned and in pain.

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more valid than others, we have not dedicated enough effort or resources to effect real change.

The time has now come! **R’ Yoel Landau**, an energetic and dedicated community member was no longer willing or able to ignore the plight of the victims of this troublesome situation. He has invested all of his talent, energy and financial resources to create a system, which will according to many in this field, completely overhaul the current shidduch arena and put the brakes on an out of control situation.

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As the advanced “bashert4me” website is currently being completed, we arranged for a meeting with Mr. Landau to hear about this new initiative and how it will effect a major change in the way we have approached shidduchim until now.

Shalom Aleichem R’ Yoel! We understand you are getting ready to launch a brand new system which will, with Hashem’s help, completely change the world of shidduchim for singles and shadchanim. What can you share with our readers about this initiative?

Aleichem Shalom

Yes, we are putting the finishing touches on our “bashert4me” system which is an advanced and all- inclusive program providing every service from a-z for shadchanim as well as for singles and/ or their parents. The system will be completed and ready to launch shortly after Pesach.

What does the term “all-inclusive” mean? Suppose a father has a child of age and is looking for a shidduch. What should he do?

Parents should log onto our website, click resume and enter their child’s information. The information will be uploaded to a platform where registered shadchanim will have access to it.

Why would parents choose your

system over the age old system of relying on shadchanim from their kehilla or community? What benefit is your system offering?

The program has many benefits for everyone. Let’s start with shadchanim. Most shadchanim are limited to their kehillah or community. They are also limited with access to information. Often a shadchan will make a suggestion, particularly younger or newer shadchanim, and they have some general information but might be lacking important details such as a parent’s first name, which can be a deal breaker.

Our resumes are very detailed and comprehensive, giving shadchanim a head start by cutting down on research time. The system is designed so that when shadchanim get to work on an idea, they already have the tentative agreement from one side.

Many individuals hesitate to make suggestions because they are not sure if this is what the person has in mind and they end up disappointed and burnt out when people are quick to dismiss their ideas. Our system will prevent this problem by providing more detailed resumes so shadchanim get a better idea of the specifics that are important to every individual.

Shadchanim also run into difficulties when it is finally time for payment. We have designed a solution for this as I will soon explain in greater detail.

Resumes can be completed by

individuals other than parents, as long as the single or parents are aware of it. So if you want to help your friend, relative or neighbor, or a shadchan wants to help an individual, a resume can be completed on their behalf.

It sounds great for shadchanim but how will the system help the parents of eligible singles?

After lengthy conversations with many parents, it turns out that although they may be receiving many phone calls, the suggestions are often so completely off the mark that they become skeptical and hesitate to answer their phones. Our system is designed to change this. Parents will get to decide whether or not they want to review and approve a particular resume.

Another common issue we aim to resolve, is the difficulty in obtaining accurate information. Parents will often receive suggestions to which they respond by saying that they will do their research. However, the research can go on for an indefinite amount of time due a lack of sufficient and current references. We address this by requiring an accurate and updated list of family members and other relevant references.

Shadchanim will have the option to forward a single’s entire profile to the suggested party so they can see all the relevant information. This will greatly ease the process of gathering information, since a large part of the work has already been done.

When someone receives a profile and

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they are satisfied with the information provided, they can respond with one click and indicate for the shadchan to proceed.

A shadchan makes a suggestion which is accepted by a parent and the shadchan gets to work. Is there an option to switch shadchanim if the parent feels at some point that the shadchan is not the right person for the particular shidduch?

In order to prevent shadchanim from not getting paid for their time and effort, such a change would have to occur with the cooperation of both shadchanim with clear terms for how the payment would be split in the event that the shidduch is successfully completed. If there is no cooperation, such a change would have to be worked out through our team.

I want to add here, that a complete profile will be found under every shadchan's name, including all relevant information regarding their record of accomplishments and years of experience.

We have included an option to contact a specific shadchan through our system, and request that they work on a particular shidduch.

If a shadchan starts working

on an idea but after a while doesn't seem to be actively pursuing it, does the idea remain exclusively theirs with no option for someone else to take over?

If a shadchan hasn't pursued an idea for three months, this idea will no longer be exclusively theirs and anyone is free to work on it.

If a shadchan has not done anything for a particular shidduch for several weeks, is the only option to wait a full three months before getting someone else to work on it?

A parent can always tell a shadchan that they see the shidduch has stalled and they request that the idea be released to anyone else who is willing to pursue it.

In the event of a shadchan's non-cooperation, our office can always be

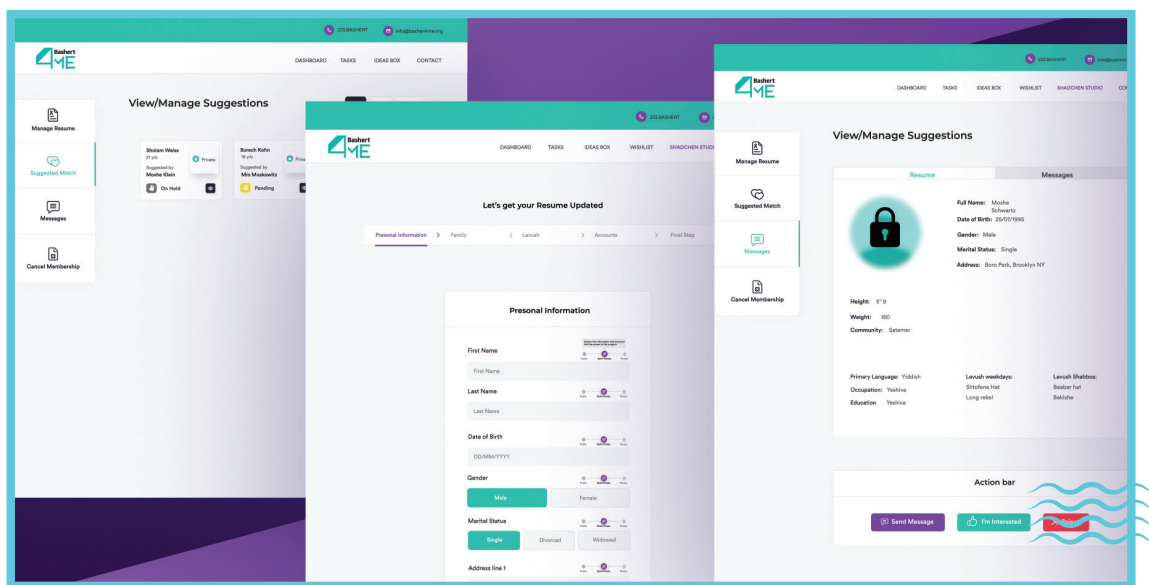
contacted and we will work on resolving the issue.

If a shadchan has a pattern of suggesting ideas that are inappropriate and off the mark and they clearly do not understand the person's priorities, is there a way to get them to stop working on this particular profile?

Yes, we have an option of blocking a shadchan from working on a particular profile.

What type of details will the profile include? Do parents realize when they complete their child's profile that all the information will be shared with the other party?

The profile, or resume as we have referred to it earlier, will have one section for basic information. The basic information needs to be completed in



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order for the resume to be entered into our system. Basic information includes name, address, names of family members, etc. There will be additional questions which will help shadchanim achieve a more complete and broad picture but answering these questions is optional.

Obviously, answering more questions and providing more details makes the job of the shadchan and of the other party, a lot easier.

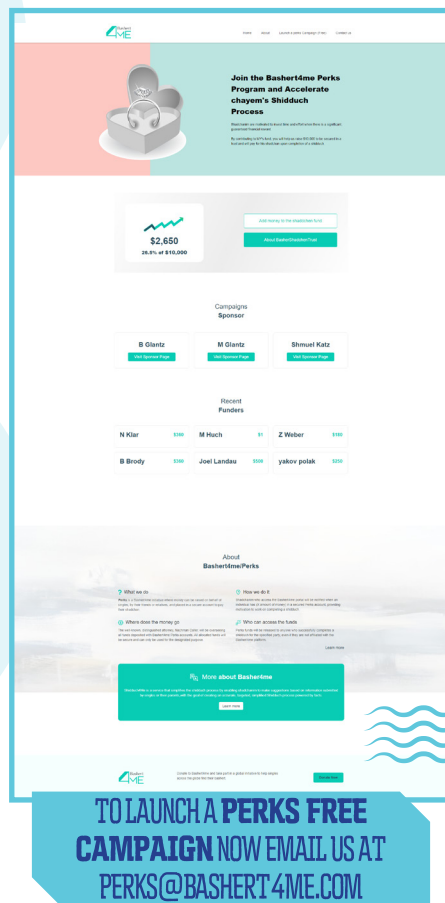
The resume will be designed so that people have the option to choose which information will be seen only by the shadchan and which information can be seen by anyone who may potentially be interested in the shidduch.

An option will be included where the single's first name will not show up. This was designed for people who are not so comfortable with a more public setting and prefer to have only their last name appear.

There will also be an advanced option where certain information can be kept private even from shadchanim. If at some point the information becomes relevant, the parents or single will receive a notification requesting permission for the information to be disclosed.

Which options do you provide for declining a shidduch suggestion?

There are several options. Suggestions can be declined either short term or indefinitely with an additional option of including a reason.



Why would anyone want to disclose their reason for saying no?

In most cases, personal reasons will not be disclosed. However, occasionally there might be a technical issue such as location, mode of dress etc. which will indicate to shadchanim what to look out for in the future and what is important and non-negotiable in the given profile.

Any reason for declining a suggestion can also optionally be kept private.

Will there be a charge for shadchanim who want to avail themselves of your services as

well as receive access to your database?

Every shadchan will have free access for a predetermined amount of time so they can see if they like the system and if they are comfortable using it. Once they get to see all the benefits and the potential to earn money through it, there will be a monthly membership to maintain full access to all of the system's advanced features.

How can you ensure that shadchanim will receive payment for their hard work?

Parents or singles, especially older singles, divorcees and those with unusual circumstances, will often promise very generous compensation to the shadchan who successfully completes a shidduch for them. However, once the shidduch materializes, they will often think that it wasn't that difficult after all and due to their lack of awareness they won't feel obligated to fulfill their promise with the assumption that the large amount of money is undeserved.

This is one of the most important issues that we are determined to resolve. Shadchanim will be notified when a higher than usual amount of money has been pledged and they can rest assured they will be paid in full.

We have provided three options for individuals who are open to discussing payment in advance. The first option is simply to include in the profile the amount they are planning to pay a shadchan upon successful completion of a shidduch.

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The second option is to complete a legal document at the office of the well-known lawyer Nachman Caller of Boro Park, who is working with us. The document will state the amount of money which will be paid upon completion of a shidduch.

The third and more advanced option, is to deposit the money in a “trust account”. This can be done through the office of Nachman Caller and the money will be secured until it is needed to pay a shachan.

An icon will be placed on every profile, indicating which option has been chosen and how much money they are offering. Understandably, shadchanim will be more motivated to work for those who have chosen the second or third options since their payment is more secure.

Once money is deposited into a trust account, for how long will it be held?

We have worked out an agreement stating that once one side asks a shadchan to work on a shidduch and the shadchan has started working on it, the money cannot be withdrawn as long as the shadchan is involved with the particular shidduch. This way parents cannot change their minds about how much to pay or decide to switch shadchanim along the way.

However, as discussed earlier, if a shadchan will not be actively involved in the shidduch for three months, or if six months pass and the shidduch doesn't progress even with the shadchan's involvement, the money can be released back to the parents.

What are some additional benefits and options for parents?

There will be an option for parents to pay a monthly membership fee which will give them access to profiles of singles so they can look through them and come up with ideas for their child

on their own.

A profile has already been reviewed and it seems interesting but there are still some hesitations and uncertainties. What is the preferred way to proceed?

A request can be made for a preferred shadchan to look into the idea and see if they want to accept it. Additionally, if the parents want the idea to be worked on right away, a request can be made to all registered shadchanim and someone will get to work on it.

Is there any recourse for people who are not getting any phone calls for an extended period of time?

As mentioned above, there will be a paid membership option for parents. Members will have a designated group of shadchanim assigned to make their profiles a priority and to invest the maximum effort on their behalf.

I am not a shadchan by profession but what if I have a

shidduch idea occasionally? Does your system have anything to offer ordinary people like myself?

Yes. We have designed the system so that anyone who has an idea can post it and follow its status when one of our shadchanim begins to work on it. If the shidduch happens, the individual who introduced the idea will be compensated accordingly.

We've heard many new concepts here today. Is there any other new idea within this initiative that you want to share?

There are many families in our communities who struggle financially and don't have the necessary funds to marry off their children, including the initial expense of paying a shadchan, particularly in more unusual cases where payment is generally higher.

We have incorporated an option where a fundraising campaign can be created to raise money for this particular purpose.

We will provide all the necessary technology for such campaigns including specified phone numbers where individuals can call to donate.

How will such a campaign work? Will people have to come out and say they need a fundraising campaign to pay a shadchan?

Not necessarily. The campaigns can be held under different names to protect the privacy of the individuals. However, the team members who will be working for the campaigns will know who they are raising money for since it would generally be for their friends or relatives.

We worked on this along with our attorney Nachman Caller. His office will ensure that the funds are secured for this particular purpose.

Can anyone who is interested

***have access to the system?
What if people are curious and
just want to browse?***

Our office will screen individuals who want to register and make sure they are legitimate shadchanim who are seriously interested in working.

***Which additional benefits will
shadchanim have?***

We have an advanced messaging system where shadchanim can message each other directly to exchange ideas and information.

***It sounds like a fantastic
initiative. Will it be serving
primarily older singles and
individuals with unusual
circumstances, or can it benefit
ordinary young singles as well?***

It can definitely be a huge breakthrough for the first category but I am sure it will bring about positive changes even for ordinary people in shidduchim.

***Which sector of Klal Yisroel is
your system targeting?***

Our goal is for the system to be all-inclusive. A broad range of kehillos and communities will provide a broader range of options for everyone.

***Is the system secured against
hacking or even just ensuring
that personal information is not
shared unnecessarily?***

We have invested a lot to have the system properly secured. Every registered individual or shadchan will have to enter their password before

they can access any information.

We are working hard to ensure that passwords are not shared which would enable unauthorized users to have access to personal information.

We will be notified when people log in from unrecognized devices. We will also be able to track everyone's activity. If we see individuals spending a lot of time on profiles without doing any real work, we will lock them out of the system.



**WE HAVE INVESTED
AN ENORMOUS
AMOUNT OF
ENERGY AND
RESOURCES TO GET
THIS INITIATIVE
OFF THE GROUND
WITH ALL OF ITS
VARIOUS DETAILS.
THE MORE THE
COMMUNITY WILL
PARTICIPATE AND
SUPPORT IT, THE
GREATER THE
SUCCESS WILL BE.**



We have also included an OTP, which notifies users if an unauthorized user has logged into their account, as well as an advanced suspicious behavior tracking system.

***Is this initiative under Rabbinical
supervision?***

The entire project is under the guidance and supervision of Harav Usher Mann Shlit"a, Satmar Dayan of Myrtle Avenue. Every aspect and feature has his approval.

***Where can people hear more
about this project?***

Call 233-BASHERT (233-227-4378) or email info@bashert4me.com

***Do you have a closing message
for our readers?***

We have invested an enormous amount of energy and resources to get this initiative off the ground with all of its various details. The more the community will participate and support it, the greater the success will be.

We have discussed many details and options here and I have to add a disclaimer that not every option will be ready for use when the system launches. It will take some time until everything is set up properly and completely.

With much Siyata D'shmaya we look forward to bringing about many shidduchim and to bring about a resolution to the growing shidduch crisis in our communities.

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