

THE
NANNY
AGENCY



GUIDE TO

Taking on New
Clients

OCTOBER 2019

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HAVING A CONTRACT



HAVE A NEW CLIENT READ AND SIGN A CONTRACT

Having a client read and agree to a contract prior to beginning the process of finding a nanny for their family is extremely important. Why put in all the work when the client hasn't even signed a contract? Having a contract will also ensure that you are protecting your agency during this process.

PROVIDE A COPY OF THE CONTRACT

Even if the client has a copy of the contract, it's highly encouraged to send them another copy via email and verify that they received it. Doing so will ensure that the client has acknowledged that they have received a contract, which in turn will avoid any miscommunication regarding the terms and conditioned outlined in the contract.

PROVIDING MATERIALS



COPY OF THE CONTRACT

It cannot be stressed enough that a client needs to get a copy of the contract.

PAYROLL INFORMATION

Client's should be provided with information regarding Payroll for nannies. It's highly encouraged to explain to client's the benefit of paying a nanny legally.

INFORMATION ON YOUR SERVICES

Having a brochure or a welcome packet is a great personal touch to add to your agency. You can highlight how your agency structures fees as well as how you screen nannies.

A SAMPLE NANNY CONTRACT

You can provide your client with a sample contract that you will be using once they hire a nanny, as this will help them understand what is typically offered and there will be no surprises when they hire a nanny.

RECOMMENDED PRACTICES FOR HIRING A NANNY

Whether your client is hiring a nanny for the first time or not, it's encouraged to provide material on the recommended practices for hiring a nanny. This can be something you retrieve from an Association, or a brochure that you have created yourself for your Agency and state.

ASKING QUESTIONS



GET TO KNOW YOUR CLIENT

In order to get to know your client and their needs, you need to ask questions in order to find the best fit for their family.

A FEW SPECIFIC JOB RELATED QUESTIONS

- The exact hours and days needed
- Pay: hourly, overtime, holiday, etc.
- Benefits offered (health, mileage, vacation, sick, holidays, etc.)
- How many children there are
- If a vehicle is provided
- If there are any pets

A FEW CHILD & FAMILY RELATED QUESTIONS

- Parenting style
- What the family's hobbies/activities are
- Any special needs, allergies, or health concerns
- Specific certifications expected of a nanny
- The role the family envisions a nanny to play
- Ideal nanny (personality, experience, etc. - non discriminating)

SETTING BOUNDARIES



SETTING OFFICE HOURS

It is important to set office hours and inform every client that you will respond as soon as you possibly can within your business hours.

"We are open Monday-Friday from 9:00 AM to 5:00 PM, so during that time I will do my best to answer as soon as possible. Anything outside those hours will unfortunately have to wait until the next business day. If it's an emergency, you can leave a single voicemail and I will attempt to contact you if possible."

KEEP PERSONAL DETAILS SEPARATE

Getting along with your client is great, but you have to remember to keep your personal life separate as well as redirect your client if they begin to talk intimately about their own personal life. You might have clients who are complaining about their daily commute or their finances, so it's important to set down boundaries immediately and redirect them.

"I am so sorry to hear you are having a rough time, but hopefully we can find a nanny to help assist with your children soon. Let's discuss the specific hours again so we can verify the details."

STAYING RESPONSIVE

TALK DAILY

Staying responsive is one of the most important things when working with a new client. You should be sending an email or calling at least once a day to update them on the progress of the nanny search.

Remember to do this within your working hours so that you are not backing up on boundaries that you have set!

TALK EVEN WHEN NOTHING IS HAPPENING

Struggling to find a nanny for your client? Send them an email to let them know that you are continuing the search and will update them as soon as possible.

"We are still interviewing and screening nannies for your family! We are hopeful to get candidates to you in the next few days and we will keep you posted. Thanks for your patience!"



OFFERING SUPPORT



BEFORE, DURING, AND AFTER

Offering your time, support, and advice throughout the process is what will ensure a client will be happy with their experience as well as potentially recommend your agency to their friends and family.

It's important to make time to answer any questions and concerns, no matter how silly you feel they are. Hiring a nanny is a very stressful time for a parent, which is why they typically reach out to a nanny agency to help assist them during this process. It's your job as an agency owner to make sure that the process is as stress free as possible so they can hire their perfect fit.

After they hire a nanny, it's often encouraged to check in to make sure everything is still going smoothly. Having the long term support from an expert can be the cherry on top of the process for a family!

US NANNY ASSOCIATION



ABOUT USNA

USNA is made up of volunteers who are committed to providing resources and knowledge to professional in the industry.

The US Nanny Association strives to advance nanny skills and elevate the profession of childcare with resources, events, partnerships, professional development, networking opportunities, and nationally recognized standards and credentials.

GET INVOLVED

Interested in volunteering your time with USNA? Email us at info@usnanny.org to discuss how you can partner with us to support our efforts at providing resources and knowledge to industry professionals!

DISCOVER MORE

If you have any questions or concerns about USNA, please contact us by email at info@usnanny.org

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