



FOR IMMEDIATE RELEASE

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Who is Elite Nannies and how did it get started?

Elite Nannies was conceived by Roxanne Peake, as a way to enrich the lives of busy families in Los Angeles and New York.

A mother herself, Roxanne's professional background is in nursing and teaching. After the birth of her son, Roxanne saw that there was a need for experienced nannies, someone who could not only care for the children, but integrate harmoniously into the family's life. Roxanne's vision was to make the nanny search as convenient as possible, while offering families peace of mind from a rigorous vetting system.

How would you describe Elite Nannies' core values and business approach?

Our work is rewarding in that it not only benefits the parents, but the children too. We take pride in the knowledge and experience that each nanny brings to the table, and we are most passionate about creating a happy, stable, and safe environment for every child. We want children to thrive, not just be 'watched.'

Our nannies have specialized skills. Not only are they experienced childcare professionals but they are qualified in a range of professions, such as nursing, teaching, beauty therapy, personal training, photography, hairdressing, personal assisting, and much more. Our candidates are qualified with a bachelors' degree, or through extensive experience in that field.

We carefully match our nannies to unique family values, care philosophies and lifestyle, so everything flows - we don't force relationships. Our rigorous matching process guarantees that each family life will remain harmonious.

Can you tell us more about how you find the perfect nannies?

We hire only the top 5% of nanny candidates who apply to Elite Nannies through what we call the SafeSitters™ program. This way, families can rest easy, knowing that their children will be offered the best care.

We conduct phone interviews, face-to-face interviews, and request a minimum of 5 references (3 previous nanny references and 2 elite skill references) from upstanding community members, and conduct thorough background checks. We require nannies to be fingerprinted and registered with TrustLine – California's comprehensive state-wide background check. This system allows access to the California Department of Justice and FBI databases. In addition to our thorough hiring process, we ultimately ensure that the candidate's values align with the family we are matching.



What sort of families are most likely to use Elite Nannies?

Our families are mostly affluent and wealthy families, who generally have a busy corporate and / or social life. They are generally looking for “more than just a nanny”. They require nannies that can bring those special additional skills to help their child, and the family as a whole, in a variety of ways.

Not only are our nannies there to help children thrive, but they are there to help support the parents too. Our families really embrace the nannies’ additional skills to help them in a variety of ways. For example, our nannies with teaching degrees are incredibly flexible to travel with their family for extended periods of time so that the parents and children aren't separated, allowing the children to continue their schooling. Our Private Teachers research the travel itinerary in advance, so they can tailor the learning experience.

Our Personal Assistant Nannies help run chores, set business meetings, book travel, and other related tasks, ultimately enriching these families’ lives, whether that be more time together as a couple, or focusing on their career or business endeavours.

How does Elite Nannies find that perfect match between the family and the nanny

We first get to know the family. We ask the right questions in order to understand their lifestyle and unique set of family values. After a stringent interview process and background check with the nanny candidate, we then match the Elite Nanny with the family. The process involves input from the family too. A minimum of five nannies are shortlisted, in order to give the family an opportunity to choose who they feel would be the perfect fit. Once the selection is complete, the family and nanny will meet face-to-face, where a personal connection can begin. It’s our job to deliver the best possible candidates to make the family’s role in the hiring process as easy as possible.

How much does the nanny service cost?

Elite Nannies offers several different packages. In order to find the perfect fit, we require a registration fee, and upon hire, we apply that registration fee to the referral fee. Then, depending on the package chosen, we take a percentage of the nanny candidate’s total gross annual salary. All subsequent payments are made directly between the family and the elite nanny.

I see that Elite Nannies offers sitters too. Can you talk more about that?

Elite Nannies was created as a nanny referral agency, however, some families only require the services of a sitter, or day-care provider. As a specialist in child-care, this was a natural extension to our portfolio of services. It can be used as a temporary service also, allowing families to purchase a membership and use Elite Sitters as they require, all through a couple of simple steps on our website. Our sitters are taken through the exact same rigorous screening process as our nannies. The sitters not only come to care for the child, but also bring the same specialized skills that our Elite Nannies would. Imagine, you’re away from your child, and in this time they have a qualified teacher helping them learn another language, mathematics, science, and more.



It's really good to know that families can still get the benefits of your agency through a sitter. How would a family book a sitter through Elite Nannies?

We spent a substantial amount of time building the right web platform which allows families to book easily through our website, www.elitenannies.com. Our website allows families to sign up and choose their sitter preferences by choosing the desired skill-sets and sharing more information about their family and their childcare requirements. Parents can choose a sitter on the spot, for the desired date/s and time/s needed. This request is then sent out to the candidate/s, and communication will then be handled directly between the family and the sitter.

Is the nanny hiring process the same on your website?

It's as easy as logging on to our website and registering an account. When selecting a nanny, you can choose the specialized skill-sets that you require, keeping in mind that you can choose multiple skill-sets. Due to the fact that a 'nanny' is generally with a family long term compared to a 'sitter', once the family has completed the signup process, one of our agency professionals will contact them directly for a one-on-one consultation.

What's next for Elite Nannies?

We are focused on serving families in the Los Angeles and New York City areas. We want to take it slow, maintaining that 'boutique feel'. This approach will help us remain focused on what is most important, you and your family. We are also focused on building a team of only the most highly skilled nannies, while sticking to our strict hiring process. In the future, we hope to expand Elite Nannies to other cities around the USA, and long term potentially to affluent cities in Europe, Australia and even Asia.

Tell us more about your founder, Roxanne Peake.

Roxanne is originally from Australia and calls both LA and New York home. Roxanne has more than ten years' experience working with children as a teacher and pediatric registered nurse. She holds Bachelor Degrees in Nursing and Law and has also worked towards a degree in Education.

Roxanne is the mother of a beautiful baby boy, named Dominic, however her interest in childcare began more than 10 years ago, when she was working as a part-time babysitter as a nursing student. She spent 5 years working for high profile families in both Australia and New York City.

Since the birth of Dominic, Roxanne understood even more acutely, how important it is to find that perfect match between nanny and child. Roxanne understands how important it is to have 100% confidence in the carer, and how that trust and assistance can translate into a more happy and stable home environment for the family as a whole. For her, it's all about the desired lifestyle when balancing children, work and play.

For more information, visit www.elitenannies.com or contact Roxanne Peake direct on +1 424-343-3783 or roxanne@elitenannies.com

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