

Seattle Nanny Service



Market Need: Everyday parents are faced with limited hours in a day and too many responsibilities. Their children need to be fed, tutored, interacted with, or picked up from school or extracurricular activities but this can be too much for two working adults. Seattle does not have many nanny agencies that place emphasis on their nannies being a strong positive mentor with a unique blend of youth, responsibility, experience, and knowledge of the developmental process of children.

The Solution: An organized, professional team of nanny mentors that have been interviewed, given background checks, have or are pursuing education or psychology degrees will have direct in-home contact with families. Upper class parents value spending extra money to positively benefit their children making them a likely target market. By creating a positive reputation and gaining referrals, the company can continue growing.

