



PRESS RELEASE

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4Nannies.com: A Dot.Com Success Story Facilitates Nanny Recruiting Efforts

Potomac Falls, VA - Five years ago 4Nannies.com was launched as the web's first on-line nanny recruiting venue. In this day of "dot com disaster" stories, 4Nannies.com provides a roadmap to success on the treacherous path down the Internet superhighway.

Kathleen Webb, President, puts it this way: "I think the key was to stay focused on a particular niche. In the beginning there was a lot of venture capital chasing sites that promised to be all things to all people. These sites were focused more on providing information rather than services and generated their revenues from advertising. These sites needed to attract a lot of "eyeballs" in a hurry to be profitable. We just focused on using the Internet to provide a high level service to a very specific niche market. Our goal was always to get big... by becoming less and less small!"

Less small is just what the company has become. A strong commitment to providing customer service has allowed this web site to build a large and loyal following. Many of today's customers represent repeat business. In five short years, 4nannies.com has registered more than fifty thousand nanny candidates and successfully assisted families in staffing more than five thousand nanny positions.

4nannies.com has successfully harnessed the Internet as a means to introduce technology and economies of scale to what was a traditionally labor-intensive "mom and pop" industry.

"We believed that there was an opportunity to provide a clear, well designed alternative to safely recruit the family nanny without spending thousands of dollars on nanny agency support," said Webb. "We believe that technology

alone does not provide service – people do.” 4nannies.com has staff available every business day and provides prompt client support via email and on the telephone – a rarity in the dot.com world. Our goal is to insure that every client has the feeling that 4Nannies.com supported them 100%.”

In addition to basic nanny recruiting services, 4nannies.com has added features and services over the years, while always staying true to its core mission to empower families to safely and economically recruit a nanny. 4nannies.com services include a criminal background check of nanny candidates, online personality profiles, online nanny skills assessment, and many other online employment tools. This use of technology and economies of scale, coupled with personal customer service, allows 4nannies.com to offer all these features at a cost substantially below that of the traditional nanny employment agency.

4Nannies.com is committed to remaining the web’s best online nanny recruiting venue. “We have a significant ongoing financial commitment to site development – new features and improved processes are introduced on a continuing basis,” reports Webb. “Our staff listens to our customers. Over time we have adopted quite a number of their suggestions. We know our customers have other options and we work hard to be their best alternative.”

4nannies.com – Where Families Find Great Nannies!

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