

Nanny Whisperer | Host Search Flow

Step 1: Landing Page Visit

Host visits homepage → only option is to Join the Private Network (€20/year). No upsells shown upfront. Offer 30 free trial – no card needed with limited membership bonus access to courses etc.

Step 2: Membership Payment

Pay €20 to activate membership and unlock access to the private network.

Step 3: Onboarding Form

Captures family details: children's ages, household setup, lifestyle, parenting style, dietary preferences, schedule, and nanny requirements (aligned with onboarding doc).

Step 4: Matching Options (after joining)

- Standard → First shortlist within 5 days (delivered after 3). Ongoing curated trickle of profiles.
- Fast Track (€500) → First shortlist within 24h (delivered after 12h). Priority in queue. Blank contracts included.
- VIP (€2,500–€3,000) → First shortlist within 12h (delivered after 8h). Concierge-reviewed matches, prefilled contracts & legal checklists, refine filters, concierge support.

Step 5: Search Visibility

- Standard: Receives curated profiles via email (no open search).
- Fast Track & VIP: Receive curated matches faster, higher-quality options.
- VIP: Ability to deselect Basic/Verified and only see Certified if desired.

Communication Options

Communication options available at each Host tier:

1. Standard (€20 membership):

- Text-only private chat with the Nanny and Host.
- Fully self-managed, no Nanny Whisperer assistance.

2. Fast Track (€500):

- Two-way video call between Host and Nanny.
- Automated scheduling + profile verification.

3. VIP (€2,500–€3,000):

- Three-way video call (Host, Nanny, and Nanny Whisperer Guru).
- Concierge-led setup, moderation, and follow-up.