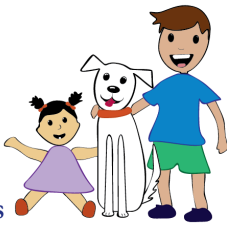


# Oliver's Nannies

Child Care & Nanny Services



# A Snapshot!

[www.oliversnannies.com](http://www.oliversnannies.com)

[www.oliversnanniesfranchising.com](http://www.oliversnanniesfranchising.com)

1.833.7OLIVER



Kathy Livingston  
Founder

[kathy.livingston@oliversnannies.com](mailto:kathy.livingston@oliversnannies.com)

1.833.7OLIVER



Sarah Mulcahy

Director of Franchise Development

[sarah.mulcahy@oliversnannies.com](mailto:sarah.mulcahy@oliversnannies.com)

1.833.7OLIVER

## *The Opportunity*

In home staffing of child-care solutions. Franchisees working out of a low fixed cost business environment will recruit and manage nannies working in homes throughout a designated territory.

*Low Upfront Cost*

*Support from Founders*

*Multiple Revenue Streams*

*Necessary Service for Parents*

## *Owner Benefits*

Uncapped Revenue Potential

Proven Business Model

Lower Upfront Costs

Robust Training

Work Life Balance

Hands On Support

# The Basics

Industry: Staffing

Year Established: 2018

Began Franchising: 2023

Units: 3

Investment Range: \$68,200 to \$98,600

Franchisee Fee: \$39,000

Discounts Available: Yes

Net Worth: \$200,000

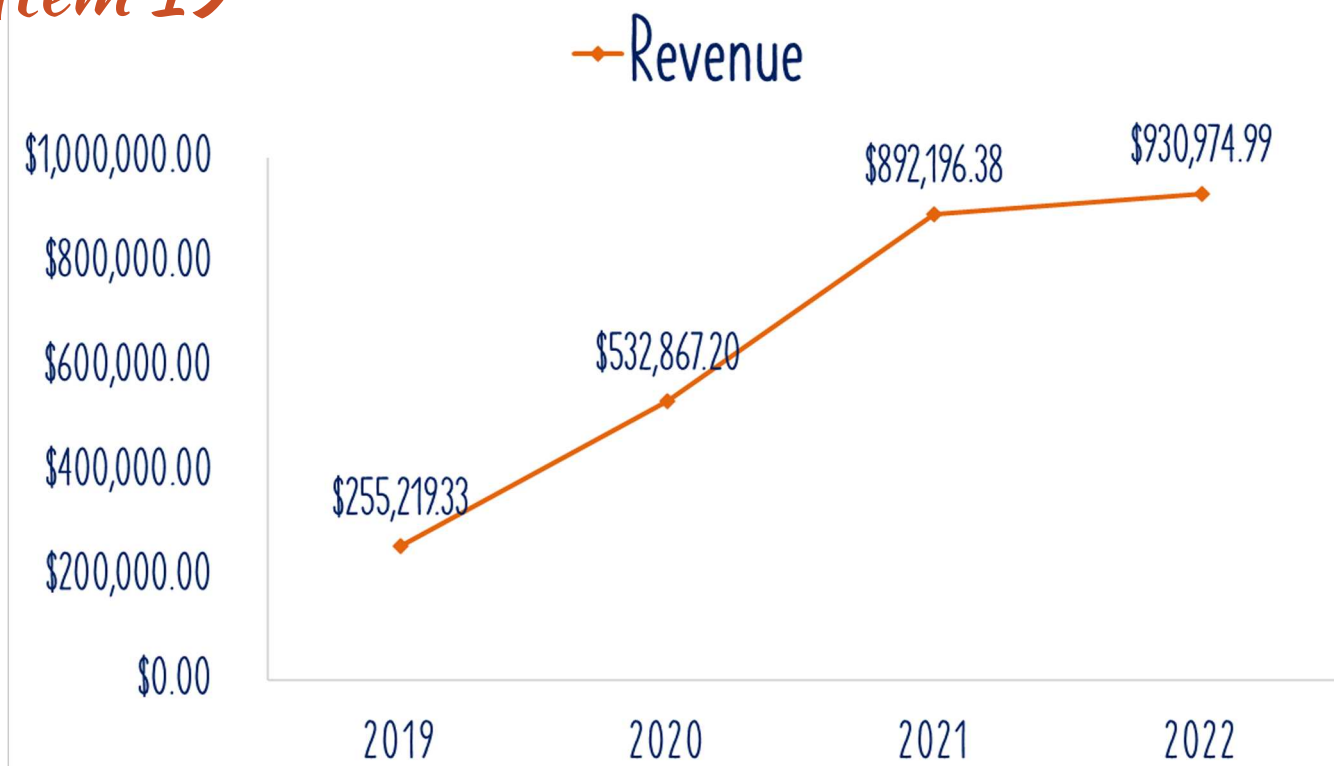
Multiple Territory Purchase: Yes

Operation Hours: In-office 8:30 AM to 5 PM  
& after hours by phone

Working Environment: Executive Office

Opening Employee Count: 1 office employee

## Item 19



Billable Rates

(\$26.80 to \$32.61)

Payable Rates

(\$15.39 to \$17.43)

## The Process

Introduction &  
Concept Zoom

FDD Review &  
Territory Demos

Review:  
Marketing  
Operations  
Franchisor  
Support

Financial  
Application &  
Territory  
Customization

Franchise  
Awarded!  
Celebration Day!

# The Territory

## Demographics Considered

# of Children 0 to 5

# of Children 6 to 10

Median Household Income

Income classes for both

Nannies & Clients

Territory: ONF Local - Essex County

ZIP Code	ZIP Code Name	Population: Age 0-5	Population: Age 6-10	Median Household Income	Hhds w/ Children	Hhds w/ Inc \$0-\$50k
07016	Cranford	1,488	1,535	\$153,317	2,989	1,360
07017	East Orange	3,023	2,491	\$61,265	5,284	6,368
07018	East Orange	2,445	1,936	\$59,836	4,138	5,089
07027	Ganewood	258	210	\$104,669	409	387
07033	Kenilworth	497	524	\$112,784	846	633
07039	Livingston	2,001	2,353	\$210,179	4,488	1,112
07040	Maplewood	2,213	1,993	\$174,305	3,911	1,212
07041	Millburn	507	549	\$212,740	1,234	397
07050	Orange	2,927	2,324	\$54,485	4,509	5,811
07052	West Orange	3,540	3,155	\$126,044	6,473	4,065
07078	Short Hills	1,052	1,365	\$287,933	2,447	342
07079	South Orange	1,245	1,114	\$172,463	1,462	1,032
07081	Springfield	1,084	853	\$148,625	2,119	1,034
07083	Union	3,477	3,056	\$113,121	6,603	3,423
07088	Vauxhall	255	235	\$84,645	511	456
07090	Westfield	2,104	2,438	\$214,687	4,599	1,148
07092	Mountainside	420	441	\$175,861	775	390
07103	Newark	3,200	2,912	\$41,912	5,274	7,136
07104	Newark	5,086	4,162	\$51,291	8,096	10,024
07106	Newark	2,759	2,387	\$51,617	4,861	5,994
07107	Newark	3,875	3,360	\$45,266	6,559	7,831
07108	Newark	2,814	2,158	\$43,562	4,420	6,348
07111	Irvington	5,327	3,961	\$55,627	8,100	10,156
07112	Newark	2,355	2,092	\$48,832	4,254	5,600
07203	Roselle	1,642	1,318	\$79,929	2,877	2,540
07204	Roselle Park	948	830	\$95,079	1,893	1,228
07205	Hillside	1,555	1,455	\$94,432	2,951	1,842
07901	Summit	1,711	1,858	\$193,706	3,423	1,129
07922	Berkley Heights	746	886	\$196,491	1,600	383
07928	Chatham	1,520	1,447	\$247,206	2,845	567
07932	Floham Park	675	576	\$153,595	1,249	729
07940	Madison	1,145	1,042	\$174,982	2,131	853
07974	New Providence	986	942	\$173,332	2,046	656
TOTAL		64,680	57,998	\$108,219	114,516	97,152

## Demographics of Millburn, NJ: Flagship Location

Territory: ONF Local - Essex County

ZIP Code	ZIP Code Name	Hhds w/ Inc \$50k-\$75k	Hhds w/ Inc \$75k-\$100k	Hhds w/ Inc \$100k-\$150k	Hhds w/ Inc \$150k-\$200k	Hhds w/ Inc \$200k+
07016	Cranford	915	862	1,378	1,567	3,156
07017	East Orange	2,769	1,897	2,545	774	961
07018	East Orange	2,156	1,309	1,463	796	1,173
07027	Ganewood	276	270	345	344	308
07033	Kenilworth	349	313	803	467	384
07039	Livingston	571	773	1,468	1,219	5,317
07040	Maplewood	788	819	1,229	957	4,021
07041	Millburn	197	230	221	267	1,435
07050	Orange	2,061	1,406	1,516	589	1,124
07052	West Orange	1,633	1,496	3,229	1,975	5,485
07078	Short Hills	159	122	412	343	3,328
07079	South Orange	454	378	817	885	2,591
07081	Springfield	821	520	1,062	1,316	2,063
07083	Union	2,581	2,491	4,227	2,983	3,816
07088	Vauxhall	151	215	212	165	181
07090	Westfield	570	666	1,496	1,183	5,614
07092	Mountainside	147	243	337	195	1,123
07103	Newark	1,983	1,240	1,115	572	549
07104	Newark	3,092	2,195	2,479	1,057	1,568
07106	Newark	1,720	1,272	1,766	580	837
07107	Newark	2,251	1,386	1,525	755	785
07108	Newark	1,296	718	732	413	687
07111	Irvington	3,974	2,476	2,845	1,207	1,438
07112	Newark	1,788	1,056	1,336	619	563
07203	Roselle	1,460	1,140	1,280	825	971

# Revenue Streams

Registration & Membership Fees

Nanny Service Fees

FlexCare Service Fees

Any client enrolling with Oliver's Nannies will pay a non-refundable fee. All Nanny clients will pay a one-time registration fee. All FlexCare clients will pay membership fee upon commencement of services and every 6 months thereafter.

Working parents or families with set schedules can have peace of mind that child-care is in place. We work with each family in the beginning to develop a plan of care and go through a proprietary nanny matching process.

Our FlexCare program allows families to add in sitter services as needed with either advanced or short-term notice. This is a great option for date nights, running errands or if a child is unable to attend daycare/school due to illness.

# Resources & Support

Online Resource Library

Grand Opening & Onsite Visits

Operations Manual

Vendor Directory

Dedicated Business Coach

## Owner Training

At Oliver's Nannies, we are looking for anyone with great energy and a commitment to excellence. We are here to handle the rest and guide you to success! The list below outlines all of the ways we are committed to each franchisee.

*Start Up Checklist*

*Start Up Calls Twice Weekly*

*Initial Owner Training at Flagship*

*Pre-opening Webinars*

*Onsite Grand Opening*

*3 Month Visit*

*9 Month Visit*

*Designated Business Coach always available for individualized needs*

## Training Curriculum

Topics below are covered through webinars, calls, initial classroom style training and on-site.

*Industry Review*

*Scope of Services*

*Care Management*

*Financial Administration*

*Recruitment & Human*

*Resources*

*Sales & Revenue Generation*

Sarah Mulcahy  
sarah.mulcahy@oliversnannies.com

Kathy Livingston  
kathy.livingston@oliversnannies.com

1-833-7OLIVER

Franchise Fee

\$39,000

Initial Investment

\$68,200 to \$98,600