ASSOCIATION *of* PREMIER NANNY AGENCIES

2026 MEDIA KIT



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ABOUT







The Association of Premier Nanny Agencies (APNA) is a professional membership organization for serious business owners who establish and enforce standards of professional industry practices.

Nanny agencies are in every community, ready to help parents take on this important task. Their experience and expertise helps parents understand all aspects of hiring a new "household employee." But like all professions, there are excellent agencies and those who are not as thorough. There are no federal guidelines for nanny agencies, so quality varies. How do you know your nanny agency is going to be a comfort and support and not the source of even more anxiety?

APNA is a voluntary membership organization that establishes and enforces standards of professional industry practices. Agencies that put their contracts, forms, applications, and policies up for scrutiny by other agencies are a cut above. They are the best of the best. APNA agencies are accountable not only to families, but to their own trade organization, as well.

HISTORY

The Association of Premier Nanny Agencies was founded in 1993 to set an unprecedented standard of ethics for professional nanny agencies across North America and Australia. In the past years, APNA has grown by leaps and bounds. With over 60 agencies currently in membership, APNA has set the bar for professionalism in the agency community.

APNA also hosts an annual conference every fall, where agency owners from across the world get together to discuss industry-wide advances and challenges, as well as bringing in experts in other fields to assist in elevating and educating agency owners.



The 2024-2025 APNA Board of Directors

2025 - 2026 BOARD OF DIRECTORS



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APNA BY THE NUMBERS

- 95% of our member organizations are women owned and operated
- 80% of our member organizations have ten employees or fewer
- 53% have $500k+ gross revenue, and 30% have $1M+
- 55% of our member organizations have been serving families for 15+ years
- 95% US Based Companies + Canada, Australia and the Netherlands

OUR AGENCIES IN THE PRESS



The Westside Nannies team in their office in Los Angeles



The Adventure Nannies staff at an annual retreat

San Francisco Chronicle — Travels with Nanny: How To Make It Work

The Hollywood Reporter — How to Bring Your Nanny To Sundance

Daily Mail — Glamorous lives of the nannies who look after super-rich children

The Wall Street Journal WSJ — The VIP Suite for the Nanny

Fox News — New Families Looking For Special Skills in Caregivers

Slate — The 21st Century Family Band

The Wall Street Journal WSJ — Soft Economy Lowers Cost of Hiring A Nanny

KRON 4 — What Should Parents Do to Make Sure They Hire The Right Nanny?

WHAT FAMILIES SAY

"As a first-time mother living in downtown DC, I was a bit overwhelmed at the prospect of trying to find the right childcare for our new baby. I did not want to spend the precious time on my maternity leave running my own nanny search, but I knew I could only return to work if I found someone terrific - loving, experienced with infants, and professional - to care for him. When I engaged the help of White House Nannies, an APNA agency, I knew I had done the right thing. They invested substantial effort in getting to know me and my family, including through a 1.5-hour meeting in their office, to make the right fit. In that meeting, they gave me good advice on what to look for in a nanny, how to interview one, and how to manage that important relationship. I also appreciate the post-placement follow-up as a first-time mom and nanny employer. We love the nanny they sent us, and I have felt very well supported in my return to work!"

"Ever since our first meeting with an APNA agency owner, we felt we were in the right hands. She was very detail-oriented and really went in depth finding out what our specific needs were for our son and our lifestyle as traveling commercial and film directors. The Adventure Nannies' thorough vetting process saved us so much time- each candidate we met with was experienced, bright, capable and positive. After about two weeks of going back and forth, refining our search, conducting interviews and trial days with our top 5 candidates, we found Darya. She has nine years of nannying experience, is smart, funny, interesting and has the perfect fun spirit for our son. We are amazed by all the different activities she creates for him and can already see how much is he learning and growing every day. Not only that, but she is experienced and interested in film production and may be able to assist us in our work in the future as well- this was a dream specification we were hoping for but didn't expect to find. Our son is so incredibly happy now and we owe it all to our APNA agency. They are such a great, modern resource for detail-oriented parents with creative, unconventional lifestyles."



The 2023 APNA Board of Directors at mid-year meeting.

"Through an APNA agency, our family has had the opportunity to work with some of the most wonderful caregivers on the Peninsula, all of whom are experienced, responsible, enthusiastic, respectful and committed. Researching, interviewing, and constantly refreshing our own list of babysitters was time-consuming, nerve-wracking and ineffective. Whether the assignment is for a single night or for a few weeks, our APNA agency's babysitters and temporary caregivers never fail to learn our routine, respect the limits we set for our kids, and even review any allergies or sensitivities ahead of time. We couldn't be happier with our experience."

ASK APNA

Members of APNA are experts in the childcare industry, and with members across the United States, local members are available for comment and to share their thoughts, experiences and opinions to international, national and regional news outlets. Stories APNA agencies are often asked to collaborate on include:

- Trends and forecasts in the private childcare sector
- Family-friendly travel destinations
- The forces behind America's smartest children
- Rates and trends in specific regions of the country
- Everything pertaining to searching for and hiring nannies
- Maintaining positive relationships with domestic employees
- Why millennials are flocking towards nannying as a career





If you are interested in speaking with APNA or one of our member agencies for assistance with an upcoming article or feature, or are seeking hi-res photos suitable for print, please contact us at admin@theapna.org.

CONTACT

Email: admin@theapna.org

Facebook: AssociationOfPremierNannyAgencies

Instagram: apna_agencies

LinkedIn: Association of Premier Nanny Agencies, A Household Staffing Alliance



Aligning You With the Top Household Staffing Agencies
Only the most professional Nanny Placement Agencies in the country belong to the Association of Premier Nanny Agencies.