

# Making it work for working parents in law.

What does NanniEst do?

**NanniEst provides nanny recruiting services as a voluntary corporate benefit to your working parents.**

Why should you offer NanniEst?

**Help attract and retain working parents – specifically mothers – with a differentiated, targeted childcare benefit.**



## **Support your working mothers**

Only 26% of law firm Partners are women, according to a 2021 study by the National Association for Law Placement (NALP). Working women disproportionately take on childcare responsibilities at home and downshift or fully exit their careers.



## **Attract & Retain**

We delight your current and prospective working parents as we help them find the perfect nanny for their family's needs. We provide template awareness campaigns for your firm to use both internally and externally to drive utilization and impressions.



## **Designed for Ease of Use and Priced for Simplicity**

A co-branded launch page to describe the offering at [nanniEst.com/your-company](https://nanniEst.com/your-company) enables working parents to start the process and take advantage of their NanniEst benefit as they search for a full or part-time nanny. Our utilization-based pricing model delivers targeted value.



We can't wait to meet you and collaborate to offer your working parents peace of mind with the NanniEst benefit. More details and pricing information is available on our website at [nanniEst.com/for-law-firms](https://nanniEst.com/for-law-firms)