



# Crimmins Insights – Q3 2025

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State of the Private Staffing Industry

## 1. Executive Overview

Market activity in Q3 remained resilient, despite broader economic caution. Demand for top-tier household staff (Executive Housekeepers, Household Couples, Chiefs of Staff) held steady, while the junior/mid-tier market softened. Compensation expectations continued to climb, especially for roles in NY/CT and seasonal “Out East.”

The best talent is commanding premium rates — and clients willing to meet those expectations are securing long-term stability.

## 2. Market Sentiment & Health

- Hiring Demand: Stable overall, but with clear polarization — premium roles in high demand, entry-level cooling.
- Candidate Confidence: High. Many candidates entertaining multiple offers and prioritizing culture fit + benefits over base pay.
- Client Behavior: Decision cycles lengthened by 10–15% vs. Q2, but once decisions are made, offers are stronger (full benefits, 401k, relocation support).

## 3. Compensation Trends

- Executive Housekeepers: \$50–55/hr + full OT, healthcare, PTO, year-end bonus.
- Household Couple Position: \$225K–\$320K annually, plus housing and benefits. Compensation varies based on the complexity of the role, pairing dynamics, and uniqueness of the required skill set. Higher-end typically applies to Greenwich, NY/NJ areas and Florida placements.
- Nannies: \$85K–\$120K base; teaching credentials = premium.
- Chiefs of Staff / Sr. EAs: \$250K+ base, hybrid flexibility is non-negotiable.
- Private Chefs: Growing use of “sampling” agreements before long-term hire.

## 4. Role-by-Role Insights

- Couples: Scarcity remains the theme. Retention rates are higher where housing + lifestyle perks are strong. Clients request diverse pairings—beyond traditional Chef/Housekeeper—to include dual housekeepers, estate manager/personal assistant teams, and other tailored combinations.
- Housekeepers: Candidates are less willing to commute >45 minutes; families are adapting with flexible schedules.
- Nannies: Parents prioritizing developmental skillsets; warmth + structure is the winning combo.
- Managers (House/Estate): Principals demanding tech-savvy + vendor management expertise.
- Chefs: Shift toward wellness / a myriad of diets/cuisines, and flexible dining styles.

## 5. Challenges & Pressure Points

- Compliance Complexity: NY vs. NJ vs. CT overtime and live-in laws still causing confusion.
- Competition: HNW families competing directly with other UHNW families for the same candidate pool.
- Retention Risk: Rising cost of living = candidates quicker to move if comp isn't keeping pace.
- Seasonality: Shorter lead times for Hamptons/Florida staff → clients scrambling.

## 6. Outlook: Q4 2025 & Beyond

- Holiday Surge: Expect uptick in seasonal housekeepers, chefs, and event support.
- Snowbird Effect: Early October demand in Florida at record levels; couples and house managers already booked.
- 2026 Preview: Anticipate widening gap between households offering full benefit packages and those who don't. Candidates are choosing stability over flash.

## 7. The Value of Onboarding

Why It Matters: Even the strongest hire can stumble if the first 90 days are unclear. Proper onboarding reduces early attrition, strengthens culture alignment, and maximizes return on investment for clients.

Trend Insight: In Q3 we saw that families who invested time in structured onboarding — clear expectations, role definitions, integration with existing staff — experienced smoother transitions and higher retention rates.

Candidate Impact: Candidates report feeling more respected and committed when onboarding is professional and intentional, rather than ad-hoc.

Client Impact: Principals who establish onboarding protocols (from tech logins to daily check-ins) save money and frustration in the long term.

Onboarding isn't an afterthought — it's the bridge between a successful search and a lasting relationship.

## **8. The Crimmins Perspective**

Boutique approach = trend interpreter + market educator. Families who engaged early in Q3 secured best talent. Those waiting are now in bidding wars.

Key takeaway for principals: Get ahead of the market, invest in quality now, and reap long-term loyalty later.