

Top Ten Reason Why Parents Choose Providers

1. **Location of the child care home:** Parents prefer arrangements close to home. You may not be able to change your location, but you can focus on the next nine “reasons.”
2. **Telephone interview skills:** Parents base a great deal of their decision about child care on the very first contact they have with a provider, usually in a phone conversation. Be prepared to answer questions and keep a smile in your voice.
3. **Curb appeal:** Parents drive by to check out potential providers. The appearance of your home and yard can make all the difference.
4. **Your appearance and grooming:** Too often, people who work at home let their professional attitude and appearance slide. Yet, parents base their decision about child care on how you present yourself. Does your appearance let parents know that you are a professional?
5. **Cleanliness of your home:** No matter how wonderful you are, if your home is dirty, cluttered, or chaotic, parents will be turned off.
6. **Personal interview skills:** Parents often do not know exactly what they are looking for when they start looking for child care. You must know what you have to offer and be able to explain your program and your philosophy to parents.
7. **Personal and general home organization:** Parents notice if you are organized or if things seem to be in disarray. Parents tend not to take you seriously if you seem disorganized.
8. **Organization of the child care space and the activities you offer:** Parents want to be sure their child will be safe, happy, and learning at your home.
9. **Written contracts and policies:** Written contracts/policies clearly establish the rules and procedures for your business. Verbal agreements lead to hard feelings and legal issues.
10. **Professionalism: What is professionalism in child care?** It’s the desire to constantly learn more about children, update training and skills, build new skills, and share with other early childhood professionals. Professionalism is always working to offer your best to children and families.

Leading the Way for Child Care in North Dakota