



EDUCATE • ELEVATE • EMPOWER

Agency Partnership Program

*Partner With Us and
Empower Your Candidates*



STRONGER CANDIDATES • A HIGHER STANDARD IN PRIVATE SERVICE • STRONGER AGENCIES

WWW.HMN-ACADEMY.ORG

ABOUT HMN-Academy

PROFESSIONAL EDUCATION FOR A HIGHER STANDARD

HMN-Academy is a professional education and certification institution dedicated to advancing knowledge, skills, and professional standards within the private service industry. Our programs are specifically developed for professionals working within high-net-worth and ultra-high-net-worth households, private estates, and sophisticated residential environments, as well as individuals preparing to advance their careers in private service.

We provide structured professional education for House Managers, Estate Managers, nannies, housekeepers, Family Assistants, household administrative professionals, and other private service professionals. Our educational portfolio includes comprehensive certification programs, specialized courses, continuing education, and focused professional development designed to support professionals at different stages of their careers.

PROFESSIONAL CERTIFICATION PROGRAMS

HMN-Academy offers an expanding portfolio of professional certification programs, including:

- Estate Manager Certification
- House Manager Certification
- Private Nanny Certification
- Housekeeping Certification
- Newborn Care Specialist Certification
- Additional specialized and advanced private service programs

Beyond our certification programs, HMN-Academy offers an extensive library of specialized courses covering operational, administrative, financial, organizational, household, estate, childcare, and service-management competencies.

Our education is specifically tailored to today's private service environments and the distinctive standards, expectations, and complexities of high-net-worth households and private estates.

Our educational philosophy extends beyond completing a course or earning a credential. HMN-Academy is committed to strengthening professional standards throughout private service by providing structured, relevant education that helps professionals expand their knowledge, develop their capabilities, and prepare for greater levels of responsibility.

For our agency partners, this creates a valuable connection between professional education and placement. Agencies gain access to a comprehensive educational resource they can confidently introduce to candidates, while private service professionals gain opportunities to strengthen their qualifications, continue their professional development, and prepare for advancement within the industry.

Together, education and recruitment can contribute to stronger candidates, stronger agencies, and a higher standard in private service.



HMN-ACADEMY

PEOPLE
PLACES
POTENTIAL

*Investing in people
who make exceptional
homes possible.*

WHY PARTNER WITH HMN-Academy?

More Than a Partnership. A Competitive Advantage for Your Agency.



The strongest staffing agencies do more than make placements. They build trusted professional networks, cultivate talent, maintain high standards, and develop relationships that keep exceptional candidates connected throughout their careers. An HMN-Academy partnership allows your agency to add professional education, certification, and continuing development to that relationship—without the expense or infrastructure of creating an educational platform of your own. Your agency brings the talent. HMN-Academy provides the education. Together, we create greater value for the professionals you represent.



ELEVATE YOUR AGENCY & STRENGTHEN CANDIDATE RELATIONSHIPS

Candidates remember agencies that invest in them. By connecting professionals with certification programs, specialized education, continuing education, and scholarship opportunities, your agency becomes more than a resource for their next placement—it becomes a trusted partner for their professional growth.

This demonstrates a commitment to the quality, preparedness, and advancement of the professionals you represent, strengthening candidate relationships while elevating your agency's reputation and professional standing.



BUILD A STRONGER CANDIDATE NETWORK

Your candidate network is one of your agency's most valuable assets. Give professionals access to education specifically tailored to today's private service environments, high-net-worth households, and private estates.

Whether pursuing certification, preparing for greater responsibility, or expanding their professional knowledge, candidates gain opportunities to continue developing while your agency gains another valuable resource to support its talent network.



DIFFERENTIATE YOUR AGENCY & CREATE ADDITIONAL REVENUE

Professional education gives your agency another way to stand apart while providing meaningful value to candidates.

Agency partners can also earn commissions on eligible referred enrollments, creating an additional revenue opportunity without managing the education, certification, or student support.

It's a simple way to grow your agency's impact and income.

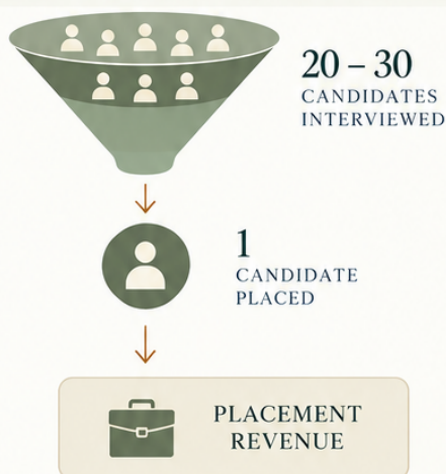


Extend the Value of Every Candidate Relationship

A BROADER NETWORK. A STRONGER TOMORROW.

Every search requires a significant investment of time, expertise, and relationship-building. Agencies often interview numerous qualified professionals for a single position, while traditional placement revenue is generated only when one candidate is hired. An HMN-Academy partnership allows you to continue creating value with the broader network of professionals you've already invested in—supporting their development while generating additional revenue for your agency.

THE TRADITIONAL MODEL ONE PLACEMENT. LIMITED REVENUE.



THE HMN-ACADEMY OPPORTUNITY A LARGER NETWORK. ADDITIONAL INCOME.



INVEST IN PEOPLE. EXPAND YOUR OPPORTUNITIES.

Candidates may not be selected for a position for many reasons—experience, interview readiness, specific role requirements, personality fit, or simply another candidate being a stronger match for that particular household.

Through an HMN-Academy partnership, these professionals can still advance their careers through relevant education and certification. When they enroll in eligible programs using your agency-branded scholarship code, they receive tuition savings and your agency earns an eligible commission.

This creates a win-win: your agency continues to support valuable candidates, strengthens its reputation, and generates revenue beyond individual placements.

*The Professionals
You Meet Today
Can Be the Leaders
of Tomorrow.*



Education for Every Stage of a Private Service Career

HMN-Academy provides a comprehensive and continually expanding educational ecosystem created specifically for today's private service professionals and the high-net-worth households and estates they serve. Agency partners can connect their candidates with education ranging from comprehensive certification pathways to specialized courses, continuing education, and advanced professional development.

FROM CAREER DEVELOPMENT TO ADVANCED EDUCATION

Our educational portfolio supports professionals throughout different stages of their careers. Structured certification pathways provide comprehensive education for those seeking to strengthen their qualifications or prepare for greater responsibility, while specialized and continuing education courses allow professionals to develop knowledge in focused areas without committing to a full certification program.

Coursework spans household and estate operations, financial administration, staffing, vendor and project coordination, administrative systems, service standards, childcare, housekeeping, and other areas specifically relevant to modern private service. For experienced professionals, advanced programs address the increasingly sophisticated administrative, organizational, financial, operational, and management responsibilities found within senior roles and multi-residence estates.

SERVING THE PRIVATE SERVICE PROFESSION

Our educational ecosystem supports House Managers, Estate Managers, Directors of Residences, Chiefs of Staff, Family Assistants, Household Assistants, nannies, Newborn Care Specialists, housekeepers, and other private service professionals.

This breadth allows an agency to support multiple segments of its candidate network through a single educational partnership—from professionals developing foundational knowledge to experienced candidates preparing for senior-level responsibilities.

MORE OPPORTUNITIES FOR YOUR CANDIDATES

Agency partners can also introduce candidates to exclusive, agency-branded HMN-Academy scholarship opportunities toward eligible programs. These opportunities allow agencies to further support candidate development while demonstrating a meaningful investment in the professionals they represent.

The scholarship program, referral attribution, commissions, and additional partner resources are explained later in this guide.

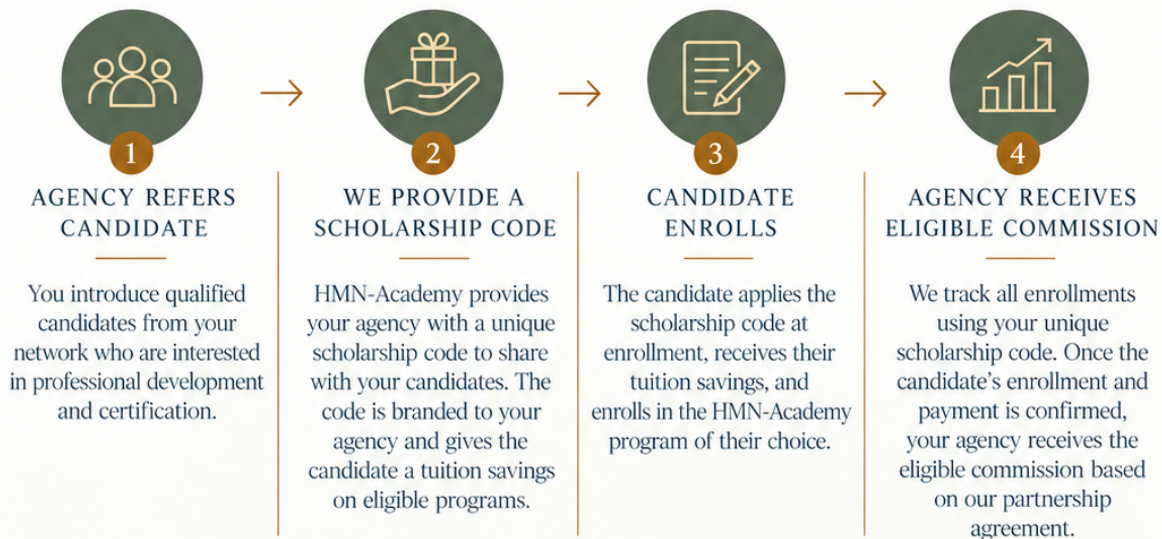
One Educational Partner. Opportunities Across an Entire Career.



How the Partnership Works

A SIMPLE PROCESS. A STRONGER FUTURE.

Our partnership model is designed to be seamless, straightforward, and mutually beneficial. Agencies introduce candidates, HMN-Academy provides the education, certification, and ongoing student support, and agencies receive eligible commission. Together, we create a valuable pathway for candidates to advance their careers while strengthening your agency's reputation and revenue.



HMN-ACADEMY HANDLES THE DETAILS

HMN-Academy manages all aspects of course delivery, education, certification, student support, and administration, allowing your agency to focus on what you do best—identifying and placing exceptional talent. Our team ensures a seamless and professional experience for every candidate, from enrollment through certification.



*Investing in People
Who Make Exceptional
Homes Possible.*



Commission & Revenue Opportunity



A STRONGER CANDIDATE NETWORK. A MORE PROFITABLE FUTURE.

Our partnership model gives your agency the opportunity to generate significant additional revenue from your candidate network. By referring candidates to HMN-Academy's professional education and certification programs, you can earn competitive commissions while helping candidates advance their careers and strengthening your agency's position in the marketplace.

YEAR ONE

50% COMMISSION

AN EXCEPTIONAL OPPORTUNITY FOR OUR INITIAL PARTNERS

Agency partners receive 50% of eligible net tuition collected on qualifying course enrollments during their first 12 months in the program. This introductory rate is designed to reward early partners and establish a strong, long-term relationship.

YEAR TWO

40% COMMISSION

RECOGNIZING A GROWING PARTNERSHIP

In year two, established agency partners receive 40% of eligible net tuition collected on qualifying course enrollments. This rate reflects the continued value of your partnership and the momentum you've helped create in the marketplace.

YEAR THREE & BEYOND

30% BASE COMMISSION

A SUSTAINABLE LONG-TERM OPPORTUNITY

In year three and beyond, agency partners receive a guaranteed 30% base commission on eligible course enrollments. Top-performing partners may qualify for an additional 5–10% performance bonus, creating the opportunity to earn up to 40% commission.

ELIGIBLE PROGRAMS

Commission is earned on HMN-Academy courses and certification programs only. The following are examples of eligible programs:

Program	Tuition
House Manager Certification	\$2,499
Private Nanny Certification	\$1,599.99
Estate Manager Certification	\$3,999
Building Emotional Intelligence in Children	\$299
Administrative Operations I	\$599
Estate Finances II	\$799



NOT ELIGIBLE FOR COMMISSION

- One-on-one Interview Readiness & Training services
- Workbooks, downloadable systems, and templates
- Other non-course products or materials



WHAT DOES "ELIGIBLE NET TUITION" MEAN?

Commission is calculated on the net tuition actually collected by HMN-Academy after applicable scholarships, discounts, promotions, refunds, chargebacks, and taxes (and any applicable payment processing fees, if applicable under the agreement).

EXAMPLE 1

HOUSE MANAGER CERTIFICATION

Tuition	\$2,499
Agency Commission (50%)	\$1,249.50

Year 1 rate shown for illustration.

EXAMPLE 2

ESTATE MANAGER CERTIFICATION

Tuition	\$3,999
Agency Commission (50%)	\$1,999.50

Year 1 rate shown for illustration.

EXAMPLE 3 (WITH SCHOLARSHIP)

NANNY CERTIFICATION

Tuition	\$1,599.99
Less Agency Scholarship	– \$300.00
Eligible Net Tuition	\$1,299.99
Agency Commission (50%)	\$650.00

Year 1 rate shown for illustration.

These examples are for illustrative purposes only. Actual commissions are based on eligible net tuition collected and are subject to the terms of the Agency Partnership Agreement.

What Could Your Candidate Network Be Worth?

REAL CANDIDATES. REAL OPPORTUNITIES. REAL REVENUE.



Every search introduces your agency to a large number of qualified professionals. While only one candidate is hired, the remaining candidates remain part of your network. Through HMN-Academy, even a small percentage of those professionals choosing to continue their education can create a meaningful additional revenue stream for your agency.

A REAL-WORLD SCENARIO

A recruiter is hiring for a House Manager with Nanny Duties position. In one week, 20–25 candidates are interviewed and 1 is hired.

In a month, the same recruiter works on 3–4 open positions, bringing approximately 80–100 professionals into the agency's candidate network.



1
CANDIDATE
HIRED

TRADITIONAL
PLACEMENT FEE



79 – 99
PROFESSIONALS
REMAIN IN YOUR
CANDIDATE NETWORK



EDUCATION &
CERTIFICATION



ADDITIONAL
REVENUE
OPPORTUNITIES

ELIGIBLE PROGRAMS (EXAMPLES)

Program	Tuition
House Manager Certification	\$2,499
Private Nanny Certification	\$1,599.99
Estate Manager Certification	\$3,999
Building Emotional Intelligence in Children	\$299
Administrative Operations I	\$599
Estate Finances II	\$799

AVERAGE TUITION
(OF COURSES SHOWN)

\$1,632.50

AVERAGE AGENCY
COMMISSION ON ONE
ENROLLMENT AT 50%

\$816.25

(Before applicable scholarships
and adjustments)

**A SMALL
PERCENTAGE
CAN MAKE A
BIG DIFFERENCE.**

Even a fraction of your monthly candidate network enrolling in a course can generate meaningful additional revenue for your agency.

ILLUSTRATIVE EARNINGS FROM A 100-CANDIDATE MONTHLY NETWORK

Enrollment Rate	Number of Enrollments (per month)	Estimated Monthly Agency Commission (at 50%)	Estimated Annual Agency Commission (at 50%)
5%	5	\$4,081	\$48,975
10%	10	\$8,163	\$97,950
25%	25	\$20,406	\$244,875

ANNUAL COMMISSION POTENTIAL BY NUMBER OF RECRUITERS

Number of Recruiters	5% Enrollment	10% Enrollment	25% Enrollment
1	\$48,975	\$97,950	\$244,875
3	\$146,925	\$293,850	\$734,625
5	\$244,875	\$489,750	\$1,224,375

AND THAT'S ONE RECRUITER.

If your agency has multiple recruiters working on different positions, the potential grows significantly.

FLEXIBILITY FOR YOUR AGENCY

Agencies may choose to incorporate partnership revenue into internal recruiter incentives or bonus programs.

These examples are for illustrative purposes only. Calculations use the average published tuition of the programs shown and a 50% first-year commission. Actual commissions are based on eligible net tuition collected after applicable scholarships, discounts, refunds, chargebacks, taxes, and any applicable payment processing fees, if applicable, under the Agency Partnership Agreement. Results may vary.

More Than Commission A True Partnership

RESOURCES. SUPPORT. OPPORTUNITIES. GROWTH.

HMN-Academy provides agency partners with the tools, materials, and support needed to effectively introduce professional education to their candidates. Our goal is to make the process simple, valuable, and rewarding for your agency, your recruiters, and the professionals you represent.



AGENCY-BRANDED SCHOLARSHIP OPPORTUNITIES

HELP YOUR CANDIDATES INVEST
IN THEIR FUTURE.

Participating agencies can nominate eligible candidates for HMN-Academy scholarships, offered in the agency's name. This allows your agency to provide meaningful tuition savings while positioning the opportunity as an investment in your candidates' professional development.

- Agency-specific scholarship codes
- Tuition savings for your referred candidates
- Increased candidate engagement and loyalty
- Enrollments attributed to your agency for commission



EDUCATIONAL & REFERRAL RESOURCES

EVERYTHING YOU NEED
TO SHARE THE OPPORTUNITY.

We provide professionally designed resources to make it easy for your team to introduce HMN-Academy to candidates. Your recruiters do not need to become education specialists — we give you the materials, guidance, and support.

- Program overviews and course guides
- Flyers, email templates, and digital assets
- Course recommendations by role and career stage
- Enrollment guidance and talking points
- Ongoing updates on new programs and opportunities



HMN-ACADEMY HANDLES THE EDUCATION

YOU BRING THE CANDIDATES.
WE TAKE CARE OF THE REST.

Once a candidate chooses to enroll, HMN-Academy manages the entire educational process. Your agency remains connected to the candidate while we handle the operational responsibilities.

- Enrollment administration
- Course delivery and certification
- Student support and communications
- Program development and quality assurance
- Ongoing advancement opportunities



A PARTNERSHIP THAT GROWS WITH YOUR AGENCY

EXPANDED TOOLS. GREATER INSIGHTS.
LONG-TERM OPPORTUNITIES.

As your partnership grows, you will gain access to additional benefits, including a dedicated agency-branded interface with personalized referral tracking and reporting.

- Access to an agency-branded sales interface (coming soon)
- Track attributed enrollments and commissions
- View enrollment activity and performance insights
- Priority access to new programs and initiatives
- Dedicated partner support
- Opportunities for co-branded marketing and events



A STRONGER PROFESSION
BUILDS A BRIGHTER TOMORROW.
TOGETHER, WE CREATE OPPORTUNITY.

HMN-ACADEMY

EDUCATE | EMPOWER | ELEVATE

Your Agency. Your Candidates. Your Brand.

SAME RELATIONSHIPS.
GREATER OPPORTUNITIES.

HMN-Academy is here to support your agency — not replace it. We work behind the scenes to provide world-class education, while you continue to build meaningful relationships with your candidates and clients.

*Your Partners
in People
and Possibility.*



YOUR RELATIONSHIP REMAINS YOURS

Your agency introduces the educational opportunity while HMN-Academy manages enrollment, education, certification, and student support. You remain the trusted source for your candidates.



AGENCY-BRANDED OPPORTUNITIES

Eligible scholarship opportunities can be associated with your agency through a unique code, allowing candidates to recognize that their agency helped create access to professional development.



EXPANDED VALUE FOR YOUR AGENCY

By offering education, you provide more value to your candidates, differentiate your agency in the marketplace, and create an additional revenue stream — all while continuing to focus on what you do best: placement.

WE PROVIDE THE EDUCATION. YOU STRENGTHEN THE RELATIONSHIP.



MORE
OPPORTUNITIES



MORE
PREPARED CANDIDATES



STRONGER
AGENCY RELATIONSHIPS



A BRIGHTER
TOMORROW



PEOPLE | PLACES | POTENTIAL

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Partnership at a Glance

TWO EXPERTISES. ONE SHARED MISSION.
GREATER OPPORTUNITIES.

*Educating
Today's Talent
for Tomorrow's
Private Service
Industry.*



YOUR AGENCY

What You Do



Introduce qualified candidates



Share your unique agency code



Maintain candidate relationships



Continue recruiting and placements



Receive referral attribution



Earn eligible commission

HMN-ACADEMY

What We Do



Provide professional education
and certifications



Manage enrollment and
program administration



Deliver high-quality, flexible
online education



Provide dedicated student support



Track eligible enrollments



Handle scholarships and
educational resources

COMMISSION STRUCTURE

A REWARDING, LONG-TERM PARTNERSHIP

YEAR 1

50%

COMMISSION

Build momentum together.

YEAR 2

40%

COMMISSION

Continued growth.

YEAR 3+

30%

BASE COMMISSION

Up to 40% with performance bonus.

Greater success ahead.



STRONGER
CANDIDATES



STRONGER
AGENCIES



A HIGHER STANDARD
IN PRIVATE SERVICE



A BRIGHTER
TOMORROW

ONE PARTNERSHIP.
AN ENTIRE EDUCATIONAL ECOSYSTEM.

COURSES | CERTIFICATIONS | SCHOLARSHIPS | CANDIDATE DEVELOPMENT | REFERRAL RESOURCES | AGENCY REVENUE

Become an HMN-Academy Agency Partner

EDUCATE PROFESSIONALS.
EMPOWER AGENCIES.
ELEVATE THE INDUSTRY.

Partner with HMN-Academy and offer your candidates world-class education and certifications while creating a new and meaningful revenue stream for your agency.

GET STARTED IN THREE SIMPLE STEPS



1

LEARN MORE

Visit our Agency Partnership page to explore the opportunity and review the details.



2

SUBMIT YOUR INTEREST

Complete the short partnership inquiry form.



3

LET'S CONNECT

Our team will be in touch to discuss next steps and how we can work together.

*Scan the QR code
to visit our Agency
Partnership page.*



A MORE SKILLED
WORKFORCE CREATES
BRIGHTER FUTURES.



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