

WHAT YOU GET WHEN YOU HIRE A HOME CONCIERGE

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THE PART NOBODY WARNS YOU ABOUT

You finally do it. You hire a cleaner.

You've researched options, read reviews, compared prices, and found someone who seems reliable. You take time off to be home for the first clean. You walk them through the house. You explain what matters to you. Then you wait to see if it actually gets done.

Sometimes it does. Often, it doesn't. Not quite the way you wanted.

So you say something. Or you don't, because it feels awkward. Either way, you're now managing a person inside your home on top of everything else you're managing in your life. That's not what you signed up for.

This is the part nobody mentions when they talk about "just getting a cleaner".

Finding someone is one problem. But the ongoing oversight (being home to check the work, noticing what was missed, having the conversation when standards slip), that's a second job. An invisible, never-ending job that sits in the back of your mind even on the days when everything looks fine.

The problem was never really finding a cleaner. The problem is that even after you find one, the mental load doesn't go away.

Executives I work with are not short on capability. They are short on willingness to spend their hard-earned personal time on this. They've worked too hard to spend a Sunday afternoon chasing up whether the oven was wiped down.

WHAT A HOME CONCIERGE ACTUALLY DOES

A few weeks ago I was overseeing a new cleaner's first session at a client's home. His supervisor had come along to show him the ropes.

I watched as the supervisor moved through the house giving detailed instructions — change cloths between surfaces, use a damp mop not a wet one, move ornaments when you dust so the client can see a cleaner has been there.

That last one stopped me. Move things so it looks like a cleaner has been there.

I don't work that way. My job is to make the house genuinely clean, not to stage the appearance of it. I didn't say anything in the moment. I let them finish. When they left, I photographed what hadn't met the standard, fixed everything and contacted the supervisor directly. When the cleaner came back the following week, he and I went through the cleaning schedule and he did it properly.

My client never knew any of this happened. That's exactly how it should be.

This is what a home concierge actually does. Not just the coordinating part, but holding the standard. Absorbing the problem before it ever reaches the client.

I've trialled and managed eight cleaners across my clients' homes. What I've learned is that while cleaning protocols can be taught, attitude cannot. And attitude covers more than you might think.

It's more than just work ethic or taking direction well. It's about understanding that entering someone's home is a privilege. I have stopped working with people who didn't respect a client's privacy; who made a passing comment that showed judgment; who tried to turn a professional engagement into a social one — with me or with the client.



I won't work with someone who doesn't maintain a personal high standard either. The way someone does one thing is how they do everything.

When I'm present, the client experiences a consistently excellent result. When I'm not, that's the 10%, the occasional missed detail that makes it clear what my presence actually delivers.

WHY IT GETS BETTER OVER TIME

There's an assumption most people make about household management. That it works like a hierarchy: client at the top, coordinator in the middle, cleaners at the bottom. Instructions flow down. Problems flow up.

I don't run it that way.

The cleaners and housekeepers I work with are not order-takers. They're people I've chosen because of their attitude and their willingness to do a great job. My task isn't just to deploy them. It's to develop them. To help them understand what a particular client actually values, to build their confidence, to encourage them to take initiative rather than do the minimum and leave.

A cleaner who has worked with The Home Crew for six months is a better cleaner for their client: we've worked alongside each other and I've held a standard on behalf of my client that they've come to internalise. This matters to clients in a way they don't initially anticipate.

One of the anxieties people have about household help is what happens when someone leaves. Starting over. Re-explaining everything. The familiar exhaustion of the search beginning again. I have gone through that many times, trying to find the right cleaner for clients.

And when that happens, the working relationship strengthens. The results compound. It's possible because of how people are chosen in the first place. For their professionalism. For their discretion. For the genuine care in how they show up inside someone else's home.

The goal has never been to sell the right services. The goal is to make clients feel genuinely looked after. There's a difference and the people in this circle are chosen precisely because they understand it.