

BEHIND *the Gates*

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Inside -- Meet Our Resident Entrepreneur,
NIKITA

Photography courtesy by award
winning photographer **Derrick Bryant**

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YOUR STORIES.YOUR PHOTOS.YOUR COMMUNITY

RESIDENT ENTREPRENEUR NIKITA BOURN



By Junior Writer Kayla Bumpass
Photography Courtesy of Derrick
Bryant Photography

Nikita Bourn was a stay-at-home mother to her son Bryson after realizing that, in order to raise her son the way she desired, she would have to temporarily put a hold on her career and not return from maternity leave. As a resident of Carlton Woods, she was close with her neighbors in the community, a large percent of them mothers. It was when Bryson was 6 years old that Nikita heard countless accounts from friends of their negative experiences involving their children's nannies, including unsavory and corrupt practices, morals, work ethic, and customer service leaving these mothers dissatisfied and in dire need of childcare. While conversing with fellow mothers, Nikita came to the realization that countless others were in a desperate search for quality childcare with close friends reaching out to Nikita left and right in hopes that she had a recommendation for a nanny.

Nikita could easily empathize with her friends for she too understood the importance of the quality of the people her children interacted with, especially the ones that would be an instrumental part in raising them. With an understanding of the shortage of suitable nannies and house help, Nikita recognized she had a knack for all of the



skills a stay-at-home required and she could help to find a solution. With six years of experience from her own child, she understood she could care for these children the way their mothers desired. With this came the birth of the Elite Nanny League.

As a mother, Nikita knew exactly what her future clientele sought in terms of their children's primary caregivers. She knew thorough background checks and sparkling reviews would be required in order to meet these mothers' needs. As a result of scouring for the very best background checking services there were to offer, Nikita stumbled upon Bib. Nikita understood that in order to be a part of the Elite Nanny League you indeed had to be elite.

Nikita pronounces that children are a mother's prized possession and should not be trusted to be cared for by just anyone, which is why the background checks are so in-depth. With over 50 applications a week to join the select group of nannies, typically only one is qualified to join.

Around three years after beginning her company, Elite Nanny League, prestigious organizations reached out to Nikita for her to be the primary childcare provider, including The Houston Astro's, The Rockets, and The Texans. With Nikita's reputation so glowing she never had to advertise, all her customers found her by word of mouth from their friends, colleagues, and family.

Although her company is plenty successful, she does not allow that to lessen the quality of her customer service. Nikita strongly has held customer service to the highest of standards, using empathy, kindness, compassion, and generosity by giving her loyal clients Starbucks gift cards during the outbreak of the pandemic and waiving the fee of childcare to a family who had recently lost their main source of income.

When asked what set her company apart from other childcare companies, Nikita confidently states that the absolute first priority has been and always will be customer service. Although her company has grown to be incredibly successful, Nikita is involved in every step of the hiring process of the new nannies. "At the end of the day, it is the branding of my company," Nikita says in reference to the importance of the quality of the nannies that are hired.

Nikita explains that she never started Elite Nanny League for any incentive other than her passion for helping families, and it is shown in her business. Nikita feels a special passion for helping families, especially women, take control of their lives and households. With a strong understanding of the demanding and sometimes overwhelming needs that are demanded to be a stay-at-home mother, Nikita was strongly equipped to help a plethora of families that have come to her over the years and have continued to do so.

