

CNBC Radio Transcript

I'M STEVE NORTH, CNBC BUSINESS RADIO.

YOU'VE SEEN THOSE NANNY REALITY SHOWS ON TV; NOW YOU CAN BRING YOUR OWN NANNY INTO YOUR HOME VIA A NEW WEBSITE THAT PROMISES TO ORGANIZE YOUR FAMILY'S LIFE BY, QUOTE, "ESTABLISHING STRUCTURE AND CONSISTENCY IN A FUN, NURTURING FORMAT".

IT'S CALLED "NANNYSCIRCLE-DOT-COM", AND ALONG WITH HELPING PARENTS AND CHILDREN CREATE AND ADHERE TO VARIOUS SCHEDULES, THE SITE HAS ONE SECTION THAT FOCUSES ON TIME AND MONEY MANAGEMENT.

FOUNDER GWEN FREER, WHO HAS A MASTER'S IN EDUCATION, SAYS A BASIC GOAL IS TO DELAY THE INSTANT GRATIFICATION CHILDREN OFTEN SEEK REGARDING PERSONAL FINANCES.

NANNY'S CIRCLE THEREFORE TEACHES KIDS THAT MONEY IS EARNED AND CAN BE SAVED FOR FUTURE GOALS... ONCE THEY'VE FULFILLED RESPONSIBILITIES, LIKE CHORES.

THEIR ALLOWANCE ENDS UP IN A VIRTUAL PERSONAL SAFE, WHERE CHILD AND PARENT THEN MANAGE EXPENDITURES, SAVINGS, AND FUNDS DESIGNATED FOR CHARITY.

THOSE ALREADY USING THE SITE... WHICH COSTS 9.95 A MONTH... REPORT LESS NAGGING AND MORE READILY-DONE CHORES... SO THIS MARY-POPPINS-IN-A-LAPTOP COULD BE JUST WHAT STRESSED PARENTS ARE LOOKING FOR.

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