



TIGER PRIVATE SALARY & BENEFITS REVIEW 2021

Version 2, May 2021



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WELCOME TO TIGER PRIVATE

Headquartered in London, Tiger Private matches exceptional private support staff to domestic households and family offices around the world. Established in 2016, all of the consultants who make up the team have previously worked with HNWIs in private support roles, allowing us to completely understand the unique requirements of permanent, temporary and contract positions.

In 2020, we saw a lot of change at Tiger Private. Two powerful forces - the pandemic and Brexit - sadly resulted in unemployment within the sector. Many employers let their key staff go, or reduced their staff count by consolidating roles.

Where employers chose to consolidate job functions, some staff were asked to work 'dual roles'; for example, a handyman may also now be chauffeuring the family. Another popular dual position is the private/business PA, as Principals look for those with an all-round skillset who can facilitate both business and private needs. However, employers should be mindful that these dual roles will likely have an impact on the work/life balance of staff.

Looking ahead, we anticipate the trend for more streamlined teams and dual positions to continue in 2021, as well as some family offices choosing to move their operations entirely remotely. We believe that private support roles will feature less travel. Instead, it's likely that part-remote working is here to stay in the private sphere. While this was previously an alien concept in this sector pre-pandemic, Principals have now realised their private PA or chief of staff can assist them remotely or part-remotely. Many more Principals are happy to work from home too, preferring to conduct business from their home offices rather than commute into cities. Employees are seeing this as a real benefit, and the number of those who have asked us about remote options has increased immensely.

As I write at the end of May 2021, we have taken the unusual step of updating the Salary Review, as we have seen a considerable shift in the market; we're seeing a pick-up in hiring across all areas, and we're really encouraged by the number of live jobs called into us to date this year. We are expecting the boom in hiring to continue in the second half of 2021, as Principals continue to re-establish teams and family offices across the UK, Europe and further afield.

David Morel
CEO/Founder

OVERVIEW 2020/21

Throughout the pandemic, whilst there was a reshaping of team structures, the demand for certain roles remained high (particularly live-in staff). Tiger Private was the first division to return to pre-pandemic business levels as we found that private household employers were more inclined to engage live-in staff in their multiple properties, rather than employ a large team to travel between them. The following data highlights key findings from our Salary Survey, conducted in September 2020. We asked 287 private household and family office workers about their salaries, benefits and their level of satisfaction in their current role. Find a breakdown of the results below.

IN 2020, PRIVATE HOUSEHOLD EMPLOYERS WERE MORE INCLINED TO ENGAGE LIVE-IN STAFF IN THEIR MULTIPLE PROPERTIES, RATHER THAN EMPLOY A LARGE TEAM TO TRAVEL BETWEEN THEM

55%

(just over half) reported that their salaries had stayed the same over the past year, in contrast to the 29% of respondents who saw an increase, and 16% who took a pay cut

The most in-demand roles in 2020 were housekeepers, followed by private PAs and thirdly, nannies

The majority of surveyed respondents in private positions did not receive a financial bonus in 2020 (73%)

47%

of staff in this sector are projecting a salary rise in 2021, in contrast to 6% who believe their salaries will decrease and 47% who anticipate it will stay the same

Just over half (55%) are currently satisfied or very satisfied with their roles, vs. 20% who reported feeling dissatisfied or very dissatisfied with their roles

30%

of those working in the private sphere, have no plan to leave their current role, while 31% are looking to move on within the next 12 months





THE ROLES WE RECRUIT FOR

Private Household

- Butler
- Celebrity Assistant
- Chauffeur
- Chief of Staff
- Close Protection Officer
- Concierge
- Estate Manager
- Gardener
- House Manager
- Housekeeper
- Lifestyle Manager
- Live-in Couple
- Nanny
- Nutritionist
- Private Chef
- Private Wellness Instructor
- Travelling PA

Family Office

- Asset Manager
- Bookkeeper/Accounts
- CFO
- Charitable Trust Manager
- Chief of Staff
- Executive Assistant
- Human Resources Manager
- Private PA

SALARY EXPECTATIONS FOR 2021

All salaries in this review are based on positions placed by Tiger Private in London. If you're looking for further international salary information, please contact us directly.

All salaries do not include additional bonuses or benefits.

"2021 has started with a bang and we have already seen salaries increase to pre-pandemic levels and, in some cases, beyond. This has been caused by demand outweighing supply and a diminished candidate pool attributable to Brexit and a change in career paths caused by the pandemic."

David Morel, CEO/Founder

Household Staff

JOB TITLE	PRIVATE HOUSEHOLD	CLIENT CHARGE TEMP RATES (HOURLY)
Housekeeper	£35,000 - £45,000	£23.94 - £28.73
House Assistant	£32,000 - £38,000	£25.54 - £28.73
Head Housekeeper	£45,000 - £50,000	£31.93 - £36.72
Lifestyle Manager	£40,000 - £55,000	£28.73 - £39.91
Celebrity Assistant	£45,000 - £55,000	£39.91 - £47.89
Chauffeur	£45,000 - £60,000	£28.73 - £39.91
Butler	£50,000 - £70,000	£39.91 - £47.89
House Manager	£50,000 - £85,000	£31.93 - £39.91
Live-in Couple	£65,000 - £75,000	£39.91 - £55.87
Nanny	£50,000 - £80,000	£39.91 - £47.89
Estate Manager	£55,000 - £75,000	£39.91 - £47.89
Private Chef	£50,000 - £85,000	£39.91 - £47.89
Travelling PA	£65,000 - £90,000	

Family Office

JOB TITLE	PRIVATE HOUSEHOLD	FAMILY OFFICE	CLIENT CHARGE TEMP RATES (HOURLY)
Private PA	£50,000 - £100,000	£50,000 - £100,000	£39.91 - £47.89
Chief of Staff	£60,000 - £120,000	£80,000 - £180,000	£47.89 - £63.85
Asset Manager		£80,000 - £120,000	
Bookkeeper/Accounts		£30,000 - £60,000	£24.54 - £49.09
CFO		£90,000 - £130,000	
Charitable Trust Manager		£55,000 - £80,000	
Executive Assistant		£50,000 - £100,000	£26.63 - £57.27
Human Resources Manager		£50,000 - £80,000	£39.91 - £63.85

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