



the markoff group



Best Baby Gear Guru

Jamie Grayson

thebabyguynyc.com

New parenthood has two main challenges: figuring out the baby and coping with all of the baby's stuff. Jamie Grayson focuses on the latter, helping parents select, acquire, and assemble all the necessary co-sleepers, car seats, bathing aids, and strollers without setting foot in a big-box baby store. Instead, Grayson, a former personal shopper at BuyBuyBaby and chief product reviewer at Strollertraffic .com, goes to clients' apartments and helps them select products online that parents actually need ("yes" to the back-friendly Ergo infant carrier, "absolutely no" to the cute but unnecessary baby shoes). He'll also set up and demonstrate how to use the products once they arrive—a service that's even more essential when there's a newborn vying for attention—and give referrals for lactation consultants, doulas, and prescreened nannies. Rates from \$75 an hour or \$350 a day. A consultation via e-mail is \$100.